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## CHAIRMAN'S MESSAGE



**"Let's join hands to change their tomorrow"**

Dear Friends,

It's heartbreaking to see a section of our society mired in the privations and poverty. More disturbing is the sight of the children of these families living an idle and mindless life. They are ignorant of the opportunities available and deprived of even basic amenities.

At SRF Foundation, we have a dream of making a difference in their lives. We sincerely believe that education could be an enabler. Our focus, therefore, is on school education which prepares them to face the emerging world and live a life with respect and dignity.

I am deeply touched by the unstinted efforts of my colleagues at SRF Foundation and appreciate their passion to contribute to the cause of humanity. The contributions of other corporates, social workers, social organisations and local government officials who have partnered with us in improving the quality of education in schools especially in the Mewat region are no less important. I sincerely acknowledge their support and express my gratitude to them.

Results of such collaborative efforts are indeed rewarding. I am happy to learn that many of the schools in the region are now increasingly being equipped with computer labs, library, play fields, clean separate toilets for boys and girls and drinking water facilities.

But nothing can be more gratifying than seeing young boys and girls despite their precarious existence going to their schools with full zeal and enthusiasm. It gives us a new hope of a new society where every child gets an opportunity to be the best that he or she could be.

Let's join hands to change their tomorrow.

A handwritten signature in blue ink, which appears to read 'Arun'.

Warm regards,  
**Arun Bharat Ram**  
Chairman, SRF Foundation



## D I R E C T O R ' S M E S S A G E



SRF Foundation, the social arm of SRF Ltd, remains committed to its agenda of promoting quality of learning and employment opportunities among the children and youths in various parts of the country and the backward region of Mewat in particular.

Although the result of our actions can never be sketched on paper, it's us and only us who decide the extent of our achievement and satisfaction. The annual report highlights our programmes, contributions, collaborations, communications, and impact on the community.

The year 2013-14 witnessed progress in various aspects, the primary achievement being the up-gradation of schools under Mewat Rural Education Programme and initiatives to inspire community leadership. These initiatives also include directing the focus towards the needful areas such as education, unemployment and women empowerment, all of which were systematically and efficiently executed throughout the year.

During the year we were presented with the 'Aaj Tak Care Award 2013 – Honoring Excellence in CSR' under the category of 'Education'. Haryana Government also recognised and appreciated the Foundation's efforts in the field of education at Mewat and Bhiwani. SRF Foundation also bagged yet another prestigious "3rd Annual Greentech CSR Award 2013" for its innovative CSR efforts at Mewat. The accolades we have received is testament to our unwavering dedication towards corporate social responsibility, and further reinforces our motivation to strive for greater heights.

With great pride and immense pleasure, I present to you SRF Foundation's Annual Report for 2013-14.

A handwritten signature in black ink, reading "S. Suresh Reddy".

