



# Salesforce Days 2024 GIVING BACK

Bengaluru, Hyderabad & Jaipur



Head Office

## Youth of India Foundation

Satyam Plaza, Near Bhaktinagar P.S.,  
Check Post, Sevoke Road,  
Siliguri, West Bengal - 734001

+91 78660 03362  
youthofindia.org.in  
info@youthofindia.org.in

Registered Office

## Youth of India Foundation

R-35, B/21<sup>st</sup> Floor,  
Pul Pehladiapur, New Delhi-110044.

+91 78660 03362  
youthofindia.org.in  
info@youthofindia.org.in

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SCAN TO DONATE





# INTRODUCTION

## Introduction

Environmental sustainability has become a critical focus in today's world, with increasing awareness on the urgent need to address climate change and preserve natural ecosystems. In this context, Corporate Social Responsibility (CSR) initiatives play a vital role in fostering environmental stewardship and community engagement. This report highlights the PlantationDrive organized by the Youth of India Foundation in collaboration with Salesforce on "Salesforce Days - 2024 Giving Back Days" initiative.

The Plantation Drive was conceived as a proactive response to the growing concerns regarding deforestation, loss of biodiversity, and environmental degradation. The Youth of India Foundation, a non-profit organization dedicated to social and environmental causes, joined forces with Salesforce, a global leader in customer relationship management known for its strong commitment to CSR, to create a significant positive impact on the environment while fostering a sense of community and responsibility among participants.

Giving back is at the core culture at Salesforce. Through their employee volunteering & giving and strategic programs, Salesforce brings communities and opportunities together.

The drive took place in three ecologically significant locations in India: **Nandi Hills in Bengaluru, Osmania University in Hyderabad, and Jawahar Circle in Jaipur.** These locations were strategically chosen to maximize the environmental benefits and community involvement. The plantation events were held on June 29, 2024, in Bengaluru and Hyderabad, and on July 6, 2024, in Jaipur. Over 900 saplings were planted across these sites, with a focus on native species to enhance local biodiversity and ecological balance.



One of the unique aspects of this initiative was the involvement of a diverse group of more than 650 participants from various corporate companies, including Wipro, Accenture, EPAM, Deloitte, PwC, Salesforce, Capgemini, Infosys, Metacube, Persistent Systems, Altimetric, LTI Mindtree, TCS, among others. This broad participation ensured the success of the plantation activities and helped raise awareness about the importance of trees and environmental conservation. Employees from these companies came together with Salesforce and Youth of India Foundation for the plantation drive across 3 locations.

The Youth of India Foundation took on the responsibility of maintaining the planted saplings for one year, ensuring their growth and survival. This commitment underscores the Foundation's dedication to long-term sustainability and its holistic approach to environmental conservation.

Through regular monitoring, watering, and protection measures, the Foundation aims to ensure that the saplings thrive and contribute to the local ecosystems.

This report provides a comprehensive overview of the project, including its background, objectives, activities, and impact metrics. It also highlights the significant achievements and lessons learned from this collaborative effort.

## Objectives Fulfilled: Promoting Environmental Sustainability:

The primary objective of the plantation drive was to contribute to environmental sustainability by planting saplings that would grow into trees, providing ecological benefits.





## Fostering Community Engagement:

By involving a diverse group of participants from various corporate entities, the event aimed to foster a sense of collective responsibility and teamwork towards a common cause.

## Cultural Exchange:

The cultural program at the Plantation Drive offered a platform for participants to engage in cultural exchange and interaction, featuring traditional music, dance performances, and motivational speeches. This aspect of the event celebrated local heritage, fostered connections among diverse participants, and enriched the overall experience by highlighting the cultural dimensions of environmental stewardship.

## Awareness and Education:

To raise awareness on the importance of trees and environmental sustainability.

## Corporate Social Responsibility:

To demonstrate Salesforce's commitment to environmental sustainability and community welfare.

## Long-term Sustainability:

To ensure the growth and maintenance of planted saplings for at least one year, contributing to long-term environmental benefits.

