



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/2 1st Floor,
Pul Pehlampur, 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:

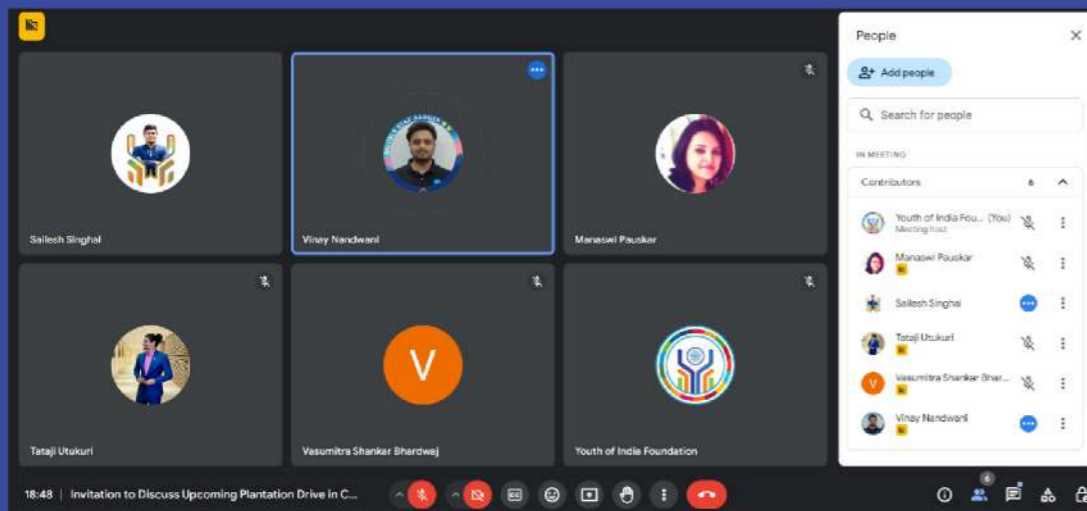
To facilitate seamless communication and coordination, multiple virtual meetings were held between the representatives of the Youth of India Foundation and Salesforce. These meetings focused on defining objectives, role allocation, resource planning, timeline development, risk management and others.



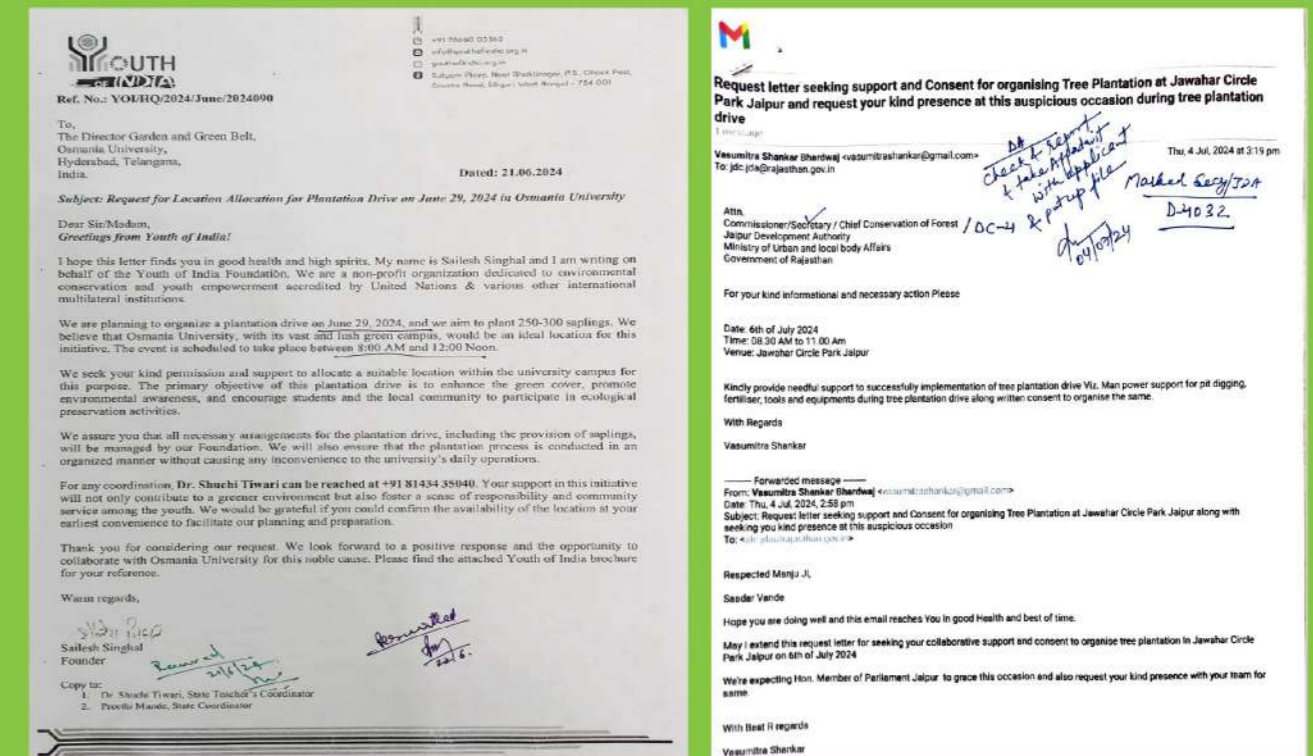
Permission and Authoritisation Coordination:

