

BUILDING LIVES



THE DLF FOUNDATION NEWSLETTER

JUNE 2011



Education is Empowerment

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FROM THE EDITOR'S DESK

Mother is the repository of values in every family so when we educate a woman, we educate a nation. Our rural outreach programmes focus on the girl child and on improving the health and status of women. The DLF Foundation education and health outreach efforts have resulted in improved attendance of girls in the schools and better nutrition for all school kids. The announcement of the 10th and 12th CBSE results adds fresh impetus to this drive as girls bring laurels to the DLF run SBM School and to our nation.

While academic success is crucial for the future of the country, at DLF we believe in giving underprivileged children the real experience of a fulfilling and enjoyable childhood. Singing, Dancing, Drawing and Storytelling are important mediums to express one and bring out hidden talents. A unique experiment that combined fun and learning was an exercise in holistic development during the Summer Camp held at 8 DLF schools in Gurgaon

The SRIMS ambulance service that will cater to all medical emergencies will ensure that DLF Construction Sites in Haryana not only have access to PHC's and regular health camps but also 24 x 7 attendances. This goal of 'Health for all' is also being fulfilled through the midday meal scheme called Aap Ki Rasoi which feeds the disabled and the homeless everyday at the India Gate Lawns. This midday meal programme has extended to the DLF schools and provides a powerful incentive for them to continue their schooling

DLF Employees are equally committed to lending a hand to the DLF programmes through various campaigns and the success of the Donate a book campaign has helped provide learning material to the DLF run Schools and mobile libraries for the underprivileged. The DLF Training for the staff is another step in Employee Awareness and Engagement.

SBM SCHOOL

Excelling in Academics



Principal KPS Malik with the Class X and XII CBSE toppers and their parents

CBSE results announcement is inevitably a big event. This year was even more remarkable since in the midst of a splash of well known elitist private and public schools names were the laudable achievements of the DLF-run SBM School for the underprivileged children situated in Karampura, Delhi where five students figured in the above 85 per cent bracket. Just a few years before SBM School was founded, Mahatma Gandhi had reminded us to learn as if we will live forever and live as if we will die tomorrow. Given Gandhiji's special love for the underprivileged, it is particularly delightful to note that a modest background is no longer a deterrent to be the best in your chosen field.

Established in 1949, the SBM School has a distinguished history and while it belongs to the golden era, the school does not have an old or decrepit structure. Thanks to DLF, SBM sports a swanky and fashionable look that could well be mistaken for the lobby of a star hotel. This Government aided School has been growing by leaps and bounds ever since DLF began supporting it with better infrastructure and facilities and this coupled

with the improved input of the teachers and the Principal, has visibly enhanced performances at the academic and co-curricular level. It is not so much that every child should be taught, as that every child should be given the wish to learn. It is obvious that we learn far more quickly under the guidance of experienced teachers since precious time is wasted

going down blind alleys if you have no one leads you. Principal KPS Malik in one such visionary leader and has been associated with the school for 38 years, with the last six years as Principal. He is known for being a staunch disciplinarian, but is neither formidable nor intimidating. As we visit him at his Principal's office, he points out to pictures of alumni many of whom are now in distinguished positions. Rows and rows of trophies are testimony to the many laurels won over the years.

He then introduces us to the CBSE toppers and their parents. Class X results see three students, Vasu, Jasminder and Kanika each of whom has managed an impressive CGPA of 8.8 which translates into an 88% achievement. Vasu and Jasminder both look forward to pursue engineering while Kanika hope to get into teaching at a senior level. Class XII results are even more impressive since three girls have scored remarkably. Komal who has achieved 450/500 in the Science Stream is quite excited about her ninety per cent score and is thankful to the school for the extra coaching she received. Her father beams with pride as she mulls over



Radhika Gandhi



Komal



Kanika



Seema Sharma



Vasu Jain



Jasminder Singh



her future plans of doing research in Science.

Radhika who is accompanied by her mother is poised on an impressive 448/500 score in the Commerce Stream and attributes it to her own hard work and the support of family and teachers. Seema scored 409/500 in the Arts Stream and contemplates on completing a Political Science Honours which may help her to appear for the Civil Services exam



The fact that it is the girl students who have excelled is a feather in the cap of both SBM School as well as DLF since it has managed to create a high level of trust that has encouraged parents to support their daughters. A remarkable confidence is visible in all three class XII toppers as they step into a brand new world. Their parents are justifiably proud, particularly the mothers, who are not very highly educated themselves but have been supportive homemakers by ensuring that no stone was left unturned in this pursuit of excellence.



