

BUILDING LIVES

Glimpses of



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From the Editor's Desk

DLF Foundation has been in the forefront of bringing about social transformation. It has embarked, in fast forward mode, to serve the poor and the needy across the country through programmes and initiatives for the underprivileged.

DLF's commitment towards improving the lives of the underprivileged was further strengthened with the launch of several social initiatives including two major flagship programmes – employability linked Skill Development programme and the educational Scholarship programme.

These initiatives enhance the existing social initiatives of the Foundation in the areas of education, healthcare, labour welfare and environment being expanded to DLF project locations pan India.

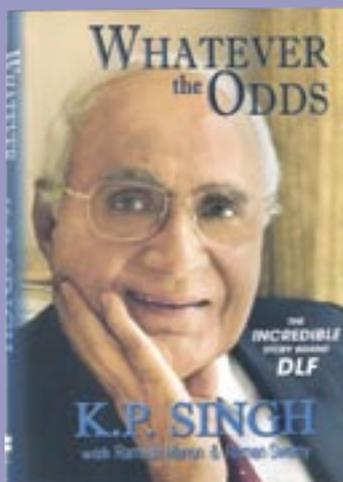
This issue of the Newsletter brings you glimpses of the major activities carried out during 2011.

We will continue to bring to our readers news of our activities, programmes and events every month. We welcome your valuable suggestions and feedback to improve this publication.

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“Whatever the Odds”: An Autobiography that Spells Hope, Promise and Optimism



The autobiography of Mr. K.P. Singh, Chairman, DLF Group brings to life, the inspiring story of a man who has contributed to shaping the urban landscape of the country.

It very evocatively traces the twists and turns of Mr. Singh's life – from a science graduate at Meerut College to serving as an Indian Army Officer, it comes full circle to his current position where he is one of the world's richest and most influential leaders in the real estate space. He bought untapped land in Gurgaon and transformed what was a small village into a modern bustling metropolis.

The book also shares the other side of Mr. Singh, in that his efforts at providing basic services to the downtrodden, who too are part of DLF's large CSR initiatives.



Million Jobs to Light up a Million Households

250 skill training centres to be established across the country

To achieve the government's target on skilling and upskilling 500 million people by the year 2022, DLF Foundation launched the ambitious "Million Jobs Programme" to impart employable skill sets to over one million youth.

As part of the initiative, over 250 skill training centres will be established across the country with a budget allocation of Rs. 200 crore spread over the next ten years. The Foundation has already set up 17 training centres in Delhi, Uttar Pradesh, Haryana, Andhra

Pradesh, Tamil Nadu, Maharashtra and Uttarakhand.

These centres impart skills to youth through government approved short-term modular courses and diploma courses in hospitality (food production and food&beverage services), construction, IT, retail, electrical, electronics, marketing, customer relations, maintenance of air-conditioner and refrigeration, welding, bench fitting, basic computers, tallying, two-wheeler mechanic training and basic tailoring. Post training, they will be provided placement assistance as well.





DLF Raghvendra Scholars being taught at St. Paul School using the latest technology

A Range of Scholarships Support Meritorious Students

DLF Raghvendra Scholarships launched for the underprivileged

The flagship programme was announced in 2011 under the banner of the 'DLF Raghvendra Scholars' to coincide with the centenary celebrations of Ch. Raghvendra Singh, the founder of DLF.

Academically bright students who lack the funds to support their education, need not drop out of school or work part time any more. Well-thought out scholarships at different stages of a student's life have been announced by the DLF Foundation to support students who have the potential and desire to make a substantive contribution to the community.

Scholarships have been awarded in three categories: School (VI to XII), Undergraduate (Engineering, IT, MBBS, Fine Arts and Sports) and Postgraduate (MBA or equivalent). Over 875 scholarships will be awarded every academic year. In year 1, MoUs have been signed with three private schools of repute. This mandates that the scholarship holders will be admitted to Class VI and receive quality education till Class XII.

Over 26 colleges and Universities in five states of India, have already signed MoUs with DLF Foundation for 2011-12 in disciplines of Engineering, IT, Medicine, Fine Arts, Sports, MBA and MSW. The Foundation has so far given about 15 scholarships to deserving DLF employees under different categories of scholarships.



DLF Raghvendra Scholars at Jhankar School

Bringing Good Health Right to the Doorstep

Access to healthcare services through Primary Health Centres

The biggest challenge in healthcare service delivery today is not lack of facilities but access. DLF Foundation supports the rural underprivileged communities through five PHCs — Nawada Fatehpur, Hayatpur, Sakatpur, Shikopur in Haryana and Mohali, SAS Nagar in Punjab. Combined, they cover a population of 1.8 lakh approximately. The centres provide free medical consultancy, diagnostics, health checkups, and subsidised medicines, with the help of specialised doctors, gynaecologists, paramedical staff and lab assistants.



