



TOWARDS A MORE EQUAL SOCIETY

IMPACT
REPORT **2021-22**





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ABOUT SDMC TRUST

Sita Devi Malhotra Charitable Trust (SDMC Trust) is a family foundation of the promoters of SAR Group, registered under The Indian Trust Act, 1882. The Group owns popular brands like Livpure, Livguard, Livfast, Lectrix, Mooving, Livgreen, Lime. Since its registration in the year 2009, the Trust has been involved in various social welfare and development initiatives. The Trust has been working on the issues of Primary Health Care, Primary Education, Livelihood and Safe Drinking Water. At present, it is working in nine states and one union territory in India through various NPO partners.

SDMC Trust's comprehensive approach includes grant making across sectors through partnerships and collaborations with selected NPO partners. The Trust has been channeling support to multiple and 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 their quality of life. To some extent, the Trust also funds capacity building and organizational development efforts to augment the delivery capacity of implementing partners.

VISION & MISSION

The Trust endeavors to work towards creating a just, equitable and prosperous society by empowering people with incremental changes in Primary Health Care, Primary Education, Livelihood, Safe Drinking Water and a Healthier Environment.

GOAL

The primary goal of the Trust is to achieve Impact, Sustainability and Scalability of development programs which forms the base for achieving the intended outcomes.



Late Mr. Madan Lal Malhotra
Founder



Mr. Rakesh Malhotra
Co-Founder and Trustee



Mrs. Nirupama Malhotra
Chairperson and Trustee



Mrs. Rashmi Nayar
Trustee



Mr. Navneet Kapoor
Trustee



Mr. Paresh Pradhan
Managing Trustee



CO-FOUNDER'S MESSAGE

The unprecedented spike in cases and subsequent lockdowns due to Covid-19 in the year 2021-22 traumatized the entire nation with harsher effects on all aspects of life in general and more on health, education and livelihoods of common people. The pandemic created catastrophe, uncertainties and despair all around leading to halting of economic activities. In the given situation, the Trust prioritized on saving lives, arrangement for vaccinations, essential medicines and necessary health care services to deal with the pandemic.

Considering vaccination as a priority, the Trust supported approx. 2,000 people with double doses of Covishield and Covaxin vaccines. Additionally, during the year, we reached out to more than one lakh patients with treatment and essential medicines by adhering to proper COVID protocols with cooperation of our partner like RHCF in West Bengal and SDMC Dispensary in Himachal Pradesh respectively. In order to enhance outreach in remote rural areas, we revamped our Mobile Healthcare Clinic in Gagret (HP) by purchasing a new ambulance equipped with all facilities and deputed a full time dedicated medical doctor and pharmacist.

In primary education, the Trust had been more concerned to reconstitute the learning losses of children who were unable to attend classes for last several months during lockdowns. With consultation of our esteemed partners like Shiksha Bharti School, Sugam NGO and Pratham Education Foundation, we reached out to 2,500 children directly with online classes and learning materials. After lockdown, special classes were organized to bridge the learning gaps.

Even in difficult situation, our esteemed partner Oxfam India stayed firm with consistency of its implementation of Iron Removal Plants (IRP) Project in remote parts of Odisha and ensured access to safe drinking water to more than 7,500 people by commissioning 25 new plants with adopting all standardized processes. In the livelihood vertical, as many as 2,000 farmers were exposed with improved package of practices in agriculture promotion using new variety of cash crops like ginger, brinjal, chilies, sweet potato and new technology in irrigation using treadle pumps.

Taking cue from our past successes as well as learning from the pandemic, we endeavor to re-align our objectives to reach out more and more people in years ahead by scaling up successful projects by collaborating with like-minded partners and donors.

I would like to express my deepest gratitude to all our esteemed partners who kept on supporting us even in adverse situation. Last but not the least, my deep appreciation goes to the wonderful team of SDMC Trust who showed their genuine efforts, flexibility, resilience, grit and optimism in achieving the Trust's objectives particularly during the pandemic period. It is because of them that the Trust has emerged stronger from the crisis. Again, I acknowledge the contribution, dedication and passion of all trustees, advisors and all well-wishers.

Rakesh Malhotra

WORKING TOWARDS SDGs

SUSTAINABLE DEVELOPMENT GOALS



SDG 3:

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



SDG 6:

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



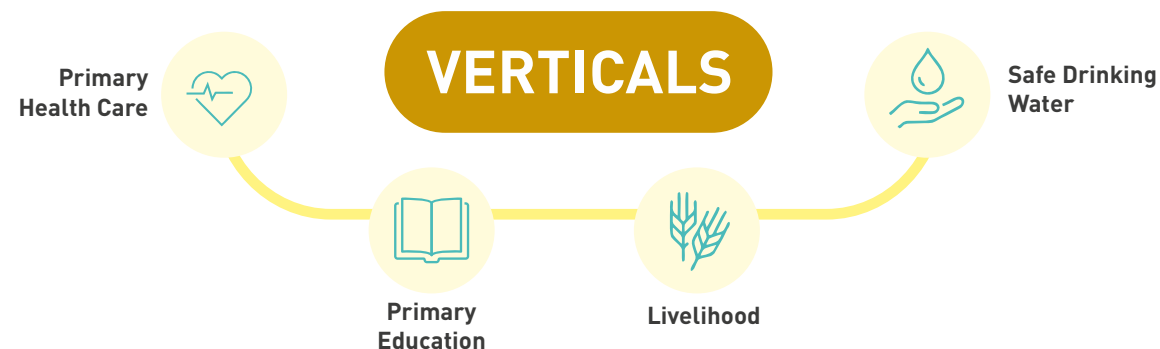
SDG 4:

“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.”



