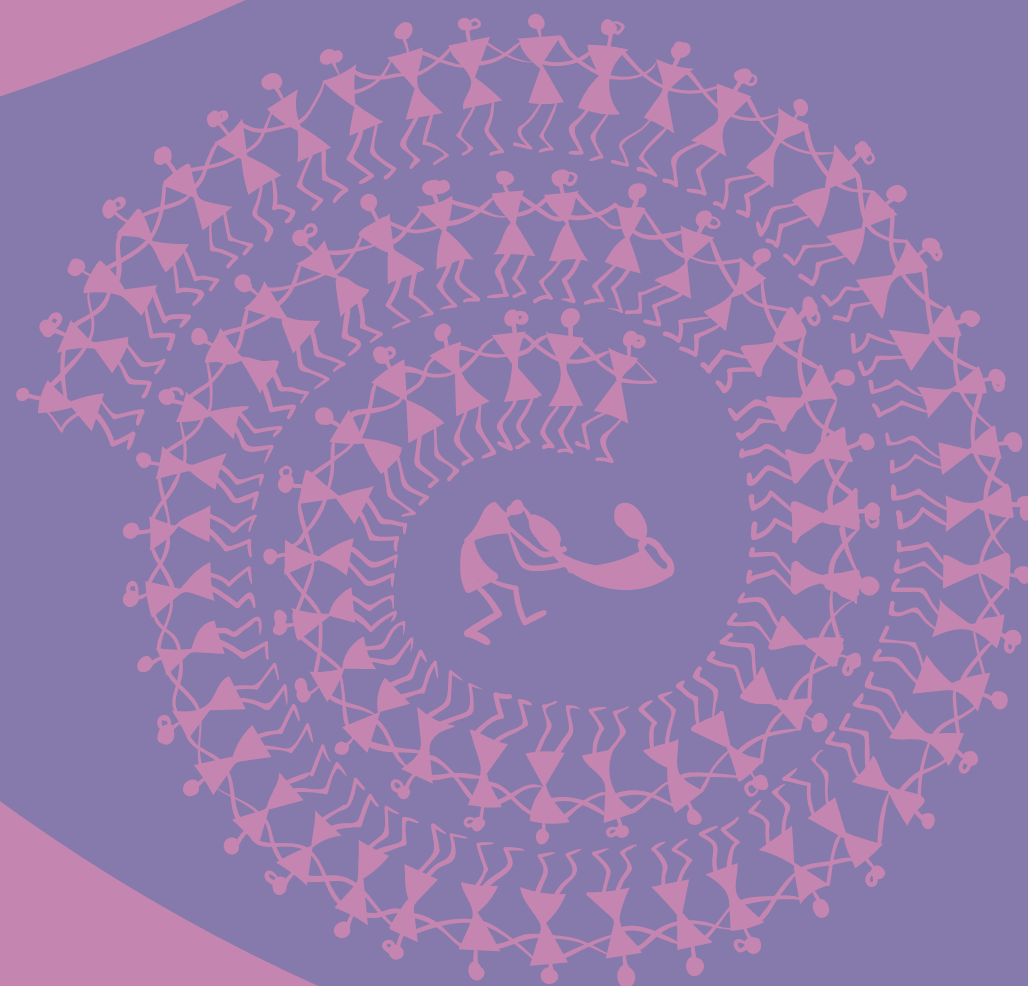




**Sita Devi Malhotra  
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IMPACT REPORT 2021



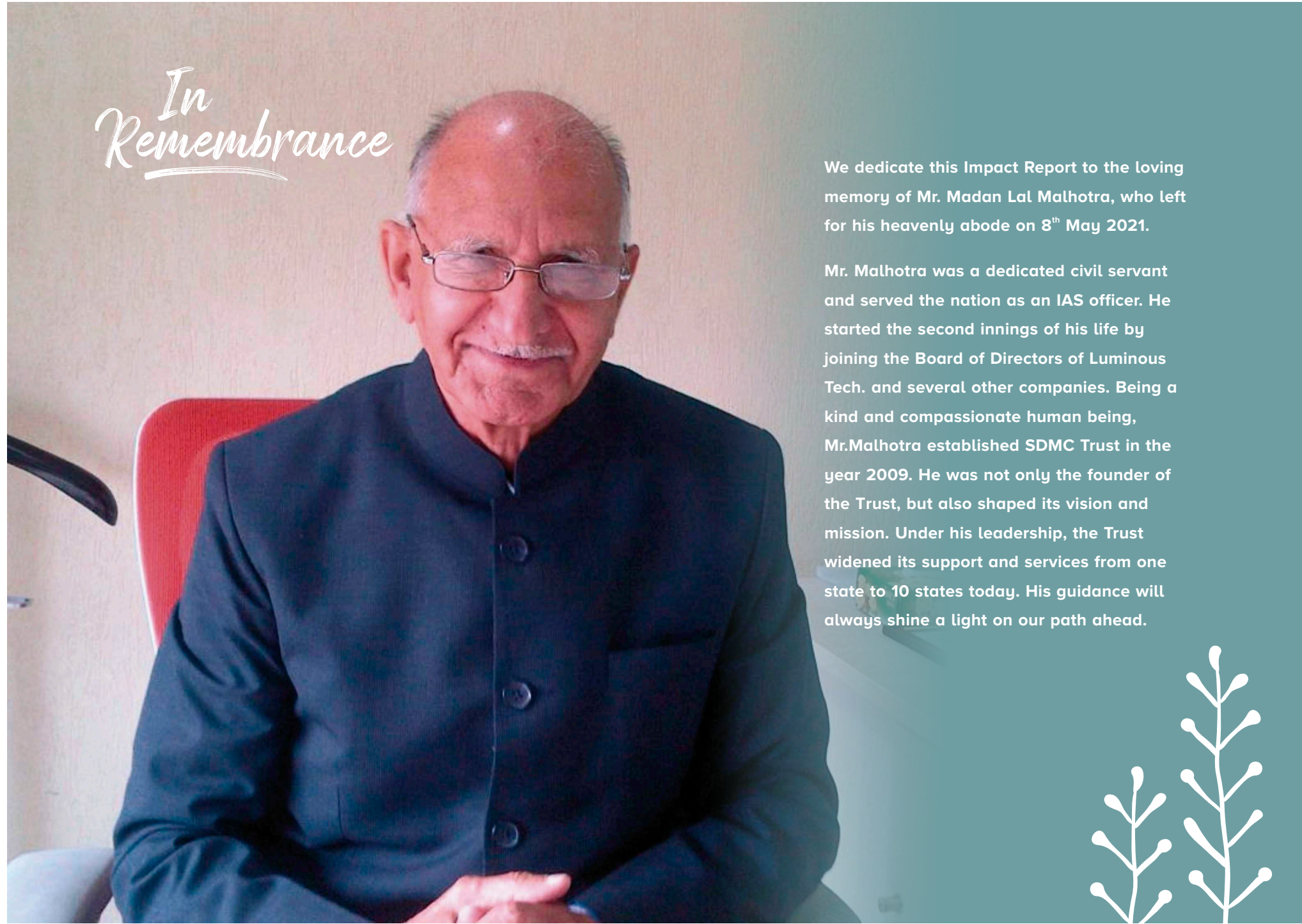
**TOWARDS  
A MORE EQUAL  
SOCIETY**

IMPACT REPORT 2021





# In Remembrance

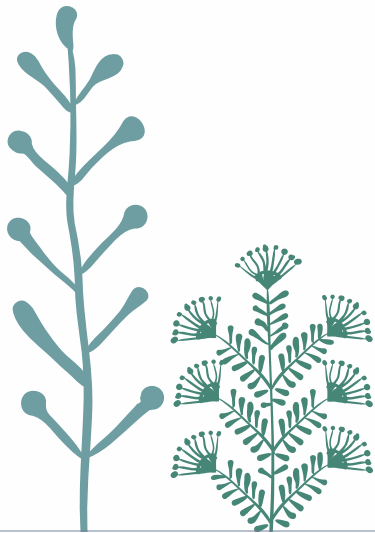


We dedicate this Impact Report to the loving memory of Mr. Madan Lal Malhotra, who left for his heavenly abode on 8<sup>th</sup> May 2021.

Mr. Malhotra was a dedicated civil servant and served the nation as an IAS officer. He started the second innings of his life by joining the Board of Directors of Luminous Tech. and several other companies. Being a kind and compassionate human being, Mr.Malhotra established SDMC Trust in the year 2009. He was not only the founder of the Trust, but also shaped its vision and mission. Under his leadership, the Trust widened its support and services from one state to 10 states today. His guidance will always shine a light on our path ahead.

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# ABOUT SDMC TRUST

Sita Devi Malhotra Charitable Trust (SDMC Trust) is a family foundation of SAR Group of Companies registered under The Indian Trust Act, 1882. The Group owns popular brands like Livguard, Livpure, Livfast, Livpure Smart Home, Lectrix, Livgreen, Hoka, Ncube and Mooving. Since its registration in the year 2009, the Trust has been involved in numerous social welfare and development initiatives. The Trust has been working on issues of education, health, livelihood and safe drinking water. At present, it is working in 10 states through its partners. SDMCT is primarily a grant-making organization that supports and

enables its non-profit organization (NPO) partners to effectively address both local and national issues. The Trust has been channelling support to multiple, diverse programs that are primarily aligned to the needs of the community and addresses the unmet needs of the beneficiaries to bring a transformation in the quality of life. To some extent, the Trust also funds capacity building and organisational development efforts to augment the delivery capacity of its partners.



