

# PHD CHAMBER FOUNDATIONS

## PHD RURAL DEVELOPMENT FOUNDATION

**P**HD Chamber of Commerce & Industry strongly believes in its social responsibility along with economic development and PHD Rural Development Foundation (PHDRDF), the social arm of PHDCCI extends its support in delivering the same.



**D**uring October 2023 to August 2024, PHDRDF reached out to >1.8 L beneficiaries across 193 villages in 5 states with support from more than 32 partners/ donors. A combined water recharge potential of 25.4 M cu feet was generated, benefiting 68,072 villagers by establishing 24 rainwater harvesting structures and 7 ponds. In Health Care, 1775 health camps and OPDs were organized treating more than 1.14 Lakh patients, besides 4 govt hospitals were upgraded with latest medical equipment. Over 500 young girls & women, youth and farmers were trained in different skill sets during the year; 10 Government schools were upgraded with better infrastructure facilities benefitting more than 1180 students and distributed more than 30,000 Saplings of fruit trees to 124 farmers alternate sources of livelihood.

## MEETINGS OF BOARD OF TRUST AND GOVERNING BODY



**P**HDRDF held regular Meetings of Board of Trust and Governing Body Members under the Leadership of Mr. Sharad Jaipuria, Chairman PHDRDF to seek guidance and advice from the Members to extend the activities of PHDRDF. The meetings were attended by Mr.

Salil Bhandari, Trustee, PHDRDF; Mr. Shriram, Trustee.; Mr Sanjay Bhatia Immediate Former Chairman PHDRDF; Mr. D K Aggarwal, Mr. Sanjay Aggarwal, Mr Rajiv Talwar, Mr Gopal Jiwrajka, Mr. Arun Kataruka, Mr. Ranjan Dhingra, Mr. KS Mehta, as prestigious members.



## WATER SUSTAINABILITY AWARDS

PHD Rural Development Foundation Received TERI Water Sustainability Awards 2023-24 under the category Excellence in Participatory Water Management on March 21, 2024. Mr. Bharat Lal, Secretary General, CEO of the Commission National Human Rights Commission (NHRC) conferred the water sustainability award and was received by Dr Kadambari Chief Executive PHDRDF.



## ROTARY SCALE GRANT ANNUAL AWARD

Rotary-led water conservation program awarded US\$2 million to help farmers in India

"Partners for Water Access and Better Harvests in India" will support climate-resilient agriculture and groundwater water storage to help farmers improve harvests and yields



looks forward to empowering farming communities in remote rain-fed rural India. The partnership will focus on climate resilient agricultural practices to improve the socio-economic conditions of 30,000 farmers."

A project on "Climate Resilient Agriculture and Ground Water Recharge" submitted by PHDRDF to Rotary Club of Delhi Premier for Rotary Scale Grant Annual Award of 2.0 Million US Dollar was awarded on May 29, 2024. This is the first time the Annual Award has been granted to any Rotary Club in Asia. Mr Sharad Jaipuria, Chairman PHDRDF said, "PHD Rural Development Foundation in partnership with Rotary

## PHDRDF- EDUCATION

Providing rural communities with access to quality education can significantly enhance their socio-economic situation. PHDRDF is committed to ensuring that underprivileged children receive fair and excellent education. 10 Government schools benefitting more than 1180 students were upgraded with infrastructure facilities.

**Benefitted  
1180+ Students in  
10 Government  
Schools**

## OLAM FOOD INDEGRIDENTS INIDA PVT. LTD



Marathi Vidyamandir School in village channehatti, Kolhapur, Maharashtra was upgraded by construction of additional classrooms. The project was initiated with a Bhumi Pujan by Mr Bharat, Plant Head Olam Agri, Kolhapur in the presence of Mr Sandeep, Senior Manager PHDRDF.

## GINNI INTERNATIONAL LTD.

**A** Government Senior Secondary School at Neemrana, Rajasthan was upgraded by establishing smart class, libraries, science labs, staff rooms, computer labs, and sports room along with other facilities as a part of the “E-vidya” project. This project benefitted 507 students of the school.