Sincerely,  
**Suresh Reddy Ph.D.**  
Director, SRF Foundation



## BOARD OF DIRECTORS

**Arun Bharat Ram**

**Chairman, SRF Ltd.  
and SRF Foundation**

**Lalit Nirula**

**Expert, Hotel and Restaurant Industry**

**T.N. Ninan**

**Chairman, Business Standard Ltd.**

**Pratap Bhanu Mehta**

**President, Center for Policy Research**

**Justice R.S. Sodhi**

**Retired Judge, Delhi High Court**

**Radhika Bharat Ram**

**Joint Vice Chairperson  
The Shri Ram Schools**

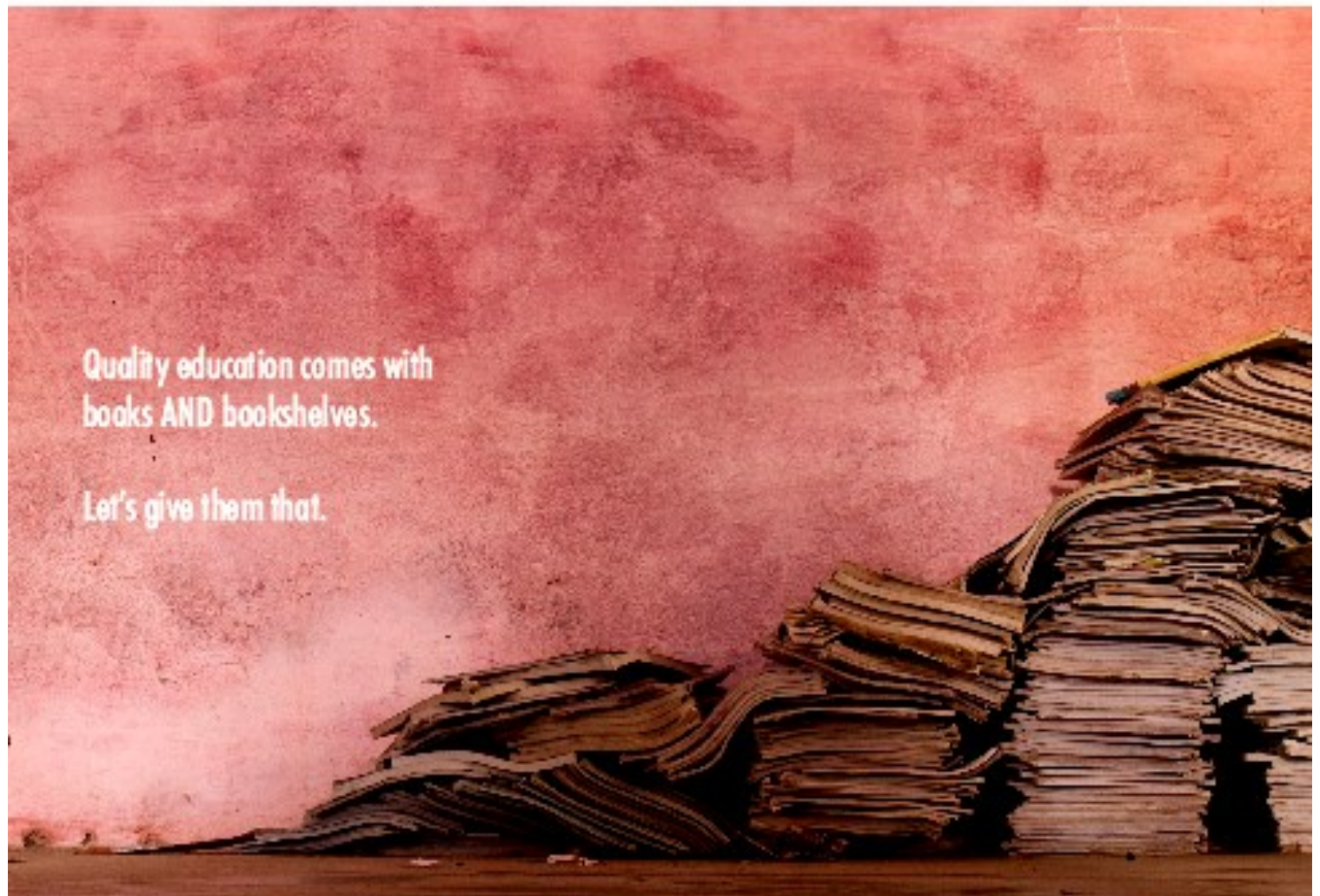
**Sushil Ramola**

**MD and CEO, B-ABLE**

**Vasvi Bharat Ram**

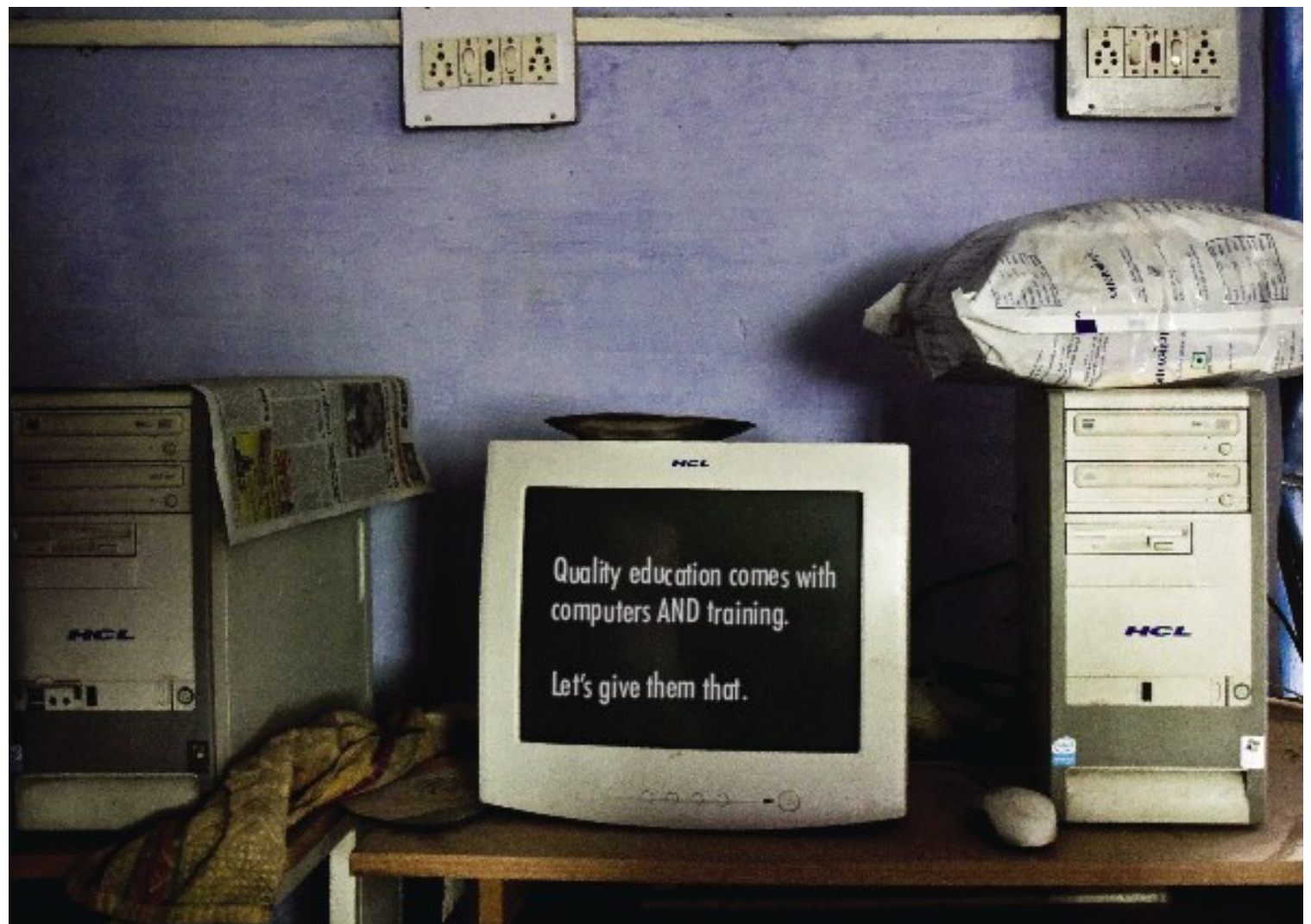
**Joint Vice Chairperson  
The Shri Ram Schools**