## VISION & MISSION

The Trust endeavours 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.

## GOALS

The primary goals of the Trust constitute Impact, Sustainability and Scalability as the three pillars, which form the base for achieving the intended outcomes.

## OUR FOUNDERS AND TRUSTEES



**Late 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



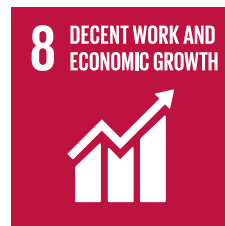
### SDG 3:

“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.”

# IMPACT AT A GLANCE 2020-21



### PRIMARY EDUCATION:

Impacted **37,683** students, officials of education and other stakeholders



### PRIMARY HEALTH CARE:

Served more than **62,000** patients in primary health care service



### LIVELIHOOD:

Impacted **2126** individuals by providing training and agricultural knowhow



### SAFE DRINKING WATER:

Provided **7,500** people access to safe drinking water







## CO-FOUNDER'S MESSAGE

When I write this message, I am mindful of the loved ones that many of us have lost during current COVID-19 pandemic. This edition of our Impact Report is dedicated to remembering them and recognizing the brave people within our organization and the larger society who stepped up to become pillars of support for those who were in need. I am grateful for the resilience that my colleagues and our volunteers in the field have shown through this pandemic.

Like everything else in the world, our work over the last year was guided by the need that arose out of this situation. COVID-19 is not just a health crisis but also a human crisis of unimaginable proportion. While some families have lost their sole earning member, millions of others have lost their livelihood and are forced to depend on aid that comes their way. For many, this has been a battle for survival. We have extended help wherever possible - providing meals to thousands of needy people and helping families with dry ration. You will read more about our COVID-19 response in the following pages but I want to acknowledge here that no single individual or organization can effectively address a crisis of this magnitude. I would like to thank and laud

everyone who has made the effort to help and support others during these challenging times.

Apart from the COVID relief work, SDMC Trust has benefited over one-lakh individuals through other developmental projects, which includes Primary Education, Primary Healthcare, Livelihood and Safe Drinking Water in collaboration with other NPO partners.

Nothing brings us together as human beings like living through a crisis like this pandemic. I hope we will be able to see normalcy return soon.

In the meanwhile we renew our commitment to our long term focus on positively impacting as many people as possible in the areas of Primary Health Care, Education and Livelihood in partnership with our ever expanding family our great NPO partners.

**Rakesh Malhotra**

# OUR PRESENCE



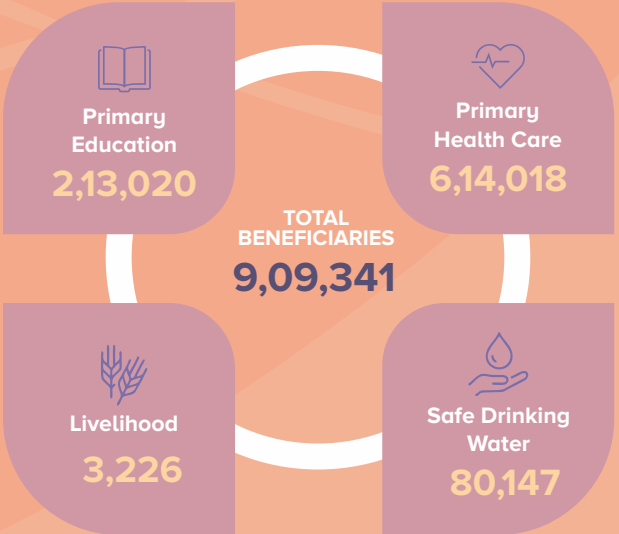
● Active Projects

# OUR OUTREACH

2020-21



2014-21





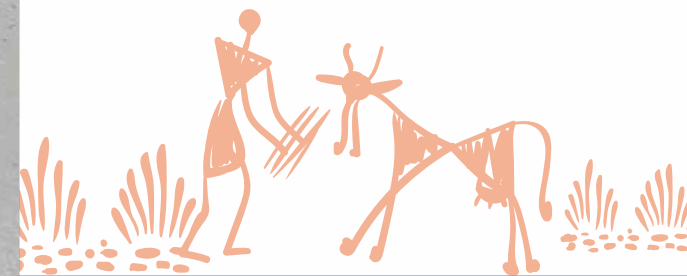
## PRIMARY EDUCATION



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

The major event this year was the enactment of the National Education Policy 2020 by the Govt. of India, which will have profound impact on primary education in the country. Early child care and primary education has been brought under the school system so that the age group of 3-7 will be treated as a continuum. The role of Mother/Regional/Local language as a medium of instruction till at least Grade 5 has been recommended. Care has been taken that all children receive quality education in an equitable and inclusive manner by active participation in the learning process despite having different academic abilities.

