



Annual Report 2013-14

Fulfilling Aspirations Transforming India



From The Chairperson

I am pleased to present the second Annual Report of Reliance Foundation. In 2013-14, we continued our steadfast focus on translating our vision of building an inclusive India – where both economic welfare and social well-being co-exist through empowered and engaged citizens who positively and productively contribute to their communities. We look forward to contributing to this goal by continuously reinventing and adapting our development initiatives – focused on our five core pillars: Rural Transformation, Education, Health, Urban Renewal, and Arts, Culture and Heritage. By responding to the rapidly changing needs of the communities in which we operate, through innovative, practical and sustainable solutions.

For those who encountered the fury of nature in Uttarakhand last year, memories of the disaster would never fade away. Massive destruction caused by the floods was of a scale that few had witnessed before. Within a few days of the traumatic tragedy, the Reliance Foundation team swung into action to minimize suffering in some of the most inaccessible and remote locations affected by it. We were among the first few organisations to deploy relief services including a team of doctors and development professionals to reach out to over 100 villages. Our long-term efforts towards sustainable livelihoods will continue in the region.

At Reliance Foundation we continue our efforts towards enhancing the quality of life of people from some of the most marginalised and vulnerable communities. Currently, the Foundation is engaged in over 5,500 villages and urban locations across the country. During the year, Reliance Foundation catalysed development through an integrated approach, by reaching out to more than a million people through its various initiatives. Needless to say, all work has been done in true Reliance spirit to maximize societal value. Reliance Foundation was established in 2010 as Reliance's leading social development vehicle. In a short span of over 3 years, the Foundation has impacted the lives of over two million people. And, Reliance's CSR initiatives have cumulatively touched the lives of over four million people across the country.

Reliance Foundation is leveraging technology to positively impact the lives of people by providing them need-based information in the areas of health, livelihood and disaster management. In just one year, Reliance Foundation Information Services Programme has reached out to 7 States and the Union Territory of Puducherry. During the year, the Foundation scaled up its efforts in promoting sustainable agricultural practices, with the objective of ensuring food security and supplementing nutritional intake for marginal communities. The Foundation continues its endeavours towards providing integrated healthcare to all. Launched last year, the health outreach programme has reached out to over 350,000 people belonging to the weaker sections, providing them quality primary and preventive healthcare. In tertiary care,

Sir H. N. Reliance Foundation Hospital and Research Centre will be operational later this year.

Reliance Foundation recognises the importance of channelizing the energy of youth in the right direction through the medium of sport. Sport inspires children to strive for excellence and embeds in them the right values and life lessons for a productive and purposeful life. Our focus is on the grassroots development of talent. This year, in partnership with the National Basketball Association (NBA), we launched the Reliance Foundation Jr. NBA Programme to build a holistic sports culture among children through basketball.

Reliance Foundation School at Koparkhairane, Navi Mumbai started sessions this year. Through our network of 13 schools, we are committed to providing holistic education to over 15,000 students. The Foundation has been supporting meritorious students to pursue college education through the Dhirubhai Ambani Scholarship Programme. Till date, 10,000 students across India have benefitted from this programme; of this, about 25% are specially abled.

This year, through Reliance Foundation Drishti, 1,200 cornea transplants were carried out and cumulatively this programme has brought light into the lives of over 12,800 people from the underprivileged segment. Reliance Foundation Drishti, an International Braille newspaper that is published in Hindi every fortnight, reaches out to thousands of visually impaired readers across India and 17 other countries.

Reliance Foundation's efforts and accomplishments over the last few years always inspire us to set new benchmarks in inclusive and sustainable development. The Foundation will continue to widen and deepen its efforts, by collaborating with individuals and institutions who are committed to engendering positive and profound societal impacts.

I look forward to your support in Reliance Foundation's journey in contributing to our nation's collective aspirations – let the many strands of our commitment and work converge to make it a true movement.

Regards,

Nita M. Ambani

Chairperson and Founder



“At Reliance, growth is not just centred on profits; we place sustainable development at the core of our business decisions and align our sustainability strategy with our business goals.

This means our concern for safety, environment and communities percolates our decisions to design, build and develop all our projects.

We therefore take it upon ourselves to produce, provide and deliver in the right way.”

Mukesh D. Ambani

Chairman & Managing Director



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Education
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Health
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**Arts, Culture
& Heritage**
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Core Pillars

Reliance Foundation's activities focus on the following five core pillars:



**Rural
Transformation**
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Overview



Reliance Industries Limited (RIL) has made significant contributions and measurable progress towards a vision of inclusive development in India. Sustainable development strategies have helped the group to create thriving eco-systems enabling profitable growth and development of its multiple stakeholders. Reliance goes beyond its business activities to create societal impact through its diverse initiatives. The group has been involved in various social

responsibility initiatives over the last many years. These efforts have substantially improved the lives of some of the most marginalised communities across India.

Reliance collaborates with the communities right from need identification to project implementation and involves the communities extensively in the decision-making process. Over the years, through social responsibility initiatives, the group has worked with the communities to ensure their wellbeing through access to quality

education and healthcare, capacity building for employment generation, access to good infrastructure and ecological conservation.

In order to strengthen Reliance's commitment and enrich the lives of the marginalised, Reliance Foundation was set up in the year 2010 as the umbrella organisation for all the social sector initiatives of the Group. These efforts of Reliance have cumulatively touched the lives of over four million people across the country in over 5,500 villages and urban locations.

The Foundation has a comprehensive approach towards development with the overall objective of creating and supporting meaningful and innovative activities to address some of India's most pressing developmental challenges. Reliance Foundation has a holistic approach towards development and lays emphasis on leveraging

technology for development solutions. The Foundation has a model of direct engagement and is involved directly with the community through trained professionals. Within a short span of over three years, the Foundation has worked with some of the most vulnerable and marginalised communities across

India, integrating them into the mainstream development process of the country. Reliance Foundation spent ₹ 517.18 crores on various initiatives during FY 2013-14. In addition, RIL has spent some amount directly on various CSR initiatives and the total amount spent by Reliance Industries Limited is ₹ 711.72 crores.



CONTINUING POST-DISASTER REHABILITATION EFFORTS IN UTTARAKHAND THROUGH A FULL-SCALE LIVELIHOOD PROGRAMME AND PRIMARY HEALTHCARE FACILITIES.

460

Village Farmers' Associations (VFAs) formed to promote and undertake sustainable agriculture practices.

The Andhra Pradesh Marine Police used the technology platforms of Reliance Foundation during Phailin, Leher and Helen cyclones to circulate warnings and alerts that helped reduce loss of life.

MORE THAN

1,40,000

CHILDREN TRAINED IN BASKETBALL UNDER RELIANCE FOUNDATION JR. NBA PROGRAMME TO PROMOTE HEALTH, FITNESS AND AN ACTIVE LIFESTYLE.



MORE THAN

10,000

MERITORIOUS STUDENTS, INCLUDING OVER

2,000

SPECIALLY ABLED STUDENTS, ACROSS INDIA AWARDED SCHOLARSHIPS UNDER THE DHIRUBHAI AMBANI SCHOLARSHIP PROGRAMME.



INFORMATION ON AGRICULTURE, MARINE FISHERIES, HEALTH PROVIDED TO BENEFICIARIES ACROSS

5,500

VILLAGES USING DIFFERENT TECHNOLOGY PLATFORMS.



Positively influenced the nutritional intake of nearly

16,000

families through Reliance Nutrition Gardens.



Among the first organisations to respond to the disaster in Uttarakhand, reached more than 100 affected villages with food and medical services.