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.

Virtual Meetings between the Youth of India Foundation team and Salesforce team on 28th 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 5th July 2024, a day before the Plantation Drive in Jaipur



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
CO₂ Sequestered Annually



33,630 kgs
O₂ 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



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

6270 Kgs
CO₂ sequestered annually



Post-Event Glimpses



33,630 kgs.
O2 produced annually

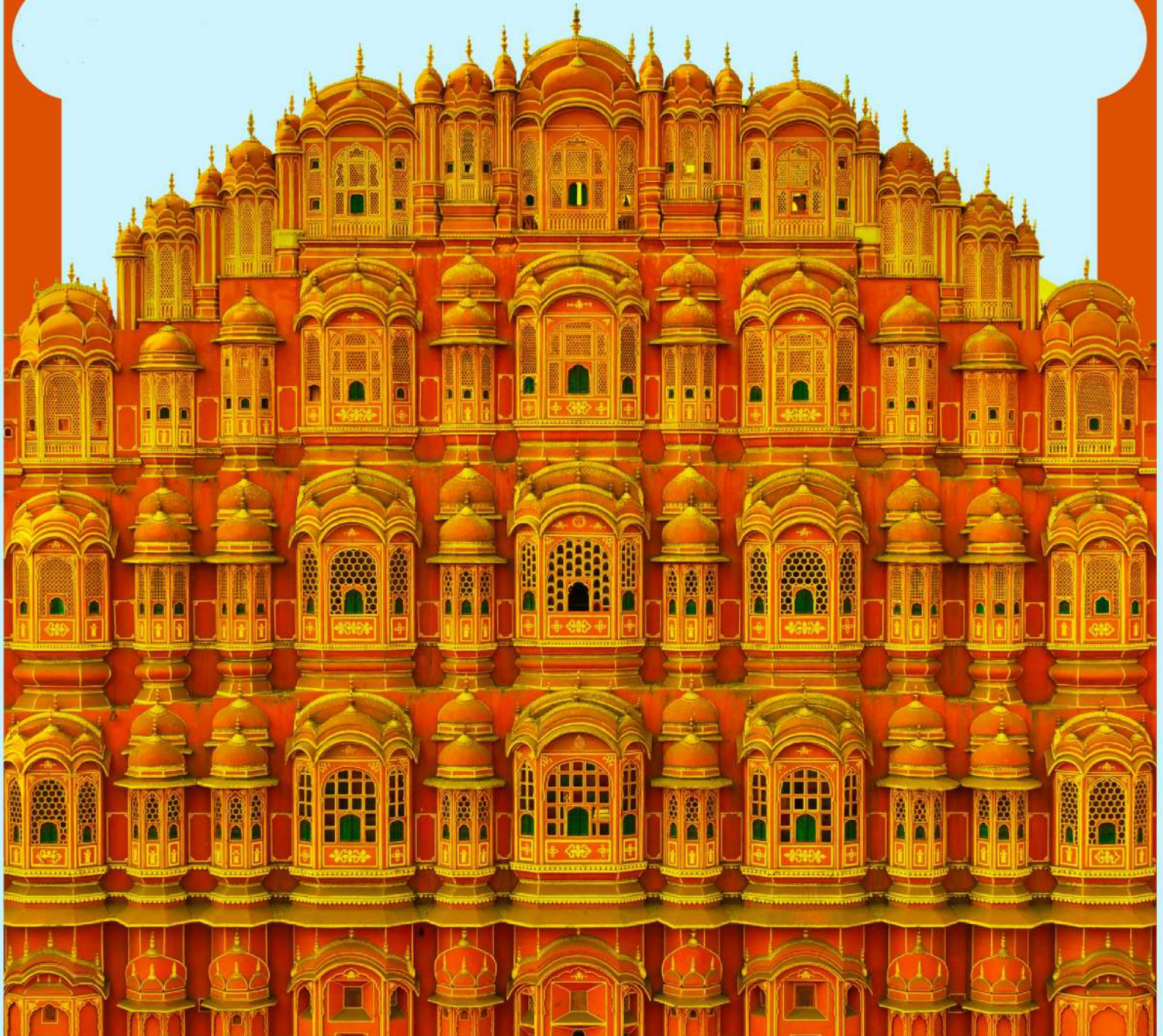


05
United Nations SDGs localised



JAIPUR

JAWAHAR CIRCLE





Arrangements and Registrations in Jawahar Circle, Jaipur before the Plantation Drive on 6th 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
CO₂ Sequestered Annually