## Project Activities Planning and Preparation:

The successful execution of the Plantation Drive required meticulous planning and coordination between the Youth of India Foundation and Salesforce. The planning phase included several key activities, such as virtual meetings, requesting authorisation, site visits, and site selection. These activities ensured that all logistical aspects were addressed, and the drive could be carried out smoothly and effectively.

## Virtual Meetings:

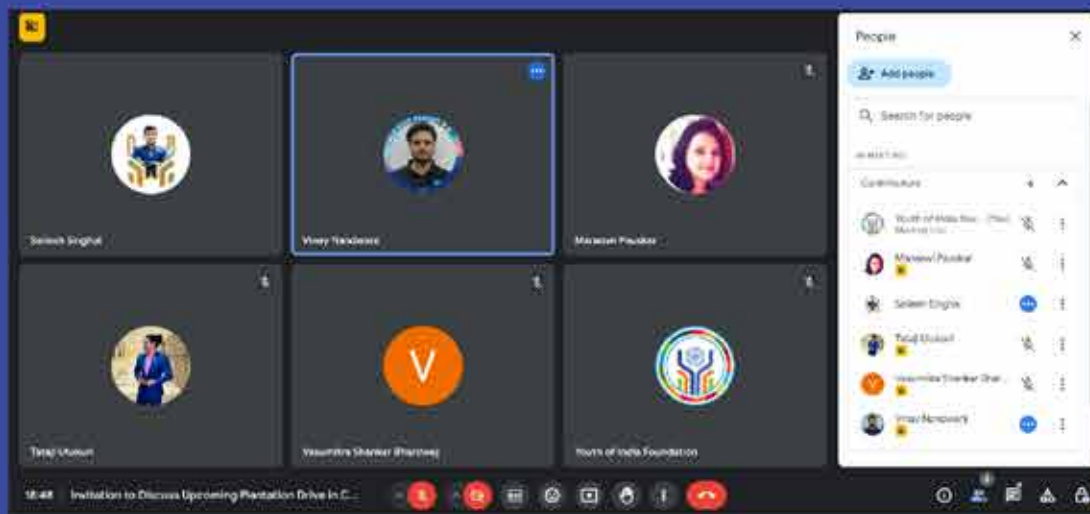
To facilitate seamless communication and coordination, multiple virtual meetings were held between the representatives of the Youth of India Foundation and Salesforce. These meetings focused on defining objectives, role allocation, resource planning, timeline development, risk management and others.







