

Sita Devi Malhotra Charitable Trust

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IMPACT REPORT

2020

TOWARDS
A MORE
EQUAL
SOCIETY





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ABOUT SDMC TRUST

The Trust was set up in year 2008 by Shri Madan Lal Malhotra under the Indian Trust Act 1882 with a joint corpus created by two families; Malhotra and Kapoor. Since its very inception, the Trust has been rendering services to poor, destitute, disabled, senior citizens and other disadvantaged social groups. The mission and vision of SDMC Trust has been being steered further by his son Shri Rakesh Malhotra, who is a renowned entrepreneur, innovator and mentor of popular brands like “Luminous”, “Livpure”, “Livguard” and SAR Group of Companies”. The Trust has been fully dedicated to philanthropic and non-profit charitable services for marginalized people across the country.

The Trust extends its financial and technical supports to a host of partner Non-Governmental Organizations (NGOs), Trusts and Foundations in implementing several developmental projects as per their thematic expertise as well as geographical presence. All programmatic components are aligned with the Trust's focus areas as well as UN's Sustainable Development Goals (SDGs); Primary Health Care Services, Primary Education, Livelihood and Safe Drinking Water. The Trust endeavors to maximize its impact by reaching out maximum number of people.



VISION & MISSION

The Trust endeavors to work towards creating a just, equitable and prosperous society by empowering people with incremental changes in health, education, income, livelihood, safe drinking water and a healthier environment.

OUR FOUNDERS AND TRUSTEES



Mr. Madan Lal Malhotra
Founder



Mr. Rakesh Malhotra
Co-Founder and Trustee



Mrs. Nirupama Malhotra
Trustee



Mrs. Rashmi Nayar
Trustee



Mr. Navneet Kapoor
Trustee



Mr. Paresh Pradhan
Managing Trustee

ADDRESSING SUSTAINABLE DEVELOPMENT GOALS



SUSTAINABLE DEVELOPMENT GOALS



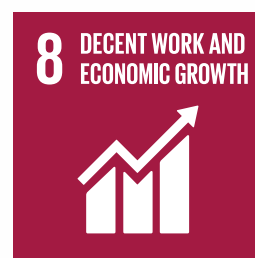
SDG 3:

“Ensure healthy lives and promote well-being for all at all ages.”



SDG 4:

“Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.”



SDG 8:

“Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.”



SDG 6:

“Ensure availability and sustainable management of water and sanitation for all.”

VERTICALS



Primary Education



Primary Health Care



Livelihood



Safe Drinking Water

IMPACT AT A GLANCE 2019-20



PRIMARY EDUCATION:

3561 students and 480 officials of education and other stakeholders



PRIMARY HEALTH CARE:

Served more than 1, 82,862 patients in primary health care service



LIVELIHOOD:

Impacted 226 families by providing training and agricultural transformation



SAFE DRINKING WATER:

Impacted 10,620 people with access to safe drinking water



Co-Founder's Message

The year 2019-20 marked as another noteworthy period for Sita Devi Malhotra Charitable Trust as we increased our footprint and our efforts further focused on reaching out to people living at the bottom of the pyramid. Like preceding years, this year too, our programs concentrated on promoting four thematic areas; primary health care, primary education, livelihood promotion and safe drinking water. All these initiatives are in sync with the United Nations Sustainable Development Goals (UNSDG) as well as its localized developmental metrics adopted by the Government of India.

To ensure that the impact of our programs is sustainable, the Trust concentrates on developing robust partnerships with strong and culturally aligned Institutions. We maintain deep engagement with partner organisations throughout the life of the program with periodic evaluation, capacity building interventions and hand-holding as needed from time to time.

I am delighted to share key impact outcomes of the programs over the last one year. During the period, our programs led to primary healthcare benefits reaching 1,82,682 patients, mostly from remote rural areas in states of Himachal Pradesh and West Bengal. At the SDMC Dispensary Garget H.P, the existing diagnostic lab was supplemented with blood analyzer and Tuberculosis(TB) screening facilities that together enhanced center's capacity in treating communicable diseases like TB, Dengue, Malaria etc. Our longstanding partnership with RHCF continued to do great work in providing access to doctors and medicine to thousands of patients through its multiple centres in rural West Bengal.