30,680 Kgs
O₂ Produced Annually

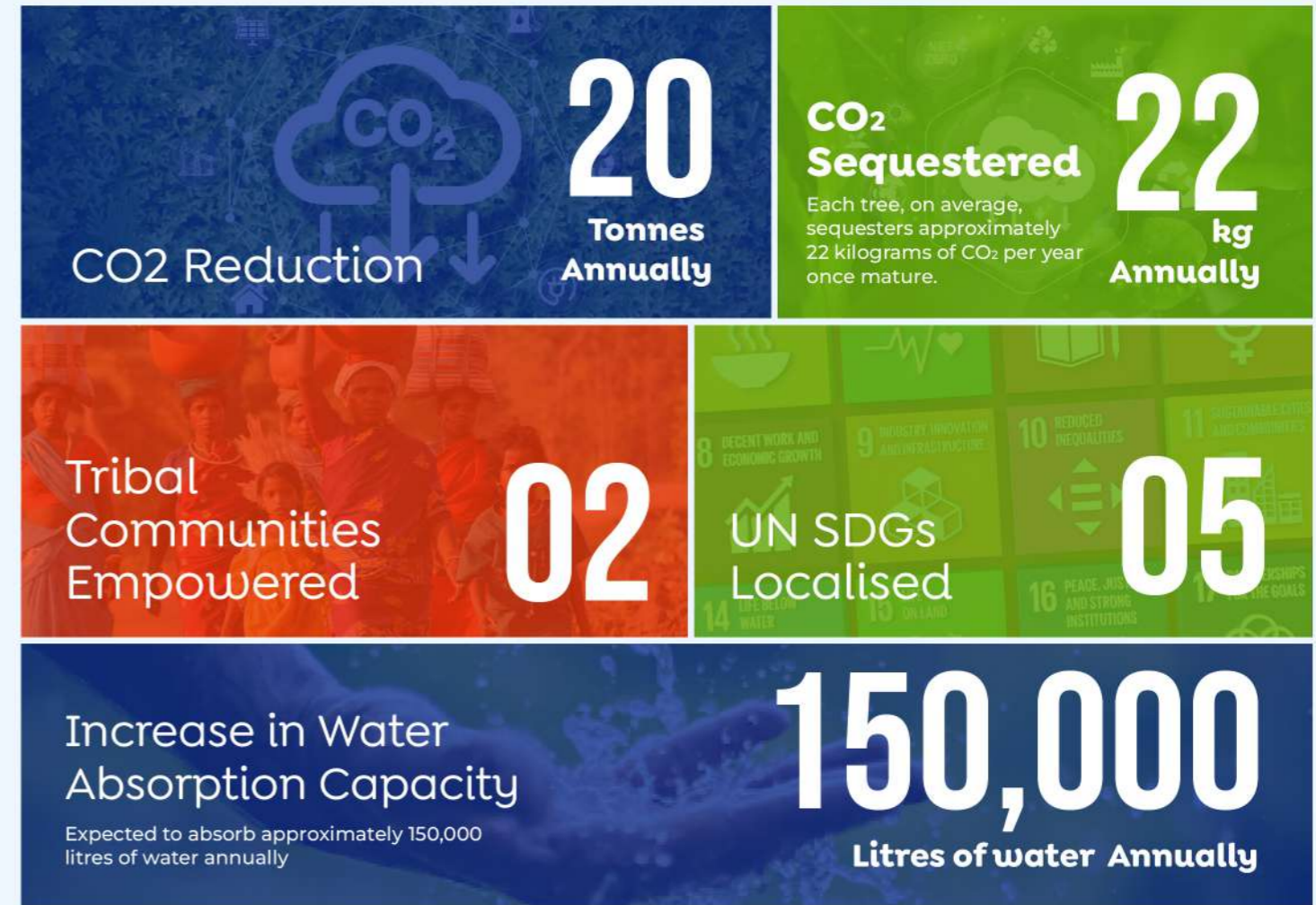


Team
Photographs
post the
Plantation
Drive



05
United Nations SDGs Localised

IMPACT



UN SDGs Localised



TESTIMONIALS

Testimonials

Sanket Atal (He/Him) · Following
 Managing Director - Salesforce India Operations, Site Lead - Technology & Product.
 6d · 🌱

🌱 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 GCC Partners joined, including family members, embodying the true Salesforce Ohana culture.

Together, we planted 280+ saplings, contributing over 1040 hours of volunteer work.

Big thanks to **Nitin Dang**, **Manasvi Pauskar** 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 Dhoot **Deepthi Kamath** **Raja Kondreddy** **Vinay N.** **Mohammed Zafar** **Kiranmayi B.** **Tataji Utukuri** **Kiran mayala** **Vishwa Vikas Bagala Nalini** **Krishnan Sumati Mohan Vanita Aggarwal**



Shallesh P. · 2nd
 Salesforce Delivery Lead @ Altimetrik | Professional Services, Customer Satisfaction, Product Vision, Pto...
 1d · 🌱

🌱 Reflecting on a Fruitful Tree Plantation Drive in Jaipur!

I am delighted to share that our Altimetrik team had the honour 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, **Manpreet Singh**, **Vinay Nandwani**, **Gajendra S.**, **Jyoti Chaudhary**

#salesforce #CSR #TreePlantation #sustainability #GreenInitiative #EnvironmentalImpact #Jaipur #TeamAltimetrik



Ajith P (He/Him) · 2nd
 2x Salesforce Certified | Revenue Cloud
 2d · 🌱

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

Vinay Nandwani · 1st
 Partner Program Operations Sr. Analyst @ Salesforce | 6x Salesforce Certified | Trailhead Double Star Ranger
