



Reliance Corporate Park, Ground Floor Project Office, 5 TTC Industrial Area,
Thane-Belapur Road, Ghansoli, Navi Mumbai, Maharashtra-400701, India.

www.reliancefoundation.org



Fulfilling Aspirations. Transforming India...

ANNUAL REPORT 2012-2013



Fulfilling Aspirations. Transforming India...

Rural Transformation | Education | Health | Urban Renewal | Arts, Culture & Heritage

Farmer couple showing first harvest of Groundnut from Dharti Farm, Balangir



From the Chairperson



It gives me immense pleasure to present the first Annual Report of Reliance Foundation. Incorporated on August 30, 2010, Reliance Foundation is the manifestation of a big dream: to inspire and facilitate transformative change and build an inclusive India - an India that empowers its youth to harness their potential; an India that builds bridges between its rural hinterland and the urban economy; an India that provides a better quality of life for all in the urban areas; an India that leverages the phenomenal power of education and pays utmost attention to the health of its citizens; and an India that celebrates its values, culture and traditions, while preserving its heritage.

I am delighted that in a little over two years, we have touched the lives of more than 1,000,000 people, across 2,500 villages and various urban locations. Through the Bharat-India Jodo initiative of Reliance Foundation (RF-BIJ), we have directly impacted more than 100,000 people in more than 300 villages, across 10 states of India. RF-BIJ is focused on collectively empowering marginal farmers by directly engaging with them to competitively plan, procure and market their produce on a sustainable basis. The overarching objective of RF-BIJ is to promote sustainable agricultural practices that ensure the nation's food security, protect the environment and bring about rural transformation.

The Reliance Foundation Information Services (RF-IS) programme, launched in January 2013, connects fisher folk, farmers and livestock owners with knowledge providers on a technological platform. In a little over three months, the RF-IS programme has reached out to more than 1,400 villages and provided value-added information to more than 100,000 people. We are excited about the prospect of the larger role RF-IS programme will play – in the creation and dissemination of knowledge - by leveraging the next generation 4G platform.

Through our network of 12 schools, we have been providing quality education to more than 15,000 students; and we are committed to turning them into centres of excellence. We are also looking forward to setting up a world-class, multidisciplinary university in Maharashtra. It is designed to offer educational and research opportunities comparable to the best in the world and will aim at transforming the higher education landscape of India.

I am delighted to note that RF's Health Outreach Programme, launched in December 2012, for the poor and vulnerable classes, has already reached out to more than 33,000 people in the Mumbai metropolitan area through its mobile and static medical units.

We are also committed to providing world-class health care services through Reliance Foundation's Sir Harkisondas Nurrotumdas Hospital and Research Centre in Mumbai. It aims to bring about a paradigm shift in the way health care is delivered in India. The Hospital will have state-of-the-art physical infrastructure, developed to international standards, the latest of clinical technology across core specialties, imaging and diagnostics facilities and ground-breaking research laboratories. The facility will aim to excel through continuous innovations in clinical practice, top-notch medical professionals, the most caring staff, robust systems and processes and collaboration with leading institutions worldwide.

Reliance Foundation's Drishti programme is the largest corporate-driven cornea transplant drive and has supported more than 11,000 surgeries until now. In March 2012, Reliance Foundation Drishti launched a registered, national, fortnightly Braille newspaper in Hindi.

I believe that a nation's economic transformation and social well-being are driven by its people; their productivity, participation, emancipation, knowledge and above all, their aspirations. We at Reliance Foundation are inspired to channel these aspirations to build an inclusive, incredible India. We look forward to achieving this dream by making Reliance Foundation initiatives a movement; with steadfast focus, inimitable passion and by embracing next-generation technology.

I look forward to your support in making this movement a great success.

With best regards,

Nita M. Ambani

Chairperson

Reliance Foundation



Reliance growth story is intricately linked to India's social and economic development. I firmly believe that the purpose of any business cannot be driven by profit alone. Each one of us has to commit to building a better world. India has to find its unique solutions to the enormous challenges it faces on the social development front.

A blue ink signature of Mukesh D. Ambani, written in a cursive style.

Mukesh D. Ambani

Chairman & Managing Director

Reliance Industries Ltd.

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R e l i a n c e F o u n d a t i o n - F o o t p r i n t



(For illustration purpose; map not to scale)



Rural Transformation



Education

Core Pillars



Health



Urban
Renewal



Arts, Culture
& Heritage

- Reliance Foundation has touched the lives of **1 million** people across 2,500 villages and urban locations.



Children in RF school at Gadimoga

- Reliance Foundation Information Services programme has reached more than **1,00,000** people in 1,400 villages.

- Reliance Foundation's Menstrual Hygiene Programme has reached **500,000** women in 850 villages.

- Reliance Foundation's BIJ programme has covered nearly **16,500** marginal households in 16 agro-ecological zones across India.

- Reliance Foundation's BIJ programme has helped to form 215 Village Farmers' Associations and trained **23,634** farmers across 10 states of India.

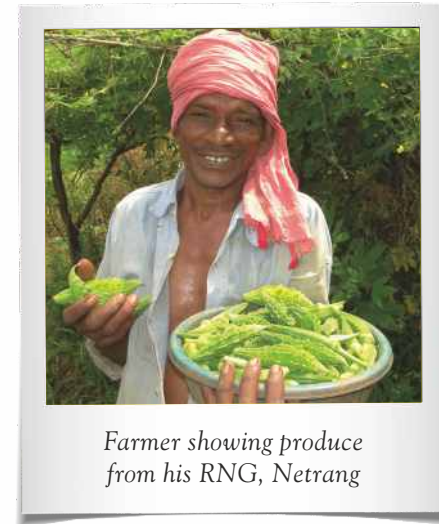


Patient receiving medicine from an RF MMU

- Reliance Foundation's Health Outreach Programme has touched the lives of **33,000** individuals from more than 9,000 families.

- Reliance Foundation's BIJ programme has converted more than **13,000** ha of land into Dharti Farms.

- Reliance Foundation's BIJ programme has created **5,788,600** cubic meters of water harvesting facility.



Farmer showing produce from his RNG, Netrang

- Reliance Foundation's BIJ programme has established **3,115** Nutrition Gardens.

The Year in Brief



Launch of Drishti braille newspaper

- Reliance Foundation's Drishti programme has supported **1,200** free cornea transplants during the year.

- Reliance Foundation's Hindi Braille newspaper reaches thousands of visually-impaired individuals, every fortnight, across India.

- Reliance Foundation has provided education to more than **15,000** children across 12 schools.



Reliance Foundation

The Organisation

As on March 31, 2013, Reliance Foundation had more than 350 development professionals working on various programmes across India. Reliance Foundation has a dynamic young team, half of whom are under 30 years of age.

The organisation has clearly defined its areas of operation under distinct pillars with clear mandates. The Foundation's core model is to directly engage with communities through a team of trained professionals.