HIGHLIGHTS OF 2021-22



Primary Health Care

1,00,944 patients benefited from primary health care service



Primary Education

2,555 students received quality primary education



Livelihood

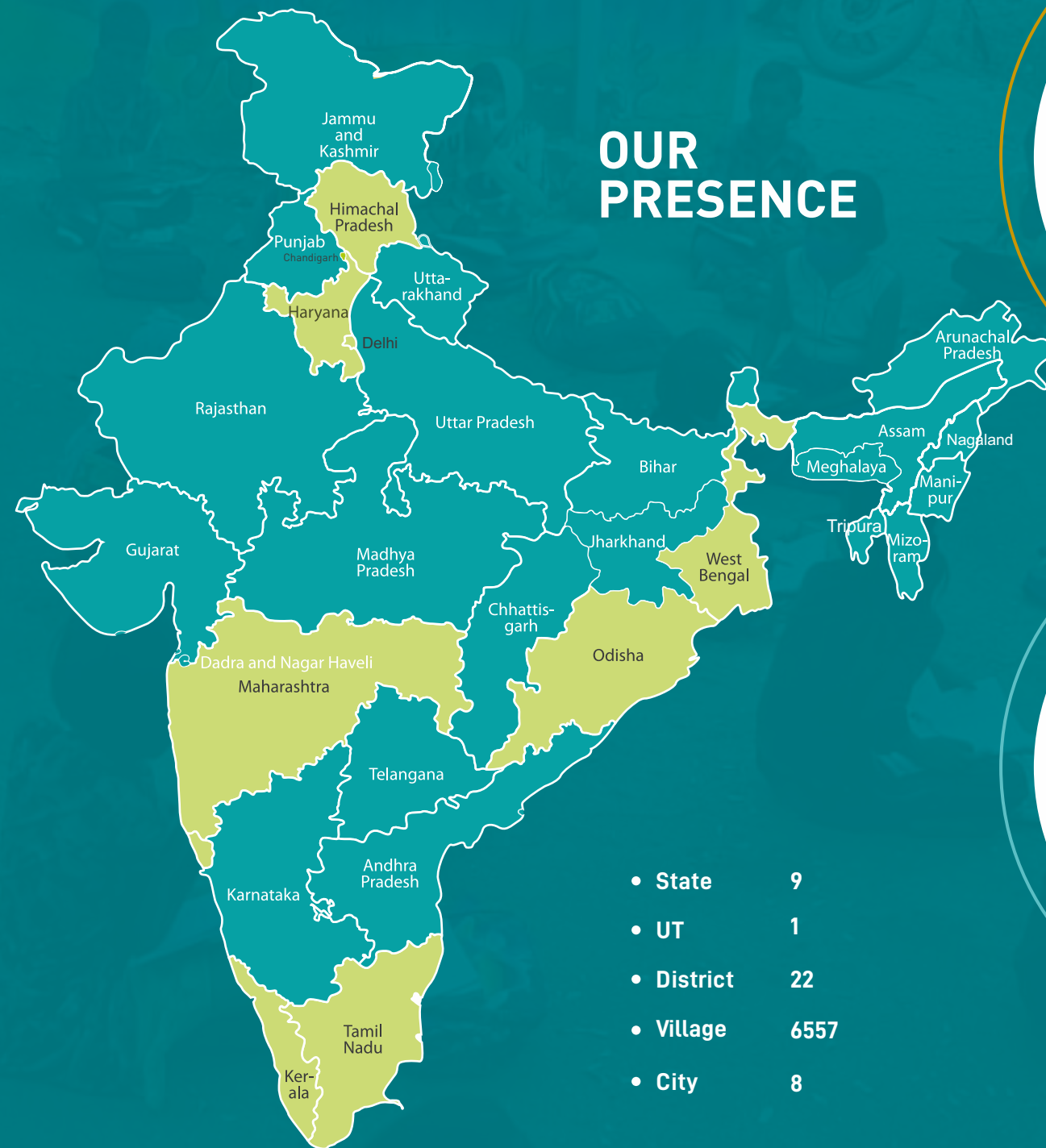
2,000 farmers received input and empowered for enhancing income through our program