Due to the prevalent pandemic, the primary schools have been closed since March 2020 and children spent the entire year at home. Their learning was severely impacted. Urban clusters were quick to adapt the online form of education and many have been able to complete the curriculum. Fortunately, the two schools where the Trust is working were able to provide this facility. On the other hand, most rural children were deprived of this due to the digital divide. Different states tried to provide learning solutions through different means. Our education project in Maharashtra worked in close collaboration with the State Government to address this issue of access to education during the pandemic.





## SHIKSHA BHARTI SCHOOL

BY ANIKET ASHRAY SOCIETY, HARYANA

Shiksha Bharti School has been functional for 11 years now. The school is located in Palam Vihar, Gurugram, Haryana. It provides primary level education to children of disadvantaged families who migrated here as daily wage workers from rural areas. Presently Shiksha Bharti School has 325 children ranging from Pre- nursery to Grade 5. The school is being managed by a team of highly qualified professionals.

Due to the pandemic, children were introduced with the concept of e-learning. School remained shut but teaching did not. WhatsApp groups were created to help these students continue their studies through worksheets, voice notes and video messages. Daily worksheets were sent on each class group. This process helped 80% of the children attend online classes.

Like previous years, all the outgoing students of Grade 5 successfully obtained admission in Grade 6, even in this pandemic year

The school also distributed ration to 250 families during the lockdown and minimized migration of the families which helped



in retention of the children and continued education.

The school ensured distribution of books, stationaries and uniforms to children which helped in uninterrupted learning. Regular health check up camps have been organized by the school for all children, given the severity of COVID - 19.



## SUGAM SCHOOL

BY SUGAM NGO, HARYANA

SDMCT is supporting NGO Sugam for the project “Prayas-SUGAM School” in which they educate children from nursery to Grade 5. SUGAM provides uniforms, books and other study material to students. The main beneficiaries of the program are children from economically underprivileged backgrounds. SUGAM provides free education to children (both boys and girls) in the age group of 4 to 16 years.

The rate of enrollment has increased from 15 students in 2011 to 426 regular students in 2021. The enrollment of girls is also increasing. The school has 14 full-time teachers and 8 support staff under this program. The school conducted online classes for its students during the pandemic by providing them basic access to online tools, They also focus on increasing awareness among parents to stop dropouts among students.





# COLLABORATORS FOR TRANSFORMING EDUCATION

BY EDELGIVE FOUNDATION, MAHARASTHA

“The Collaborators for Transforming Education” program is a Public-Private Partnership project for supporting Quality Education Program (QEP) of the State Education Department in the extremely backward districts of Maharashtra. SDMC Trust in collaboration with Edelgive Foundation has been supporting the program since 2016 in four districts of Maharashtra namely Gadchiroli, Nandurbar, Parbhani and Amravati. The program aims to ensure quality education for children on the principle of ‘demonstrate and scale’ with threefold objectives of improving learning outcomes, strengthening review mechanism and capacity building of education system at school, cluster, block and district level with improved community engagement.

The pandemic has caused severe damage not only to the livelihoods of people but also to children’s learning momentum. The school closure has caused not only loss of learning but also loss of nutrition and equity. To mitigate the challenges of the current situation government and implementing partners have taken measures under the collaborators program in the intervention districts.



Because of the pandemic, the intervention approach has changed but program objectives and the levels of the intervention remained the same. Due to the pandemic, the program focused on the three following aspects:

1. Preparing the system for children during school closure
2. Bringing children back to schools, especially girls in normal condition

3. Engaging children in the learning progress through online and offline interventions

In the four intervention districts, the partners ensured :

1. Capacity Building of Government officials at District, Block and Cluster levels
2. Teacher Capacity Building in collaboration with DIET
3. Supporting temporary village-based teachers called *Shikshan Mitras* to open study groups in villages
4. Assessment of Learning Gaps
5. Community Engagement through Virtual Meetings
6. The combined effort of the Government through the implementing partners reached 36% (Gadchiroli), 62%( Amravati) and 81% (Nandurbar and Parbhani) of all the students through various means .





# HAMARA GAAON PROJECT

BY PRATHAM EDUCATION FOUNDATION, ODISHA

The COVID-19 outbreak and subsequent lockdown in March 2020 and resulted in prolonged school and Anganwadi closures disrupted Pratham's regular program operations. Pratham leveraged its experience and agility to both navigate the pandemic and continue to fulfil its mission by switching to a remote model of engagement with the children and community.