## HINDUSTAN TIN WORKS LTD.



**A** Government High School at Hassanpur, Sonipat, Haryana was developed into a model school under project “Chalkboard”. Major activities in this project are upgradation of water & sanitation, WaSH facility, Boundary Wall, refurbishment of auditorium, assembly podium, classrooms, furniture and fixtures, playground, and school uniforms & shoes etc. The strength in school increased more than 40% due to the facilities.

## RADICO KHAITAN LIMITED



**S**anitation, Drinking Water, Playground and Smart Class facilities were provided in 04 Government schools in Sitapur, Lucknow. The project was inaugurated by Mr Lalit Khaitan, Chairman, Radico Khaitan Ltd. in the presence of Ms. Aneeta Chauhan Chief CSR Committee Radico & Dr Kadambari, Chief Executive PHDRDF. This project benefitted more than 300 students of the school.



## KADIMI TOOLS MFG. PRIVATE LIMITED

The voluntary teachers of 'The Free School Under the Bridge' located under a Metro bridge is being supported with honorarium of the teachers for the last 5 years. All the students come from the slums situated adjacent to the Yamuna River and are enrolled in nearby government-run schools. The school has the strength of more than 300 students.



### Partners



## PHDRDF - HEALTHCARE

PHDRDF has been proactively organizing cost-free health camps in different regions catering to low-income communities. PHDRDF is working to improve the healthcare services by conducting regular health camps in the village level and also upgrading existing infrastructure in the govt. hospital. During the period, PHDRDF organized more than 1775 health camps and OPDs benefitting to cater more than 1.14 lakh patients residing in 4 different states. Beneficiaries received free counselling & awareness, treatment, medicines, Computerised Eye Testing with spectacles and testing facilities for diabetes, blood pressure, haemoglobin, ECG etc.in the camps. Besides 4 govt. hospital were upgraded with infrastructure facilities related to medical equipment.

**1.14 Lakh people  
benefitted through  
1775 health camps and  
OPDs in 146 villages**



## UPGRADTION OF GOVT HOSPITALS

### BSES-BYPL



With Support from BSES Yamuna Power Ltd, PHDRDF facilitated specialized medical equipment's related to the detection and prevention of cancer care at Delhi State Cancer Institute (DSCI), equipment related to physiotherapy and early detection of physical disabilities at Pandit Deendayal Upadhyaya National Institute for Persons with Physical Disabilities and CRRT Machine related to Dialysis in ICU for Critical Patients to Swami Dayanand Hospital.

## DONALDSON INDIA FILTER SYSTEMS PVT. LTD.



Physiotherapy Centre at Civil Hospital, Gurgaon, was upgraded with Physiotherapy equipment and inaugurated by Dr Virender Yadav, CMO of Gurgaon, alongside Mr. Viraj Kadam, MD of Donaldson India Filter Systems Pvt. Ltd. This initiative was made possible through the generous support of Donaldson India Filter Systems Pvt. Ltd, enhancing healthcare services in the region.

## SUPPORTING TB PATIENTS WITH PROTEIN DIET KITS



With support Donaldson India Filter Systems Pvt. Ltd., Protein Diet Kits were distributed to 200 Active TB Patients on June 28, 2024 in the presence of Mr. Hitesh Kumar Meena, IAS, ADC cum President Indian Red Cross Society at Joan Hall, Gurugram, Dr Kadambari Chief Executive, PHDRDF and representative from Donaldson India Filter Systems Pvt. Ltd.



## HEALTHCAMPS IN THE VILLAGES

### DHARAMPAL SATYAPAL FOUNDATION

PHDRDF with support from the Dharampal Satyapal Foundation provided "Assistance to PHC Barota for women healthcare" at Barota Karnal and implemented Project Health Initiatives through OPD Clinics in Purqazi, Muzzafarnagar. As a part of the project, PHDRDF facilitated General Physician, specialised OPD of Gynaecologist through OPD Clinic catering to 25 nearby villages.