PRODUCTIVITY OF OVER

31,000

HECTARES OF UNCULTIVABLE LAND ENRICHED.

More than

10,200

compost manure facilities created across India.



HINDI BRAILLE NEWSPAPER REACHES THOUSANDS OF VISUALLY-IMPAIRED READERS EVERY FORTNIGHT ACROSS INDIA AND 17 OTHER COUNTRIES.

Reached more than

3,50,000

individuals through the Reliance Foundation "HEALTH FOR ALL" programme.



CREATED WATER HARVESTING STRUCTURES WITH CAPACITY TO STORE OVER

15.2

MILLION CUBIC METRES OF WATER.

Restored the sight of visually-impaired through more than

12,800

corneal transplants conducted under Reliance Foundation Drishti since inception.



Built capacities of more than

71,000

farmers in sustainable agricultural practices.

Enhanced livelihoods of over

40,000

farmer households across 19 agro-ecological sub-regions of India.

Rural Transformation



Almost 70% of India's population resides in the rural areas with heavy dependence on agriculture, marine fisheries, livestock farming and other allied activities for their livelihood. Rain-fed agriculture in India supports 40% of the population (484 million), occupies 60% of the net sown area and the quality of resources in this area is steadily declining due to over-utilisation. Low and erratic rainfall adversely affects the productivity of crops and the yield in rain-fed areas is only 25-50% of the attainable yield. It becomes imperative that soil and water conservation techniques are adopted so as to enable farming in dry lands and bring fallow lands under cultivation.

Marine fisheries form an important

source of livelihood for a country like India with a long coastline with more than 0.9 million active fisher population. The Foundation works on various livelihood generation activities with farmers and fisher-folk and provides information support to enhance their livelihoods and improve their knowledge base.

Livelihoods

Reliance Foundation has been making systematic efforts at de-risking farming, minimizing external dependencies, encouraging sustainable practices, helping improve the overall lives of small and marginal farmers and gradually bridging the rural-urban development gap in the country.

Reliance Foundation directly engaged with more than 40,000 households in 461 villages across India to help them collectively undertake sustainable agricultural practices in their respective communities. To ensure that the communities take ownership of the initiatives and to institutionalise the same, the Foundation organises marginal farmers into Village Farmers Associations (VFAs). The VFAs use community institutions for gatherings, take collective decisions followed by collective actions to improve productivity and yields in their small farms. This encourages collective ownership, builds local capacities and throws up local leadership for sustaining the initiatives.

More than 31,000 hectares of uncultivable land is being

transformed into Dharti Farms, enriched and brought under cultivation with an increase in the crop yield through the adoption of sustainable agricultural practices like bunding, mixed cropping, integrated pest management and use of farmyard manure. Steady and optimum productivity has been achieved to ensure food security and an increased income for the households.

Farmers, especially marginal farmers, do not have access to either accurate information or knowledge. To bridge this need-gap the Foundation, through the use of various platforms such as mobile phones, cable TV and audio conferences, provides timely information to farmers, marine fisher-folk and livestock farmers to enhance their productivity and

mitigate risk. This is impacting their livelihoods positively. Vital information for increasing yield, improved germination, potential fishing zones, weather information and pest and disease management is relayed to them through use of technology.

Food and Nutrition Security

In its endeavour to improve nutrition security, Reliance Foundation has supplemented the nutritional intake of rural households through promotion of small kitchen gardens. These gardens are spread over 710 square feet of area with a radius of 15 feet and are constructed near the house for easy access. The Reliance Nutrition

Gardens (RNGs) provide vegetables and fruits to more than 16,000 families and ensure that their basic nutrition needs are met.

The increase in the crop produce through Dharti Farm activities and supporting advisories to improve productivity has contributed to the food security of farming households. Location-specific advisories are provided to fisher-folk through which they can effectively plan their sea routes, navigate directly to fish aggregation zones and return with heavier hauls in lesser time.

Improved productivity of the farm lands, introduction of RNGs along with the rise in fish catch of marine fisher-folk has been a major step towards ensuring food and nutrition security and self-sufficiency among the marginalised communities.





Environment, Ecology and Energy

Reliance Foundation has made significant efforts in promoting ecological sustainability through resource conservation, promotion of biodiversity and use of cleaner energy sources. More than one million saplings have been planted in individual and common lands to promote bio-diversity and preserve the environment. Through soil and moisture control activities, over 1,19,000 tonnes of soil has been conserved thereby ensuring sustainability.

The Foundation has helped construct more than 900 biogas plants

in rural households. The shift to using a cleaner and environment-friendly fuel has led to reduction in indoor air pollution thereby resulting in healthier women and families. In addition to this, composting has been encouraged to convert waste into organic manure thereby reducing dependence on chemical fertilisers. More than 10,200 composting facilities have been created.

Agriculture is one of the largest consumers of water and the diminishing water table is a matter of serious concern especially for a country like India where a majority of population is dependent on agriculture. With this grim situation in mind, the Foundation encourages the adoption of water conservation and

replenishing practices. In its initiative to reduce dependency on monsoons, the Foundation has built rain water harvesting structures to harvest and store 15.2 million cubic metres of rain water which act as critical sources of irrigation for communities living in dry and rain-dependent areas. The community is also encouraged to undertake construction of check dams, farm ponds and recharge wells through voluntary participation.

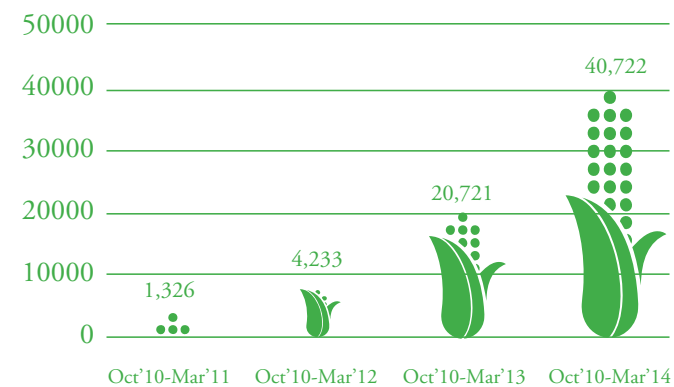
Capacity Building

Reliance Foundation focuses on building the capacity of communities that it works with. Capacity building of the community

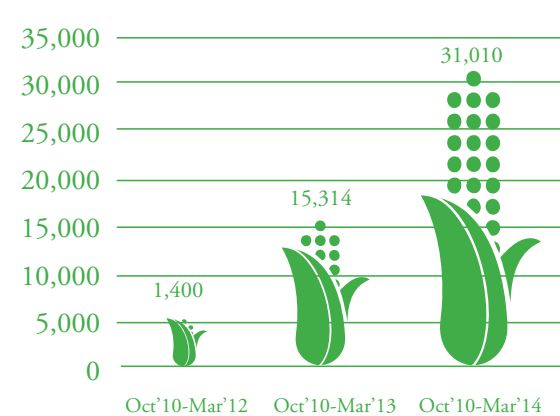




Member Households Enrolled

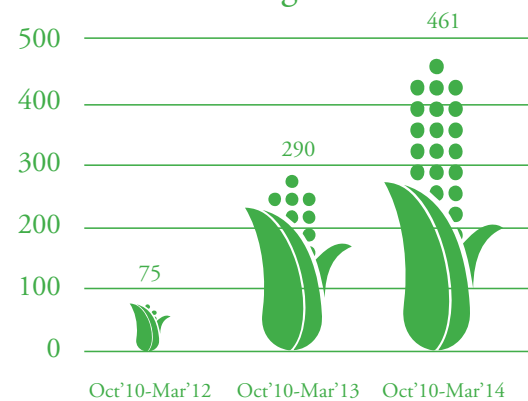


Dharti Farms Established (in ha.)