State-of-the-Art Veterinary Hospital Operationalised in Gurgaon

Injured, ailing and distressed animals can now be rushed to a state-of-the-art Veterinary Hospital in Gurgaon. Operationalised in 2011, the first-of-its-kind facility is equipped with a modern operation theatre, laser surgery facility, pet holiday home and animal food. Additionally, mobile veterinary camps are being organised in the rural pockets regularly.

Pulse Polio Initiative Gets a 'Shot in the arm'

DLF Foundation extended its support to Pulse Polio Campaign, one of the biggest healthcare initiatives in the country. By supporting six Polio Camps in Gurgaon in 2011 for children of construction workers, the Foundation supported the Government of India's target of having a polio-free nation.

Expanding Healthcare Footprint through Mobile Medicare Vans

Offering consultancy, treatment and referrals

Reposing confidence in people are these mobile Medicare Vans which offer medical consultancy, treatment and referrals to men, women, the elderly and children. This has helped bring about better health seeking behaviour.

Large queues were seen at the general medical check-

ups and eye examinations that were conducted by DLF's ambulance services for the underprivileged by a team of qualified doctors. Additionally, the Mobile Medicare Vans provided healthcare facilities in 12 villages through 5-6 Specialist Camps and 60 Rural Eye Care Camps which benefitted over 24,000 patients.



Improving Lives Changing Perspectives



5,500 Students Benefit from the ‘Learning Excellence Centres’

DLF Rural Learning Excellence Centres have been set up in 22 villages of Haryana. They work closely with government schools, community teachers and village Panchayats. These centres operate through government schools and focus on strengthening students’ basic education in English, Arithmetic and Hindi. Simultaneously, they work on developing holistic skills by combining learning with fun. During the year over 5,500 students benefitted from the programme.

Children in Rural Areas now have a School to Call their Own

Access to education is one of the major areas of concern in rural India. To address this, DLF Foundation is running over 30 village-based schools for the underprivileged with special focus on the girl child in rural underserved areas of Haryana, Uttar Pradesh and Rajasthan. In this regard a sum of Rs. 50 crores has been spent by DLF Foundation in partnership with Bharti Foundation for operationalisation of these schools. The curriculum and teaching-learning processes are designed to help children explore, question, reason, communicate and acquire culture roots while staying connected with society. Nearly 12,000 children have been supported so far. In addition, four schools supported by the DLF Foundation for slum dwellers have benefitted about 1,200 students.

Students of SBM Senior Secondary School put their Best Foot Forward in 2011

DLF run SBM Senior Secondary School in Delhi was felicitated by the Delhi Government with the Indira Award for Best Schools in 2011 after five of its students scored over 85% in Class XII. This was a first-time feat with stellar performance from students. The School was also awarded the “Green and Clean School Campus Award 2011” by the World Management Congress.





'Schools for us too': Children of Construction Labour

Reema is an eight-year old who lives with her mother, a migrant from Rajasthan in one of the construction sites in DLF, Gurgaon. According to her mother, "it is not starvation or illness that we are worried about. It is the physical safety of our child that is our primary concern. We are so relieved that while we work on the site, our child has a secure, hygienic and well monitored place to go to. Not only will she learn to read and write but will also be protected."

To ensure that the benefits of education reach poor construction workers, seven DLF learning centres are being run at construction project sites, benefitting over 400 children. These centres provide free education, textbooks, uniform and meals and also ensure holistic development and grooming of children.

Regular Teacher Training Programmes held

Four teacher training programmes have been organised this financial year. They aim to promote critical and creative thinking as also develop communication skills, develop classroom management skills and pedagogy of Mathematics and Language.

Teachers are brought up to speed on latest technologies, learning methods, tools and student behaviours to enable them have an educationally vibrant and energised environment where children can have fun learning.

'Jaago Teens' Sensitises Students on Safe Internet Practices

More than 6,000 young adults were sensitised on possible perils of internet abuse through 45 workshops in partnership with 'Jaago Teens', a civil society organisation engaged in education. The schools were in agreement over the need for such an initiative that aimed to make their students cautious and safe as they embarked on journeys into the World Wide Web.

Value-based Education is the Forte of DLF's Ridge Valley School

As the world shrinks with globalisation and technology, there is need to instill in students values for traditions, customs and other norms that shape their character. DLF Foundation imparts quality learning to students by helping inculcate in them values of honesty, truth and environmental sustainability at the Ridge Valley School in Phase IV of DLF City, Gurgaon.