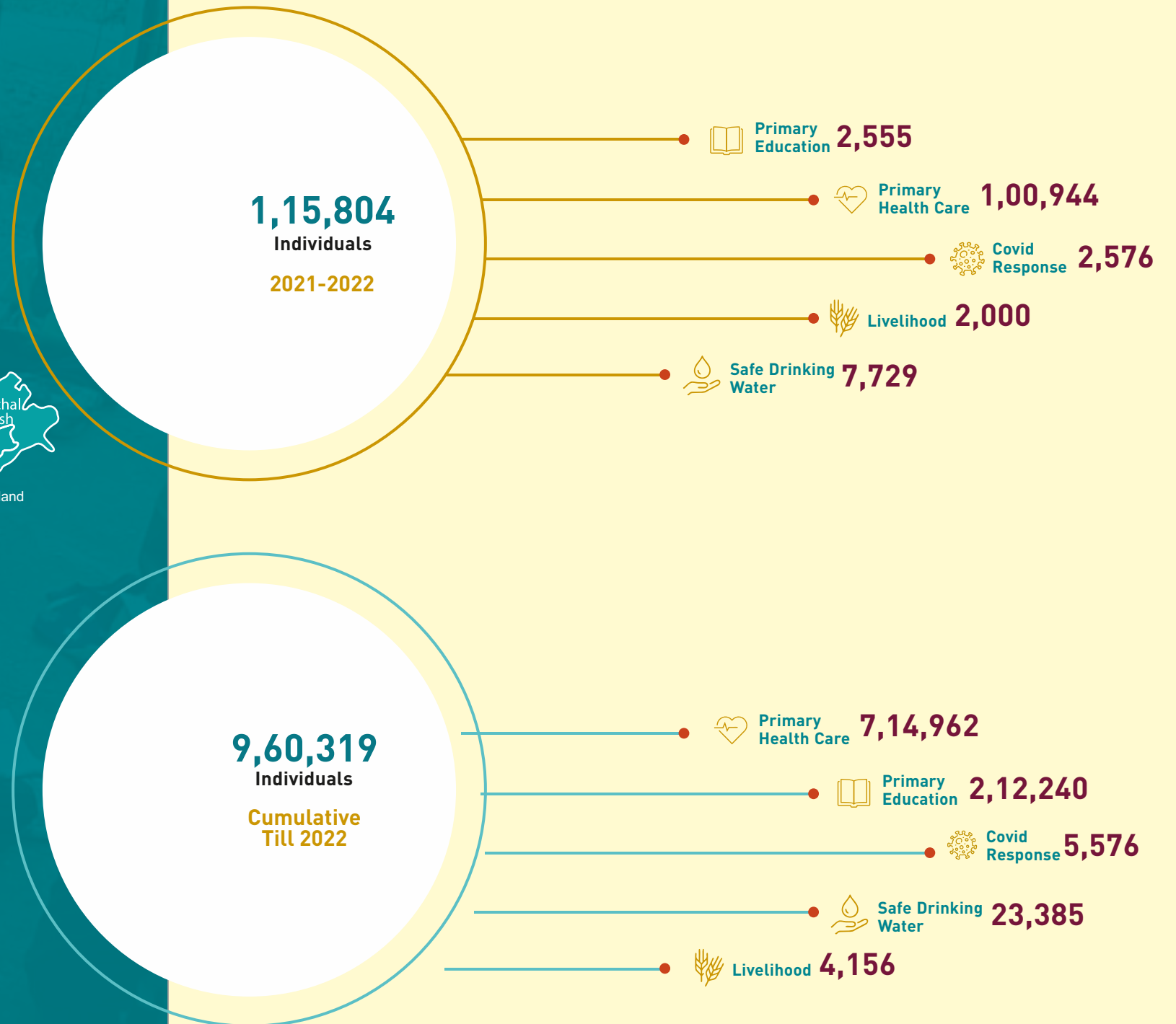
Safe Drinking Water

7,729 people got access to safe drinking water through our initiative

OUR PRESENCE



OUR REACH



PRIMARY HEALTH CARE

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



Primary health care is a comprehensive field requiring a wide range of essential services for people in general, more particularly in the rural and hard-to-reach areas. It is usually the first point of accessing health care. This allows early assessment and management of most health problems. With the outbreak of the COVID-19 pandemic, there has been a diversion of attentions towards affected population leading to reduction in accessibility of health services.

SDMC Trust has been serving in Himachal Pradesh with its directly operated Dispensary and Mobile Clinic. The Trust also supports Rural Health Care Centres in West Bengal in partnership with RHCF, a local NPO. During the pandemic few of our centres were closed due to restriction on mobility. However, the Trust served more than one lakh patients under primary health care and contributed towards ensuring healthy lives. Apart from regular treatment, our medical staff were engaged in coordinating with various stakeholders in terms of sending medicines, oxygen cylinders to the patients struggling with COVID-19.



SDMCT Dispensary (HIMACHAL PRADESH)

SITA DEVI MALHOTRA CHARITABLE TRUST

SDMC Trust established a dispensary at Gagret in District Una, Himachal Pradesh with objective to provide free health care services to the local population, migrants, pilgrims, victims of road accidents etc. The dispensary runs 6 days a week and provides free medicines and diagnostic facility. It is equipped with a team of qualified Doctors, Pharmacist, Lab Technician and other support staffs. The dispensary also provides diagnostic facility at subsidized price.

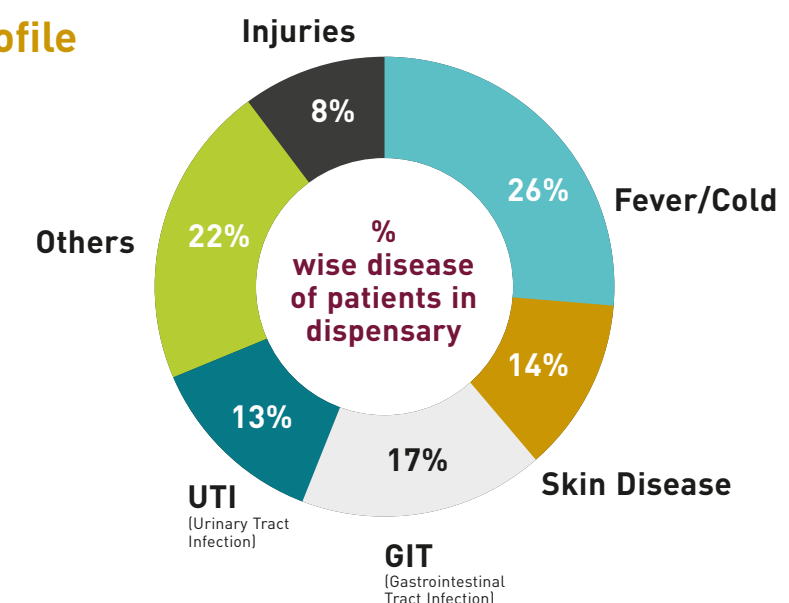
In the year 2021-22, the dispensary screened and provided free medicines to approx. 7,500 patients through General OPD.

A total of 3,653 tests were conducted during the period.