Team Reliance Foundation at work



Rural Transformation

Nearly 65% of India's population depends on the agricultural sector, which comprises a large number of marginal farmers who hold less than two acres of land. In fact, the average size of operational holdings in India has progressively diminished from 2.28 ha to 1.23 ha in the last three decades (Source: www.agricoop.nic.in).

The regional variation in agricultural productivity is highly pronounced between rain-fed and irrigated areas, even as rain-fed agriculture supports nearly 40% of India's estimated population. Food-grain yields vary from one to two tonnes per ha in the rain-fed regions, compared to attainable yields of more than four tonnes per ha (Source: Rain-fed agriculture could meet the challenges of food security in India by K. D. Sharma, 2011). Problems associated with rain-fed agriculture

areas include low cropping intensity, high cost of cultivation, poor adoption of modern technology, uncertainty in output, low productivity and lack of institutional credit, resulting in high incidence of rural poverty.

Lack of adequate and easily accessible information contributes to this poverty. People working in agriculture, allied services and fisheries need timely advisories; such as season-based pest and disease management, new seed varieties, means to improve soil health, fertilizer management, innovation in optimising production, early warning of weather and climate and availability of fish shoal; to enhance productivity.

There is an urgent need to bring in livelihood solutions based on sound processes, use of state-of-the-art technology and knowledge-led empowerment.

RF Interventions - Rural Transformation



Reliance Foundation - BIJ (Bharat-India Jodo) programme works at bridging the developmental gap between rural Bharat and urban India through a three-pronged strategy of Institution Building, Sustainable Agricultural Practices and Community Empowerment. The programme was launched in October 2010.

Institution Building

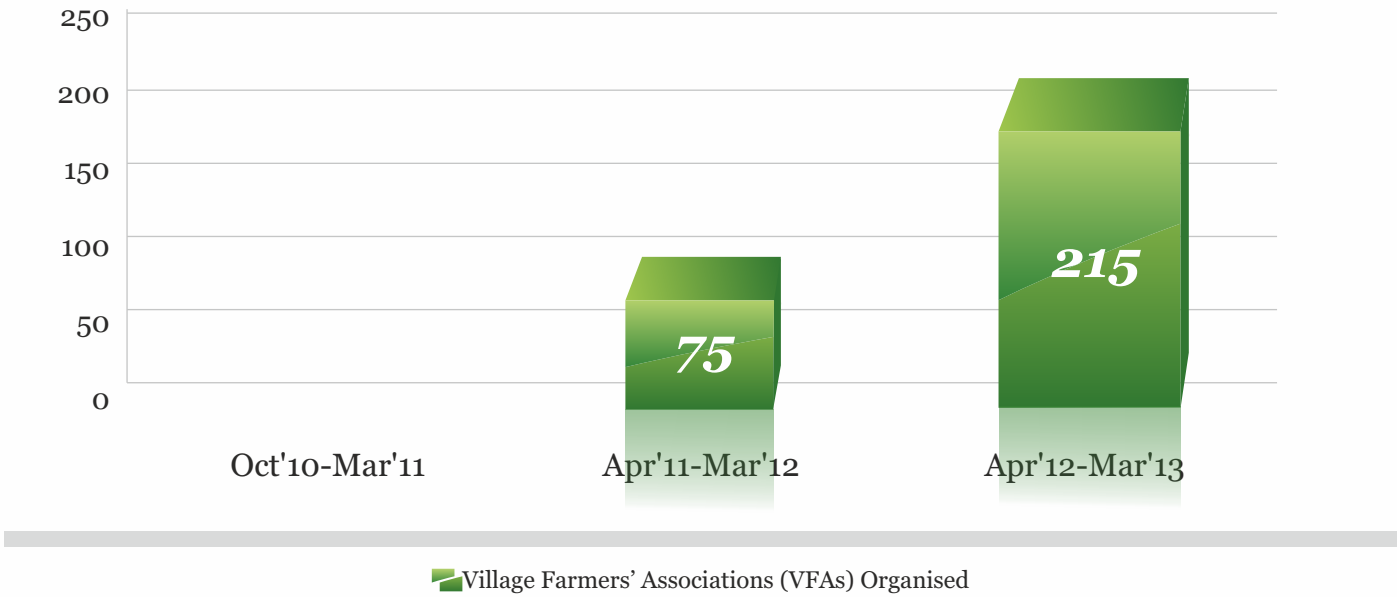
Reliance Foundation-BIJ empowers marginal farmers create a cohesive organisation through a series of institution building processes. These involve active ground level engagement and constant monitoring of progress to ensure sustainable development.

Village Farmers’ Association

Reliance Foundation-BIJ helps create Village Farmers’ Associations (VFAs), which are collectives of small and marginal farmers in a village to help transform semi-productive or uncultivated farm lands into productive assets. Members of these VFAs govern them, based on a set of operating principles.

- The VFA principles include:**
- Open membership for all marginal farmers in the community
 - Voluntary fee-based membership
 - Active participation of women, the socially vulnerable and landless farmers and their inclusion in the executive committees
 - Adoption of a village development plan, supported by a common village development fund

Village Farmers’ Associations (VFAs) Organised

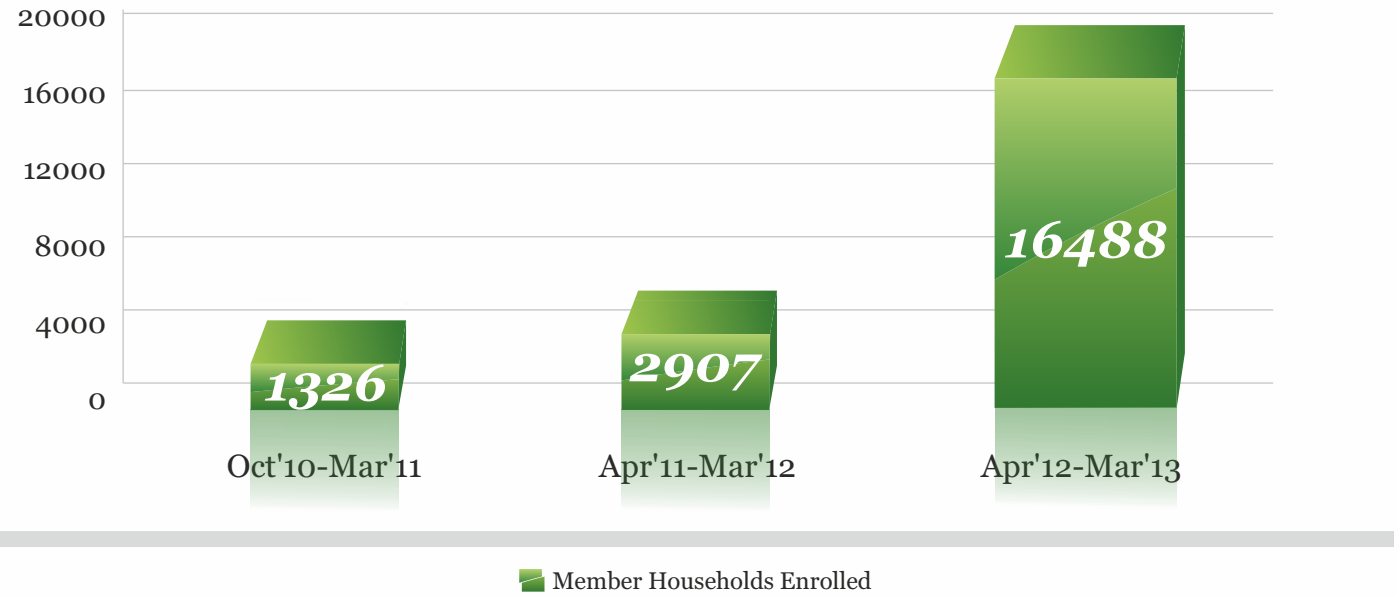


Producer Companies

The VFAs follow a federal structure to form a Producer Company (PC) under the Companies Act, 1956. These PCs serve as interfaces to provide farmers with quick, inexpensive and reliable inputs, such as credit,

subsidies, storage and sale of farm commodities; as well as help establish community governance over the agriculture commodity market.