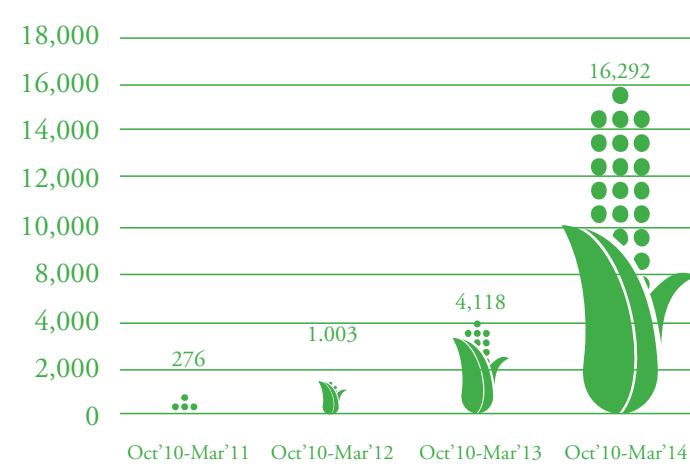


Present and Future Scenario of Indian Marine Fisheries, Dr. P.U. Zacharia, CMFRI

VFAs Organised



RNGs Established



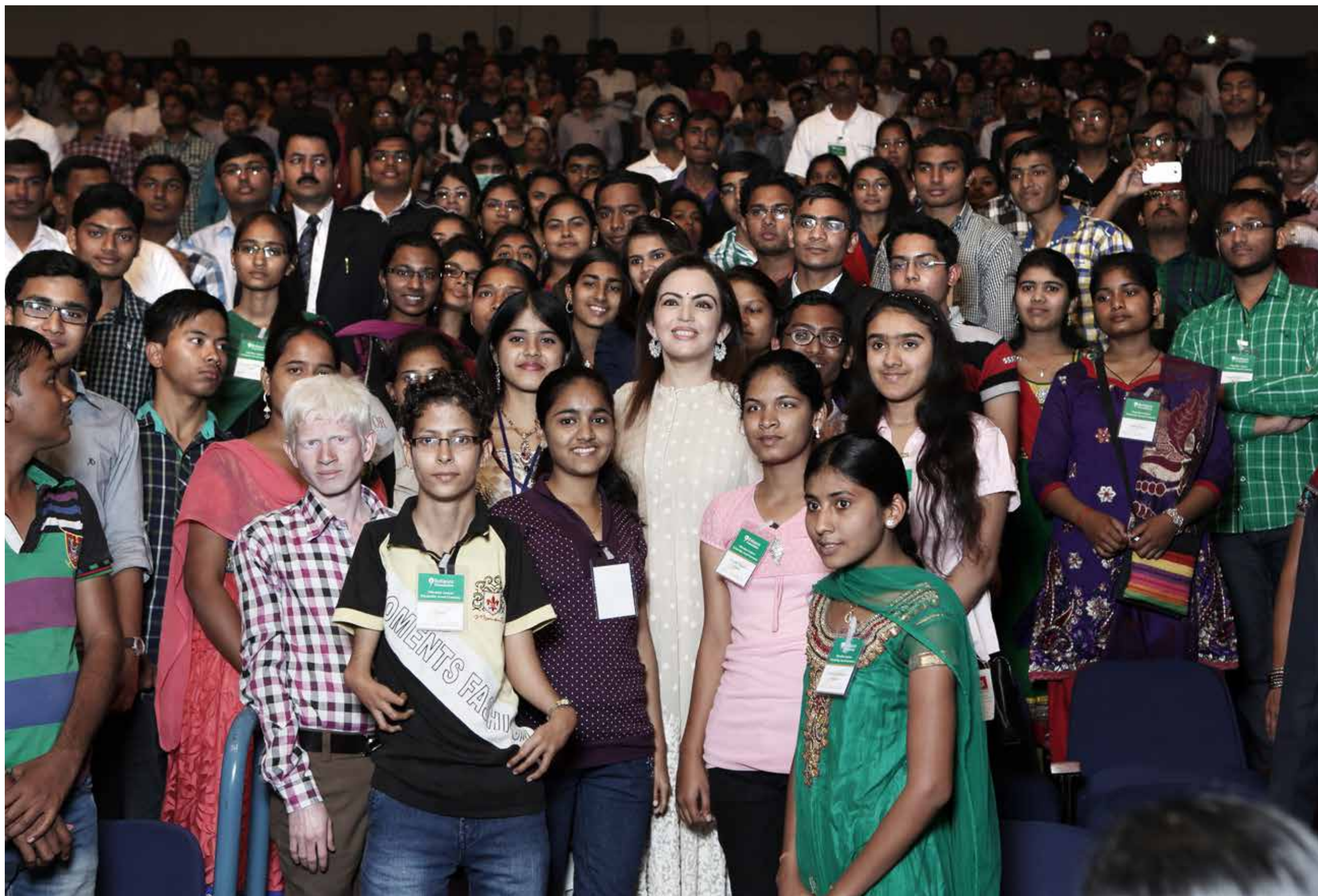
Rain-fed agriculture could meet the challenges of food security in India, K.D. Sharma, National Rain-fed Area Authority.



starts from the time the Foundation engages with them by ensuring their participation in resource mapping and planning exercise. Multiple need-based training programmes are also undertaken to further enhance their skills and knowledge.

The Foundation's initiatives have helped build the capacities of over 98,000 small and marginal farmers, women, and fisher-folk and have empowered them through knowledge transfer. Training in sustainable agricultural practices, soil and water conservation, pest management, feeding and fodder management for livestock, use of organic fertilisers, hygienic handling of fish, sea safety etc., have been imparted.







For a country to develop, it must have competent and adequate human resources. Education plays a critical role in human development and primary education forms the foundation for creating an efficient workforce for the future. Poor quality of education results in low levels of learning and thereby hampers the growth of the youth. India is expected to become the youngest country by 2020 with a median age of 29 years. But access to good quality primary

education is still a challenge.

Dhirubhai Ambani Scholarship Programme

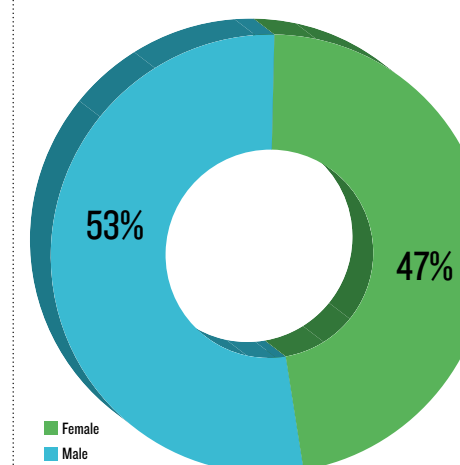
Launched in 1996, the Dhirubhai Ambani Scholarship (DAS) Programme has been working towards Shri Dhirubhai Ambani's vision of breeding leadership within the future of the country, its youth. This scholarship is awarded to meritorious students with demonstrated

needs for financial support and to the differently abled meritorious students. The scholarship is awarded to students for pursuing college education in diverse domains like Engineering, Medicine, Law, Arts, Science and Management etc. and supports their tuition fees and other allowances for the entire duration of the academic coursework. The scholarship programme has played a key role in building confidence and motivating students to excel in their lives.