The dispensary has provided health care facility to more than 1.5 lakh patients from its very inception in the year 2010. The dispensary has also tied up with Department of Health, Government of Himachal Pradesh to conduct testing under National Tuberculosis Elimination Program. The dispensary runs immunization camps for children below age of five years. The dispensary also distributes Iron, Folic Acid and Calcium tablets for pregnant women.



Patient's Profile



Mobile Health Clinic (HIMACHAL PRADESH)

SITA DEVI MALHOTRA CHARITABLE TRUST

In the Year 2022, SDMC Trust has extended its health care services to people of blocks Una and Gagret by introducing a Mobile Health Clinic. Mobile Health Clinic conducts mobile OPD in distant villages and hamlets

where there is gap in availing of health care facility. At present, Mobile Health Project conducts Mobile OPD camps in 15 villages with engagement of local Panchayats.



Rural Health Care Centre (WEST BENGAL)

RURAL HEALTH CARE FOUNDATION

SDMC Trust is in it's seventh-year of supporting primary health care centers run by "Rural Health Care Foundation" (RHCF). These centres are located in four different districts of West Bengal where there is need in accessing health care services by poor patients. All centres are serving health care needs of the marginalized communities with provision of free medicines for seven days. All centers are equipped with a team of General Physician, Optometrist, Homeopath, Pharmacist and other support staff. Each centre is accessible to almost 40+ villages




in the surrounding. The strategic location of centres helped the people to access the location with available transportation facility.

In year 2021- 22, a total of 92,898 patients accessed the health facility.

Affordable care helped patients to seek treatment for various common diseases and chronic illnesses and one week free medicines being given to patients for effective recovery and management of chronic ailments.

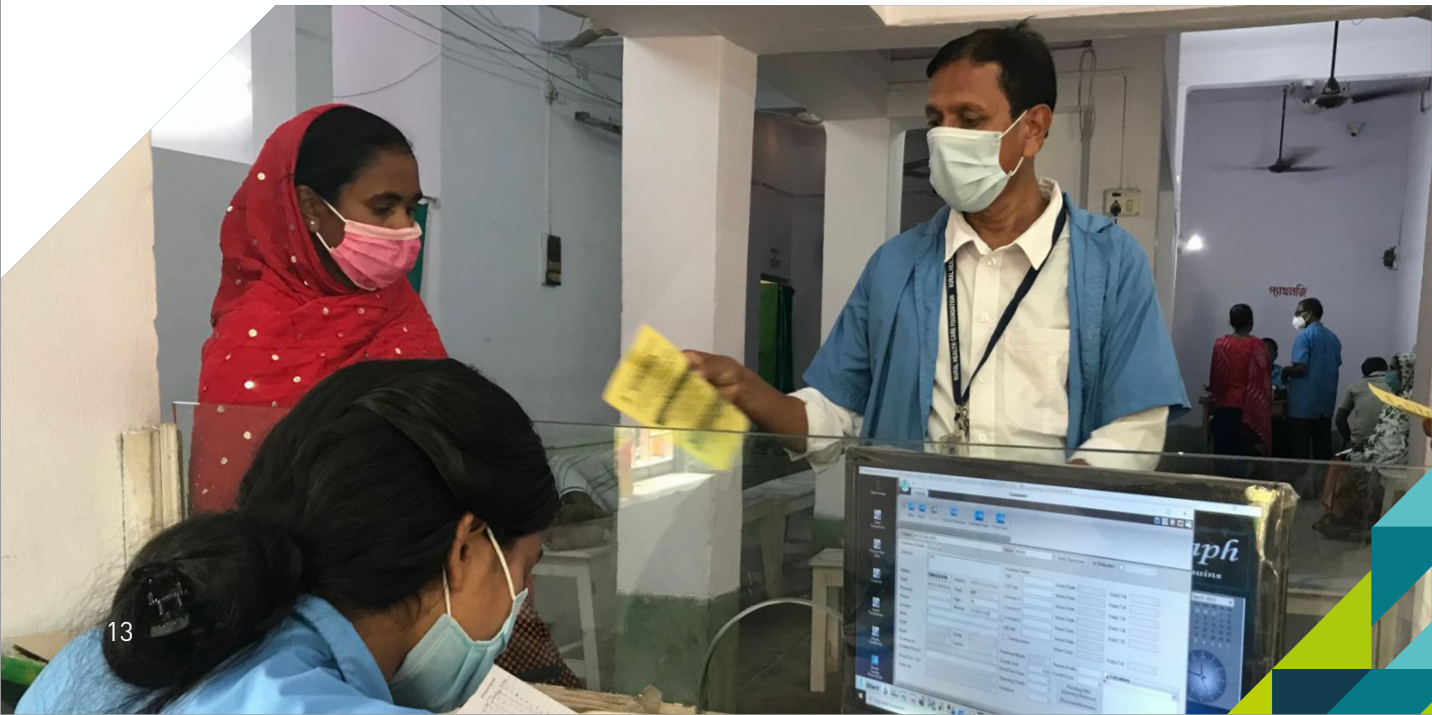


CATEGORY WISE PATIENTS SERVED

 General Medicine	 Optometry	 Homeopathy
74,502	11,649	6,747
80%	13%	7%

CUMULATIVE PATIENT

In 6 Years we served 6,00,000+ Patients



PRIMARY EDUCATION



SDG Target 4.1: Primary Education leading to effective learning outcomes in Haryana, Odisha and Maharashtra

One of the major thrust areas of the National Education Policy (NEP) 2020 is recognising the learning crisis of primary schools. As per the ASER 2018, half of the grade 5 rural children of India can't read grade 2 text. The policy urges to immediately focus on promoting foundational literacy and numeracy. Accordingly, the Government of India has launched National Initiative for Proficiency in Reading with Understanding and Numeracy (NIPUN) to achieve foundational literacy and numeracy in grade 3 by 2025.