In primary education, the Trust worked on enhancing quality with a focus on student's learning outcome (SLO). Three models are being pursued with partner organisations;

- 1) Working directly with children to enhance their learning achievements in language and mathematics through Pratham's "Hamara Gaaon" project at Boudh District in Odisha.
- 2) Partnering with EdelGive Foundation's "Collaborators for Transforming Education" project in Maharashtra that has accomplished significant impact in capacity building of stakeholders of primary education like; Teachers, Headmasters, School Management Committees, Gram Panchyat Members, Block Education Officers, District Education Officer etc. This project covers over 6000 schools in Maharashtra.
- 3) Supporting primary schools for underprivileged children, partnering with Siksha Bharti School, Gurgaon and Adharshila School, Sheopur, Madhya Pradesh.

During this period , the Trust rolled out programs that have resulted in sustainable provisioning of safe drinking water to more than 10,000 people in rural villages in Odisha in partnership of Oxfam India. In the area of livelihood promotion, Trust supported to 126 rural farmers at Alwar District in Rajasthan in doubling their annual income by introducing relevant technology in agricultural practices. A pilot project was initiated to train 100 unemployed youth in East Delhi on safely driving E-Rickshaws and facilitating them to acquire driving licenses. The trust intends to partner with multiple NGO partners to scale up this template in the coming years. We see a tremendous opportunity for us to "make a significant impact" in our chosen areas through effective partnerships and applying at scale our learnings from multiple programs over the last few years.

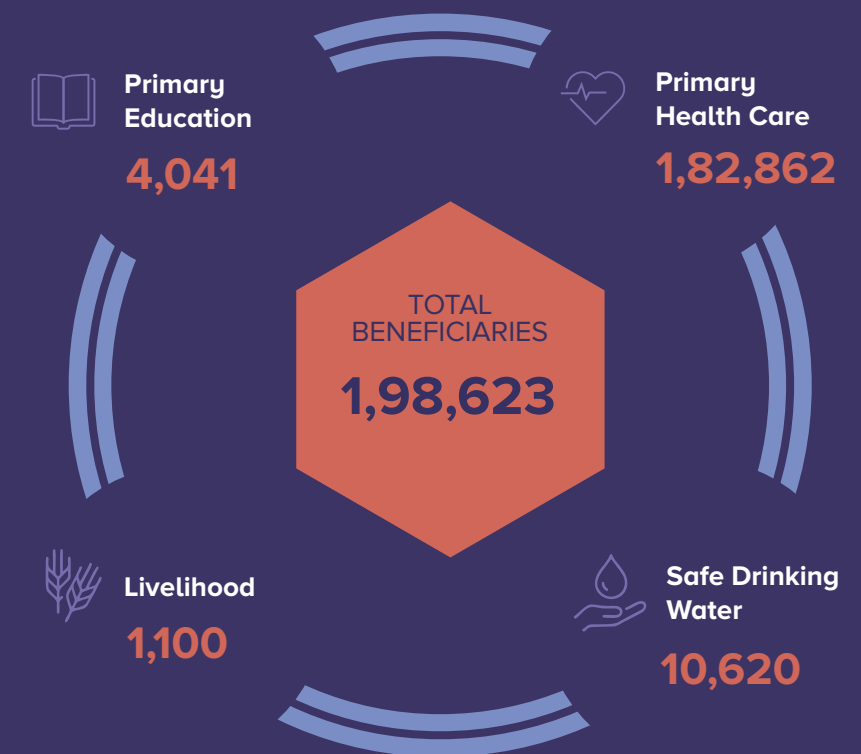
Our heartfelt gratitude to all our partner institutions and the SDMC Team for their hard work and commitment.