The DAS Scholars have made

their mark in different sectors after pursuing education from some of the premier institutes in India and abroad. Reliance Foundation organized the Dhirubhai Ambani Scholarship ceremony in Mumbai to felicitate 393 scholars selected for the scholarship this year. The award ceremony was attended by the scholars, their parents and alumni. The programme has so far benefited more than 10,000 young and budding scholars including more than 2,000 differently-abled.

DAS Scholars



Education For All

The Education for All (EFA) Initiative by Mumbai Indians works to address the issues of access and quality of education. Through partnership with several NGOs, the EFA initiative has positively influenced the lives of thousands of underprivileged children during the last few years. This year, EFA partnered with some prominent NGOs working in the field of education,



Aarambh, Aseema Charitable Trust, The Akanksha Foundation, Meljol, Mumbai Mobile Crèches and Ummeed.

The EFA initiative along with the NGOs works towards:

- **Aarambh:** Educational support to underprivileged children in Turbhe Slum area, Navi Mumbai.
- **Aseema Charitable Trust:** Educational support to pre-primary section children at Santacruz Municipal School in Mumbai,
- **The Akanksha Foundation:** Education support to three Akanksha centres and extension of the facilities of the Dhirubhai Ambani International School, Mumbai, to 50 children of surrounding low-income group housing colony.
- **Meljol:** Support to the 'Aflatoun Social and Financial Education Programme' to reach out to children in 150 schools in states of Bihar and Madhya Pradesh
- **Mumbai Mobile Crèches:** Support towards the cost of providing educational materials to children and the salaries of teachers across 26 centers
- **Ummeed:** Support towards the cost of running the Early Intervention Centre to run their various programmes.

Reliance Foundation supports the EFA initiative and together they have improved the lives of more than 25,000 children through monetary support as well as providing important life-skills. Under the EFA programme this year, 10,000 children in the age group of 6 to 17 years were invited to watch the IPL match between Mumbai Indians and Kings XI Punjab at Wankhede stadium.

EFA also launched a book donation drive across 72 schools in Mumbai and Gujarat with the objective of providing access to books to the underprivileged children. 40,000 books, including textbooks, storybooks and dictionaries were collected and distributed to NGOs that work for the education of underprivileged children.



Sports For Development

Sports is an effective medium through which important values such as team-work, discipline and commitment can be inculcated among children. Reliance Foun-

dation encourages learning using sports as a medium in both rural and urban areas.

In partnership with the National Basketball Association (NBA), Reliance Foundation has launched the Reliance Foundation Jr. NBA Programme to build a holistic sports culture among children through

basketball. The programme features a combination of in-school and after-school activities along with basketball competitions and has engaged with more than 1,40,000 children through the comprehensive school-based youth basketball programme.

The Foundation engages with

40 schools of the Municipal Corporation of Greater Mumbai (MCGM) that had no previous access to basketball or infrastructure for the game. In addition to working with schools, Reliance Foundation and the NBA will partner with community organisations in each city who are al-



ready conducting youth basketball programmes. The partnership is a three-year long comprehensive programme that will reach over one million youth.

The Foundation launched a programme for children in the rural areas to bring about a positive change in attitudes related to education, gender inclusivity and fitness through active participation of parents and the local community. The programme used sports and activities as a tool for development to bring about positive change. Engagement with children through fun and play sessions, friendly mentoring support from community youth, off-field activities to reinforce learning and handle

sensitive topics, engagement in community activities like cleanliness drives etc. were undertaken. More than 2,500 children across 30 villages were engaged under this programme in Agar District of Madhya Pradesh.

Reliance Foundation University

Reliance Foundation is planning to set up a world class, multi-disciplinary University in Maharashtra soon. The University will provide an enabling environment and cutting-edge research facilities.



In India, the inequities in healthcare permeate all three crucial aspects of this critical service: physical access to healthcare facilities, quality of the healthcare and affordability. Due to the lack of physical access, individuals are forced to increase their expenditure on acquiring healthcare services thus making it unaffordable for those in the lower income group. Where access is available, the quality of healthcare is a challenge. This aspect of quality is often neglected to compensate for the physical access or affordability. In the absence of any one of the

three, access, quality and affordability, a patient does not get appropriate healthcare. More than 52 lakhs persons died in India due to non-communicable diseases like heart diseases, diabetes, chronic lung disease. In Mumbai alone, more than 20,000 persons have died due to hypertension and more than 12,000 due to diabetes in the last five years.

The Foundation is committed to its vision of "Health for All" and its integrated healthcare model provides quality and affordable curative and preventive healthcare through various primary health centres, mobile medical clinics, health awareness

and diagnostic camps and a world class tertiary hospital. Reliance Foundation supports various health initiatives in rural areas as well as urban locations.

Health Outreach

The Reliance Foundation Health Outreach Programme proves medical care through Mobile Medical Units (MMUs) and Static Medical Units (SMUs) at selected locations in Mumbai, Uttarakhand and Madhya Pradesh. The MMUs

tackle the problem of access to healthcare by reaching out to the beneficiaries and providing them consultations and medication. The SMUs provide diagnostic facilities along with consultation and a focus on chronic diseases like hypertension and diabetes. Professional and trained MBBS doctors, nurses and social workers cater to the primary medical care needs of the patients. More than 3,50,000 individuals have enrolled to avail health care services in Mumbai. Sir HN Reliance Foundation Hospital and Research Centre is being rebuilt to global standards to provide world class tertiary care.

The hospital will offer the finest medical care, nursing care and global facilities at affordable prices.

The Foundation also organises multi-diagnostic health camps that not only provide services for chronic and other diseases but also help raise awareness among the population. These camps provide consultations, diagnosis and medicines to the needy. Many such medical camps were held during the year providing specialised care in the fields of maternal and child health, geriatric care and non-communicable diseases.

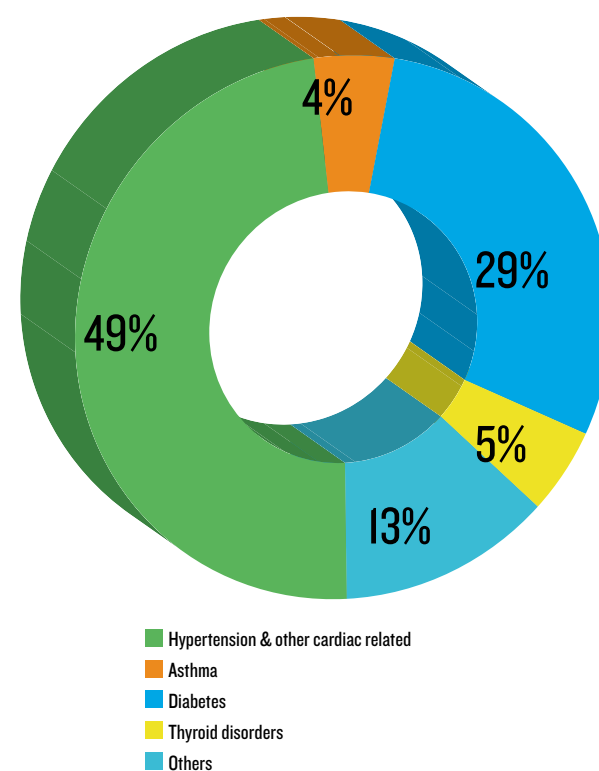
With special focus on Maternal and Child Health, the Foundation

has been actively engaged in dissemination of information to raise awareness about the reproductive health of women, importance of child immunisation, anaemia, cervical cancer, menstrual hygiene and health and sanitation of adolescent girls. The information is provided in the form of SMS advisories and through special programs for adolescent girls in schools, health camps and health bulletins on cable TV. This year, too, the Foundation organised camps with special focus on women's health covering issues like anaemia, menstrual hygiene and others in several states.