Quality education comes with  
books AND bookshelves.

Let's give them that.



Quality education comes with  
computers AND training.

Let's give them that.

## ABOUT SRF FOUNDATION



SRF Foundation (formerly known as the Society for Education and Welfare) was set up as the Corporate Social Responsibility (CSR) arm of SRF Limited in 1982. SRF Limited is a leading multi-business entity engaged in the manufacture of chemical based industrial intermediates. Headquartered in Gurgaon, India, the 5500-strong global workforce company has operations in two other countries, Thailand and South Africa.

The primary objective of the Foundation is to contribute to society through education and vocational skills. It started by setting up the 'The Shri Ram Schools' (TSRS) and 'SRF Vidyalaya' under the vision of (Late) Mrs. Manju Bharat Ram. Today the Foundation focuses primarily on advocating education for all through its flagship initiative, Mewat Rural Education Programme (MREP).

The Foundation has expanded its reach to include the Mewat Rural Vocational Programme (MRVP), to create employment opportunities for the disenfranchised youth through various vocational courses. The Foundation also runs Enhancing Early Education Programme (3EP) which is a teacher training institute. ShriSambandh which provides academic services to schools.

With head office in Gurgaon, Haryana, the Foundation also advises the corporate citizenship councils at each of the 13 plant locations. The Foundation is registered under the Societies Registration Act (XXI of 1860).

***SRF Foundation articulates its mission as quality education and training that inspires children and youth from all sections of society to achieve individual aspirations and building a better society for tomorrow, through the knowledge, skills and values acquired.***



## SPOTLIGHT OF THE YEAR

**GOVERNMENT OF HARYANA PRESENTS  
APPRECIATION PLAQUE TO  
SRF FOUNDATION**



**Mr. Bhupinder Singh Hooda, Chief Minister, Haryana presenting an 'Appreciation Plaque' to  
Dr. Suresh Reddy, Director, SRF Foundation and his team**

Education is the foundation for any nation's advancement socially, economically and financially. It is through this medium and its advancement that we can build a stronger, economically robust and sustainable country.

Dedicated to education transformation, SRF Foundation has been relentlessly working to facilitate education in one of the India's most backward region, Mewat. In recognition to our various initiatives, Government of Haryana appreciated the efforts of SRF Foundation for its contributions in the field of school education at Mewat and Bhiwani.

Mr. Bhupinder Singh Hooda, Chief Minister - Haryana flanked by Mrs. Geeta Bhukkal, Education Minister, Mrs. Surina Rajan IAS, Principal Secretary - School Education, Mr. D. Suresh IAS, Director General – Elementary Education, Mr. Chander Shekhar IAS, Director – Secondary Education, presented an 'Appreciation Plaque' to Director SRF Foundation and his team at a function organized in Gurgaon on 5<sup>th</sup> Feb, 2014.



## A A J T A K C A R E A W A R D 2 0 1 3



**Sh. Sachin Pilot, Minister of State of Corporate Affairs, Government of India welcoming  
Dr. Suresh Reddy, Director-SRF Foundation on the dais**

SRF Ltd, through its CSR arm SRF Foundation received the '**Aaj Tak Care Awards 2013 – Honoring excellence in CSR**' under the category of '**Education**'.

Honorable Minister of Corporate Affairs, Sh. Sachin Pilot along with other dignitaries presented the Aaj Tak Care Award 2013 to Dr. Suresh Reddy, Director, SRF Foundation on 27<sup>th</sup> August, 2013.

The Aaj Tak Care Award under the 'Education' category recognised the efforts of SRF Ltd as it displayed the exemplary determination of sharing the benefits of growth with the society in general and enabling change in education sector in Mewat district, Haryana.

## SPOTLIGHT OF THE YEAR

## ANNUAL GREENTECH CSR AWARD 2013



**Dr. Suresh Reddy, Director-SRF Foundation receiving the 3rd Annual Greentech CSR Award—2013**

SRF Foundation bagged yet another prestigious “3rd Annual Greentech CSR Award 2013” for its innovative CSR efforts at Mewat.

Dr. Bhaskar Chatterjee, D.G. & C.E.O., Indian Institute of Corporate Affairs, Ministry of Corporate Affairs, Govt. of India and Shri Kamaleshwar Sharan, President, Greentech Foundation presented this award to Dr. Suresh Reddy, Director, SRF Foundation.

## JASHN-E-TALEEM SUMMER CAMP IN MEWAT



Channelizing the energies and the interests of the children and youths, Foundation has designed an innovative summer camp titled “Jashn-e-Taleem” for summer vacation 2013. Grouping children, adolescent girls and youths separately, that camp was organised in twenty locations.