Principal Malik proudly tells us that given the good results and the facelift accorded to the school by DLF, new students are now clamoring to join it but they prefer to take those from a modest or needy background who will cherish this support and make best use of the resources.

The principal, staff and students of SBM are all praise for the involvement and commitment of DLF and believes that learning and education is the only way in which we can improve the future of the young underprivileged children. The Children are equally excited about the future and look forward to making a mark in the world. We wish them all the luck.

Anit-clockwise from above: Kanika, Komal, Seema and Radhika with their proud parents

Summer camp for school kids



Projects were creative and ranged from environment to village life



All work and no play certainly make a child dull! It is every child's fundamental right to enjoy childhood and enhance overall learning; DLF took up a remarkable initiative in organizing a novel Summer Camp across eight village schools during the June summer holidays. This camp was organized with the specific objective of learning through fun thus ensuring holistic development for the underprivileged children through focused activities.

1500 village children across eight Schools located in Naurangpur, Wazirabad, Nakhruala, Kakrola Nathupur, Kherki Daula, Begampur Khatola and Shikhopur in Haryana enjoyed three weeks of Summer Activities, fun and learning while participating in the DLF Summer Camp & Library organized by DLF and managed by the NGO Pratham.

The focus of the camp was on the 'Play method' and fun and games were given precedence over academics. The goal

of learning was kept intact as children made projects and models, indulged in creative activities like writing stories and poems for a magazine and making portraits and landscapes in their drawing classes. English Rhymes, English Speaking and Maths Activities were all part of the unique summer camp.

The concluding day saw a grand celebration at Khandsa village where 150 children participated in a colourful closing ceremony where proficiency prizes were also awarded. The august gathering was transported to heaven as Gods and Goddesses seemed to descend down in and participate in tableaux and dance dramas where children sang, danced and recited.

A touching poem on atrocities against the girl child made the gathering emotional while a light hearted satire poked fun at typical village scenarios. From a powerful Tandava Nritya of Lord Shiva to a Nagin Dance to Haryanvi and Punjabi

folk songs and dances, it was a colourful and entertaining morning. As we spoke to the toddlers and the teens at the venue, it was clear that they enjoyed every minute and were happy to be busy during holidays instead of wasting time. Some of them told us how many friends they made and how interesting the drawing, singing and maths classes were.

It was delightful to see samples of work by the children displayed at the venue and the budding artists and actors all beamed with pride as they were appreciated by the audience. Projects were creative and ranged from environment to village life.

The children and parents were visibly delighted that Summer Holidays were made so productive and entertaining thanks to the efforts of DLF and looked forward to more activities that explored the talent of the children as also gave them a chance to better themselves in extracurricular activities.

Health Update



The DLF supported Primary Health Care Project is now in its third year and runs PHC's in Nawada Fatehpur, Hayatpur, Sakatpur, Shikopur in Haryana and in Village Dhanaura, Mohali, SAS Nagar in Punjab. The goal of the project is to provide affordable and accessible quality Health Care Services to the rural community around the DLF PHCs areas with a special focus on women, children and young people.

Out Patient Services at the PHC's include Maternal & Child Health Care, Family planning and welfare, Prevention and control of communicable disease and other primary health care services. A

capable team of Doctors handling the PHC's include Dr. Chandan Kachru, Dr. Raj Singh, Dr. Shekhar Pathak, Dr. Rita Jindal, Dr. Rajesh Sharma and Dr. Shashi Joshi.

The success of the Mega Health Camp on March 27 at the Temple Complex, Village Shikopur Dhani, Gurgaon has added impetus to the Health programme as specialist services were provided to the community at their doorsteps. 525 patients from around 6-8 neighboring villages benefited from this camp. Sakatpur, Shikopur Dhani, Palra, Sikohpur, Darbaripur and Hasanpur were some of the major villages from where people visited the camp.