Member Households Enrolled



RF has helped form 215 VFAs, conserve 42,200 T of soil and create harvest facilities for 5,788,600 cubic meters of water.

From the Field

Kasai Dehariya Transformation

Agriculture and animal husbandry are the main income sources for the 127-household Kasai Dehariya village in Shajapur district of Madhya Pradesh. The village faced several problems, including sparse vegetation, low-gross irrigated area and scarcity of drinking and ground water.

In 2011-12, Kasai Dehariya communities organised themselves into a Village Farmers' Association and initiated a series of land and water resource development activities, de-silting an old pond. The silt from the pond and farm yard manure was used at the farm lands. This application

improved the land quality and completely eliminated the use of chemical fertilisers. Removal of silt from the pond increased the rain water storage several times over and ensured water availability to save the Kharif, as well as Rabi crops. The team converted 58.71 ha of land, which was earlier barren or single cropped, to double cropped land and farm productivity per hectare improved more than 100%.

The team also laid down a water pipeline from the dam to the households to address the drinking water supply shortage.

Field full of crops in Kasai Dehariya

The Reliance Foundation-BIJ programme led to some visible changes in land usage.

Removal of silt from the ponds has increased the rain water storage many times over and ensured water availability to save the Kharif, as well as, the Rabi crops.

Sustainable Agricultural Practices

Reliance Foundation's BIJ programme works on various sustainable agricultural practices to address food security for rural households. It also helps create sustainable livelihoods and protects the environment through initiatives such as Dharti Farms, Rain Water Harvesting, Seed Banks, Nurseries, Bio Gas and Reliance Nutrition Gardens.

Dharti Farms

These incorporate various soil and water conservation measures and do the following:

- Promote mixed cropping to de-risk farmers against crop failure
- Enhance soil fertility through application of organic fertilisers like pond silt and farm yard manure, bund plantation and mulching
- Increase soil moisture and reduce soil erosion through contour bunding, trenching, creation of farm ponds, recharge wells, check dams, plantations on slopes, deep plough and water harvesting

- Improve the micro-climate of the area by restoration of water, mineral and energy cycles

Rain Water Harvesting

The initiative brings to bear latest techniques to help conserve water in two ways:

Water recharge: The programme is working on various water recharging practices through soil and moisture conservation measures. The percolated water raises the water table and can be accessed through wells, hand pumps, sub-surface dykes and farm ponds.

Water storage: Reliance Foundation supports VFAs to construct structures (with local materials) such as check dams and ponds to impound and store rain water.

Bio Gas Plants



Reliance Foundation helps construct bio gas plants to meet farm and household energy needs. The Foundation also promotes vermicomposting to convert waste into organic manure.

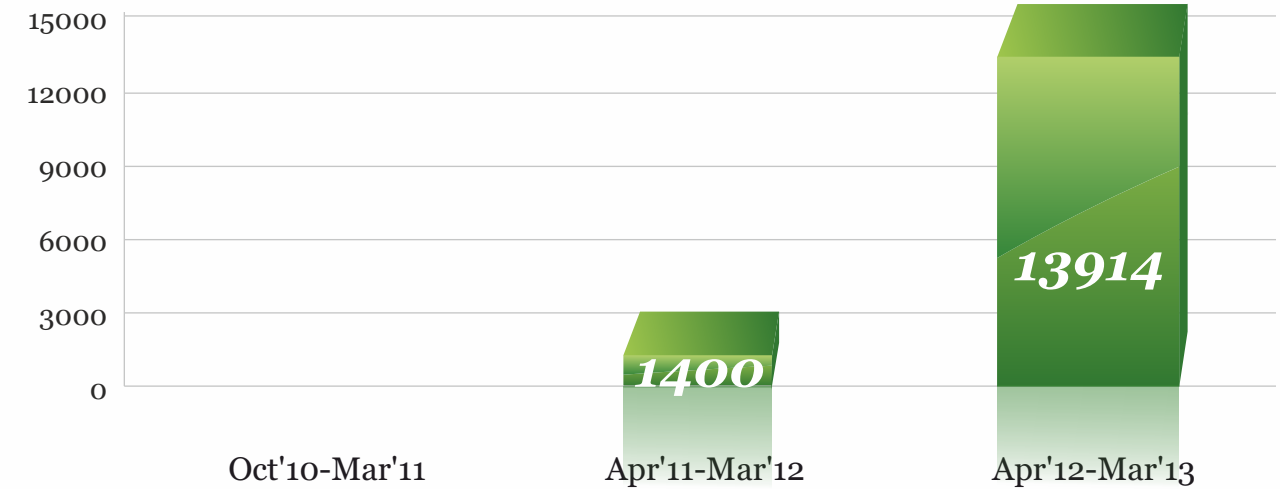
Seed Banks

Reliance Foundation promotes storage and use of seeds, a critical input, through seed banks to help make farmers self-reliant. These seed banks reduce farmers' market dependency for seeds and ensure they have access to timely and affordable supply of seeds.