Consultations on Chronic Illnesses



Technology in Healthcare Delivery

Reliance Foundation is working towards leveraging technology to revolutionise the way healthcare is delivered. Through the convergence of technology and healthcare, the Foundation aims to improve patient care and enable better and faster delivery.

Electronic medical records of the beneficiaries who have availed services at the SMUs and the MMUs are maintained which enables easy and real time access to the medical records of patients in the case of repeat visits. The emphasis is on shifting to a paperless system of records while still ensuring easy and quick access to previous medical records. In case of referrals to

higher centres of care, the electronic medical records help in a seamless transfer of patient information.

Advisories on various health issues like, diabetes, asthma and allergy, hypertension, awareness messages on vector borne diseases, alcoholism and others issues are provided through various direct and indirect interventions and programmes.

Reliance Foundation and the University of Chicago have entered into an innovative collaboration that will use technology for training, competency evaluation and clinical decision support. The collaboration is aimed at improving clinical diagnosis and supporting doctors in real-time and evidence-based clinical decision-making.

The programme will implement cloud-based software applications to train medical professionals

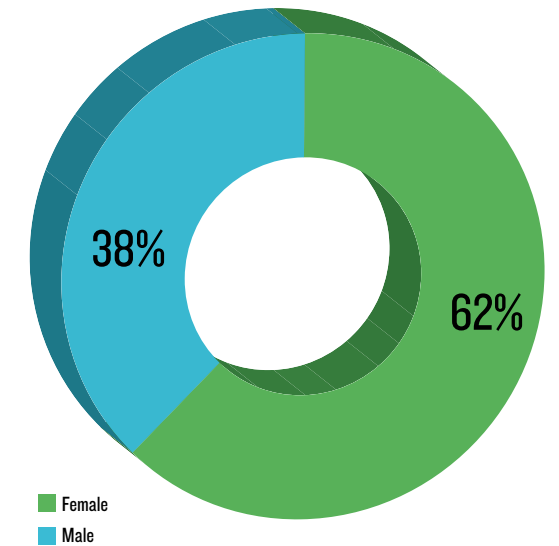
through virtual patients and state of the art clinical reasoning tools. These tools will help reduce diagnostic errors and could help in saving millions of lives globally. The programme will be piloted in Reliance Foundation's Sir HN Reliance Foundation Hospital and Research Centre in Mumbai.

Reliance Foundation Drishti

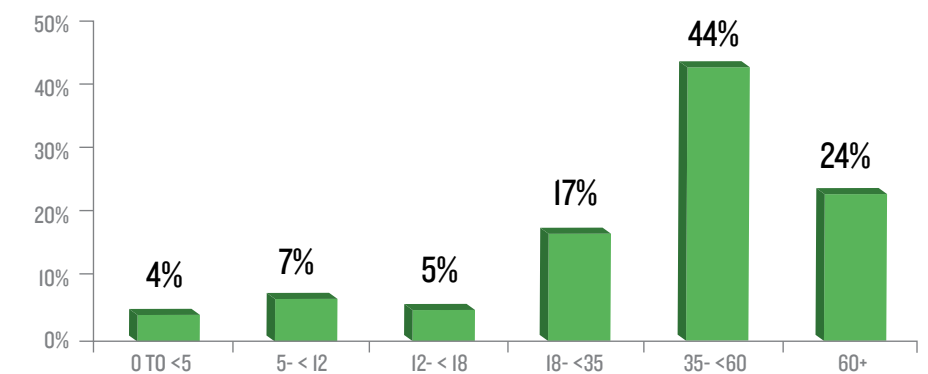
The Foundation has brought light into the lives of more than 12,800 visually impaired from the under-privileged segment of society through corneal transplants, 1,200 of which were conducted this year. The transplants are done in association with the National Association for the Blind through a network of 59 hospitals. In order to increase



Patient Consultations: Gender Wise



Patient Consultations: Age Group Wise



awareness about the importance of eye donation among children, art and essay competitions are organised every year. An International Braille newspaper in Hindi is published every fortnight and reaches thousands of visually impaired readers across India and 17 other countries.

Cure at the Doorstep

Backache was a burden she had carried for 12 years. She had seen many doctors in her locality

on the outskirts of Mumbai but no one had a cure and it kept recurring. Smitha (name changed) almost gave up hopes of cure. But she wanted relief from the pain and turned up at the mobile medical van that visited her neighbourhood.

While the doctor prescribed pain medication for quick relief, he advised a digital X-Ray of the spine. Surprisingly, it showed a foreign body in her spine and some osteoporosis. The doctor advised a limited exposure CT scan to evaluate the foreign body and she was prescribed additional medications. The CT scan showed a broken needle in

her lumbar spine which was poking her spinal cord causing severe pain. Smitha had a tubectomy operation over 12 years ago where she had been given spinal anaesthesia, and it was suspected that the needle had broken and lodged in the vertebrae.

Smitha was referred to Neurosurgery Department of KEM Hospital and further treatment has been planned in the hospital. Timely help by a diligent doctor in the MMU visiting her neighbourhood finally helped her head in the right direction to seek treatment for the pain she suffered from for 12 years.





Urban Renewal



As a part of the Urban Renewal initiatives the Foundation aims to focus on enhancing quality of life in India's rapidly growing urban areas. Reliance Foundation has been actively examining transformative approaches to planning for enhancement of public spaces and has partnered with municipal bodies to undertake urban planning and improvement of public spaces.

Reliance Foundation has partnered with the Nashik Municipal Corporation in developing the park on the banks of river Godavari. The development of Goda Park includes construction of various civil structures like jogging tracks, walkways, children's park, senior citizen's park, horticulture activities, etc.



Arts, Culture & Heritage



Reliance Foundation recognizes the value of preserving the rich heritage, arts and culture of India for its future generations and has made conscious efforts to ensure its continuity.

In an era of fusion music and rise in the popularity of western music, Reliance Foundation realises the need to spread awareness and promote Indian classical music among the youth to keep them connected to our culture. The Foundation paid tribute to the great artists of yesteryears during the Kashish concert in October 2013. Reliance Foundation supported Ustad Zakir Hussain for his annual concert, Abbaji, in memory of his father, Ustad Allah Rakha Khan. The concert featured renowned artists who came together to pay tribute to the legendary guru.

The Foundation has partnered with Samanvay Prathisthan, an institution working in the educational, social and cultural spheres. The Foundation supported Samanvay in organising the "Vasant Bal Mahotsav", a cultural festival in Mumbai. Over 50,000 students participated through music, dance and other cultural activities.

Disaster Response



Mission Rahat

Reliance Foundation is committed to reaching help to communities in crisis situations and bring lives back on track. When one of India's biggest natural calamities struck Uttarakhand in June 2013, Reliance Foundation demonstrated its capacity to rally resources and personnel and be one of the first to respond on site.

The Foundation's relief operation, "Mission Rahat", was launched within one week of the disaster. Thousands of people were stranded and hundreds had lost their lives after the damage caused by the floods. Reliance Foundation sent a team of 50 volunteers to begin immediate relief activities and pushed ahead to places that had become inaccessible, using mules, ropes or just trekking it by foot. More



than 5,500 relief kits were distributed to cater to the immediate needs of the affected with enough ration to last at least 15 days. A team of 20 doctors was also stationed across several locations to provide immediate care to the disaster-affected. More than 8,000 patients received medical care.