Dr. P.K. Goswami provided paediatric services to children in this camp while Dr Raj Singh & Dr. Shekhar Pathak provided general physician services to about 184 patients. SGT Dental College from Gurgaon provided dental screening services and conducted a dental awareness talk, educating people about common dental ailments, especially tooth decay and gum diseases. A team led by Dr. Vamsi Reddy & Dr. Shourya provided comprehensive diagnosis and basic scaling treatment, with the aid of a Mobile Dental Van equipped with the latest diagnostic and therapeutic facilities. 76 beneficiaries received care in this section and the major conditions detected were Gingivitis, Periodontitis and dental fluorosis

In association with Arunodaya Deseret Eye Hospital, basic eye screen facilities were provided at the camp where 82 beneficiaries received care. The major conditions detected were Allergy, Press Biopia, Refractive Error, Itching & Irritation in eye, etc. Drug dispensing & dressing services were held while Programme Director & Senior Programme Officers disseminated messages on women and child health, communicable diseases and personal & community hygiene.

DLF's SRIMS ambulance services



SRIMS Emergency is working with Corporate Social Responsibility project with DLF Foundation for setting up mobile medical units at Corporate Greens, M1/ M2, and New Town Heights, respectively. These clinics will cater for workers of DLF 6 construction sites and their families and surrounding villages at Manesar

area. Free Lab testing will be done for the Hemoglobin, ESR, Blood sugar, Pregnancy and HIV for the patients.

The clinics will be supported with basic life support ambulances stationed at the construction sites for dealing with emergency medical situations.

Health camp on June 21, 22

A team of one doctor and two nurses and an ambulance was stationed at the Medical Camp Site. The camp was carried out on 21-22 June at Corporate Greens Locations with the SRIMS Team of Dr. Shyam Patel, physician, Sushil Kumar, Jaiprakash and Shishram. The activities by SRIMS Team included general health check up, physical examination, blood pressure, SpO2 & pulse, eye examination, body temperature and treatment. General complaints were of body aches, general weakness, itching in eyes, anemia.

Health Checkup at Corporate Greens

Date	Total Workers	Male	Female
21-6-2011	55	53	2
22-6-2011	49	42	7
Total	104	95	9

Nutrition for homeless



India Gate is the real symbol of India's progress and growth. Every day, as noon approaches, the placid lawns of India Gate see frenzied activity as the ISCKON volunteers unload canisters of nutritious rice and dal to provide free mid-day meals to about 300 homeless disabled people who live in a temporary hutment site at the India Gate Lawns on Mansingh Road, New Delhi.



This midday meal programme runs every single day of the week and is provided by DLF's partnership with the Delhi Government's Bhagidari programme - 'Aapki Rasoi'.



The programme has also been recently extended to Swapna Sarthak Schools and over 1,600 children, who were engaged in activities like rag picking, working in roadside dhabas or as domestic servants, now get a healthy cooked mid-day meal along with free education.



Donate a book campaign



An innocuous cardboard box placed in every DLF office premises turned out to be a boon for hundreds of underprivileged children as it rapidly became a treasure trove of learning. DLF employees participated in a unique 'Donate-a-Book' campaign in association with Times Foundation of the Times Group. The initiative yielded positive results and all types of books from class I to XII CBSE



Syllabus books, Alphabet Books, Number Books and Children Story books as well as Classic Novels were collected. DLF Foundation facilitated the distribution

of the books to Swapan Sarthak Schools and the needy children of 44 Government Schools around Gurgaon where the Rural Excellence Program is running.

Training Programme for Group D employees of DLF

In a constant endeavour to improve the quality of life of the DLF family and help them improve their future, a training programme was organized for the Group D employees. Relevant topics like the importance of goal setting in financial planning for lifecycle events, smart saving, wise spending, matured borrowings and intelligent investments were some of

the areas that were discussed by a team of experts. The trainers also spent time explaining the need for career planning and the importance of career counseling through Group exercises, simulations and case studies for better impact. Such employee engagement activities for the DLF staff go a long way in fulfilling the DLF goal of continuous learning.



*All social and economic interventions by DLF are identified and conceived keeping in mind the need, requirement and the benefit which they are likely to give to the community for which they are intended to be implemented.

Published by DLF Foundation, Ground floor, Tower-D, Cyber Green, DLF Phase-3, Gurgaon

Edited and Produced by Resurge Management Consultant Pvt Ltd

Design: Crossmedia Solutions

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