SDMC Trust is aligned with this objective and decided to contribute towards the purpose. Future projects will focus on Foundational Literacy & Numeracy (FLN) with scale up possibility.

Due to the second wave of pandemic, primary schools continued to remain closed in most parts of the country. The online classes were organised to bridge the gap partially.

Our partnering schools supported for the well-being of the family members of students also along with continuing with their education.



Shiksha Bharti School (HARYANA)

ANIKET ASHRAY SOCIETY

Shiksha Bharti School is operating for the past 12 years with the objective of providing free and quality education to the children of migrant and daily wage earners at Palam Vihar location in Gurugram. It is giving a second chance to children who missed out on pursuing education due to migration and various socio-economic reasons.

In the year 2021-22 with support from SDMCT, 11 trained and qualified teachers imparted education to 300 students both online and offline mode. All children are registered in Unified District Information System for Education (UDISE) system. This

year 30 students appeared for Class-V examination and 28 students took admission in Class-VI in Govt. as well as private schools and the school facilitated continuity of education of the children. Besides, the school exposed children to several extracurricular activities like cultural events and in-house craft camps.

To ensure nutritional enhancement of children, SDMC Trust supports mid-day meals along with additional nutrition components. Numbers of meals served this year was 25,050.



Hamara Gaon Project (ODISHA)

PRATHAM EDUCATION FOUNDATION

Hamara Gaon project successfully completed its three years project tenure in the year 2021-22. The project benefitted 2,537 students of Boudh District, Odisha with the objective of improving school level learning outcome of children in Language and Mathematics.

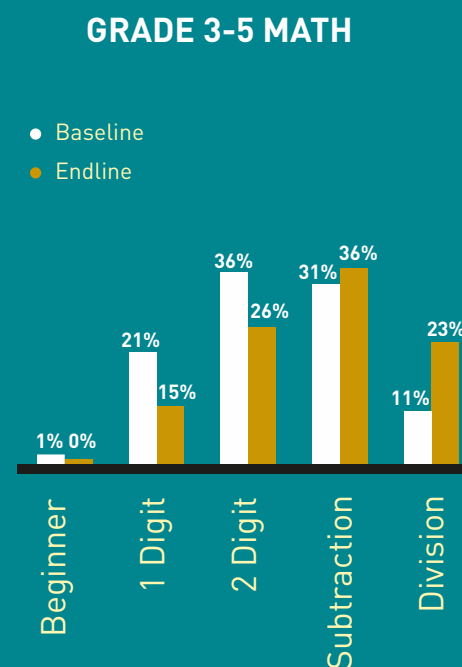
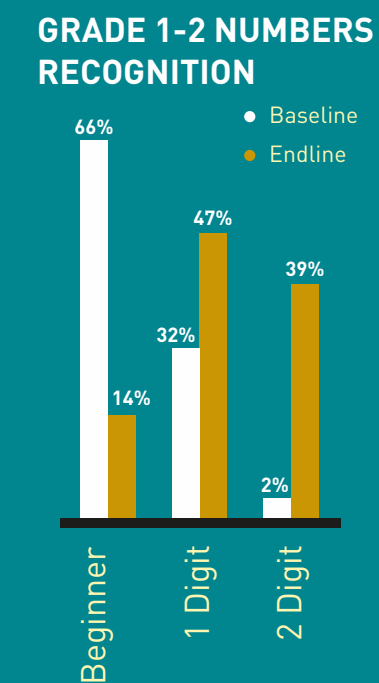
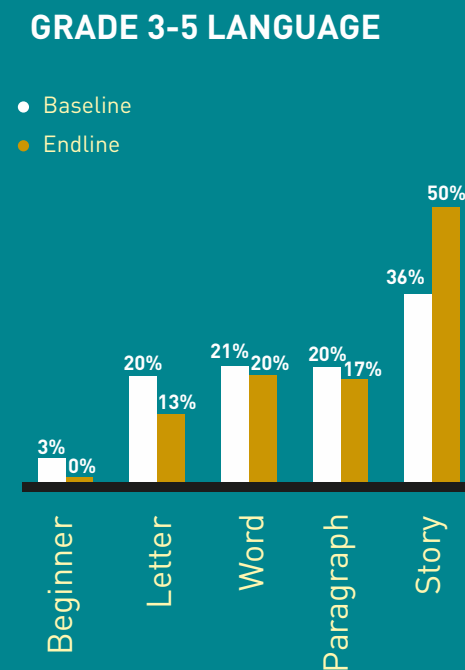
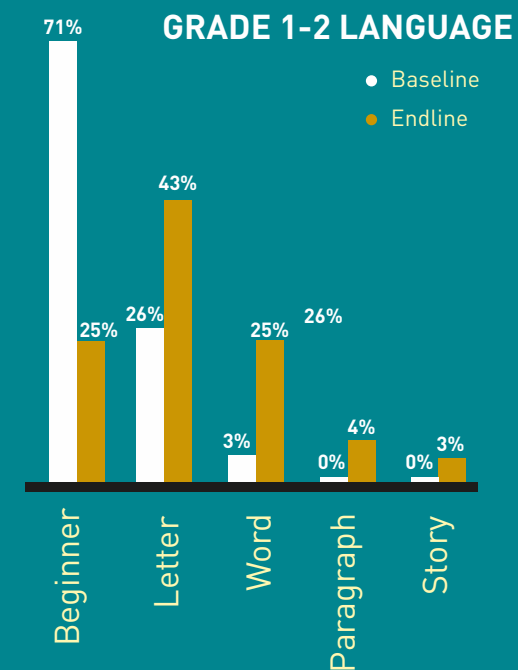
The COVID-19 outbreak and subsequent lockdown resulted in prolonged closures of schools and Anganwadis. Pratham leveraged its experience and agility to both navigate the pandemic and continue to fulfil its mission by switching to a remote model of engagement with the children and community. Major activities undertaken were contextualized project-based learning activities in Odiya and shared via Whatsapp/SMS. Mothers' Groups were facilitated by volunteers. The volunteers

organised 30 days of remedial learning for students starting from grade 1 to 5. Students of grade 6 to 8 volunteered to facilitate community based children group and black board activities.