As a result of it, Foundation successfully engaged 3325 children, 782 adolescent girls and 250 youths in product way with various kinds of fun-based learning activities.



## OVERALL CHAMPION IN INTER-NGO SPORTS MEET



SRF Foundation was crowned as the **‘Overall NGO Winner Award’** consecutively for the second time at ‘Inter NGO Sports Meet’ held at Airforce Sports Complex on 1<sup>st</sup> February 2014.

Organized and conducted by ‘Concern India Foundation’ alongside ‘The Athletics Federation of India (AFI)’ the event provided a platform to 600 students from 22 NGO’s to showcase their sports talent.

The events included a 50m race, 100m race, lemon and spoon race, leapfrog race, three legged race, sack race, relay race, short put, and long jump. 22 students of Mewat, selected among their peers, participated in the event under ‘Mewat Rural Education program.’

With team’s stellar performance, we won 7 gold and 10 silver medals and also bagged ‘Best Female Athlete Award’ as well.

## ACADEMIC MELA – 2014



To promote the innovative academic practices, SRF Foundation in collaboration with the Department of Education - Government of Haryana, Sarva Shiksha Abhiyan (SSA), and Mewat Development Agency (MDA) conducted an ‘Academic Mela’ at Firozpur Namak Government School. This was done under the Mewat Rural Education Program (MREP) by bringing 47 schools of 19 villages of Nuh Block, Mewat District under one roof; showcasing the village-wise sheer talent, best practices and vision of the respective students.

## SPOTLIGHT OF THE YEAR

### 'SHARING OF BEST PRACTICES' WITH BHARTHI FOUNDATION ON IBM KIDSMART PROGRAMME

**Training Venues :** Neemrana and Ludhiana

**Training Dates :** 13th – 14<sup>th</sup> June 2013 at Neemrana,  
19th – 20<sup>th</sup> June 2013 at Ludhiana

**Total Participants :** 34

**Training Facilitators:** Foundation Team



Basing on the experience in rolling out of IBMKidSmart programme at various parts of India which is satisfactory in fulfilling the need and meeting the programme objectives at pre and primary level for underprivileged children, IBM appreciated the implementation of three corner approach by SRF Foundation. Hence as suggested by IBM and requirement of Bharthi Foundation, SRF Foundation conducted a two-day supervisors training program for Bharthi Foundation coordinators for implementing the IBMKidSmart program in three cornered way.

### 25 GLORIOUS YEARS OF THE SHRI RAM SCHOOLS

The Shri Ram School, the brain child of Padma Shri Late Mrs Manju Bharat Ram, was set up in 1988. The school where experimental learning was the focus began in 5 tents in Vasant Vihar with handful of children and staff. In the year 2000, the first group of students graduated by then the school had become household name and a leader in education. To commemorate 25 years of glorious existence, celebration were held across the three campuses. Events like Science Fair, Mad About Technology, Shri Shrijan, Mad About Heritage etc. were organized and culmination of the entire celebration was an evening where all employees past and present relived the joyous journey of institution building.





## UTTARAKHAND REHABILITATION INITIATIVE



In response to Uttarakhand flashfloods, SRF Ltd had prepared tents for community rehabilitation with a size of 10X10 feet accommodating four to five people with belongings, best suited for Uttarakhand climatic zone as it is hilly and cold terrain. The material used is Coated Fabric with PVC lamination. A total of 415 tents costing Rs.25 lakh were distributed through CII Northern Region and Pragya NGO which operates in Uttarakhand. In addition to this, all SRF plant locations, especially SRF Dubai and SRF Kashipur, have also taken up various initiatives supporting the cause.

## 12 KidSMART CENTERS INTRODUCED IN RAJASTHAN



To promote computer based education in primary schools, 12 KidSmart centres were set up in Bhiwadi area, Rajasthan. The first KidSmart center was inaugurated in Govt. Primary School, Shahpur on 18th April 2013. The center was inaugurated by Chief Guest Mr. Kartik Bhart Ram, Dy. Manging Director, SRF Ltd along with Ms. Anupama Jorwal (IAS), Asst. District Collector, Rajasthan and other dignitaries and various community members.

## PROMOTION OF LEADERSHIP AT SCHOOL LEVEL



Empowering and imparting leadership skills to HMs by influencing their mindset, confidence, determination and enthusiasm was the need of the hour as they are real change agents and the nexus around which the entire administrative machinery of the school system revolves. Therefore, In order to promote school governance with ICT tools, digital cameras with extra data card and unlimited internet data connection was distributed to School Headmasters managing 47 schools spread in 19 school campuses.



## SPOTLIGHT OF THE YEAR

**KIDSMART EXPANSION**

With continuation of ongoing efforts, SRF Foundation has expanded the IBM KidSmart programme beyond Mewat to nine more locations in coordination with respective state governments, at Gwalior in Madhya Pradesh, Dahej in Gujarat, and Bhiwani in Haryana during the year.

