

OUR STRATEGY IN ACTION

Two WPP Country Managers share their perspective on sustainable business.

CVL SRINIVAS ON
WHAT SUSTAINABLE
BUSINESS MEANS
TO WPP INDIA



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CVL Srinivas
Country Manager, WPP India

20,000

underserved children supported through the WPP Foundation, giving them access to digital and technology skills



WPP has tremendous influence in India. We're the leading communications group, with significant market share and 18,000 employees. That position brings a responsibility to be the business our clients, employees and communities expect. It also presents an opportunity to create a pool of talented young people to meet our clients' future needs.

We are investing in three key initiatives for building a brighter future for India and its young people. Through the WPP Foundation, we are supporting almost 20,000 underserved children by providing the digital and technology skills that employers like WPP need, and which schools could not otherwise offer.

In India, over a quarter of children do not attend school regularly and many do not complete secondary education. To overcome this, we track the children in our programme from the ages of 11 to 18, help them find work at the end of their schooling, and continue to support them during their first six months of employment. I am immensely proud that our programme boasts a 93% attendance rate.

Our second initiative, the ISDI WPP School of Communication, combines academic and creative learning with practical skills, to prepare students for a career in communications and generate a pipeline of talent for our companies. Established in 2015, the school is expanding year-on-year and has fast become one of the most popular of its kind.

Last but not least, in 2019 we signed up to the India 2022 Consortium, a group of corporates working together on: waste to value, healthcare, energy, and sustainable mining. This is core business for WPP: our role is to develop brand and campaign strategies that amplify our partners' efforts in all four focus areas. The work provides a great way for our people to develop the skills to help our clients build sustainable futures – seven of our agencies and 40 students from the School of Communication are involved.

I am confident of the business benefits these investments will bring, as young people from diverse backgrounds bring new skills into our business, and as our commitment and thought leadership strengthen our reputation for responsibility. These are intangible benefits, perhaps, but incredibly valuable.



To learn more see
wppindiafoundation.com