Reliance Nutrition Gardens

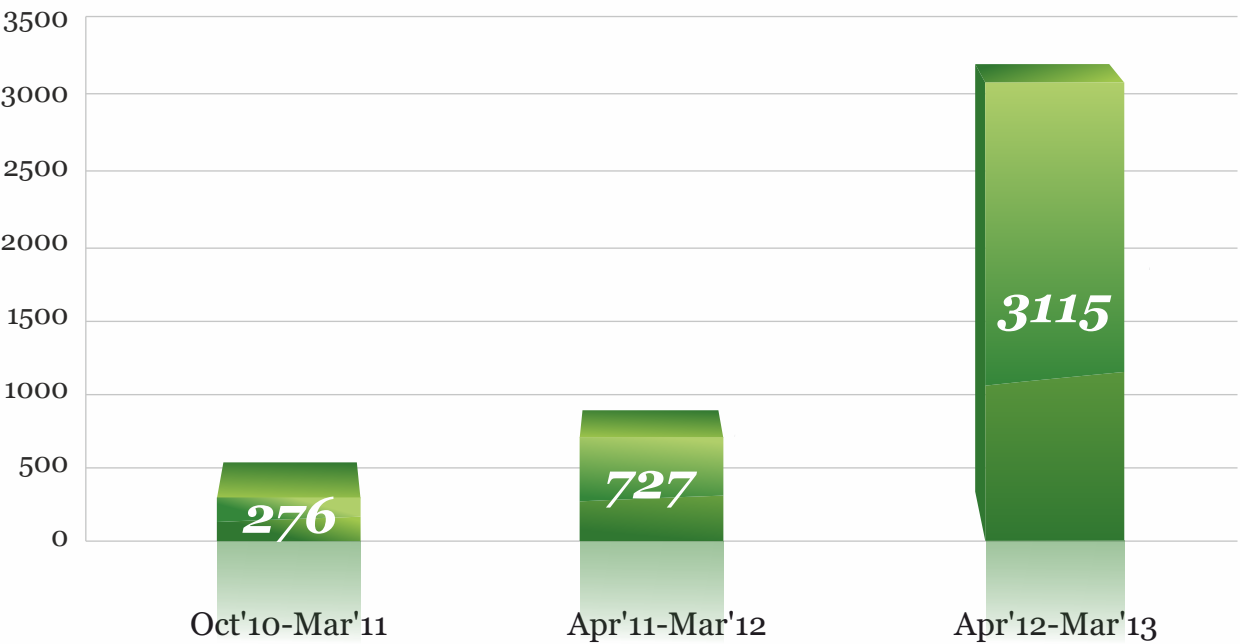
Reliance Nutrition Gardens (RNGs) are low cost, organic and scientifically developed kitchen garden models, which use a multi-tier cropping system to accommodate a variety of vegetables, suitable to varied plot sizes. RNGs enhance the nutritional intake of rural households.

Dharti Farms Established (in ha.)



■ Dharti Farms Established (in ha.)

Reliance Nutrition Gardens (RNGs)



■ RNGs Established

From the Field

Moyari Dam: Aspirations fulfilled

Although situated on the banks of river Pench, Moyari village in Chhindwara district of Madhya Pradesh was facing acute water shortages. To address the water scarcity, Reliance Foundation supported the VFA in constructing a check dam on Pench River. The ambitious Moyari dam was completed before the onset of monsoons, in less than two months, with labour contribution from all villagers. The dam has an estimated storage capacity of 5,000 cubic metres, with a high potential for dam recharge. The dam helps irrigate 80 acres of land through the lift irrigation method.

The VFA members ensure that:

- The dam gates are opened and closed at appropriate times
- Proper security is maintained
- The water is equally distributed among them
- They do not change to cropping patterns that are water intensive and instead sow crops that require less water
- They share the two pumps and pipes among themselves for taking water to their fields

Community Empowerment

Reliance Foundation BIJ identifies 'Community Contribution' as an important strategy for achieving sustainability and self-reliance. The cluster teams work with rural communities to revive and strengthen community contribution processes. The team has made efforts to recognise and celebrate small successes in the field to help build a foundation of stronger institutional processes across project locations. This has led to collective action at multiple levels for the greater good.

These include:

- Building collective assets, including financial and labour contribution for check dams, water harvesting structures, protective walls, etc
- Resource management
- Creation of village development funds
- Managing social causes

Outcomes 2012-13

- RF-BIJ programme received ISO: 9001 certification
- Soil conserved - 42,200 tonnes
- Village Farmers' Associations formed - 215
- Members enrolled - 16,452
- Dharti Farms set up on an area of 13,914 ha of land
- Reliance Nutrition Gardens set up - 3,115
- Facility created for harvesting 5,788,600 cubic meters of rain water
- Farmers trained - 23,634
- Marginal households reached - 16,488
- Farm ponds created - 888



INFORMATION SERVICES

Reliance Foundation Information Services (RF - IS) programme was launched in January 2013. The programme connects knowledge seekers and knowledge providers through various information, communication and technological channels to address rural developmental and livelihood security issues. The programme acts as a neutral service provider and is technology-driven to provide context-specific information in local languages, timely advisories in a sustained manner.

RF-IS collects information on rural community needs and builds value-added content through partnerships with universities, research institutions, extension departments, individual experts, policy makers, innovative practitioners, traders and financial institutions. The team shares this content with farmers, fisher folk and livestock owners through various channels.



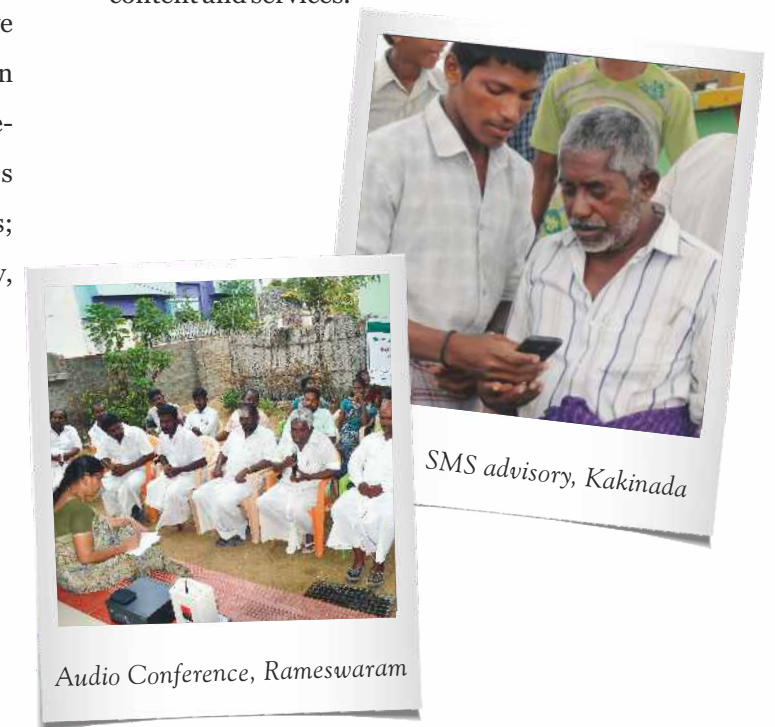
GPS training, Pudukkottai

The programme is based on various tried and tested ICT-enabled developmental models. It runs in two modes through:

- (i) Human interface, and
- (ii) Use of Mass Communication Tools to disseminate need-based information

Some of the commonly used tools include mobile-based dissemination of vernacular audio/text advisories; live phone-in-programmes; audio conferencing between two or multiple locations; cable TV-based live phone-in-programmes; wireless-based public address system; SMS-based electronic display boards; posters; announcements through mobile units and fortnightly, vernacular journals.