**‘SHIRKAT-E-TALEEM’ - MANAGEMENT DEVELOPMENT PROGRAMME**

SRF Foundation has designed the ‘Shirkat-e-Taleem’, a Management Development Program for 109 Block Education Officers of Haryana at Mewat, assisting Directorate of Elementary Education — Government of Haryana. The six day long residential program began on 22nd August 2013 with one day orientation followed by four day field visits to 966 schools spread in 429 villages of Mewat. On the final day, BEOs came out with overall evaluation of the functioning of the education system and gained the knowledge about ground realities about designing solutions.

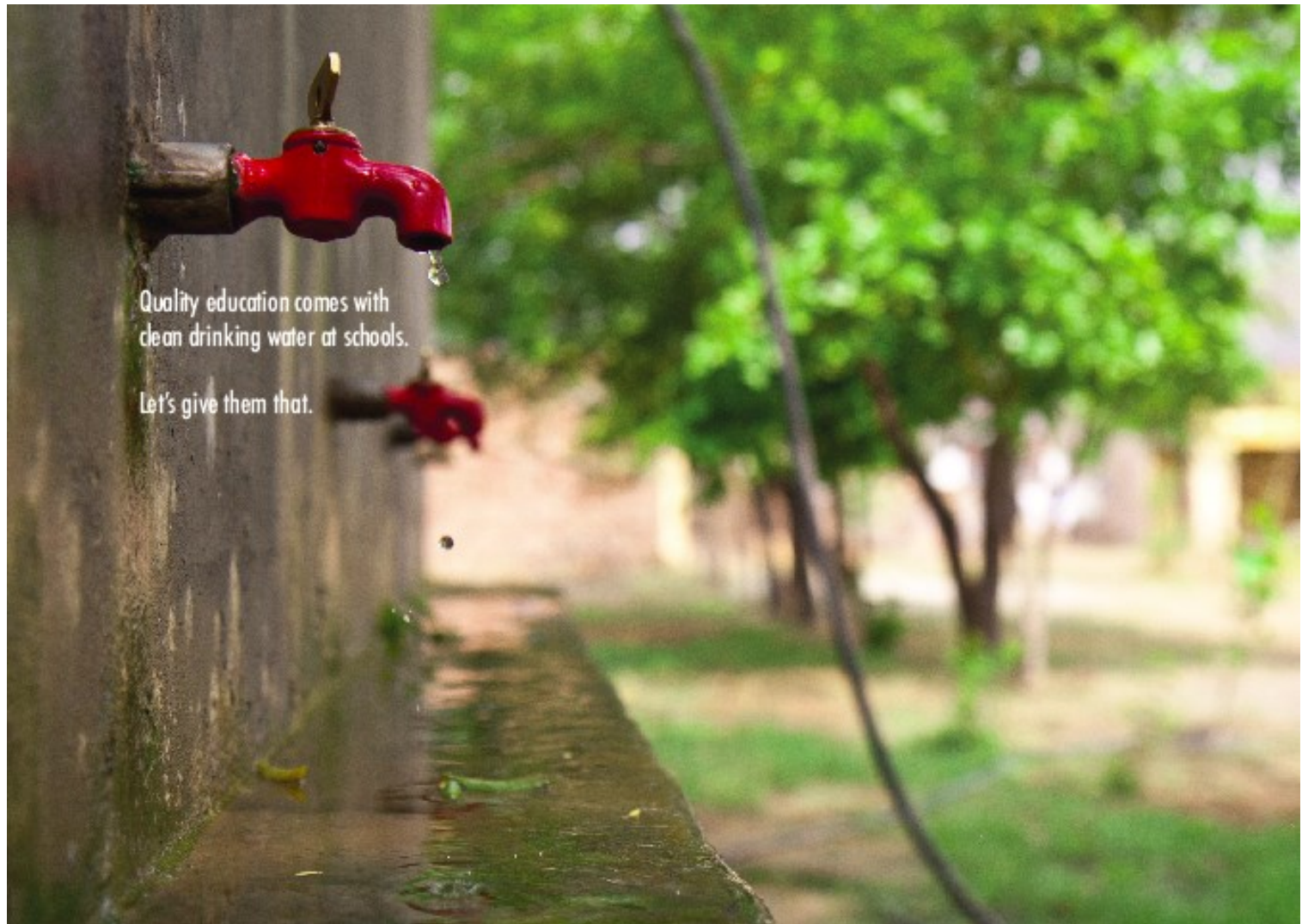






Quality education comes with  
a nourished mind and body.

Let's give them that.



Quality education comes with  
clean drinking water at schools.

Let's give them that.



## OUR PROGRAMME COVERAGE



**Mewat, Haryana** – 47 schools, 19 villages, 16000 Students & 350 Teachers.

**Alwar, Rajasthan** – 12 Villages, 2500 Students & 110 Teachers.

**Dahej, Gujarat** – 6 Villages, 1600 Students & 50 Teachers.

**Indore, Madhya Pradesh** – 2 Villages, 690 Students & 19 Teachers.

**Chennai, Tamil Nadu** – SRF Vidhyalaya, 740 Students & 31 Teachers.



## MEWAT RURAL EDUCATION PROGRAMME (MREP)



### PROGRAMME DETAILS

**“The  
Foundation  
of every  
state is the  
education of  
its youth.”**

**~ Diogenes  
Laertius**

Mewat Rural Education Programme (MREP) was initiated in the year 2009 to revolutionize teaching and education in the Mewat, a Meo Muslim area. Mewat though situated at a distance of about 22 km from Gurgaon and about 42 km from Delhi is the shocking picture of socio-economic and educational backwardness.