Adapting this strategy helped the project to achieve outcome as per the objective of the program. 2,537 students continued to receive educational content during the year when schools were closed. 493 mothers of children aged 3-6 were informed on early childhood development. 1,228 children were assessed in groups, based on their learning outcomes in reading and arithmetic. 705 children received digital material and solved questions and discussed the materials in groups.

Measurable Outcome

Hamara Gaon Project



Story of Krishna

THE BLACKBOARD SPOKESPERSON

Sri Krishna Pradhan is a child in grade 4 from Karadi, a village in the Harbhanga block of Boudh district in Odisha. His father works as a mason and mother as a tailor. Due to the COVID-19 pandemic, Krishna's school was shut in the month of March. Pratham's program activities such as Learning Camps and Community-based Children's Groups, in which Krishna was enrolled, were also suspended due to the pandemic. Over the course of the lockdown, Krishna's family received WhatsApp messages with learning activities. Doing learning activities at home with his parents was a new experience for Krishna.

Nonetheless, he was more attracted to the blackboard activities that Pratham started

conducting in his village. Krishna made a habit to visit the blackboard and note down the displayed questions. He would then solve the assignments at home with the help of his mother. He often approached the volunteers in his village to clarify doubts, who noted his involvement for this activity.

Krishna soon became the spokesperson for the blackboard, calling all his peers to come and solve the written problems. He helped in generating excitement among children in the whole village. For instance, challenging all his peers to see who could solve the question first. Children of all ages started taking interest in the blackboard. Krishna's enthusiasm thus helped in developing the community's spirit towards learning.

SUGAM (HARYANA)

SUGAM NGO

SUGAM NGO was established in the year 2009, with a single room with 15 boys and girls. In the year 2021-22 it imparted education to 325 students starting from Nursery to class-X.

The organisation is focused on providing free education and nutrition for children living in the urban slums of Gurgaon, Haryana.

The organisation also provides free books, uniform, bags etc. SDMC Trust extended partial support in it's operations.

During the pandemic SUGAM NGO continued to impart lessons through online classes. It also provided smart phones to a few children who were in need of it.

16 students successfully passed Secondary Education examination conducted by National Institute of Open Schooling (NIOS).



THE COLLABORATORS (MAHARASHTRA)

EDELGIVE FOUNDATION

SDMC Trust supported EdelGive Foundation for "Collaborators for Transforming Education", a Public-Private Partnership (PPP) model to support the Quality Education Programme (QEP) of Govt. of Maharashtra.

Originally targeted toward four special focus districts, the intervention had expanded to seven districts by the end of the fifth year. Due to the pandemic in the fifth year of intervention, the program changed its focus area towards engaging the children in the learning process through alternative means.

During the year 2021-22 (April to June), Parbhani and Nandurbar districts organised 12 Block Resource Group meetings, 17 Cluster Resource Group meetings, 2 district Resource Group meetings, 3 Kendra

Pramukh Group meetings on the agenda of planning and implementing bridge courses to meet learning loss.

Amravati district observed 6 District Resource Group meetings, 31 Block Resource Group meetings, and 9 Kendra Pramukh training along with 2020 outbound calls to parents regarding their well-being and children's learning. Gadchiroli was the most COVID-hit district. The period observed 1 Block Resource Group meeting with virtual activities like camps for children with DIET, skill based workshop and creating COVID awareness. The project successfully completed its project cycle of phase-1.

LIVELIHOOD



SDG Target 8.5: Productive Employment and Decent Work in Odisha

Poverty is closely associated with socio-economic inequality and deprivation of opportunities in livelihood. The inequality involves distribution of resources, access to gainful employment, habitation, positioning in social strata in Indian context. When it comes to the indigenous communities, they frequently experience low-income levels due to discrimination and lack of skills deemed commercially useful, such as those used by women to make traditional arts and crafts that have been replaced by market goods.

Women being a major stakeholder of tribal household, income has gained focus under Government Schemes, especially Women SHGs and Farmer's Groups predominantly in districts falling under tribal-sub plan. SDMC Trust aims at addressing SDG-8 that promotes decent work and economic growth. The Trust is supporting **2,000 tribal women farmers** of Odisha through a three year project "Empowering Women Farmers with Agricultural Advancement". The baseline of the project indicates, the average annual household income of a family is Rs 35,230 and the project aims at doubling their family income in a period of three years. In the year 2021-22, even with restricted mobility and meetings due to pandemic, the project was able to reach out all farmers and contributed to their livelihoods.