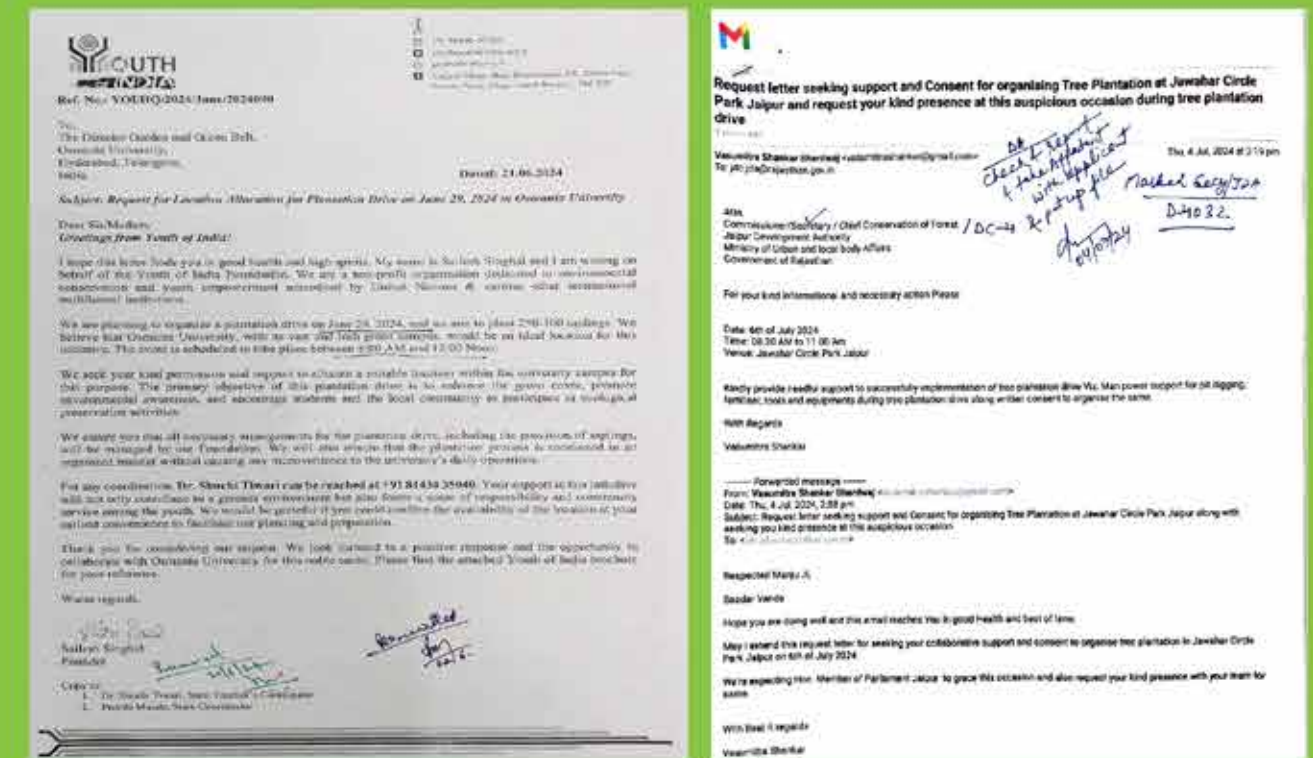
Virtual Meetings between the Youth of India Foundation team and Salesforce team on 28<sup>th</sup> June 2024, a day before the Plantation Drive in Bengaluru and Hyderabad



Virtual Meetings between the Youth of India Foundation team and Salesforce team on 5<sup>th</sup> July 2024, a day before the Plantation Drive in Jaipur

## Permission and Authoritisation Coordination:

The Youth of India Foundation obtained necessary permissions across all 3 locations to conduct a Plantation Drive. This proactive approach ensured compliance with local regulations, facilitated logistical support for the events, and encouraged community engagement.



## Copy of Permission letters



# Site Visit and Selection:

Selecting appropriate sites for the plantation was crucial to ensure the success and sustainability of the drive.

**The criteria for site selection included:**

- Accessibility,
- Ecological Significance,
- Community Involvement,
- Ease of Travelling,
- Logistical Feasibility and
- Environmental Impact.







# Nandi Hills

B E N G A L U R U







**285**  
Saplings Planted



Salesforce Representative presenting goodies to The Youth of Foundation Team post-event



Cultural Event in Nandi Hills, Bengaluru



**20**  
Partner Companies

**1200+**  
Volunteering Hours





Participants involved in the Plantation Drive in the picturesque Nandi Hills, Bengaluru



6,270 Kgs  
CO<sub>2</sub> Sequestered Annually



33,630 kgs  
O<sub>2</sub> Produced Annually



05

United Nations SDGs Localised





# Hyderabad

OSMANIA UNIVERSITY







## Pre-Event Glimpses from Plantation Drive in Osmania University, Hyderabad



## Plantation Drive in Osmania University, Hyderabad



**300**  
Saplings Planted



**18**  
Partner Companies





**1000+**  
Volunteering Hours

Participants from Different Companies Actively taking Part in the Plantation Drive



The Youth of India Foundation team handed over the Participation Certificates to the Participants

**6,270 Kgs**  
CO<sub>2</sub> Sequestered Annually



Post-Event Glimpses





33,630 kgs  
O2 Produced Annually





# JAIPUR

JAWAHAR CIRCLE







**260**  
Saplings Planted



Arrangements and Registrations in Jawahar Circle, Jaipur before the Plantation Drive on 6<sup>th</sup> July 2024



Cultural Events at Jawahar Circle, Jaipur



**16**  
Partner Companies



**700+**  
Volunteering Hours





Enthusiastic  
Participants  
actively taking part  
in the Plantation  
Drive in Jawahar 0  
Circle, Jaipur