The Foundation partnered with the Gramin Sudhar Avam Sramik Sanstha (GRASS) to provide shelters for 75 families in Uttarkashi and Rudrprayag districts which were rendered homeless. It has been engaged in the reconstruction of two Government schools to enable them to resume operations. Over 2,000 families have been equipped with solar back-up for power. As a part of Reliance Foundation's long-term engagement in Uttarakhand, a mobile medical unit with all basic medical amenities under the supervision of a general practitioner continues to operate there. The Foundation has also posted two teams in Rudraprayag and Uttarkashi to work in 40-50 most-affected villages with focus on disaster risk mitigation, developing sustainable livelihoods, food security and nutrition management.

To improve disaster preparedness, the Foundation supported training programmes in disaster management for the local Uttarakhand Police and community volunteers to equip them to respond swiftly in crisis situations. Several training programs in masonry and electronic manufacturing were undertaken to help people earn a livelihood.

Cyclone Alerts in Andhra Pradesh

During the three cyclones, Phailin, Leher and Helen, the technology platforms of the Foundation were used by the Marine Police of Andhra Pradesh to deliver early cyclone warnings and alerts in the form of SMS and audio advisories. Timely circulation of these messages helped the Police reach out to maximum people and minimise the risk of loss of life.



Technology to Empower



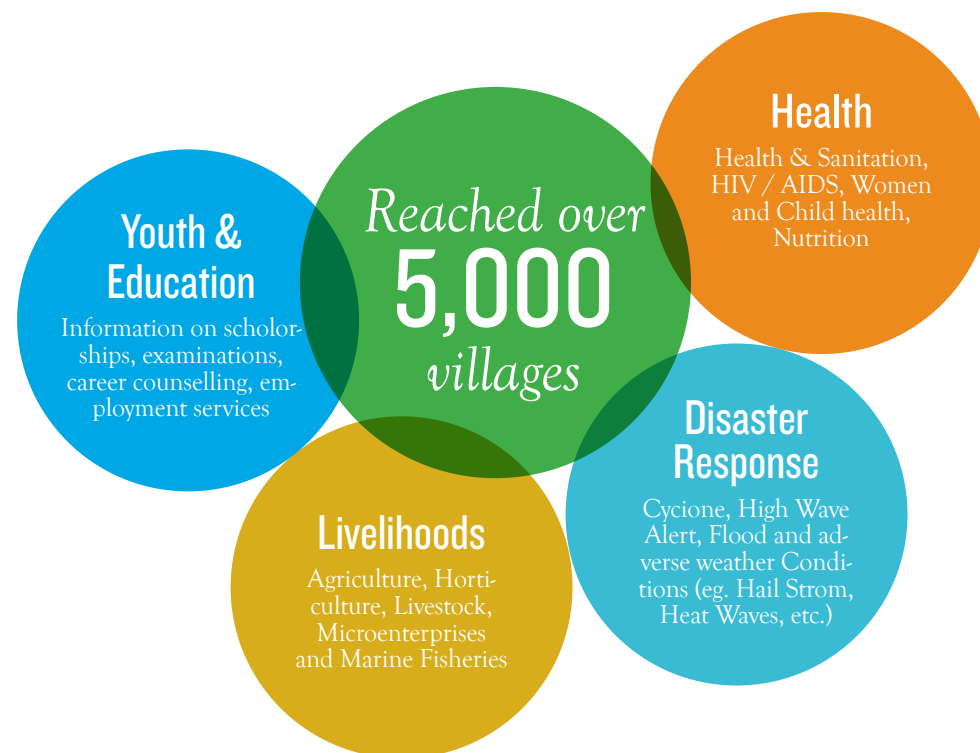


Information & Knowledge Sharing

Access to information is a challenge for a majority of the rural areas. Reliance Foundation has created in-house technology platforms which are used across all programmes to cater to the need for information.

Through extensive use and leveraging of technology Reliance Foundation adds value, empowers the communities and achieves scale across different sectors using multiple communication media in an integrated way. The information is disseminated in regional languages through:

- audio/text advisories
- audio conferencing between two or multiple locations
- cable TV-based live phone-in-programmes





Knowledge Network

The Foundation has built a strong network of grassroots organisations, universities, research institutions, and other knowledge providers to provide quality and credible information. The Foundation has partnered with INCOIS (Indian National Centre for Ocean Information Services) to provide critical and valuable information about potential fishing zones and weather forecasts using satellite imagery. Information on weather forecasts helps the fisher-folk decide whether or not to venture out into the sea which helps in reducing the risk to life. The potential fishing zone information helps the

fisher-folk get larger hauls in lesser time leading to improved income and time-saving.

Partnerships with institutions like Krishi Vigyan Kendras, Agriculture Technology Management Agency (ATMA), Convergence of Agricultural Interventions in Maharashtra (CAIM), National Bank for Agriculture & Rural Development (NABARD) and other organisations help provide relevant and authentic information to the farmers. Furthermore, this enhances the knowledge base of the farmers with information related to improving yield & germination and pest & disease management which can further improve their produce. Information pertaining to agriculture, marine fisheries and health are provided to thousands of beneficia-

ries across 5,000 villages in seven states and one union territory.

Knowledge Management

The Foundation is also developing a knowledge management system for collecting, processing, packaging and disseminating demand-driven multi-lingual information aligned with local context and culture with multi-media formats to overcome language and literacy barriers. Reliance Foundation is working towards the creation of knowledge societies and equipping rural communities to deal better with their problems and improve their livelihood security.





Technology to Empower

Technology can empower and D. Arjunarao, a 40-year-old fisherman from East Godavari, a registered audience member of the Reliance Foundation Information Services programme, is a perfect example of

the same. He owns a Garmin GPS 72 H, which was provided by ATMA under a 75% subsidy mobilised by Reliance Foundation.

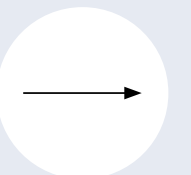
A Potential Fishing Zone (PFZ) Advisory received by him through a voice message on his mobile phone helped him focus his efforts in a particular spot where the probability of good catch was high. He stayed

there for two days and roped in 1,600 kilograms of fish including tuna, seer fish, scanies, pomfret among others. PFZ information derived from Satellite imagery helps provide specific and scientific advisories to the fishermen which in turn helps improve their livelihoods. The advisory helped Arjunarao to optimize his catch and thus save time and earn more money.



Change Delivered

Some touching examples
of the impact of Reliance
Foundation's initiatives



‘Mrs Nita Ambani Inspired Me To Become A Community Leader’

VAJABEN VASAVA
Farmer, Chitalda Village, Gujarat

Vajaben Vasava of Chitalda village near Ankleshwar in Gujarat, supports a family of four children. Like with most marginal rural households the food basket of her family hardly had any nutritive value. But then Vajaben became a part of the Village Farmers Association under the Bharat-India Jodo (BIJ) initiative. She started a kitchen garden or a Reliance Nutrition Garden, that now produces enough vegetables for her family. Now not only has the nutrition intake of her family increased, the programme has helped Vajaben discover the leader in herself.

“The way she (Smt Nita Ambani) interacted with us, it seemed like she was just like us. The way she leads the work of Reliance Foundation inspired me. I thought I should also extend a helping hand. That’s how I got inspired to take up leadership in my village to keep the work going. Many farmers from villages all around Chitalda also have benefited from BIJ programmes. Small farmers are coming forward...They are learning new techniques of farming and productivity is increasing...Financially also we are all getting better.”