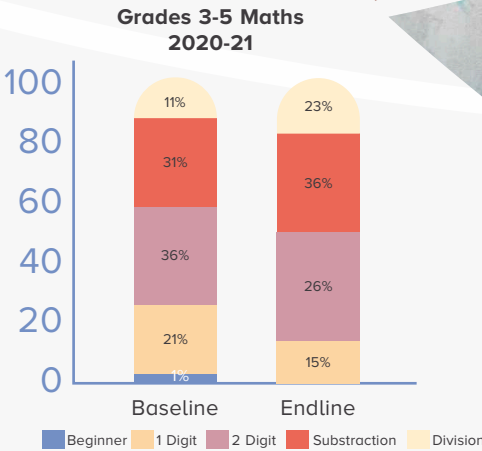
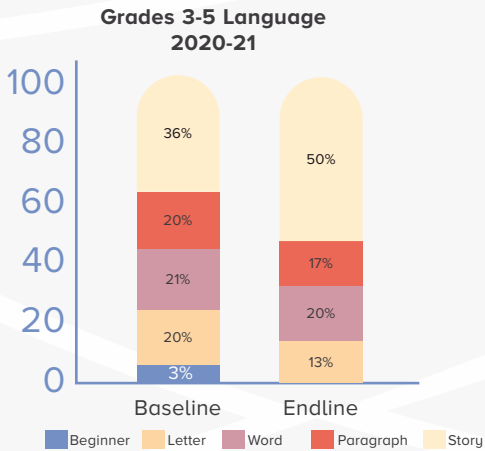
Pratham harnessed the potential of its community engagement networks to disseminate unique and in-house developed digital educational content. The team also disseminated safety and hygiene guidelines in the form of handouts, posters and translated WHO videos on COVID-19. Pratham also initiated a campaign called '*Karona: Thodi Masti Thodi Padhai*' to keep in touch with communities and encourage remote learning. Primarily, this involved leveraging the cadre of volunteers and parents in the community and sending WhatsApp and SMS messages to them. These messages contained video and audio content focused on home-based learning activities for children aged 3-14. This method also encouraged family members to support their children in learning. Pratham team members regularly followed up with parents and children over the phone.

In August 2020, with local mobility gradually improving, Pratham leveraged its community networks to sustain remote outreach by commencing hamlet-level group-learning activities facilitated by volunteers. For children in Grades 1-5, volunteers conducted classes with children in small groups with the aim to strengthen children's foundational skills in Language and Mathematics.

For children in Grades 6-8, volunteer-led children's groups were set-up where children received digital material for Language, Math and Science with instructions and activities and they would meet in groups to discuss and work on the material. Moreover, volunteer-led mothers' groups were set up with mothers of Anganwadi children. In weekly meetings, mothers were given information on early childhood development and were taken through cognitive stimulation activities that they could conduct with their children.

Community-based events were conducted as a method of community learning that could occur in a socially distanced

manner. For blackboard activities, chalkboards were put up in the communities on which volunteers wrote Language and Math activities that children could note down and solve. Home-based Science Melas were conducted where students prepared science models and then displayed them outside their homes on the day of the fair.





## PRIMARY HEALTH CARE



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

In India, Primary Health Care is the backbone of the health care system through a vast network of community health workers, health sub-centers, health and wellness centers & Primary Health Centers. The COVID-19 pandemic has put massive pressure on the health system. This resulted in essential health services being halted to the elevated demand for services. There has been a huge collateral damage to primary health care services due to accommodate COVID-19 in India. Providing access to quality healthcare services, especially maternal and child healthcare has always been challenging but the onset of the pandemic has multiplied those challenges. A study by a non-profit organisation shows that diverging the 1.4 million

Anganwadi workers and 1 million ASHAs in managing COVID-19 can strongly disrupt the maternal and child healthcare schemes. In this crucial time non-profit and charitable healthcare units has been a great support for Rural India in providing immediate primary healthcare services. The SDMC Trust has been proactive in contributing its support with its existing health care projects in the states of Himachal Pradesh and West Bengal. Our dispensary and health centres in the year 2020-21, treated 51,243 patients.





## RURAL HEALTH CARE CENTRE

BY RURAL HEALTH CARE FOUNDATION, WEST BENGAL

The Year 2020-21 witnessed an unprecedented health emergency due to the Covid-19 pandemic sweeping across the globe. Despite various challenges of lockdown, maintaining high safety standard set by the Department of Health, Government of West Bengal, the Rural Health Care Foundation continued its services to villagers. SDMC Trust provided financial support to run five healthcare centers with provision of general medicine, homeopathy, and optometry. Unlike the year 2019-20, only five centers were operational in four districts of West Bengal namely South-24 Parganas, Burdwan, Hooghly and North-24 Parganas.