5,720 Kgs  
CO<sub>2</sub> Sequestered Annually



30,680 Kgs  
O<sub>2</sub> Produced Annually



Team  
Photographs  
post the  
Plantation  
Drive

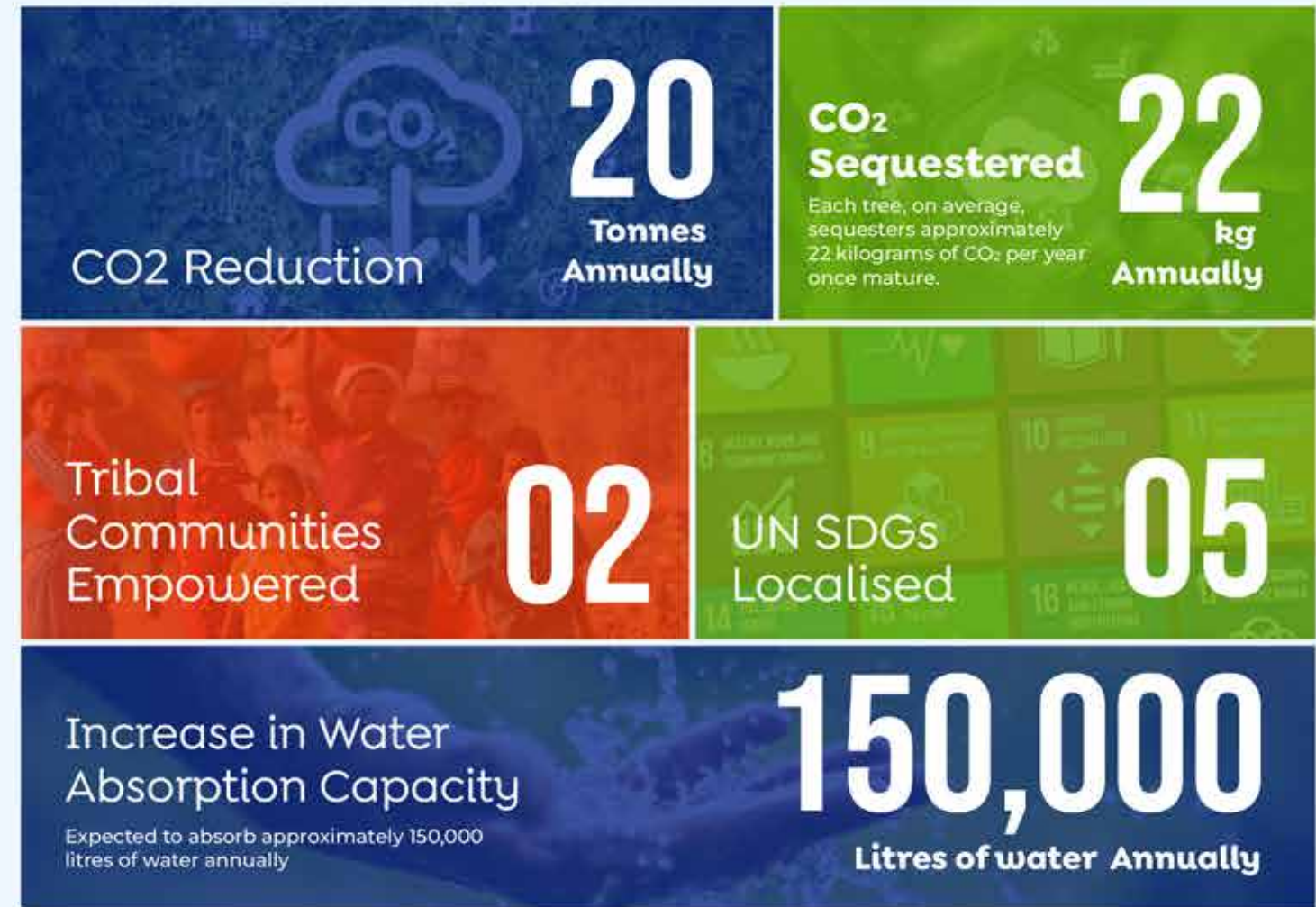


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United Nations SDGs Localised





# IMPACT



## UN SDGs Localised





# TESTIMONIALS

## Testimonials

**Sanket Atal** - *Managing Director - Salesforce India Operations, Sr. Lead - Technology & Product*

On Saturday, in collaboration with the Youth of India Foundation in Bangalore, we organized a tree plantation activity with incredible spirit!