### DHAMPUR SUGAR MILLS LTD.

PHDRDF with support from Dhampur Sugar Mills Ltd. is conducting health camps in 115 villages near the plant of DSML at Rajpura and Dhampur in Uttar Pradesh. Between Oct'23 and Sept'24, more than 20,671 patients were treated and given free medicine through Generic Health Camps and eye care camps.





## DHAMPUR BIO ORGANICS LIMITED

The project encompassed 3 types of camps (Generic, Women and Child Health Camps and Specialized Eye Care Camps), at nearby villages of 3 plants of DBOL (Asmoli, Meerganj and Mansoorpur). A total of 13,969 patients were treated through 100 Health Camps.

## MRS BECTOR'S FOOD SPECIALITIES LTD.

PHDRDF partnered with Mrs Bector's foundation, the CSR arm of Mrs Bector's Food Specialities Ltd. to implement 'Free Mobile Health Services' project in villages across Rajpura, Punjab and Noida, Uttar Pradesh. The project focused on Health Camp and Awareness camps on Menstrual Hygiene.



## AVADH SUGAR AND ENERGY LTD

A health Camp Project in 4 villages was initiated on February 11, 2024 at Hargaon, Sitapur District, U.P. The project was inaugurated by Mr. Arvind Dixit, Plant Head from Birla Sugar in the presence of a team of Birla Sugar, Ms. Anjana, Team Lead from PHDRDF with other team members of PHDRDF.

## VEDANTA- TSPL

PHDRDF in association with TSPL undertook a community health project- SEHAT (Safe and Effective Health Action by TSPL) at Mansa, Punjab, under which 192 OPDs (general, gynae & dental), clinical laboratory and healthcare services at PHC, Behniwal were administered along with organizing 80 health camps in Nine villages benefitting around 7000 people. The patient's health record data is being maintained digitally for easy examination of the patients and for easy access to patient's medical history.



## RADICO KHAITAN LIMITED



As a part of Project "Sashakt", project health facilities were provided in 5 villages in Sitapur through OPD Clinic, Health Camps and Awareness sessions. Mega Health Camp was organised at Sitapur Uttar Pradesh in which total of 935 patients were diagnosed and provided medicine, testing facility and spectacles by a panel of 5 doctors including Paediatrics, Gynaecologist, Ophthalmologist, Dermatologist and 2 General Physicians.

## PHDRDF - ENVIRONMENT

In a concerted effort to foster a cleaner and more sustainable environment, PHDRDF has been actively engaging in initiatives aimed at mitigating the impact of pollution and industrialization on our planet. With unwavering dedication, the organization strives to address environmental challenges concerning plastic waste, recycling, deforestation, and various other aspects.

**63 SOLAR STREET LIGHTS INSTALLED**



## PROMOTING LIGHTNING THROUGH CLEAN ENERGY



Solar street lights have been installed in under various projects in various locations. 63 Solar Street lights were installed in five villages in Sitapur, Lucknow to provide lightning facility among the villagers. Besides this, 15 solar street lights have been installed in Ganeshwadi Village in Kolhapur Maharashtra. This will improve the quality of life of the community by providing illumination in public spaces, promoting safety and security, and enabling various outdoor activities at night. Some of the villagers have seen enhanced income generation as they are able to open their shops till late evening.



## PROMOTING PLANTATION FOR GREEN COVER



**W**ith Support from Donaldson India Filter Systems Pvt. Ltd., PHDRDF conducted a plantation drive in Village Bhora Kalan, Gurugram, Haryana. This plantation was done in two phases i.e in April and August 2024. More than 2000 fruit and shady trees alongwith shrubs were planted at various places in the village. Team from Donaldson India, Brahma Kumari Ashram and PHDRDF participated in the plantation drive.