Rakesh Malhotra

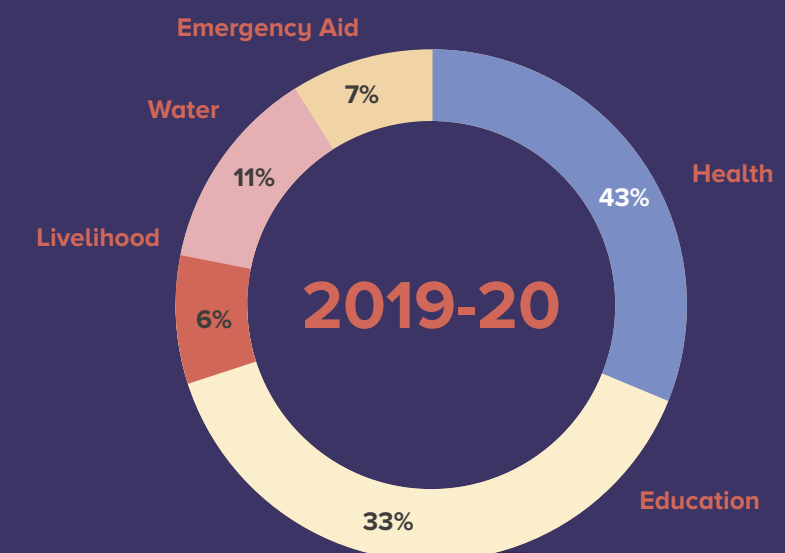
OUR PRESENCE



OUR OUTREACH IN 2019-20



BUDGETARY ALLOCATION



PRIMARY EDUCATION



SDG Target 4.1: Primary education leading to effective learning outcomes in states of Haryana, Madhya Pradesh, Odisha and Maharashtra

Availing schooling to all children until they reach young adulthood is recognized as important because it leads to many substantial positive effects: better family health, lower birth rate, higher productivity, higher earnings and improved economy of the country as a whole. The constitution of India advocates the right to universal education until age 14 and has had a longstanding goal of free and compulsory education for all children between the ages of six and 14. India has made a spectacular progress in school education in terms of the three pillars of education; access, retention, and inclusion. However addressing quality remains a challenging task. Around 6% of students enrolled in primary school drop out before Grade 5. In terms of learning outcome, the progress is not very

comfortable. As per the findings of the ASER's Report, from year 2005, there has been declining trend in % of Grade 5 fluency of reading of Grade 2 text year on year and currently stands at below 50%. This needs additional efforts and programs which can help in improving learning outcome.

To promote primary education, SDMC Trust has partnered with NGOs that specialize in delivering quality primary education in both rural and urban areas. The interventions vary as per location specific requirements. Presently, there are three models; running full-fledged schooling, additional capacity building exercise and bridging learning gaps by introducing short term capsule course with technical expert for students who are lagging behind.



Shiksha Bharti School

BY ANIKET ASHRAY SOCIETY, HARYANA

Shiksha Bharti School has been functional for past ten years. The school is located in Palam Vihar, Gurugram, Haryana. It serves primary level education to children of disadvantaged families who migrated here as daily wages labours from rural areas. Presently Shiksha Bharti School has an enrolment strength of 325 children ranging from Pre- nursery to Class-V.

SDMC Trust has been working with the school since the year 2016 with a small grant. However, since 2018, the Trust has been supporting complete operational as well as infrastructural cost of the school. The school is being managed by a team of highly qualified professionals.

To ensure nutritional security of children as well as to check their drop outs, Trust also supports mid-day meals to children on regular basis.

It leads to zero dropout rate in school, which is a significant achievement. It is important to highlight here, in year 2019-20, all twenty-five graduated students in class-V have been mainstreamed with their further admission in next level classes in neighbouring schools. Besides, the school exposed children with a host of several extracurricular activities like, indoor sports competition, cultural events, film shows, art and craft classes etc .

Adharshila School

BY ADHARSHILA SOCIETY, MADHYA PRADESH



SDMC Trust has been supporting the school education project in village Agraa, District Sheopur, Madhya Pradesh since year 2012. The project aims to help first generation learners with access to quality school education. The project caters to formal education of 186 students from class VI to class X of Adharshila School run by Adharshila Shiksha Samiti. The school follows Madhya Pradesh School Board curriculum with innovative teaching

techniques. Even being located remotely, the students have access to facilities of computer classes, good school building, sports ground etc. SDMC Trust has additionally supported with school uniforms, free bicycles, which has increased the classroom attendance of students.

With the support of SDMC Trust, the school has been able to engage more numbers of tribal students with enhanced attendance, improved grades, innovative teaching methodology etc.