EMPOWERING WOMEN FARMERS WITH AGRICULTURAL ADVANCEMENT (ODISHA)

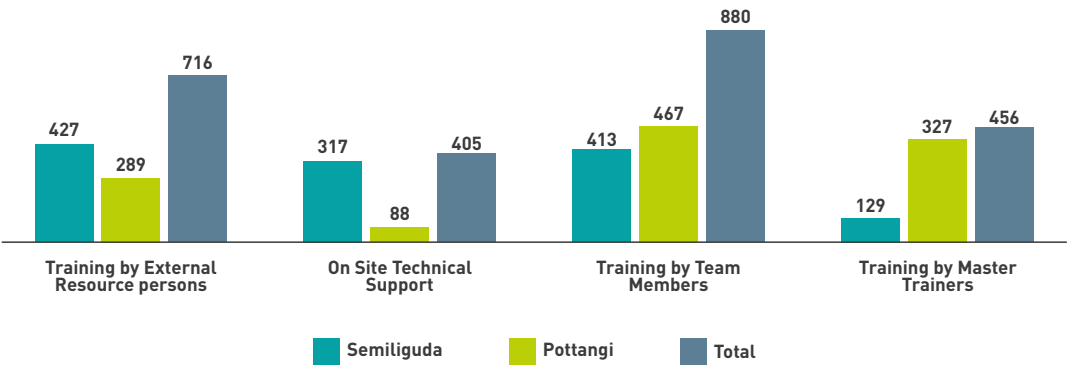
OXFAM INDIA

The programme is designed to empower women and enhance their participation in farm and non-farm based livelihood activities. It aims at organizing 2,000 poor, mostly tribal, women farmers and doubling their income through improved vegetable cultivation and it's marketing resulting in more profit from such cultivation. Mobilizing the community to build peoples' institutions, building their capacity and link them with mainstream programmes and entitlements are crucial in achieving the goal.

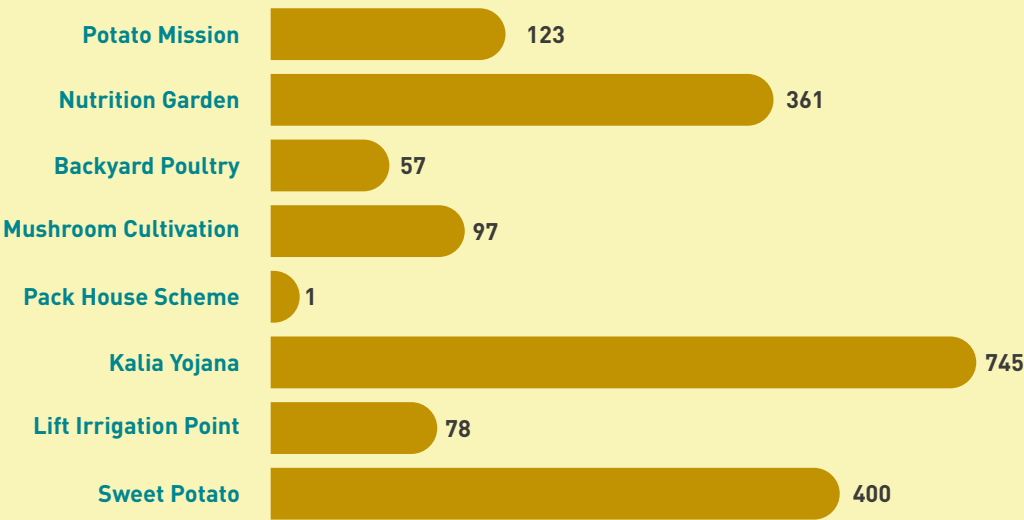
In the year 2021-22, baseline survey was conducted which shows average annual income of target beneficiaries are INR 35,230 and the project aims to double the annual

income in a period of three years. This year 40 Women Farmers Groups (WFGs) were facilitated and 80 Agriculture Development Clusters (ADCs) were created. Input support provided for collective purchase of quality seeds. Two market facilitation centers were established in Potangi and Similiguda Blocks. Over 1,500 farmers were trained at different level on agricultural techniques. To accelerate intensive agriculture, 184 Treadle Pumps (for irrigation) were handed over to women farmers. Besides, farmers were linked to different agricultural and social schemes.

Training Details



Linkages with Agricultural Schemes



SAFE DRINKING WATER



SDG Target 6.1 : Safe and Affordable Drinking Water in Odisha

There is massive chemical contamination in groundwater in large parts of rural India, where drinking water sources are unsafe for consumption and pose a health risk to the population. Every year hundreds of people fall prey to a host of waterborne diseases as drinking water sources get contaminated due to untreated water from industries and waste from cities and towns. The data released by Minister of Jal Shakti, Government of India revealed that water contamination due to Iron has been found in parts of 491 districts in 29 states and union territories in its ground water.

SDMC Trust supports programs of safe drinking water through "Livpure Foundation" which address issues around access to safe drinking water. Livpure Foundation in partnership with Oxfam India has installed 24 Iron Removal Plants and handed over to the communities. In the year 2021-22, the Foundation reached out to 1200+ households of coastal Odisha benefitting 7,729 individuals. This helped the villagers with greater access to contamination free drinking water and making it a sustainable program with community ownership.



Iron Removal Plants (ODISHA)

OXFAM INDIA

Livpure Foundation and Oxfam India entered into a partnership with an objective to “ensuring access to safe drinking water for 25 vulnerable communities in the disaster prone coastal districts of Puri and Jajpur in Odisha which were affected by the water contamination”. The partnership sought for establishing a robust community-centric drinking water filtration model that is not only technologically simple and sound but also cost-effective, sustainable and disaster resilient.

The project had three major objectives;

1. Installation of Iron Removal Plants (IRPs),
2. Establishment of community owned operation and maintenance system for

sustainability, and 3. Engagement with Panchayats and government offices for integration of the community IRP and similar models as mainstream programmes for water security in disaster vulnerable habitations.

In this phase, filtration units were constructed in 25 villages located in Puri and Jajpur districts. [At the beginning of the project it was estimated that 7,671 people from 1,270 households will benefit from the project.](#) However, while calculating user families at the end of the project, the number of regular users were slightly higher.