250 volunteers from our 15 EDC Partners joined, including family members, embodying the true Salesforce Chava culture.

Together, we planted 280+ saplings, contributing over 1000 hours of volunteer work.

Big thanks to Nitin Dang, Manoj Prasad, and team for organizing this impactful event as part of India Salesforce Days. As always, giving back to our community remains a core part of our mission and Salesforce Days.

Durgesh Dhot, Deepthi Kamath, Raja Khandrody Vinay N, Mohammed Zafar, Khandmayi B, Tatai Utukuri, Kiran mangala, Vishnu Vikas Devala Nalin, Krishnan Sumati Mohan Venka Appanna!



**Shalish P.** - *Senior Delivery Lead @ Altimetrik | Professional Services, Customer Satisfaction, Product V&A, Pre- & Post*

Reflecting on a fruitful Tree Plantation Drive in Jaipur!

I am delighted to share that our Altimetrik team had the honor of participating in the Tree Plantation Drive on July 6th, 2024, at the picturesque Jawahar Circle in Jaipur. United by a common mission to foster a greener and healthier planet, we engaged in planting saplings and various eco-friendly activities, each moment contributing to a brighter future.

A heartfelt thank you to Salesforce and the Youth India Foundation for orchestrating such a meaningful and impactful event and inviting the Altimetrik family.

Nitin Dang, Manoj Prasad, Vinay Handwani, Gayendra S., Jyoti Chaudhary

#Salesforce #CSR #TreePlantation #Sustainability #GreenInitiative #EnvironmentalGoals #Jaipur #TeamAltimetrik



**Alin P.** - *Senior Salesforce Certified | Revenue Cloud*

This was one of the best plantation drive I was ever part of... Thank you!

**Vinay Handwani** - *Partner Program Operations | Analyst @ Salesforce | Salesforce Certified | Technical DevOps Sr. Manager*

Exciting News from Jaipur!

On 6th July 2024, we joined hands with Youth of India Foundation for a Tree Plantation Drive as part of IndiaSalesforceDays2024, and it was an incredible success! With over 150 passionate volunteers, including our dedicated partners, internal Salesforce employees, and their enthusiastic family members, we planted 280+ saplings.

There is a reason we call Jaipur the Salesforce Capital of India. Witnessing everyone come together for this noble cause was truly heartwarming and a testament to the #SalesforceChava spirit.

A huge thank you to Manoj Prasad, for flagging off the event with his gracious presence.

Also, would also like to thank the entire team rooting for us, Nitin Dang, Tatai Utukuri, Khandmayi B, Gayendra S., Manoj Prasad, Durgesh Dhot, Yogesh Aswani, Raja Khandrody, Mohammed Zafar.

Thank to all our partner for making it even a bigger success. Yogesh Aswani, Prakash Gopalani, Jyoti Chaudhary, Anjali Yadav, Yashwanth Thota, Gaurav Khaterpal, Naveen Prasad.

Let's continue to nurture these saplings and watch them grow as a symbol of our commitment to the environment.



**Vanshiv Technologies** - *Client Success*

Last Saturday, our team at Vanshiv Technologies participated in a Tree Plantation Drive organized by Salesforce Partners team at Jawahar Circle, Jaipur as part of its global 'Salesforce Days' celebration!

Our team members - Gaurav Khosrolal Noori Anand, Atindra Sarangdevi Manasa Choudhary joined the event and contributed to this noble cause by planting trees and taking a pledge to 'Each One, Plant One'.

Thanks to Salesforce for focusing on this important cause - and grateful to Nitin Dang Vinay N. Gayendra S. for the invite.