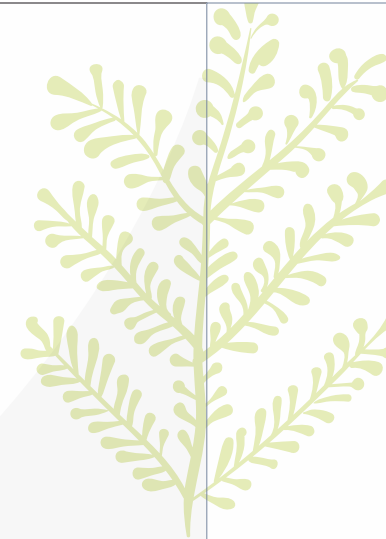
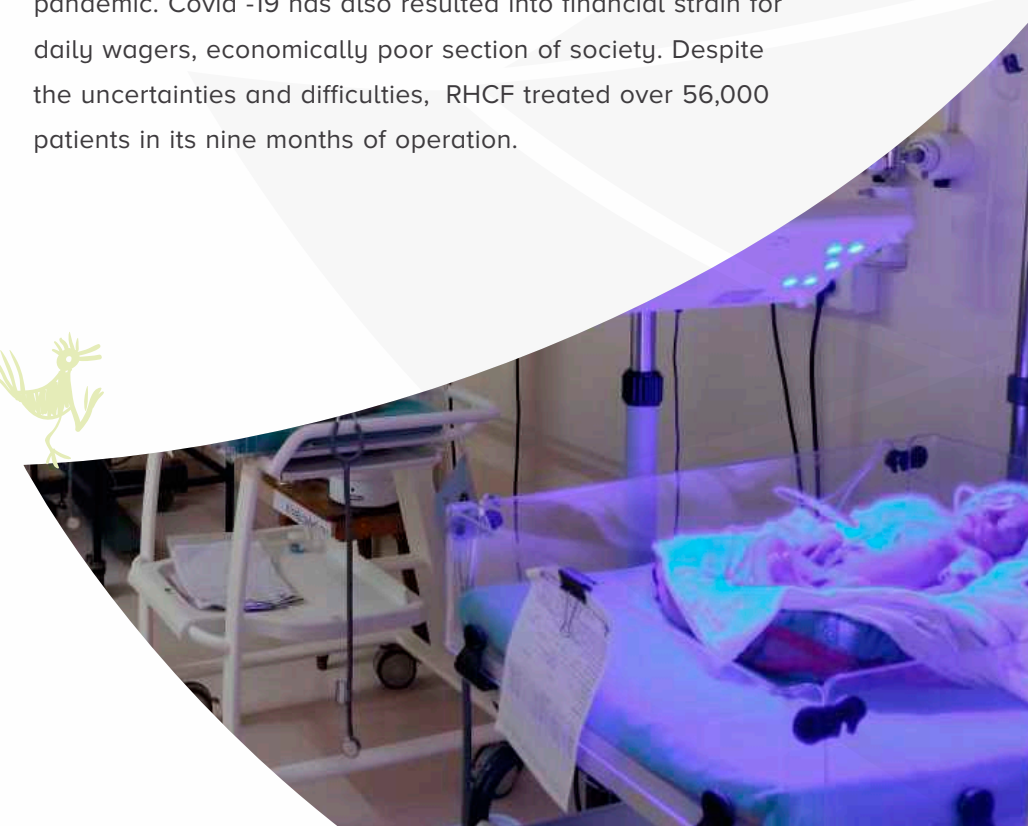
All centers were equipped with dedicated team and took all possible safety measures and precautions such as face shield, gloves, daily temperature check, protective screens, social distancing, handwashing etc.

The team also remained engaged with communities who were reluctant to visit the centres due to fear of the pandemic. Covid -19 has also resulted into financial strain for daily wagers, economically poor section of society. Despite the uncertainties and difficulties, RHCF treated over 56,000 patients in its nine months of operation.

## HEALTH CARE INITIATIVE

BY SACHIN TENDULKAR FOUNDATION, ASSAM, MIJORAM, TRIPURA, MAHARASHTRA, WEST BANGAL

In the year 2020-21, SDMC Trust partnered with Sachin Tendulkar Foundation that works for children in areas of healthcare, education and sports. The grant provided by SDMC Trust through this partnership has gone towards procurement of two ventilators at Makunda hospital, a hospital that caters to medical requirements of needy patients from Assam, Mizoram and Tripura, and towards helping underprivileged children for their medical expenses across Mumbai, Kolkata and Assam.



## SDMC TRUST CHARITABLE DISPENSARY

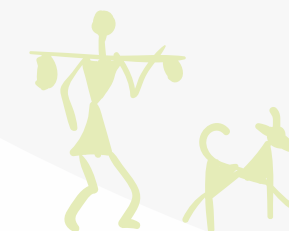
BY SITA DEVI MALHOTRA CHARITABLE TRUST, HIMACHAL PRADESH

“Smt. Sita Devi Malhotra Charitable Dispensary” was established in 2009 to provide free health care services to the local residents, people migrating from outside, pilgrims, and victims of road accidents.