Collaborators for Transforming Education

BY EDELGIVE FOUNDATION , MAHARASTHA

The SDMC Trust in collaboration with EdelGive Foundation is supporting 'The Collaborators for Transforming Education' programme, which is a Public-Private Partnership Project (PPP) model for supporting Quality Education Program (QEP) to Education Department, Government of Maharashtra in four educationally backward districts viz. Parbhani, Nandurbar, Amravati and Gadchiroli. This is a five year project that started in 2016 with an implementation schedule in Phase-I as School Transformation Program (STP) year 2016-18 and Phase-II, District Transformation Program (DTP) year 2018-21. While Phase-I focused on strengthening school and community level institutions like; Teachers, Headmasters, School Management Committee, *Gram Panchyat* etc. The Phase-II of the program emphasized on enhancement in learning outcomes of children by capacity building of educational functionaries and involvement of community at all the blocks of the intervention districts.



In terms of measurable outcome of project 28% of teachers trained on understanding student assessment data and creating child wise action plan, 58% of government functionaries were oriented / updated / trained on various aspects of the program, 40% *Kendra Pramukhs* trained on understanding student assessment and reviewing child wise action plans, 12% School Management Committees (SMCs) reviewed child learning.

Hamara Gaaon Project

BY PRATHAM EDUCATION FOUNDATION, ODISHA

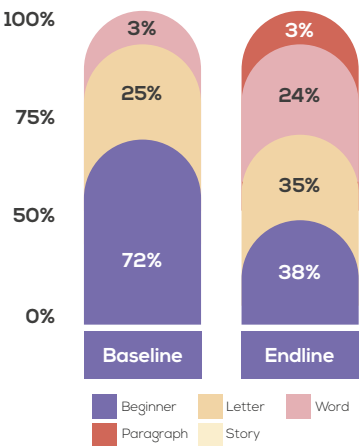
Since July 2018 SDMC Trust has been partnering with Pratham Education Foundation in implementing its flagship “Hamara Gaaon” program in 25 villages of Harbhanga block, Boudh District, Odisha. The objective of the program is to involve community over ownership of children's learning and transform the educational landscape of village over a period of 3 years. By working directly with children of different age groups i.e. Age 3-6, children in Grade 1-2, Grade 3-5 and Grade 6-8, those interventions ensured interaction with different community members such as mothers, youth volunteers etc., The project successfully generated awareness in the community about education that led to improved learning outcome of children.

In year 2019-20, Hamara Gaaon project covered 25 intervention villages, formed 167

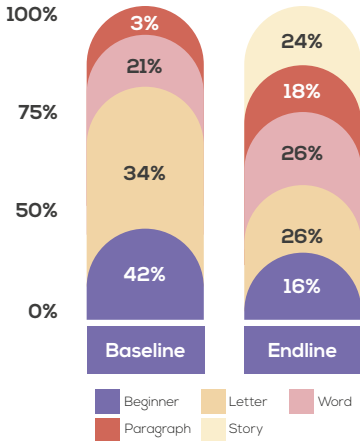
children's groups for Grade 3-5 and 133 children's groups for grades Grade 6-8. However, the priority of this year had been children of Class I and II as well as promoting children's readiness by strengthening of Anganwaris. The program successfully strengthened 34 Anganwaris and 770 mothers that together accelerated early childhood learning as well as children's readiness to joining schools. Besides, the organization hosted several community led events viz; sports fairs, english fairs, mathematics fairs and science fairs in almost all intervention villages. It led to a substantial increase in enthusiasm and positive reinforcement about education in the entire community. The project benefitted more than 3050 children across all identified villages .



Grade-I-Reading



Grade-II-Reading



Mid-Day Meal Program

BY EKTA SHAKTI FOUNDATION, HARYANA

Children and adolescents constitutes the backbone of future generations of our country and their health and nutrition play a significant role in human resource development. Since majority of school

children were exposed to poverty, unstimulating home environments, malnutrition and other risks, which adversely affected their growth, development and overall health. The SDMC Trust in partnership with Ekta Shakti Foundation has been serving mid-day meal to 325 primary school children. The purpose has been to ensure nutritional supplement to children to smoothen achievement of adequate learning outcome of each child. The menu of meal is different each day of the week with additional provision of seasonal fruits. This program has helped children to grow with good health as well as it has great impact on regular attendance in school.