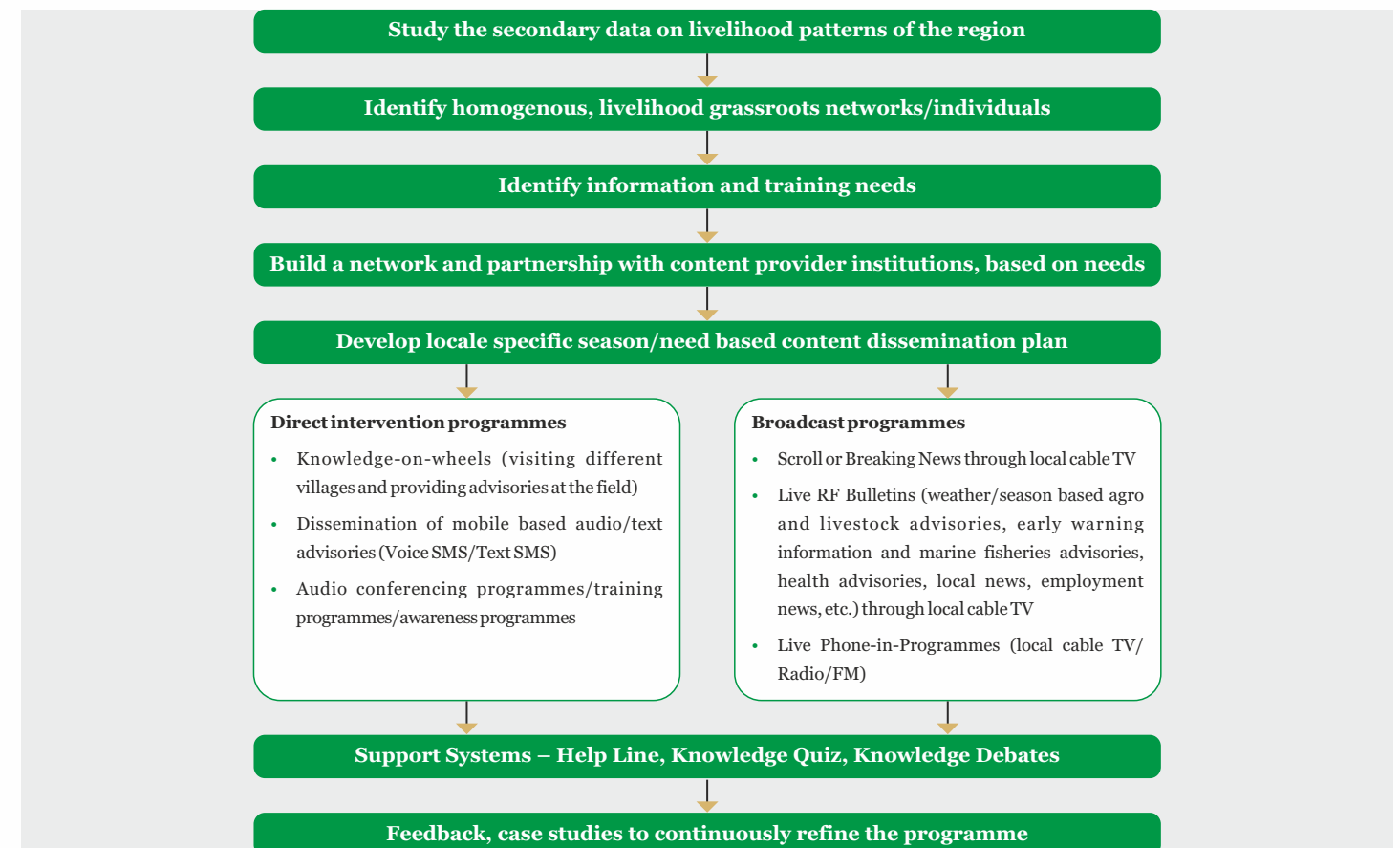
In a short period since inception, the programme has reached 14 districts in Andhra Pradesh, Maharashtra, Tamil Nadu and the Union Territory of Puducherry. The programme has covered 139 villages through direct interventions (one-to-one) and 1,400 villages through broadcast mode (one-to-many). Nearly 53 institutions and 116 experts are partnering the RF-IS team to provide content and services.



Audio Conference, Rameswaram

SMS advisory, Kakinada

Information Services Model



Prosperity through Information

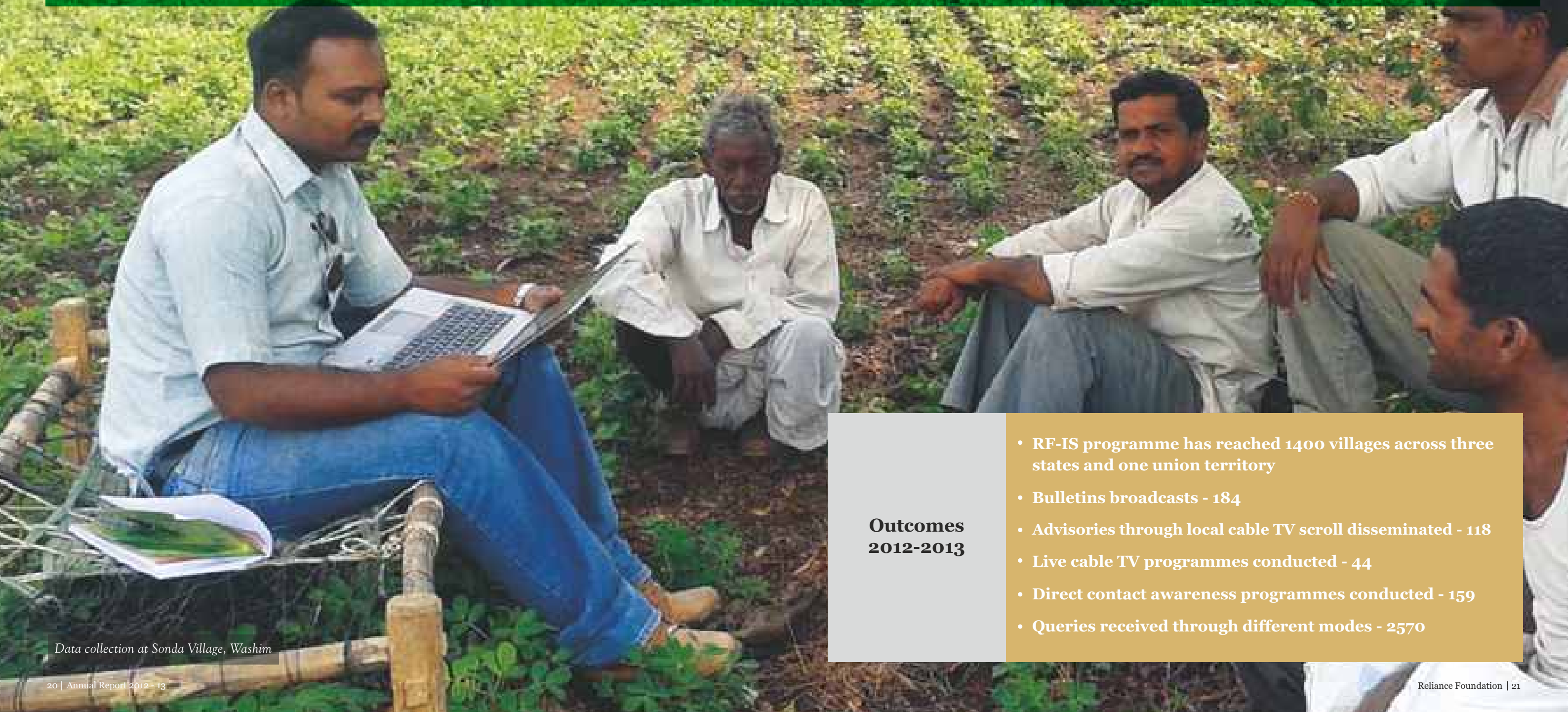
The Information Services (IS) team of RF has empowered the residents of Sonda village in Washim District of Maharashtra to move to a reliable source of income through a two-pronged strategy. Mostly 'banjara' tribals by origin, the residents collectively (98 farmer families) met the eligibility criterion for a village-level subsidy for dry-land farming suitable to their land but were not aware.