SRF Foundation runs MREP in partnership with the Department of Elementary Education/ Sarva Shiksha Abhiyaan of the Government of Haryana to make a holistic improvement in 28 primary schools and 19 middle schools in the Nuh Block of the Mewat District of Haryana.

Today the MREP has touched the lives of more than 16,000 children and 500 teachers in Mewat. The umbrella programme of MREP currently covers IBM KidSmart Programme, Avishkar – The Mobile Science Van, Udaan – Adolescent Girls Learning Programme, Reinventing Education – Teacher Training Programme and Support My School – Infrastructure Upgradation Programme, HM Leadership Programme and Sports & Games.

### OUR MISSION

To promote holistic development of schools, MREP facilitates progress in the following areas -

- Infrastructural upgrades
- Educationalist development
- Girls education
- Technology initiation and science promotion
- Community ownership and sports involvement



Panoramic view of Kanwarsika school

### IMPACT STORY

“Our programme focuses on advocating **Quality Education for All** with a holistic and value based approach through ongoing research and innovation, as well as applying global best practices in education.”

- Covering 36 villages, 63 Government Schools, 500 teachers, in Haryana; Alwar in Rajasthan, and in Tamil Nadu.
- Reaching to 20,000 approx. in school & 2500 out of school children.
- 200 out of school adolescent girls passed out from Udaan and mainstreamed into regular schools.
- Increased attendance from 50% to 85%.
- Increase of girls participation compared to boys in schools.
- 100% enrollment of children is done in 6 villages- Kawarsika, Mehrola, Khorbasai, Rewasan, Sonkh, F.P.Namak of Nuh Block of Mewat district.
- Computer aided learning opportunity is provided to 16000 children.
- Reverse migration of 420 convent going children to MREP Government Schools.





## RE-INVENTING EDUCATION

**Collaborators** — SRF Foundation, IBM, Dept of Education Haryana, S.S.A

**Target Group** — 228 Teachers from 49 schools (including 63 champion and shadow teachers)

**Area** — 19 villages in Nuh- Mewat

**Training Duration** — July 2013 to March 2014

**Exposure visit Conducted** — 2

**IT Skill Trainings** — 6

**Onsite support visit** — 14



## PROGRAMME DETAILS

## IMPACT

Under the Reinventing Education programme, 63 teacher champions, 47 schools of 19 villages underwent fortnight trainings, educational exposure visits, IT skill trainings and its implementation at school level with regular onsite support workshops from resource persons.

Through intensive analysis it has been observed that many teachers shown a tremendous improvement in terms of the teaching learning process and have proved themselves as a true champion as they are successfully using the tools despite innumerable constraints and no doubt they made this program successful.

With an objective of promotion of teacher professional development, classroom transformation in terms of sitting arrangement and teaching learning process and nurture online teacher collaborations, Foundation collaborating with IBM India and Department of Elementary Education — Government of Haryana has launched Re-inventing Education — Teacher Training Programme during the year.



## VOICE OF STAKEHOLDER

“Reinventing Education Programme, an initiative by SRF Foundation under the Mewat Rural Education Programme (MREP) has significantly improved the teaching learning process in schools which is evident by the full participation of students in educational activities. The modern techniques of teaching involving art-craft turn theoretical subjects into an interesting role play. I would like to take this opportunity to thank SRF Foundation for reforming education in government schools in Mewat”

- Wasim Imtiyaz, Government Teacher, Mewat



## U D A A N   P R O G R A M M E



**Collaborators** — SRF Foundation, CARE, AMIED

**Camps operated** — 2

**Total Children Benefitted** — 200

**Duration of Camp** — 11 months

**Number of Teachers** — 6

**Subjects taught** — 5

**Teacher training conducted** — 10 days

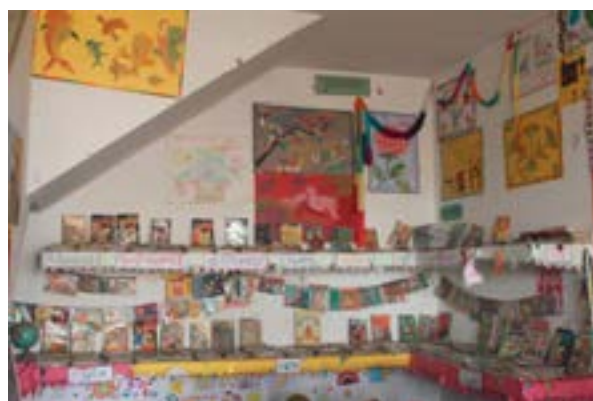
**Exposure visits conducted** — 1

### P R O G R A M M E   D E T A I L S

SRF Foundation in collaboration with CARE India initiated 'Udaan', eleven months long residential learning programme designed to help out of school adolescent girls, aged 11 to 14, to complete primary level schooling. Apart from teaching girls Hindi, Maths, EVS, Urdu, Quran and Social Skills, the programme also provides lodging, food, medical aid and facilities such as library and sports fittings. Upon completion of the course, the girls are enrolled into regular schools and admitted into their respective age appropriate classes.