PRIMARY HEALTH CARE

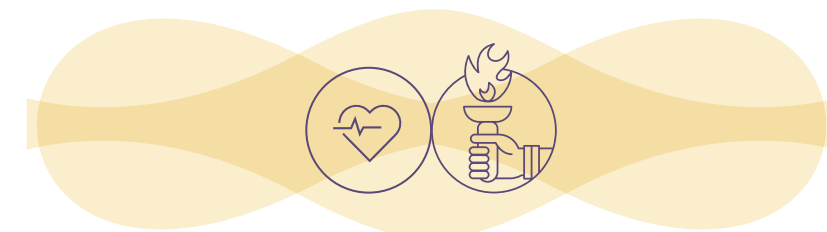


SDG Target 3.8: Essential Health Care services with affordable essential medicines in Himachal Pradesh and West Bengal

Access to health care is an integral part of the socio-economic development of a country whereas Primary Health Care envisages attainment of healthy status to all. Being holistic in nature it is intertwined with diverse principles and components comprising preventive, promotive, curative and rehabilitative care services. The Government of India is focusing on reducing maternal mortality rate to 70 per lakh, under 5 infant mortality rate to 25 per thousand, improving institutional delivery, immunization cover &

modern family planning to 100%. For universal healthcare there is the plan to upgrade all sub-centres & Primary Health Centres into Health & Wellness Centres with mother & child care.

In line with preceding objectives, SDMC Trust has been extending its support in primary health care services in Himachal Pradesh and West Bengal respectively. In year 2019-20, the Trust served 1.83 Lacs people through its couple of projects.



Rural Healthcare Centre

BY RURAL HEALTH CARE FOUNDATION,
WEST BENGAL

SDMC Trust collaborated with Rural Health Care Foundation in year 2016 to provide quality healthcare to people living in far-flung rural areas in West Bengal. During the year 2019-20, SDMC Trust supported to nine rural primary healthcare centers located in six districts of West Bengal. The centres were equipped with medical and para-medical professionals comprising General Physician, Dentist, Homeopath, Optometrist, Pharmacists and other supporting staffs. Patients had been provided treatment by

concerned doctor with medicines for a week at a subsidized rate.

During the year 2019-2020, the programme provided health care services to 1.66 lacs patients. The patient data reflected that more than 60% of beneficiaries were women. Among treated patients, 80% suffered with general ailments and got treated by allopathic doctors; 9% reported for eye check-up, 8% for homeopath treatment and remaining 3% for dental and provided spectacles.



SDMC Trust Charitable Dispensary

BY SITA DEVI MALHOTRA CHARITABLE TRUST,
HIMACHAL PRADESH



Smt. Sita Devi Malhotra Charitable Trust has been running its own dispensary at Gagret, District Una, Himachal Pradesh. The dispensary has been functional since year 2010. The Dispensary provides health services to local population including pilgrims, factory workers, other floating population and victims of road accidents. The health Dispensary is equipped with a team led by a qualified doctor and paramedic staffs. The Dispensary also provides counseling to mothers and immunization to children with the support from the Department of Health, Government

of Himachal Pradesh. The Dispensary has also tied up with the department to conduct testing of Tuberculosis (TB) under Directly Observed Therapy (DOT) of Ministry of Health & Family Welfare, Government of India. During 2019-20, the Dispensary served 15,598 patients that comprised of mainly elderly people suffering with age related problem of arthritis, heart patients, sugar patients and women and children. Besides, the Dispensary organized 46 rural health camps and conducted approximately 1000 lab tests as prescribed by doctor.

LIVELIHOOD

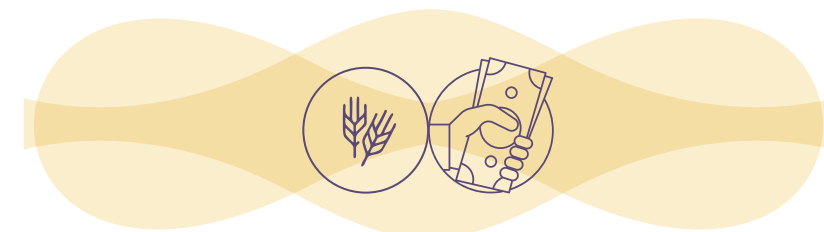


SDG Target 8.5: Productive Employment and Decent Work in Delhi and Rajasthan

Around 73 - 88 million people in India are still considered poor. Most of them live in the rural areas and keep afloat with odd jobs. Rural poor struggle with less/fertile farming land, lack of irrigation facility, lack of supply chain for farming products and several other challenges. Whereas urban poor are being forced to live with unorganized sector jobs with very less pay for generations and without any social security. Trust successfully implemented two livelihood projects one for urban poor in

Delhi and another for poor rural people in Rajasthan.