During the year 2020-21, a total of 6,000 patient were treated in the dispensary. Approximately, 9% of total patient were referred for diagnostic services. Dispensary pro-actively worked with safety measures and precautions. Patient sanitizing unit, paper sanitizing unit, PPE Kit, Gloves and masks were used. Dispensary also provided cloth masks to patients who needed it.

The dispensary also facilitates as a sub-center for providing antenatal and postnatal immunization to women and children below the age of two years. ANMs visits the center on monthly basis and immunize pregnant women and children below two years with counselling on care during pregnancy and post pregnancy. In the year 2020-21, 54 pregnant mothers and children received services through dispensary sub-center. In the strategic partnership, the dispensary has also tied up with Department of Health, Government of Himachal Pradesh to conduct testing under National Tuberculosis Control Program.

It is also helps many poor elderly people suffering with age related problems like arthritis, heart disease or diabetes to manage their health conditions. So far, it has catered to more than 1.35 Lac patients (upto March 2021) from the date of its inception.





## LIVELIHOOD

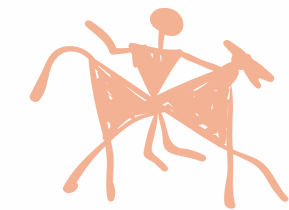


### SDG Target 8.5: Productive Employment and Decent Work in Rajasthan and Odisha

The 2020 pandemic arrived at a time when economic growth in India was already slowing down. As COVID-19 threatened lives, livelihoods and health across the world, the uncertain nature of the pandemic made it extremely difficult for migrant labourers, entrepreneurs and all allied sectors that generate livelihood. Hundreds and thousands of migrant labourers started leaving their workplaces to walk hundreds of miles towards their respective hometowns/villages. The Government had brought policies in place to feed people and primary focus was zero hunger. This situation has reminded us as a country with growing population that there is an increased demand for quantity and quality of nutritious food which indicates strengthening our agricultural sector. Though total food grain production in the country is estimated to be a record 291.95 million tonnes, the average

productivity of many crops in India is quite low. Future of agriculture is a very important question for the planners and all other stakeholders. Government and other organisations are trying to address the key challenges of agriculture in India, including smallholdings of farmers, primary and secondary processing, supply chain, infrastructure supporting the efficient use of resources and marketing, reducing intermediaries in the market. There is a need to work towards getting cost-effective technologies that focus environmental protection and on conserving our natural resources.

SDMC Trust was closely working with 126 farmers from Rajasthan to improve agricultural practices and increase yield. At the same time in collaboration with its NGO partner, the Trust launched a new agricultural project in Odisha, which will not only improve the income of 2000 women farmers, but will also establish a sustainable supply chain mechanism.





## ECONOMIC UPLIFTMENT OF FARMERS

BY SIR SYED TRUST, RAJASTHAN

SDMC Trust collaborated with Sir Syed Trust, a grassroots organisation in the year 2018 to support agriculture-based livelihood promotion activities for 126 marginal farmers in Tijara Block of Alwar district, Rajasthan. The project aimed at increasing annual income of farmers through agricultural transformation activities.

115 farmers earned profit through cotton crop (SRI), 126 farmers through Mustard in Kharif, while 81 farmers had sown Mustard (SMI), 101 farmers Wheat (SWI) in Rabi season, in Zaiyad 22 farmers has grown vegetables. In order to augment the benefit, 1 Paal/Pond was constructed in Bhalesar village, bund plantation was done.

Other income generation activities were also initiated comprising 12 women farmers were provided goat to start their goat business with insurance, Job cards to 42 people under MNREGA was prepared and provided support for getting job through job card. 40 families received benefit of land levelling and sown crops for first time on undulated land which has resulted into substantial increase in their annual income.

During Covid-19 lockdown, 34 poorest families received dry ration kit for 30 days. Kisan Goshti was conducted by keeping social distancing, two Kisan School contributed towards arranging quality seeds and fertilisers.

All these efforts raised farm yield from 1.5 to 2.5 times thus generating additional income for all beneficiaries.



## EMPOWERING WOMEN FARMERS WITH AGRICULTURAL ADVANCEMENT

BY OXFAM INDIA, ODISSA

SDMC Trust in collaboration with Oxfam India, launched a new initiative in February 2021, which is “Economic empowerment of tribal households through women-led vegetable farming and marketing”. The project includes 40 villages of two blocks in Koraput District, Odissa – Patangi and Similiguda. The target group for this project are 2000 women members from mostly tribal families. Koraput holds a lot of potential for farm-based livelihoods, particularly vegetable and horticulture. The project aims to augment that potential to increase income of the target households through a women-led approach.

Under this project, women members of the target households will obtain knowledge, information and capacity and lead their households in producing more vegetable and ginger. Target households will get price and value advantage in supply/value chain and market linkages through collective and organized

institution building and informed actions at different levels. Ultimately, we aspire to help improve avenues and social security schemes.