### I M P A C T

200 girls, who were either never introduced to school education or were early dropouts have now successfully graduated from 'Udaan' and have been enrolled into regular schools, admitted into their respective age appropriate classes. Mewat community has gradually started prioritizing girl education and is now eager to be part of the Udaan residential programme.



### V O I C E   O F   S T A K E H O L D E R

Udaan has become like my second home. I now know what I have to do in my life and I believe I can do it. I studied till 2<sup>nd</sup> standard before quitting school. No one supports education for girls here but thanks to SRF's presence and efforts, the outlook of the community is gradually changing. Now my parents feel proud, seeing me read and write with ease.

- Janista, Udaan Student, Ferozpur Namak

## KIDSMART EARLY LEARNING PROGRAMME



## PROGRAMME DETAILS

**Collaborators** — SRF Foundation, IBM, Govt. of Haryana Department of Elementary Education

**Target communities** — In school and out of school children, teachers, village youth, village heads and parents.

**States covered with the project** — 6

**Number of villages** — 41

**Total computer units** — 364

**Centres Established** — 48

**Teachers trained** — 300

**Vidya Volunteers** — 48

Signing a tripartite understanding with Dept of Education and IBM, SRF Foundation launched another initiative called 'KidSmart' in 2010. KidSmart centers have been opened with eight computers on an average in each of the 48 centers established across six states in last three years.

Elementary school children are exposed to computer based education, providing them an opportunity to experience learning in multiple ways through state of art technology corner, reading and craft corners and physical education as they were integrated to help develop children's reading, cognitive, physical and creative skills.

## IMPACT

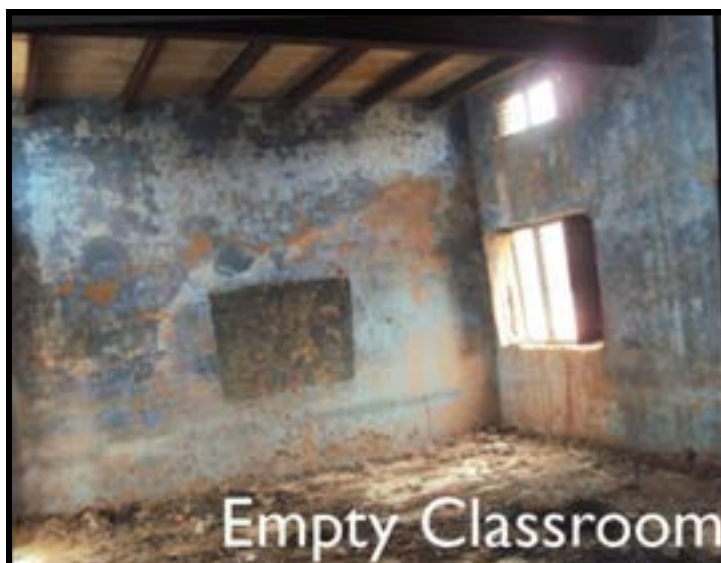
Kidsmart has become center of attraction in rural schools and is helpful in propagation for increase in enrollment. Demand of computer education increased and so is the interest of government teachers in adoption of new methodologies of teaching. 48 KidSmart centers are revolutionizing, primary and middle school education with audio — visual educational games.

## VOICE OF STAKEHOLDER

Children are learning through educational games. Their interest in learning has increased. Retention of school children has also increased. Their knowledge about computers at this age is tremendous. Children can easily move in one game to another game. Engaging children through three corners Technology, Reading and Craft makes the children learn the concepts easily and quickly. They get the opportunity to participate in all activities. They learnt concepts like shapes, numbers, addition, subtractions, etc.

- Chotu Ram, Teacher, GPS Kanwarsika

## SUPPORT MY SCHOOL PROGRAMME



Empty Classroom



Renovated Classroom

## PROGRAMME DETAILS

‘Support My School’ campaign is designed to channelize strengths of the partners and come up with a model of healthy active schools across the country which ensures quality education in a holistic manner.

Keeping the existing conditions and socio economic reality of the region in mind, the campaign aims to provide basic amenities and infrastructure to schools. It is an endeavor to encourage children to attend school regularly making a paradigm shift towards a progressive future in a cleaner, healthier and nurturing environment conducive to learning and holistic development of the children.

## IMPACT

10 schools in Mewat have already been upgraded with better facilities and utilities. Clean classrooms, leveled play areas, swings, a library with books on varied topics, a computer lab, toilets for boys and girls and clean drinking water were the basic areas of function under Support My School (SMS) Programme. The programme is active in 8 more schools, upgrading infrastructure and better scope for education.

## VOICE OF STAKEHOLDER

SRF Foundation has worked relentlessly to develop of our village school holistically. Today with efforts of SRFF the school in our village is apt with basic facilities like that of toilet and drinking water. Foundation has also worked in promoting and facilitating computer education and sports along with other areas. I would like take this opportunity to thank SRF Foundation and hope the Foundation continues to work for the betterment of the community with same zeal even in future.

- Mustaq, Vidya Volunteer, Village Rehna



## A AVISHKAR - SCIENCE VAN

Avishkaar, the mobile van, drives around 19 villages stopping at 47 schools, under Mewat Rural Education Programme.