#TreePlantation #Salesforce #SalesforceDays #Sustainability



**Sahil Baidya** - *Co-lead & Digital - Salesforce Associate 2 at PwC Acceleration Centers | @ Salesforce Certified*

Share the same of the clicks team today's CSR Activity

I had the incredible opportunity to participate in a tree plantation drive at Mandir Hill, organized jointly by Salesforce and the Youth of India Foundation, as a part of Salesforce Days 2024. It was a heartwarming experience to see Salesforce and their partners come together to plant trees, fostering a sense of community and environmental stewardship. Against the backdrop of the calm and peaceful Mandir Hill, we worked hard in hand, planting saplings that symbolized our commitment to a greener future. The event not only strengthened bonds but also highlighted the collective impact we can achieve through collaboration and environmental consciousness.

I'm grateful to PwC Acceleration Centers in India, Youth of India Foundation and Salesforce for this inspiring experience.

#PwCIndia #SalesforceDays #Salesforce #GreenFuture



**Tarachand Bhowani** - *Director at PricewaterhouseCoopers - Service Delivery Center (PwC SDC)*

Over this weekend #PwCSalesforcePractice joined hands with #Salesforce and #YouthOfIndia on #GivingBack initiative. 🌱🌳🌿 Plantation drive on Saturday morning @Bangalore and Hyderabad locations.

PwC Team shows a great enthusiasm and commitment on sustainability cause and turnaround is huge numbers. Appreciate everyone who contributed to a great cause and made this event a great success! Let's continue to make a positive impact together.

Great job - Jayachandra Reddy Sanjiv Kumar Srivastava Bhattacharya Ram Managapathi Shilpa Upadhyaya Nitin Pareek. For motivating and organizing teams well at both locations! Thank you Vanshiv team! Anjuman's hand for the leadership support.

Thanks to Salesforce Team - Sanket Atal Nitin Dang Manoj Prasad Durgesh Dhot and #YouthOfIndia for organizing such a great event.



**Monika Gupta** - *Functional Consulting Manager at EPAM Systems*

Had a fantastic morning planting trees, enjoying cultural dance, and having fun with colleagues. Kudos to everyone who participated! Thanks to Salesforce for organizing this event as part of IndiaSalesforceDays2024, and to all the participants from #EPAMSystems. Together, we tried to contribute to a greener and more sustainable future.

Yashwanth Thota Vanita Aggarwal Phani B, Nitin Dang Vinay Handwani Manoj Prasad Raja Khandrody Mohammed Zafar Sheena Hakkim A, John Mota

#PwCIndia #SalesforceDays2024 #GivingBack #YouthOfIndia #Sustainability #PwCSalesforcePractice



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**Sagar Sankar** - *Senior Business Consultant at Deloitte USA | @ Deloitte*

It was really a great time today to collaborate with Salesforce and Youth of India Foundation for the #TreePlantation Drive at Gandhi University in Bangalore. It was an amazing experience to see professionals from different organizations working together to contribute to a greener planet. A big thank you to the organizers and all the participants who made this event so successful. #Salesforce #YouthOfIndia #Sustainability #GivingBack

Had a great time with LA Office colleagues today for planting the tree saplings!



**Raj Vankar** - *Senior Salesforce Developer @Capgemini | Salesforce Certified*

Had a great time with LA Office colleagues today for planting the tree saplings!

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**Sheena Hakkim A.** - *Technical Culture @ Microsoft*

As part of IndiaSalesforceDays2024 on June 20th, #Salesforce and its strategic partners along with government for the Giving Back - Plantation Drive. This event provided us a wonderful opportunity to work together, support environmental sustainability, and reinforce our community bonds. We extend our heartfelt thanks to Salesforce for hosting this event. We express our gratitude to all #PwCSystems colleagues in Hyderabad. Recognize for their commitment and noble contribution to the plantation initiative.

Yashwanth Thota Vanita Aggarwal Phani B, Nitin Dang Vinay Handwani Manoj Prasad, Tatai Utukuri Geetha Krishnaappa John Mota Monika Gupta



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# VOLUNTEERING COMPANIES