"We Owe It To Reliance Foundation To Succeed In Life"

GULAFSHA KHAN
Student (Centre)

Gulafsha, 14, and her friends live in Motilal Nehru Nagar, a clutch of low-income apartments in Mumbai. Motilal Nehru Nagar is located right on the periphery of the Bandra Kurla Complex (BKC), the country's financial hub. The physical proximity of Gulafsha's home to BKC only serves to underscore the fact that these are two different worlds.... Worlds that are brought together by the Dhirubhai Ambani International School. Every day, this school throws open its state of the art infrastructure facilities to Gulafsha, her friends and 50 other children from Motilal Nehru Nagar. They troop in at 3.30 pm for lessons in English and Maths by teachers of Akanksha, an NGO partner of Reliance Foundation. Gulafsha has been coming to the school for ten years now and is proud that she gets to use the facilities that are available to the children of stars such as Shah Rukh Khan and Sachin Tendulkar.

"Coming to this school and being educated in English has given us immense confidence to face the world. Earlier, we used to be afraid to talk to people, now we can engage with anybody. We are grateful to Reliance Foundation and Nita Didi for this opportunity. We will work hard to succeed in life. That is the best way to show our gratitude to Reliance Foundation," says Gulafsha, egged on by her friends.



Reliance Foundation Is The Light In My Candles

BHAVESH BHATIA
Candlemaker, Mahabaleshwar

Bhavesh Bhatia, a visually-impaired person, had a small candle-making business. A chance meeting with Smt Nita Ambani in 2008 changed that. Today, Sunrise Candles is a thriving small scale enterprise in Mahabaleshwar employing 230 visually challenged persons.

"We were making candles anyway using these ten-ten eyes (fingers) god has given us. But Reliance Foundation and Smt Nita Ambani have literally put light in those candles, or shall I say lit our lives. The Foundation has introduced us to the world and we are now a business that supports 250 families of visually-challenged persons. That's a matter of great pride. None of this could have happened without the support of Reliance Foundation."



Affordable Care At The Door-Step Under Health For All

Sulochana Shirvadekar, 65, is a homemaker in the crowded slums of Saat Rasta area of Mumbai. She came to the Reliance Foundation primary care clinic with her husband. She was not able to walk without support of her husband due to a long-standing injury to her left foot.

“Initially I ignored it thinking it was a shoe bite but it got worse. We consulted a doctor in our slum but my pain and discomfort remained. One fortunate day my husband saw the Reliance Foundation Mobile van at Saat Rasta from where we were referred to this clinic,” Sulochana explains.

The medical officer at Reliance Foundation Clinic found that her wound was 6 x 7 cm in size with severe fungal infection. Her blood and sugar levels were way above normal making treatment difficult in a clinic. But Sulochana said she couldn't afford hospitalisation. So the doctor at RF Clinic took it as a challenge to treat her in OPD setting. Sulochana was given care for three weeks with regular dressing of wound. Finally the Reliance Foundation team won the war against the diabetic wound and an injury that would have taken more than three or four months, was healed in six weeks.

“I am very happy. The wound has healed completely and now I can perform my daily work well...Thanks to the Reliance Foundation Clinic team who made it possible even without admitting me in hospital and spending thousands.”

Similarly 3,50,000 persons have benefited from Reliance Foundation's “Health For All” programmes.

SULOCHANA SHIRVADEKAR
Saat Rasta, Mumbai



Piped Water And Vegetables For An Entire Village

DEVITALA, JAMWA RAMGARH, RAJASTHAN
Woman-members working on the VFA plans

Water and food which we tend to take for granted are not easily available to people in rural areas. The situation at Devitala village in Rajasthan is a representation of what happens in many such villages. Listen to two women:

"Since my house is on a hill, it is very difficult to fetch water. Half my day is spent on getting water," said one while other added: "We eat vegetables only when we have money."

That's when, under the RF-BIJ programme, the Village Farmers Association, VFA, was formed. The VFA took up Reliance Nutrition Gardens (RNG) as its first activity to provide quality nutrition from individual kitchen gardens. But then, two elderly women expressed their difficulty in fetching water to fill the RNG tanks. The VFA members identified a water tank constructed by the government outside the village. It had a capacity of two lakh litres and a continuous water source in the form of a bore well. With official permission, the VFA decided to lay water pipelines to all houses. The government didn't have budgets so VFA members raised Rs 100,000 from the panchayat, the community pitched in with Rs.70, 000 and RF-BIJ put up Rs 160,000. For a house to get piped water, it was mandatory to set up a RNG. About 60 of the 100 households have water connections and work is on to cover all. Each of the 60 households has a functional RNG in their backyard and they have not gone to market to buy vegetables in the last 5-6 months.



A Helpline That's Become Veeraswami's Lifeline



DUDALA VEERASWAMI

East Godavari, Andhra Pradesh

Dudala Veeraswami of Vakada village in the East Godavari district of Andhra Pradesh, is a happy man. He is getting a very good yield from his 13-acre paddy field, thanks to Reliance Foundation's mobile-based helpline.

"I first came across the Foundation's name in a scroll on local cable television. I was curious as to how a big company could help farmers like me. So I contacted the helpline. The staff briefed me and thereafter started sending me regular audio messages on my mobile. Through mobile conferencing scientists discussed and solved the problems I was facing in my farm."

"I followed their advice. I'm now getting a yield of 38-40 paddy bags per acre, much higher than before. The Foundation has also helped me understand market behaviour. Previously I used to grow crops that were difficult to sell. But now I understand that farmers should find out the market requirement and sow accordingly. Cultivating the same crop in the same season every season only brings down the price in the market. I now grow seasonal varieties in different times so that I can get a better price. From seed treatment to pest control to weather alerts to government subsidies and the right market price, the Foundation has been helping us to earn a better income."

Lakhs of Veeraswamis have benefited from the Reliance Foundation Information Services helplines in 5,500 villages across the country.

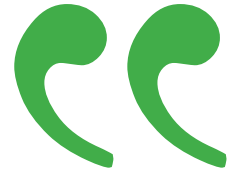
“My Son Is Tilling Our Own Land, What More Can A Mother Ask For?”

VIMALTAI MESHAM
Ganeshwadi, Yavatmal, Maharashtra

Vimaltai Sitaram Meshram, 55, a farmer of Ganeshwadi village of Yavatmal district, Maharashtra, is from the Kolam tribal community. Widowed four years back, Vimaltai had five hectares of barren land along the village nala (water canal). Every year during monsoon, this canal would overflow and flood her farm rendering it impossible for use. This forced her to work as labourer with a yearly income of Rs 12,000. Vimaltai joined the Village Farmers Association, VFA (set up in 2011 with help from RF-BIJ). Digging farm ponds was one of the key action plans under BIJ. Vimaltai proposed to turn the dry well in her farm into a farm pond. VFA members agreed. Not only was a farm pond of width 8m and depth of 5m dug (picture inset), but with RF-BIJ intervention, major activities such as deepening and treatment of nala, contour and border bund, land cleaning, de-siltation, seeds and inter-culture operations were carried out in Vimaltai's farmland, costing Rs 1,14,710. The farm pond with its present capacity of 242 cubic metres of water has become a permanent source of drinking water for Vimaltai's family and is catering to her other needs too. She is now able to take both Kharif and Rabi crops for the first time in her life. Her farm yields her five quintals of soyabean, three quintals of jowar and two quintals of tuar fetching her Rs 28,000 during Kharif season and Rs 20,000 for blackgram during Rabi. Her family has now attained food grain security. Her son has found work.