## SAFE DRINKING WATER

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

A safe water supply is the backbone of a healthy economy, yet it is woefully under-prioritized, globally. It is estimated that waterborne diseases put a major economic burden on India. This is especially true for drought- and flood-prone areas, which has affected a third of the nation over the past couple of years. Although, India has made improvements over the past decades to both the availability and quality of municipal drinking water systems, its large population has stressed planned water resources and rural areas are left out. Less than 50 percent of the population in India has access to safely managed drinking water. Chemical contamination of water, mainly through fluoride and arsenic, is present in 1.96 million dwellings. At the same

time one can not ignore the fact, that high concentration of Iron exists in the ground water in more than 1.1 lakh habitations in the country. Ground water contaminated by iron has been reported from Assam, West Bengal, Odisha, Chhattisgarh, and Karnataka. While the Government of India along with International NGOs have several initiatives to mitigate the issue of availability of safe drinking water, Livpure Foundation with support of SDMC Trust has taken the initiative of addressing drinking water issues in costal /flood prone districts of Odisha. In collaboration with Oxfam India, the Foundation has managed to expand its Iron Removal Plant project in two districts.





# IRON REMOVAL PLANT

BY OXFAM INDIA, ODISHA

Quantity and quality of water is not the only problem that critically affects people's access to safe drinking water, especially in rural areas. A resilient system and community participation are equally necessary to ensure drinking water safety. At a time when water sources are degrading fast and community participation is shrinking rapidly, a model piloted by Liveness Foundation and Oxfam India in some of the worst disaster-prone and iron affected rural villages of India is heralding new hopes. The partnership is establishing a robust community-centric drinking water filtration model that is not only technologically simple and sound but also is cost-effective, sustainable and disaster resilient.

The intervention includes upgradation of existing government's tube-well drinking water sources with a simple technology that integrates 'terrafil' filtration technology innovated by India's premier '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 is a low cost, easily adaptable technological solution. In the initial two phases, the partnership had piloted 24 community filters in Puri and Balasore districts of Odisha. In the year 2020-21, the project is further substantiating



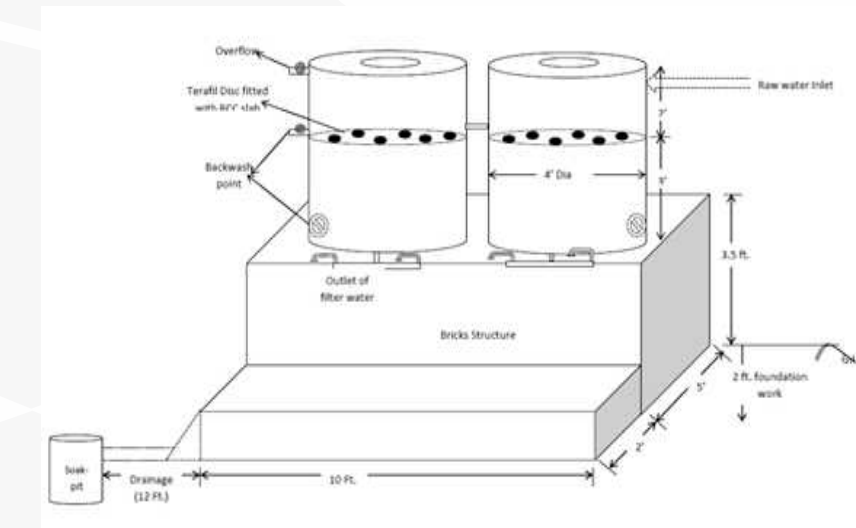
to establish the efficacy of the model by piloting 25 more community filters in Puri and Jajpur districts of Odisha.

The central role and ownership of the user communities make the model unique and sustainable. The user communities have not only ingrained the principle of community contribution but they are setting high standards in



participatory operation and management of the filter units. The 24 user communities, where the filters were piloted in the first two phases, already have a surplus of Rs. 2,07,410 after meeting operation and management cost. Huge disruptions like two major cyclone Fani & Titli; and two rounds of Covid-19 pandemic have hit these poor rural communities very hard on

other fronts, but the disasters have not been able to dent their acquired access to safe water.





## COVID RELIEF

During the pandemic in 2020-21, SDMC Trust came up with an initiative “ COVID-19 Relief ” with the aim of providing free food in clusters of low income areas. The objective of the initiative was reaching out to people who were struggling for day-to-day meals. The Trust emphasized on migrant workers, travellers on road and train, Community Kitchens etc. With this initiative we served approximately 3,000 people residing in Gurugram, Delhi, Rajasthan and West Bangal. Through this initiative the SDMC Trust provided 63,280 free meals.



## OUR PARTNERS



## 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  
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**Dr. Kailaspati Jha**

Technical support by  
**Ms. Amrita Nayak**

Designed by  
**Mr. Dev Datta**  
(DEVDATTA.DESIGN)