Energy Efficiency and Green Construction Technologies get a Boost at DLF

Innovation, R&D and environmental sustainability are not just buzzwords or jargon at DLF. Through a number of environment friendly construction technologies used in projects, it has succeeded in recycling waste heat for air conditioning; treating domestic waste water and using it in cooling towers;

making use of rainwater harvesting; and replacing conventional cooling towers with adiabatic coolers. Each of these efforts have contributed in bringing about greater environmental conservation. Increased use of solar energy sources also contributes to saving conventional energy.



Adding to the Green Cover with Tree Plantation

The town planners and developers at the DLF properties take their job of providing green cover to the residents seriously. The landscaping and greening of the area around the development projects continues to get due attention all through the year.

Towards this end, DLF Foundation partnered with “I am Gurgaon”, a social organisation in the “Million Tree” campaign for greening the area around BP III, and GH sites around Sikanderpur, in Gurgaon. According to officials behind the project, “care is taken to find the most appropriate trees and saplings, and ones which are easy to maintain, consume less water and are truly environment friendly.





Sports Infrastructure gets a Fillip with Support from DLF Foundation

DLF Foundation partnered with the Haryana Olympic Association to promote sports and help nurture young talent in Gurgaon. The Foundation donated Rs. 81.58 lakh towards building a strong sports infrastructure in the state.

Gurgaon Renewal Mission Launched

A major initiative to resuscitate Gurgaon was launched under the banner of Gurgaon Renewal Mission (GRM) driven by a coalition of partners, comprising civil society including prominent citizens, businesses and the government. GRM is a visible result oriented movement that was formed in November, 2011, to renew Gurgaon as the 'dream city' of India. DLF Foundation, which is spearheading this movement, has committed infrastructural support to the Mission along with launching a series of social initiatives to contribute to the development of the city.

The Mission is all set to take up various challenges faced by Gurgaon by a collective effort of the local businesses, civil society as well as by the government to find collective solutions to the city's social, infrastructure, health, governance and environmental

DLF Foundation has embarked on an ambitious project to resuscitate Gurgaon.

sustainability related issues that negatively impact development, thereby making Gurgaon, a safe and secure place to live in.

The Mission is driven by a consortium of collaborating institutions and partners, under the overall guidance of four Task Forces, viz. (a) Task Force on Infrastructure – Roads, Transportation, Traffic Management and Encroachment, (b) Task Force on Health, Hygiene and Disaster Management, (c) Task Force on Environmental Sustainability; and (d) Task Force on Good Governance. The Task Forces are currently working on developing a visible Road Map that would be implemented with the collective efforts of all stakeholders.

'Donate a Book' Campaign Launched

Rummaging through picture books and soaking in visions of magical fairy tales will now be possible for poor children. Hundreds of books were distributed to them through the Rural Excellence Programme by DLF employees in collaboration with the Times Foundation Group.



Providing a Boost to Labour Welfare Programmes

In the forefront for upliftment of the labour force

DLF Foundation joined hands with NGO ‘Katha’ to provide children of construction workers on seven DLF sites, access to Primary Education Centres and crèches. Another tie-up with “Global Food Banking Network” has helped provide nutritious food to construction workers, slum dwellers and underprivileged sections of society. DLF under its gamut of services for labour welfare runs free Labour Camps with state-of-the-art facilities that cater to 4,500 labourers and their families at Ghata Camp, Gurgaon.



Distribution of Free Food



Labour Hutments



11 Vehicles Donated to ISKON for Free Distribution of Meals

Adding value to Haryana Government's "Mid-Day Meal" programme for underprivileged children, DLF Foundation donated 11 vehicles to ISKON to distribute meals.

Hon'ble Chief Minister Sheila Dikshit inaugurated "Aapki Rasoi" Programme which provides free meals everyday to over 300 disabled persons at India Gate Lawns in New Delhi as part of DLF's partnership with Delhi Government's Bhagidari programme.

Chaudhary Raghvendra Singh Memorial Museum Inaugurated

DLF Foundation donated Rs. 40 lakh to partially finance a new wing of Jat Regiment Museum in Bareilly. This new wing has been christened Ch. Raghvendra Singh Wing after the founder of DLF who was also the Hon. Lt. Col. of the Regiment.



Major Initiatives Planned for 2012

Establishment of Multi-speciality Hospital

Plans are on the anvil to establish a DLF Multi-speciality Hospital at GK-I which will provide necessary institutional and medical linkages for the primary healthcare project. This hospital will provide highly subsidised/free medical facilities for the underprivileged.

State-of-the-Art Eye Hospital for Gurgaon

The eye hospital will be funded and supported by DLF. It will make available comprehensive eye care services and will be equipped with the best technology and team of specialist doctors.

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, Tower-D (GF), Cyber Greens, DLF Phase-3, Gurgaon

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Designed and edited by New Concept Information Systems Pvt. Ltd.

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