Issues related to quantity and quality of water are not the only problems that critically affect people’s access to safe drinking water, especially in rural areas. A resilient system and community participation are equally necessary to ensure safe drinking water.

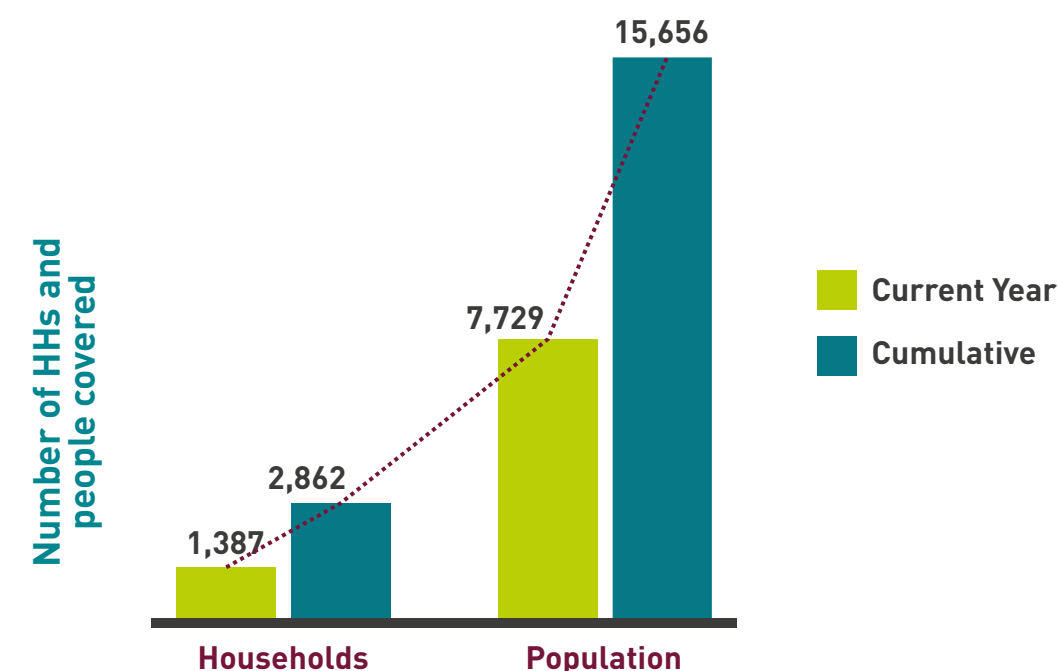
The central role and ownership of the user communities make the model unique and sustainable. As part of the project design

Village Water Sanitation and Hygiene (WASH) committee has been constituted in every project village to ensure proper management of the filtration units.

Through this project in past four years, a total of [49 Iron removal plants](#) were installed in 49 villages of three coastal districts of Odisha providing access of drinking water to more than [15,000 people](#).



COVERAGE



OTHER INITIATIVES



Addressing Eating Disorders

(MAHARASHTRA, KERALA, GOA, TAMILNADU, DELHI & CHANDIGARH)

FREED

FREED is a non-profit organization that intends to encourage conversations around eating disorders by providing support to affected individuals and families in India. SDMC Trust has partnered with FREED to support its mission of enabling holistic well-being in India through diverse and credible resources for support, education, and advocacy for all eating disorders. In the year 2021-22, [FREED launched the first-of-its-kind Helpline for eating disorders](#); providing an inclusive, stigma-free safe space for callers to ask, enquire and seek help all at one place. The organization [also launched FREED Fellowship](#); with aim to create a strong network of future psychology professionals who are trained and sensitized to hold conversations around eating disorders and [18 fellows](#) benefited through this program so far. During the fellowship, fellows got an opportunity to volunteer their time on the helpline and cumulatively spent [682 hours](#) on the call floor. They also got trained on running support groups in their communities and underwent over 40 hours of capacity enhancement training with industry professionals. Along with providing a safe space for inquiry and help through the helpline, FREED has also initiated a Directory with a mission to provide easy access to professional support for those in need, which includes [10 vetted professionals](#)





representing [five states and one union territory](#). FREED has also successfully completed nine strategic engagements in the form of campaigns, professional interviews, and media collaborations. In forthcoming year, along with their

helpline and fellowship, their focus is on strengthening their research and mass awareness efforts through offline school and college workshops.

Aid for Critical Medical Interventions

SACHIN TENDULKAR FOUNDATION, MAHARASHTRA

Sachin Tendulkar Foundation provided grant to Ekam Foundation and SRCC Children Hospital with SDMC Trust’s support in the year 2021-22.

The Foundation supported Surgery Support Programme (SSP) of Ekam Foundation, which provides affordable medical intervention to critical health issues. [A total of 193 children](#) benefitted under this program.

The burden of the medical bills especially in the ICU is very high and unpredictable which often ends up causing a financial strain on the parents. [With support of SRT Foundation, SRCC children’s hospital helped 67 underprivileged children who were in need of medical Aid.](#)

COVID RESPONSE

BY SITA DEVI MALHOTRA CHARITABLE TRUST

SDMC Trust supported needy individuals during the pandemic in various forms. In the year 2021-22, more than 2,500 individuals were benefitted from our initiatives

Free Vaccination	1,264
Doctor’s Consultation	247
Free Medicine Kit	500
Counselling	752

OUR PARTNERS



Rural Healthcare Foundation



Sugam NGO



OUR TEAM

Paresh Pradhan
Managing Trustee

Dr. Kailashpati Jha
Vice President & COO

Amrita Nayak
Sr. Manager

Shivani
Manager

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Asst. Manager

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