First, RF's Information Services team represented the villagers to the relevant government offices to get them to acknowledge their status and establish their right to the subsidy, as per the government scheme. Thereafter, the IS team contacted scientists from the Agriculture Technology Management Agency (ATMA) to help determine the best agricultural options available to them. Based on these findings, RF's IS team helped the villagers find groundnut seeds for 10 acres and a one-acre demonstration plot from the government

scheme available to them, in February 2013. Each of the Sonda village farmers also received INR 6500 as financial support towards seeds and fertilizers. They were also taught groundnut production techniques using the least amount of water.

The 98 farmers have now sown groundnut on their collective 100 acres of land using the ridges and furrow method (with the help of a tractor), which has also saved their time. After 90 days, the farmers were ready with the first yield, a harvest valued at INR 38 lakhs, in a season that had no production earlier.

The farmers have retained seeds for future seasons from their bumper crop, and have already moved on to a more reliable source of livelihood.



Data collection at Sonda Village, Washim

Outcomes 2012-2013

- RF-IS programme has reached 1400 villages across three states and one union territory
- Bulletins broadcasts - 184
- Advisories through local cable TV scroll disseminated - 118
- Live cable TV programmes conducted - 44
- Direct contact awareness programmes conducted - 159
- Queries received through different modes - 2570

Education

Only 16% of India's education budget is spent on secondary education compared to 62% for primary education (K., Biswal, 2011, "Secondary education in India: Development policies, programmes and challenges"). The gross enrolment rate (GER) for combined secondary and senior secondary stages (Classes IX–XII) in 2009–10 was nearly 50%. There are large inequalities in access to secondary education in income, gender, social group

and geography. The capacity of the secondary schooling system needs to be significantly expanded. Scholarships and incentives need to be provided to encourage enrolment and accessibility. Besides, not a single Indian University figures in the top 200 of the QS World University rankings 2013. There is a need to address the challenges as India moves to establishing a world-class higher education system.



Students at RF school in Dahej

RF Interventions - Education

Reliance Foundation is providing access to education by launching a multi-pronged initiative to offer quality education.

across India. These rewards and scholarships have also brought nearly 1000 physically challenged students into the mainstream.

Reliance Schools

Reliance Foundation and its associate institutions provide access to quality education to over 15,000 children through a network of 12 schools.

Scholarships

The Dhirubhai Ambani SSC Merit Rewards and Undergraduate Scholarships have cumulatively facilitated nearly 10,000 students in their studies,

Reliance University

Reliance Foundation is planning to set up a world class, multidisciplinary university in Maharashtra soon. This university will provide an enabling learning environment and cutting edge research facilities.



Smt. Nita Ambani on a school visit

RF Supported Initiatives

Mumbai Indians' 'Education for All'

Mumbai Indians, a franchise cricket team of the Indian Premier League (IPL), has initiated a successful programme called 'Education for All', which strives to provide quality education to underprivileged children by partnering with NGOs. Reliance Foundation has supported this pioneering initiative and the projects have so far impacted more than 15,000 needy children.



Smt. Nita Ambani at an event with kids from partner NGOs

Amarjyoti School

Reliance Foundation is supporting the construction of a vocational training centre wing at the Gwalior-based Amarjyoti School & Rehabilitation Centre, a voluntary organisation rendering rehabilitative services to persons with disabilities, to benefit underprivileged and differently-abled children.

Teach for India

Reliance Foundation has supported the expansion of Teach for India, a national NGO, which works with low-income schools in the National Capital Region.

Health

Rapid population growth has caused a host of serious problems, including vulnerability of the poor to diseases. Primary care in India is dominated by medical practitioners working alone, and often unqualified medical practitioners. Accessibility, affordability and quality are the key issues of the sector.

As most commonly encountered health problems can be tackled in primary care settings, a good primary care set up reduces the load on higher care institutions. Preventive care, including vaccination, antenatal care & measuring blood pressure; chronic disease care & diagnostic triage and control of hospital referral, can effectively help address the situation.



Doctor examining a patient in an RF MMU

RF Interventions - Health

Health Outreach Programme

RF's Health Outreach Programme was launched in December 2012 with the objective of making preventive and primary healthcare accessible to the underprivileged and vulnerable sections of society.

The programme aims to:

- Provide primary and preventive health care to the poor and vulnerable classes of the population
- Reduce economic burden for primary healthcare for this section of the population
- Create awareness of common health problems and positively influence health seeking behaviour
- Reduce the load in the hospital outdoor patient departments
- Become self-sustainable over a period of time

Reliance Foundation's health outreach programme has three components:

- **Enrolment** – Identify and enroll needy individuals for primary & preventive healthcare
- **Mobile Medical Units (MMU)** – enable health care delivery at the doorsteps of the community
- **Static Medical Units (SMU)** – make primary care available to the community

Three fully-equipped Mobile Medical Units (MMUs) of RF serve over 42 locations. These MMUs use state-of-the-art technology, including cloud-based software to store patient information, biometric recording to identify patients, thereby seamlessly ensuring continuity of care. RF health outreach teams have enrolled more than 33,000 people and provided them with family health cards to facilitate easy utilisation of the services offered by the MMUs. The services offered by these MMUs are free of cost to the community.

The Static Medical Unit provides primary health care services to the underprivileged sections of the community, besides providing health education and counselling.



Patients at an RF MMU

Menstrual Hygiene Programme

RF launched a Menstrual Hygiene Programme on International Women's Day, March 08, 2013 at Balasinor, near Ahmedabad, with the distribution of low cost sanitary napkins branded 'Meeta'. The programme aims to address the low awareness levels on menstrual hygiene, by making affordable sanitary napkins easily accessible. The programme also uses local volunteers to create greater awareness of menstrual hygiene and the use of sanitary napkins to help prevent several diseases common to women. The RF branded sanitary napkins currently reach out to 500,000 women in over 850 villages in Gujarat.



RF team distributing sanitary napkins in Balasinor, Gujarat

From the Field



Naseem Bano

Towards a confident life

For long, Naseem Bano was suffering from chronic pain in her ankle joints. Coming from a poor background, it was extremely difficult for her to afford private nursing home care. She tried to seek help at several places earlier but was not satisfied. Fortunately she visited one of RF's MMUs in her area and could find excellent care and quality treatment. Even though this was her first visit to an RF MMU, the medicines prescribed by the doctor helped considerably reduce the pain she used to experience regularly. She continues to enjoy good health.