The purpose had been to avail people better livelihood through upgraded farming and switching livelihoods. The Trust has supported 226 such families in the year 2019-20 with innovative programs in both Delhi and Rajasthan respectively .



Economic Upliftment of Farmers

BY SIR SYED TRUST, RAJASTHAN

SDMC Trust has collaborated with Sir Syed Trust, a local NGO to support 126 marginal farmers in three villages at Tijara Block in Alwar District, Rajasthan. The purpose was to increase their annual income through agricultural transformation activities. Those farmers had their own land, which were not cultivatable either due to undulating physical structure or small pieces and fragmentation of land. It led to declining in agriculture and increasing dependency on non-agricultural activities for their sustenance.

The intervention focused on levelling of undulating land, introduction and sustaining practices of System of Root Intensification (SRI), revival of traditional *Paal* (water reservoir) to increase soil moisture retention, reduction of chemical fertilizer, *bund*

plantation for fodder and other activities. During this period, the project levelled 15 hectares of wasteland benefitting 50 farmers, mustard cropping to 79 farmers, first time 37 farmers adopted practice of sowing cotton together, that ensured them with increase in perennial source of income. Overall farm yield raised from 1.5 to 2.5 times thus generating additional income for all beneficiaries to the tune of INR. 66,000 per farmer on an average on yearly basis. Farmers also started practicing sowing third crop of *Zaiyad*. Additionally, the project also ensured farmers, members of SHG and their family members to have foundational literacy in Mathematics and Hindi through separate classes for men & women.



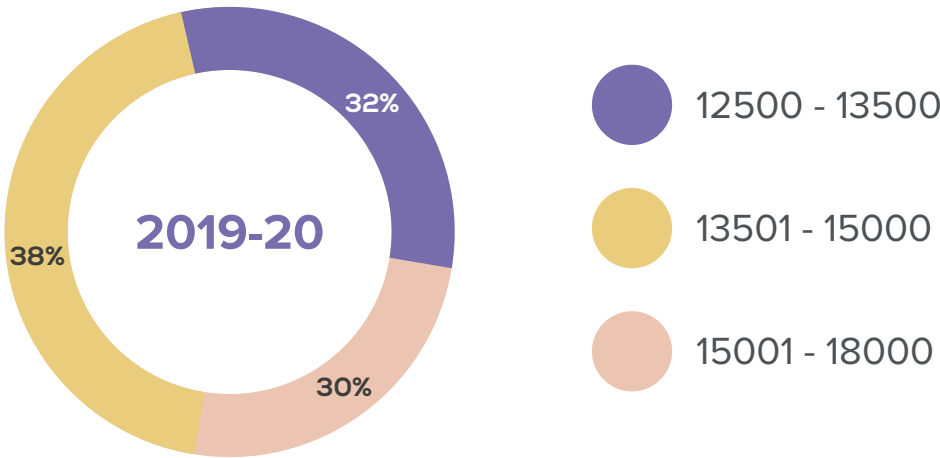
Switching Livelihood with E-Rickshaw Training

BY B K WELFARE FOUNDATION, DELHI

SDMC Trust in collaboration with B K Welfare Foundation implemented a skill development training for economically marginalized urban population in East Delhi. The project catered to cycle rickshaw pullers, cart pullers, daily wage workers and similar individuals who were in need of economic upliftment. Under this project, 100 beneficiaries were trained to drive E-Rickshaw, traffic rules which facilitated them to get new E-rickshaws through loans. The average increase in net income through new livelihood ranged from INR 7000 -18, 000 per month depending on number of days they operated their E-Rickshaws.



MONTHLY INCOME RANGE



SAFE DRINKING WATER



SDG Target 6.1 : Safe and Affordable Drinking Water in Odisha and Maharashtra. Livpure Foundation is the nodal partner NGO for SDMC Trust to implement safe drinking water projects

It is estimated that waterborne diseases affect around 37.7 million Indians annually, 1.5 million children are estimated to die of diarrhea alone and 73 million working days are lost due to waterborne disease each year. There is clearly an urgent need to take steps to protect poorer populations from unnecessary health risks, medical expenditures and morbidity caused by consumption of unsafe water. The SDG Target by the Government of India for 2030 is to have adequate drinking water supply to 100% rural households.