## PHDRDF - AGRICULTURE & SKILL DEVELOPMENT

In a concerted effort to provide alternate livelihood sources to the villagers and farming community, PHDRDF is promoting Fruit Plantation in various geographies. Fruit plants are being distributed in Alwar and Jaipur in Rajasthan, Palghar in Maharashtra and Gautam Budh Nagar in Uttar Pradesh. Farmers are provided with good quality planting material accredited with State/ National Horticulture Board along with training in Horticulture practices. Besides this, Poshan Vatikas/ Nutri Gardens are also promoted to promote nutritional security among women in villages. Besides above, 130 adolescent girls & women, were trained in vocational skills for livelihood opportunities.

- **124 farmers empowered by providing Fruit Tress**
- **>500 farmers trained**
- **Promoting Nutri Gardens**
- **130 Adolescent Girls and Women trained**



## FRUIT PLANTATION FOR INCOME ENHANCEMENT OF FARMERS



**P**HDRDF, as part of the program- “Enhancing Farmer’s Income through Fruit Plantation” has so far distributed 1.7 Lakh fruit plants such as Aonla, Lemon, Apple Ber, Mausami and Papaya to 500 farmers in 85 villages covering 650 acre across two districts Alwar & Jaipur in Rajasthan, Palghar in Maharashtra and Gautam Budh Nagar in Uttar Pradesh with support from multiple partners. Some of the partners are Polyplex Limited, Havells India Ltd., Olam Agro India Ltd., ML Bharti Foundation, S.S. Kothari Mehta & Co., Hindustan Tin Works Limited, Kamla Gupta Memorial Trust, Dalmia Cement (Bharat) Limited, TCI Foundation, Calpro Food Essential Pvt. Ltd, DCM Shriram Foundation, FMS Batch of 1981, J.K. Fenner (India) Limited, Rafbrix Private Limited, RSWM Ltd., JK Laxmi Cement, Paramount Communication Limited, Vidya Metals, Dhanuka Agritech, Echope, Donaldson Private Limited, Somany Ceramics, Gulshan Chemicals Private Limited, Evergreen Marine Corp. and others. During the preceding year 124 farmers were distributed 25000 Plants. This initiative will not only help farmers enhance their income potential but also aid in soil conservation and Carbon-offset making the environment cleaner.



## TRAINING & CAPACITY BUILDING OF FARMERS



**W**ith an objective to promote safe and Good Agriculture Practices among farmers, training workshops were given to farmers on vermicomposting, water efficient technologies for irrigation such as drip irrigation, Government subsidies for fencing, farm ponds ,etc.

As a part of the program, Vermi-beds along with good quality earthworms were distributed among the farmers to establish vermicompost at their fields for better and higher productive farm manure at Sitapur, Uttar Pradesh and Alwar in Rajasthan. Farmers are also supported to establish farm ponds and establish drip irrigation in their fields by facilitating subsidy from the Government. During the year, 275 farmers were trained in various agri-based technologies.

## NUTRI GARDENS



**N**utritional security is being promoted among the women members in the rural areas by distribution of vegetable seeds to establish Nutri gardens/ Poshan Vatikas in their backyards. Women are being trained to prepare small nursery beds, planting and nurturing the plants. The initiative was taken with support from Radico Khaitan villagers in Sitapur, Uttar Pradesh where women were given vegetable seeds of brinjal, pumpkin, bitter gourd, chilly, etc.



## SKILL DEVELOPMENT OF ADOLESCENT GIRLS AND WOMEN



**C**ontinuing the partnership with Donaldson India Filter Systems Pvt. Ltd., PHDRDF trained 130 Students in stitching & tailoring and beauty culture at "Skill Development Centre" at Mohammadpur Gurjar, Sohna block, Gurugram. Till date, more than 650 students have completed their training at Donaldson Skill Center. Most of the girls are taking up small assignments in their neighbourhood and earning an average of Rs 5000- Rs 7000 per month.



# PHDRDF- WATER CONSERVATION

**P**HDRDF Jal Sanchayan focuses on enhancing and restoring the natural water resource base by establishing Water Harvesting Structures and rejuvenating existing ponds to enhance groundwater recharge and sustainable water conservation. This approach supports agriculture and environmental sustainability through effective community engagement. Through its diligent efforts, PHDRDF generated a water recharge potential of 25.4 million cu ft. through 24 check dams in 5 states benefitting 48687 Villagers during the year.