 9h · Edited · 🌱

🌱 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 160 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 #SalesforceOhana spirit.

A huge thank you to **Manpreet Singh**, for flagging off the event with his gracious presence.

Also, would also like to thank the entire team, rooting for us, **Nitin Dang**, **Tataji Utukuri**, **Kiranmayi B.**, **Gajendra S.**, **Manasvi Pauskar**, **Durgesh Dhoot**, **Yogesh Assudani**, **Raja Kondreddy**, **Mohammed Zafar**

Thanks to all our partner for making it even a bigger success, **Yogesh Aggarwal**, **Prakash Gyamiani**, **Jyoti Chaudhary**, **Anjali Yadav**, **Yashwanth Thota**, **Gaurav Kheterpal**, **Neeraj Prasad**

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

Vanshiv Technologies
 5,945 Followers
 1d · 🌱

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

Our team members - **Gaurav Kheterpal** **Neeti Arora** **Jitendra Sarangdevot** **Monica 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.** **Gajendra S.** for the invite.

#TreePlantation #Salesforce #SalesforceDays #Sustainability



Sahil Baidya · 3rd
 Cloud & Digital - Salesforce Associate 2 at PwC Acceleration Centers | 2x Salesforce Certified
 1w · Edited · 🌱

Hi Everyone!!!
 Sharing some of the clicks from today's CSR Activity 📸📸

I had this incredible opportunity to participate in a tree plantation drive at Nandi Hills, 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 Nandi Hills, 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 am grateful to PwC Acceleration Centers in India, Youth of India Foundation and Salesforce for this enriching experience.