Reliance Foundation Drishti

Reliance Foundation's Drishti programme is an initiative to improve the quality of life of the visually-impaired. The programme, run in partnership with the National Association for the Blind, has supported over 11,000 cornea transplants across India until date. This year RF has supported 1,200 free cornea transplants.

In 2012, RF launched a registered, national fortnightly Hindi newspaper in braille. This newspaper educates and empowers visually-impaired people with the gift of information and knowledge. On World Braille Day, January 4, 2013, Reliance Foundation also launched a braille calendar in Hindi. Each year, under this programme, RF also conducts art and essay competitions for children to raise awareness on eye donation.



Sir H N Hospital & Research Centre

Reliance Foundation is transforming Sir H N Hospital & Research Centre into a state-of-the-art facility. The 1-million square feet hospital is being planned for the latest of clinical technology across core specialties as well as imaging and diagnostics. The new hospital is being built to deliver high standards of clinical care delivery. The hospital aims to bring about a paradigm shift in the way care is delivered in India to move ahead in step with latest global practices and emerge as a world class health facility.

Outcomes 2012-2013

- Three MMUs launched in Mumbai metropolitan area within a span of two months
- More than 33,000 individuals enrolled in the programme
- Nearly 85% of the enrolled families earn below INR 100,000 per year
- More than 6,500 patients treated
- MMUs serve 42 localities
- More than 60% patients are females
- More than 20% of patients are senior citizens
- Special awareness and examination drive conducted on International Women's Day

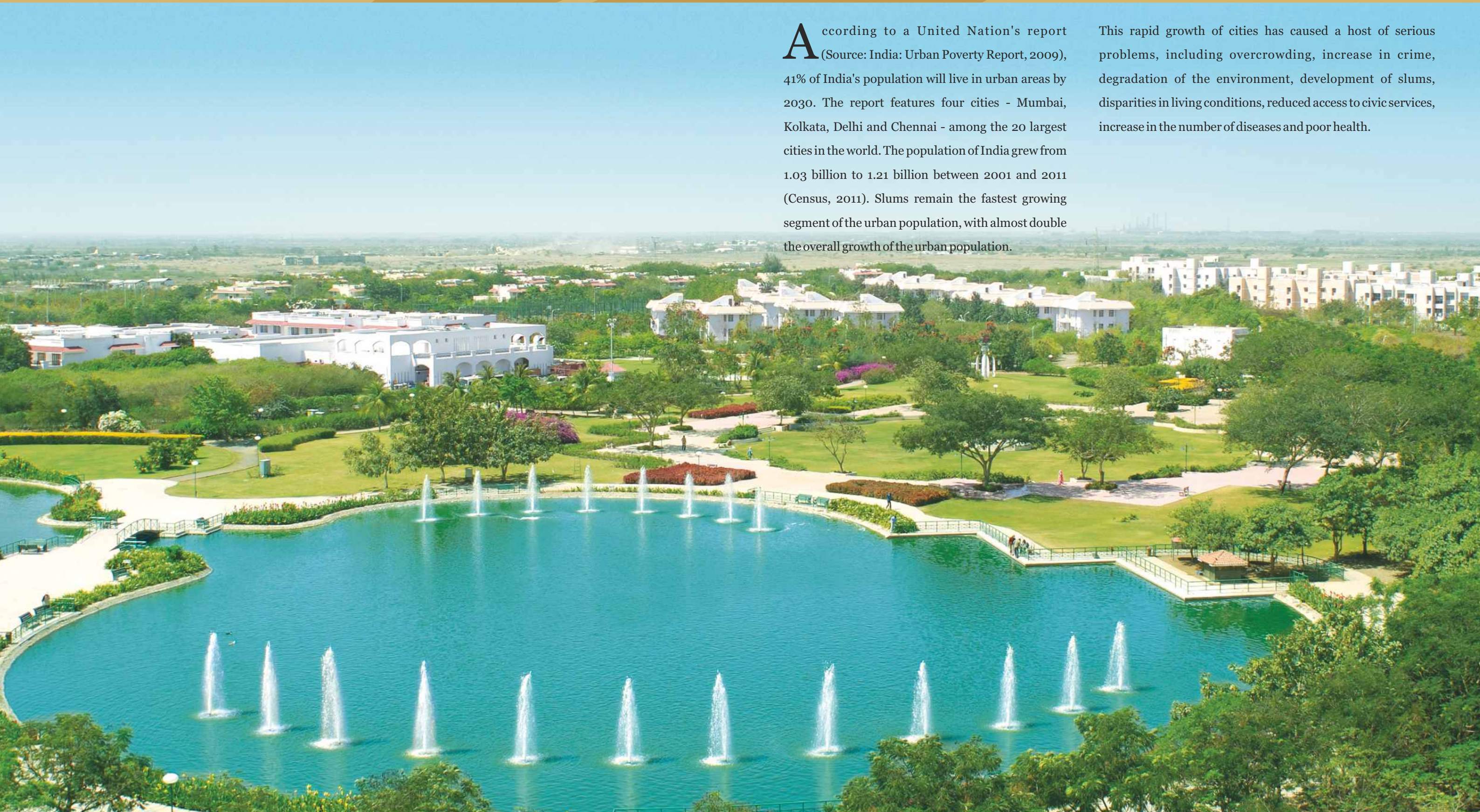


Representative picture of Sir H N Reliance Foundation Hospital & Research Centre

Urban Renewal

According to a United Nation's report (Source: India: Urban Poverty Report, 2009), 41% of India's population will live in urban areas by 2030. The report features four cities - Mumbai, Kolkata, Delhi and Chennai - among the 20 largest cities in the world. The population of India grew from 1.03 billion to 1.21 billion between 2001 and 2011 (Census, 2011). Slums remain the fastest growing segment of the urban population, with almost double the overall growth of the urban population.

This rapid growth of cities has caused a host of serious problems, including overcrowding, increase in crime, degradation of the environment, development of slums, disparities in living conditions, reduced access to civic services, increase in the number of diseases and poor health.



RF Interventions - Urban Renewal

For making India's rapidly growing urban areas more amenable to a higher quality of life for all, including the low-income groups, RF is actively examining transformative approaches to planning and visioning public spaces to help engineer positive changes in the

environment and urban culture. As part of the Urban Renewal initiative, Reliance Foundation, along with NASSCOM, has set up the country's first Social Media lab for the Mumbai Police to engage and understand issues concerning the citizens and their safety.

This programme will forge a stronger collaborative effort between the Mumbai Police and the citizens to enhance safety and security for people.

The Foundation has also assisted the Municipal Corporation of Greater Mumbai (MCGM) in setting

up a CSR cell. The initiative will enhance MCGM's efforts to build capacity to engage with corporate houses to support various civic services.



