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Corporate initiative to make a different world

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Parikrma Foundation recently celebrated the first anniversary of their computer laboratory donated by Dell.

It was a road less travelled, in fact, hardly a road, with wide gashes in mother earth in which the tyres of the vehicles sank and rose. The stretch to Parikrma Humanity Foundation - the school for underserved children in Sahakarnagar was a test for even the best drivers. The shamiana in the campus reverberated with the enthusiasm of the children, who were celebrating the first anniversary of their computer laboratory donated by Dell last year. "The anniversary is also a fitting finale to the Global Community Involvement Month (GCIM) observed across the world at Dell in September every year. During the month we encourage our employees to work with and strengthen local communities through voluntary work," said Vijay Bharadwaj, director, human resources, Dell International Services. The firm's community outreach services are held under its h.u.g. or 'Help You Grow' programme, which comprises Dell Caring, sharing and learning initiatives.

In 2004 Dell donated 30 computer systems to the two Parkirma schools in Sahakarnagar and Koramangala. The objective was that children, irrespective of their economic and social background should have access to quality education and technology. And it's not just that they have donated the systems and washed their hands off. "We had trained the teachers in Parikrma and we try and visit the school once in two months at least. In one of my recent visits, I sat with the children and asked them some computer related questions. I was very happy to find them not only answering them but also taking the interaction further," he said.

"Dell works with local communities in various areas. One of the key areas is children because they signify future and growth," said K S Narahari, director, Corporate Communications, Dell. The company's GCIM project in India is active in three cities - Bangalore, Hyderabad and Chandigarh. "Among the three cities we have been working with 30 non-government organisations; 16 in Bangalore, 10 in Hyderabad and four in Chandigarh.

Our first operations began in Bangalore, in 2001," Vijay said while adding that those who volunteer for community work are more holistic than others
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