Livpure Foundation as a nodal NGO partner has partnered with implementing NGOs in two areas: community based water purification system and access to drinking water through pipe at door steps. The Foundation supported 2,200 households in the year 2019-20, benefiting more than 10,000 people with access to safe drinking water.



Iron Removal Plant

BY OXFAM INDIA, ODISHA



While access to 'safe drinking water' is a major challenge even in a non-disaster prone areas, the situation is far more severe and complex in disaster-prone areas. The partnership of Livpure Foundation and Oxfam India has taken the issue as challenge by trying a community filtration model in highly flood and cyclone disaster prone areas that had poor water quality. The project has succeeded in suggesting a community filtration model that is not only technologically simple and sound but also cost-effective, sustainable and resilient. The intervention included upgradation of existing government's tube-well drinking water sources with a simple technology that integrates 'terrafil' filtration technology innovated by Indian Mines and Materials Technology (IMMT) that not only removes excess iron but also 99.9% of bacteria with

Oxfam India's renewable energy integrated community filtration super structure design. It resulted into a low cost, easily adaptable technological solution. In the year 2019-20 the project installed 13 community Iron Removal Filters (IRPs) in Puri and Balasore districts respectively in Odisha and additionally installed a RO plant at a village in Puri District for removal of water salinity. The community level water users with their own financial, material and other contributions had been efficiently managing all IRPs . All project villages have now adequate savings in their IRP accounts, which will take care of future maintenance and repair needs. The IRPs have demonstrated its resilience capacity by withstanding two major cyclones, 'Fani' in May 2019 and 'Titli' in October 2018.

Safe Drinking Supply to Households

SWADES FOUNDATION, MAHARASTRA



Livpure Foundation partnered with Swades Foundation on project “Providing Sustainable Access to Safe Drinking Water to Rural Households in Raigad district, Maharashtra”. The project has been implemented in 5 blocks of Raigad district, namely Mahad, Mangaon, Poladpur, Mhasala and Shrivardhan. The project required to install 15 drinking water schemes benefitting 1573 households. The organisation successfully completed 13 water schemes in year 2019-20. The programme focused on ensuring availability of potable drinking water through tap water connections for every household. The programme helped in saving time for other activities for women and reduced incidence of waterborne diseases.

Swades Foundation also created sustainable water resources via rainwater harvesting to overcome the water shortage, which happens during the summer months (March and April). It ensured enough availability of water throughout the year. For sustainability and better management of water schemes, a group of 9 people from each scheme was identified and trained in better water management practices, operation and maintenance , community collection etc .After successful completion and handover of the scheme, the operation and maintenance became the responsibility of this trained water committee.

EMERGENCY AID

OXFAM INDIA

SDMC Trust has been proactively supporting communities in time of disasters and natural calamities. The cyclone *Fani* made landfall in Odisha on May 3, 2019, approximately 1.5 Crore people got affected by the cyclone and five Lakhs houses got damaged.

With support of SDMC Trust, Oxfam India reached out 500 households affected by cyclone *Fani* in Puri District of Odisha. As part of the relief program the affected families were given immediate relief kit that included tarpaulin, ground sheet, mosquito net, solar lamp and hygiene kit

LOYOLA HOSPITAL, BHUBANESWAR, ODISHA

The charitable hospital was majorly affected by cyclone *Fani* and needed financial assistance to repair its solar panels as well as building. SDMC Trust availed all required help to bring back the hospital in its regular operations.



Our Partners



Rural Healthcare Foundation



Our Team

Mr. Paresh Pradhan

Managing Trustee

Dr. Kailaspati Jha

Chief of Operations

Mr. Subhamay Chattopadhyay

Advisor

Mr. Pradeep Joshi

Advisor

Mr. Harsh Dhanuka

Chief Investment Officer
SAR Grp. family office

Dr. Vijay Joshi

Chief Medical Officer

Ms. Amrita Nayak

Sr. Program Officer

Ms. Shivani

Program Officer

Report developed under
the guidance of

Dr. Kailaspati Jha

Technical support by
Ms. Amrita Nayak

Designed by
Mr. Dev Datta
(DEVDATTA.DESIGN)