**>25.4 million Cu ft. water recharge capacity generated through 24 Check dams**

## PROJECTS

- PHDRDF partnered with Gulshan Chemical Private Limited to establish a rainwater harvesting structure, Maliyo Wala Check Dam in Alwar, Rajasthan. The check dam has a water holding capacity of 10,32,000 cubic feet. Establishing Rain Water harvesting structures is one of the most significant methods to promote ground water recharge and conserve water in rural areas.
- With support from Rotary Clubs, a total of 19 Check dams were established with the water holding capacity of 1,35,75,074 Cu. Ft. 03 dams with Rotary club of Delhi Lutyens, 02 with Rotary Club of Delhi South East & Multivac, 01 with Rotary Club of Delhi Megapolis, 03 with Rotary club of Delhi Premier, 03 with Rotary Club of Ashoka charitable Trust and 07 with Rotary Club of Delhi South Central, and one Pond Rotary club of Delhi Ashoka.
- PHDRDF collaborated with RDS Projects to establish a rainwater harvesting structure Koradi Wala Check Dam in Jaipur, Rajasthan. The check dam has a water holding capacity of 7,70,000 cubic feet.
- PHDRDF in association with Hindustan Fiber Limited has partnered to establish a rainwater harvesting structure at Jaipur, Rajasthan. The check dam will have a water holding capacity of 4,20,000 cubic feet.
- PHDRDF associated with Polyplex Corporation Limited and Dhanuka Agritech Limited to establish a rainwater harvesting structure Neem Wala and Nadi Wala Check Dam in Jaipur, Rajasthan. The check dam has a combined water holding capacity of 1,73,68,00 cubic feet.



## REPRESENTATIVE PHOTOGRAPHS



## PARTNERS/ DONORS



- RC Delhi South Central
- RC Delhi Central
- RC Delhi South East
- RC Delhi Premier
- RC Ashoka Charitable Trust



## PHDRDF-POND REJUVENATION

Restoring and rejuvenating ponds is vital for protecting biodiversity, enhancing water quality, and improving community health. A holistic approach that combines ecological restoration, community involvement, and sustainable management can revitalize ponds into thriving ecosystems that benefit both people and nature. PHDRDF with support from partners rejuvenated 07 ponds in Punjab, Haryana and Uttar Pradesh and generated a water recharge potential of 36 Lakh cu ft. benefitting 19385 Villagers.

**36 lakh Cu. ft. water recharge capacity generated by rejuvenating 07 ponds**

### REJUVENATION OF WATER BODY AT JALALPUR, UTTAR PRADESH

A water body at Jalalpur, Guatam Budh Nagar was rejuvenated with support from Rotary Ashoka Charitable Trust. The work included desilting, earthen embankment, silt trap for waste water management, fencing around the pond, gate and plantation. A Pond is being developed as recreational space for the community.

### REJUVENATION OF DADA JOHAD WALA POND AT SHIKOHPUR, GURUGRAM HARYANA



Community Pond at Shikhopur, Gurugram was rejuvenated in partnership with Coca-Cola India Ltd. On April 26, 2024, a team of 100 employees of CCIL volunteered to participate in Brickwork to construct a boundary wall of the pond, Wall Painting, Mural Art, Plantation and tree guard Painting. Villagers and a team of PHDRDF were present during the event. The pond was rejuvenated with enhanced water holding capacity.

### REJUVENATION OF 05 PONDS AT HOSHIARPUR, PUNJAB

In partnership with Coca Cola India Ltd. & Ludhiana Beverages Pvt. Ltd., a total five Ponds were rejuvenated at Hoshiarpur, Punjab. A Thappar Technology was adopted to manage waste water coming to the -pond from the village. The work included desilting, embankment with brick lining, fencing & pathway around the pond, solar lights, gate and plantation. Ponds are developed as recreational spaces for the community. A request is being received from adjacent villages for similar pond rejuvenation activities in their villages.