“Ek maa ko kya chahiye... ki uska beta apne khet pe kaam kare (my son is tilling our own land, what more can a mother ask for)”?





I never thought that my land could become so productive, but today my income has doubled and I no longer have to depend on anyone else. Reliance Foundation has brought this change in the lives of all farmers in our village and now every farmer has a smile on his face.

BHANWARILAL SALRI
Agar, Madhya Pradesh



P. SIVASANKARAN
Nagapattinam
Tamil Nadu

Previously, we only got generic information about storms and rough seas and so our preparedness was limited. With the intervention of Reliance Foundation, we get specific information pertaining to our location and it is delivered through mobile voice and SMSs. We can now be better prepared for rough seas and weather conditions.



My Son Got Back His Sight After Nine Years



RAGINI VIJAY KACHI
Housewife

Nine years ago Ragini's son lost his sight because gutka powder went into his eyes. Ever since she has been running from pillar to post to get medical help and restore his eyesight.

"Nobody helped me...I cried for help but nobody came forward.....then I learnt about Reliance Foundation's hospital...the people here were very kind.....my son got back his sight after nine years," says an emotional Ragini.

Her son is one of the thousands of visually challenged persons who have got back their vision because of Reliance Drishti's cornea transplant programme. Reliance Drishti sponsored 12,839 corneal transplants in 10 years....a stunning number considering that only about 2100 transplants are done in Maharashtra annually.

Self-Help For Water Security



AMALIDABARA, NETRANG, GUJARAT

VFA members working on the check dam

The Village Farmers Association, VFA, of Amalidabara in Netrang, Gujarat, holds up a fine example of how communities can channelize their wealth of knowledge and experience to create lasting solutions to long-standing livelihood problems. Under the RF-BIJ Action Plan, the VFA identified water management as a priority area. The first step was to build a check dam to stop the flow of running rain water to ensure water supply for cattle. The successful completion of this project encouraged them to turn their focus on to the village river. It had a stop dam and two gated dams but in total disrepair. Same was the case with a causeway that connected two hamlets of Amalidabara. Its cement gates were damaged. The community contributed Rs 5,000 and the VFA invested Rs 60,000 for purchasing new gates. The cement gates were installed but kept leaking. Attempts to plug the leak with plastic and rubber tubes were unsuccessful. That's when an old woman suggested that red soil and grass could do the trick; after all, their mud houses stood strong even in heavy rains. The solution worked! The dam now holds more than 18000 cubic metres of water and provides drinking and irrigation water for 200 families in five hamlets. This second success emboldened the villagers even more. So, the VFA took up another check dam. The iron gates of this dam were taken away by villagers for personal use. The VFA recovered all the ten gates and revived the dam which now stores 23,000 cubic metres of water. The six-member VFA committee, including one woman, manages and maintains these structures. Detailed bylaws have been prepared outlining the usage of water.

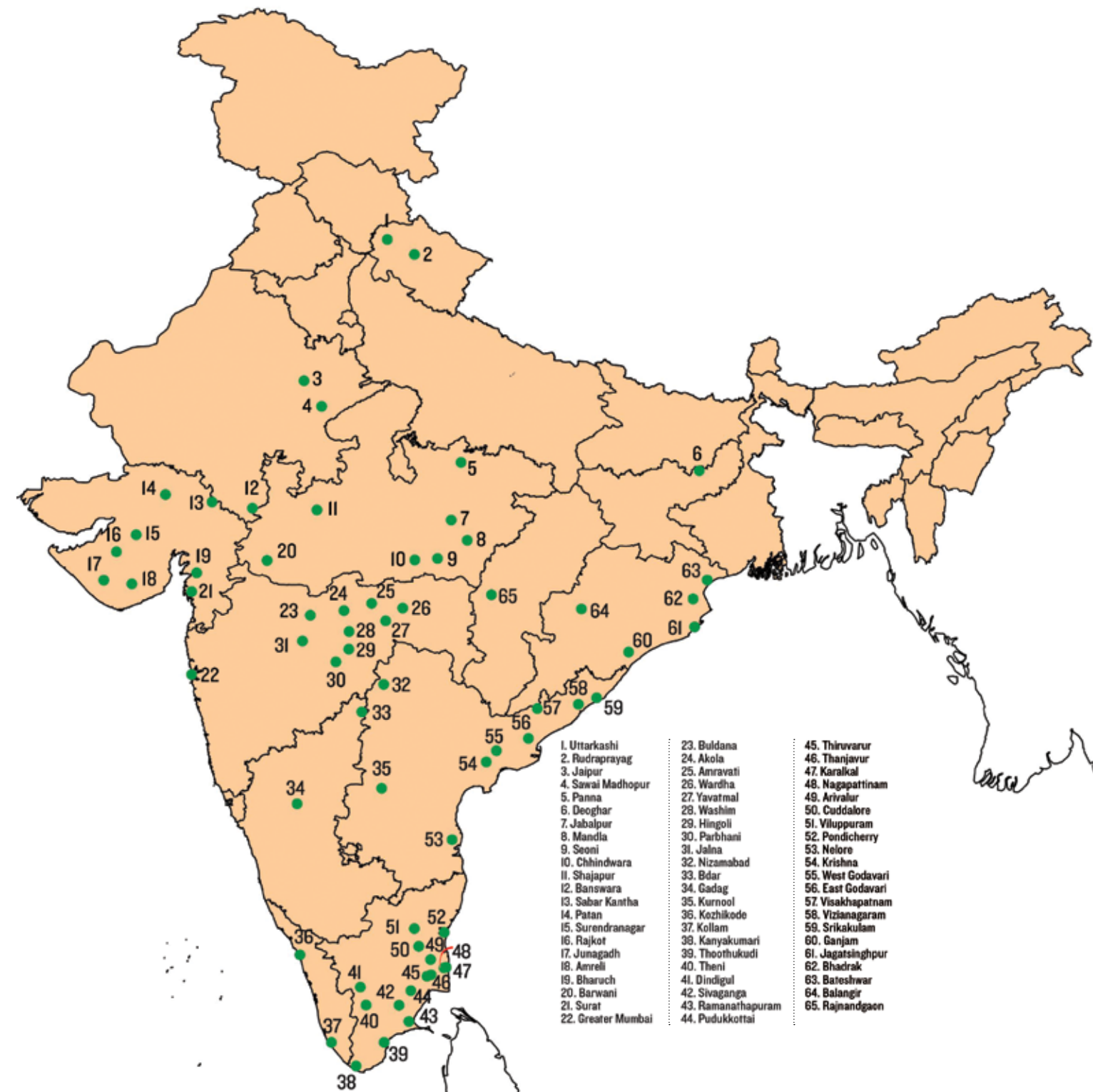
"Earlier we did not get enough water to sow Rabi crops like gram and wheat. This year, our work has generated large quantities of water and 17 farmers have sowed in the Rabi season. They are able to irrigate the fields six times – this has never happened before. They are happy as their Kharif production was damaged due to high rainfall. They will now be able to meet the families' requirement with a good production in Rabi," says Bipinbhai Vanjibhai Vasava, member VFA.

RF Footprint

Reliance Foundation
was set up in the year 2010

to strengthen Reliance Industries' commitment to **enriching** the lives of the marginalized.

Reliance's CSR initiatives have cumulatively touched the lives of over **four million** people across the country. In a short span of **four years**, Reliance Foundation has spread its activities to **12** states and the union territory of Puducherry. It is active in more than **5,500 villages** and urban locations.



(Dhirubhai Ambani Scholarships are awarded to students from across the country)



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