#PwCProud #SalesforceDays #Salesforce #GreenerFuture



Tarachand Bhawnani · 1st
 Director at PricewaterhouseCoopers - Service Delivery Center (PwC SDC)
 1w · 🌱

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

PwC Team shown a great enthusiasm and commitment on sustainability cause and turnaround in huge number. 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** **Sanikommu Srinivas** **Bhattiprolu Ram** **Munagapati Shripa** **Upadhyaya Nitin** **Parrek** for motivating and organising teams well at both locations!! Thank you **vaibhav shah** **Anjumara Inamdar** for the leadership support.

Thanks to Salesforce Team - **Sanket Atal** **Nitin Dang** **Manasvi Pauskar** **Durgesh Dhoot** and **YouthofIndia** for organising such a great event.

#PwCProud #SalesforceDays2024 #GivingBack #YouthOfIndia #Sustainability #PwCSalesforcePractice **Johanna Kramer** **Tim Watt**



Monika Gupta · 1st
 Functional Consulting Manager at EPAM Systems
 1w · Edited · 🌱

Had a fantastic morning planting trees, enjoying cultural dance, and having fun with colleagues. Kudos to everyone who participated! Thanks to Salesforce for organising 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 Nandwani** **Manasvi Pauskar** **Raja Kondreddy** **Mohammed Zafar** **Sheena Hakkim A.** **John Mota**

#lifeAtEPAM #EPAMIndia #LeadersOfEPAM Youth of India Foundation



Tarachand Bhawnani · 1st
 Director at PricewaterhouseCoopers - Service Delivery Center (PwC SDC)
 2d · 🌱

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#PwCProud #SalesforceDays2024 #GivingBack #YouthOfIndia #Sustainability #PwCSalesforcePractice **Johanna Kramer** **Tim Watt**



Sagar Soni (He/Him) · 3rd
 Salesforce Consultant at Deloitte USA | 1x Certified | 2x Manager | 4x 2-Per Badges
 1w · 🌱

It was really a great time today to collaborate with Salesforce and Youth of India Foundation for the #TreePlantation Drive at Osmania University Hyderabad. It really felt so amazing to connect all the IT Professionals with different organisations.

Thanks @Deloitte for providing this opportunity to give back to the community and making an impact. #Salesforce #Deloitte #YouthOfIndiaFoundation #MakingAnImpact

Had a great time with **Likhitham** **Bodagala** today for planting the tree successfully! 🌱



Sai Venkata Raviteja Nimmanu (He/Him) · 2nd
 Salesforce developer @Cognemint | 2x Salesforce certified
 1w · Edited · 🌱

I have participated in the Tree 🌱 plantation drive organized by Salesforce as part of #IndiaSalesforceDays2024, in collaboration with Youth of India Foundation.

It was a truly fulfilling experience, and Cognemint's together we planted huge tree saplings, making a significant step towards a greener and sustainable future. 🌱

Thanks to Salesforce and Youth of India Foundation for organizing and it was a great experience to meet you all **Nitin Dang**, **Manasvi Pauskar** **Durgesh Dhoot**, **Raja Kondreddy**, **Deepthi Kamath**, **Mohammed Zafar** **Mamadhara (Manu)** **Nikhil** **Oppinathan Nair**, **Vijay** **Streamam**, **Chanchal Malik**.

#Salesforcedays #cognemint #trilblazer



Sheena Hakkim A. · 2nd
 Technical Delivery Manager
 2w · Edited · 🌱

As part of #IndiaSalesforceDays2024 on June 29th, #Salesforce and its distinguished corporate allies gathered for the Giving Back - Plantation Drive. This event served as a wonderful occasion to come 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 #EPAMSystems colleagues in Hyderabad, Bangalore for their commitment and active contribution to the plantation initiative.

Yashwanth Thota **Vanita Aggarwal** **Phani B.** **Nitin Dang** **Vinay Nandwani** **Manasvi Pauskar** **Tataji Utukuri** **Geetha Krishnappe** **John Mota** **Monika Gupta**

#lifeAtEPAM #EPAMIndia #LeadersOfEPAM Youth of India Foundation



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