Arts, Culture & Heritage

India is amongst the oldest civilisations in the world. Its rich art and culture is embodied in a variety of art forms like dance, music, literature, architecture, food and clothing.

India has 29 UNESCO heritage sites, of which 23 are cultural sites and six are natural sites.



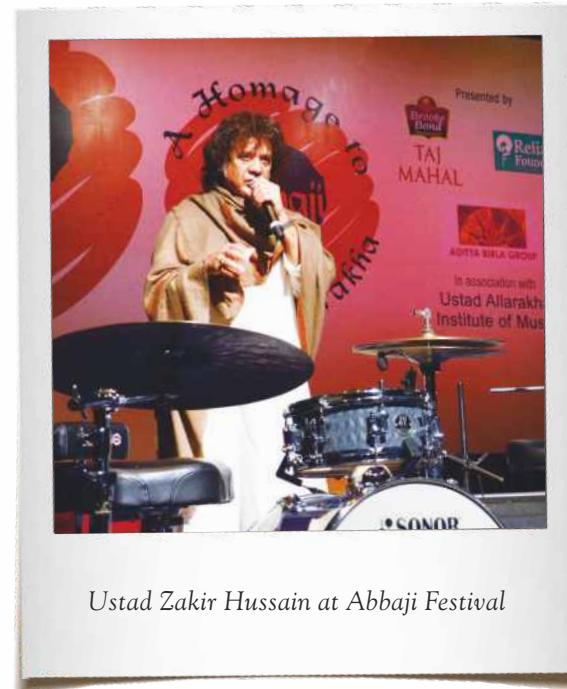
Chhau dance performance at an RF event

RF Interventions - Arts, Culture & Heritage

Reliance Foundation is reimagining ways to protect and promote India's priceless heritage to not only sustain but also make art and culture relevant to the younger generation. India is a land of diverse cultures and it is RF's endeavour to ensure that the youth appreciates and connects with its rich heritage and arts.

Abbaji Festival

RF supports Ustad Zakir Hussain for his annual concert – Abbaji - dedicated to the memory of his father the legendary maestro Ustad Allah Rakha Khan in one of its many efforts to pay tribute to the cultural legends of India.



Ustad Zakir Hussain at Abbaji Festival



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Representative picture of the mummy

Mummy - The Inside Story

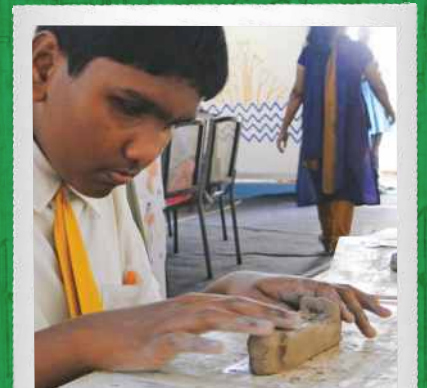
Reliance Foundation in partnership with BP has brought to India the internationally acclaimed exhibition 'Mummy: The Inside Story'. This unique exhibition gave the viewers a look at the 3,000-year coffin of an old priest, while explaining the mummification process and the life and history of Egypt through an immersive 3D film. The three-month exhibition increased the footfall of the Chhatrapati Shivaji Maharaj Vastu Sangrahalaya to over 261,200 visitors, of which over 60,000 were students from more than 400 schools.

From the Field

Day out at the Museum

Reliance Foundation hosted a unique experiential event on March 13, 2013 for the visually-impaired children, in association with the National Association for Blind (NAB). Children along with their teachers visited the exhibition titled 'Mummy: The Inside Story', at Chhatrapati Shivaji Maharaj Vastu Sangrahalaya.

The event started with an audio-visual screening on mummification, followed by a guided tactile tour to the exhibits and clay-making activities in the especially constructed 'Activity Centre'. Every participant was given a braille booklet on the Mummy exhibition.



A Participant making a clay model at the Activity Centre at CSMVS

Participant Feedback

"We have taken our students for a lot of visits, but today's visit is something different. Kids get bored on museum visits as they don't get a chance to touch the artefacts. Here it was different as they got a chance to touch the miniature models of artefacts."

Sampada Parnitkar, Teacher, NAB

"We enjoyed an audio-visual that gave detailed information about Mummies. After that we learned about Egypt's history, their Gods and how mummies were preserved."

Aman Verma, Student

Elephanta Festival

Reliance Foundation was the lead sponsor for the Elephanta Festival, held on March 2 & 3, 2013. This festival, held annually at the Elephanta Island, adjacent to the Elephanta Cave, a World Heritage Site, commemorates the heritage of dance, art and sculpture in India. Thousands of people attended the festival.



A dance performance at the Elephanta festival

Partnerships

Reliance Foundation believes in working with partners who share its objectives and who can enable a greater spread of its efforts to achieve sustainable development in the transformation of the country. The Foundation also works in tandem with government programmes to

help deliver the intended benefits to the lowest strata of the society, besides empowering the recipients through Information Services to avail of maximum possible benefits.

Real Heroes

Reliance Foundation partnered with CNN-IBN to institute Real Heroes, an award that highlights the selfless acts of extraordinary Indians who help others have a better and happier life. In its sixth edition, this initiative has profiled 132 unsung heroes from across the

nation in diverse categories such as Women Empowerment, Social Welfare, Sports, Youth, Environment, Education and Children and Health & Disability.



Infinite Love

Reliance Foundation partnered with A.R Rahman, Academy Award winner musician, to promote the message of love and brotherhood by supporting the creation of the musical album 'Infinite Love'. This unique global music initiative captures the spirit of a borderless world.



Smt. Nita Ambani with the winners of Real Heroes Award

Satyamev Jayate



Reliance Foundation was the Philanthropic Partner of Satyamev Jayate, a TV series, which brought critical social issues to the fore and presented plausible solutions. Each episode raised awareness on an important social issue in the Indian context, besides raising hope by showcasing success stories. Reliance Foundation matched the generous contribution made by viewers at the end of each episode to each of the 15 partnering NGOs. These NGOs will utilize the matching grant from Reliance Foundation for mutually agreed upon projects.

India Food Banking Network

India Food Banking Network (IFBN) of the Food Security Foundation, India, is a national level project with a vision to support thousands of existing programmes to create at least one Food Bank in each district of India by 2020.

IFBN aims to create a network of transformational Food Banks in India to systematically acquire donated food, much of which would otherwise be wasted, and make it available to the hungry through a network of community agencies.

From the Field

Tsunami of love



Parameswaran and Choodamani receiving the award

Parameswaran and Choodamani lost everything in the 2004 Tsunami, including their three children, who were washed away by the killer waves. But in their sorrow, they found a new reason to live. They reached out to the children who were orphaned by the same Tsunami in Nagappatinam and opened a shelter home for these children. Today, the couple is parenting 26 children, for whom they provide care, shelter and food in their Nambikkai Home. They have enrolled each child in school and are supporting them move on from their past into new lives, daring them to dream of an ambitious future. Parameswaran emotionally remarks, "These children coming here and living with us, they are helping us survive."



Reliance Nutrition Garden, Netrang