## IMPACT

Avishkar has now become the integral part of the school's curriculum in MREP schools. The students' attendance is the evidence in itself, which shows their excitement level and dearest to use it. The Van has reached 3319 students in 19 schools and 50,000 community people of 19 villages. Avishkar is not only promoting science education in schools, but also mobilising village community/parents participation in school development process, youth for vocational skills and showcasing movies/short animated films and various social issues.

## PROGRAMME DETAILS

Avishkaar, a mobile van, was launched for science promotion and community mobilization in all MREP school and villages in Mewat. Fitted with science equipment's and models, projector and sound system, the van allows students to perform science lab activities with advanced equipment, technology and methods that are usually not available and village elders use it as mobile platform to spread the messages in the village.



## VOICE OF STAKEHOLDER

Today our school ranks among the best school in Nuh, Mewat but it wasn't same a couple of years back. We lacked even the basic need of water facility for students. Thanks to SRF Foundation and its Support My School Programme, infrastructure has been upgraded and basic problems are sorted out. I have been part of Foundations RE programme and learned new teaching methods, which has made teaching and learning process more easy and interesting.

- Mrs. Savita Kumari, Principal, GMS - Khedla







Quality education comes with  
adequate security to protect school premises.

Let's give them that.



Quality education comes with  
level grounds that don't flood.

Let's give them that.



# MEWAT RURAL VOCATIONAL PROGRAMME (MRVP)



## Teach India



## Project Raahat



## Basic Electrician Training

### PROGRAMME DETAILS

#### OUR MISSION

Building capabilities of the disadvantaged communities for sustainable livelihoods to empower them has been the major thrust of the Foundation.

SRF Foundation took an initiative to establish vocational training institutions to empower disadvantaged communities, especially the younger generation through arming them with skills in certain trades aiming enhanced employability.

The SRF Foundation ensures that the training courses are of the highest industry standards to endorse optimal potential for employment. The SRF Foundation aims to progressively lead the disenfranchised in Mewat to economic security by making both the skills and the opportunities available for them. Current programmes include, .

- “Teach India” - Spoken English Training programme
- “Basic Electrician Training Programme”
- Project “Raahat” - By the women, for the women, to the women

### PROGRAMME IMPACT

Partnered with **Times of India** and **Schneider Electric**, Mewat Rural Vocational Programme (MRVP) works on the motto of connecting the unconnected. The programme bridges the gap between industries and workers, providing skilled manpower to the industries and a promise of sustainable job to the employed.

- 605 students belonging to the marginalized section of the society have graduated in vocational courses to date.
- 172 students took Teach India an English speaking course by SRF Foundation and Times of India in 2013-14.
- 99 students mastered the electrician trade in the year 2013-14 through basic Electrician Training Programme.

## TEACH INDIA



**Target Group** — 18-35 years

**Collaboration with** — Times of India

**Students Trained till date** — 481

**Students in 2013** — 172

**Students in 2014** — 60

**Students Placed** — 11

## PROGRAMME DETAILS

In collaboration with **Times of India**, SRF Foundation launched **Teach India Programme**. It is an English Spoken Course for X and youth from the marginalized section of the society with minimum education qualification from Xth Pass.

The duration of this training programme spans over a period of 90 days, 6 days in a week, 2 hours of training daily. Moreover, a special module on “Face the world” is imparted to the learners.

## PROJECT RAAHAT



**By the women**

**For the women**

**To the women**



## PROGRAMME DETAILS

**Project “Raahat” - By the women, for the women, to the women** is an initiative of SRF Foundation for the production of low cost sanitary napkins for improved health of women provide employment opportunity and to ensure sustainability. This project provides direct employment to 5 women and delivers door to door access to 2500 women of villages for its use.



## BASIC ELECTRICIAN TRAINING PROGRAMME

**Duration of course — 4 Month**

**Collaboration with — Schneider Electric**

**Students Trained till date — 124**

**Students in 2013 — 99**

**Students in 2014 — 25**

**Students Placed — 15**

**Self Employed — 40**



## PROGRAMME DETAILS

In collaboration with **Schneider Electricals**, SRF Foundation launched BETP to provide highest quality of theoretical and practical knowledge of electricity and electrical appliances. The programme aims to cover the shortcomings faced by young workers in the field of Electrical Works. With this programme, SRF Foundation is addressing the issue of Supply and Demand of Skilled Workers to the various industries in shortage, as well as providing legitimate and respectable jobs opportunities to the youths. The most unexpected result of all is the independent, entrepreneurial and enterprising businesses which the 40 students upon completion, have taken on to themselves, simultaneously impacting the society and economy by stimulating job creations.



## VOICE OF STAKEHOLDER

I am Niyazam and am obliged to SRF Foundation for introducing the Basic Electrician course in Nuh, Mewat. After completing this course, I have picked up new skills. With the newly acquired skills, I am now employed with ASK Automotive Pvt. Ltd in Gurgaon. I am grateful there has been some positive change in me.

- Niyazam, Course Graduate

## ENHANCING EARLY EDUCATION (3EP)



SRF Foundation started the Enhancing Early Education Programme (3EP) to carry forward the ethos of The Shri Ram School (TSRS).

3EP conducts a six month long nursery teacher training programme. It offers tools, strategies, knowledge, training and practice to potential and practicing teachers to foster complete development of children in the age group of 2 - 8 years.

### PROGRAMME DETAILS

#### OUR MISSION

- Assist individuals in developing skills to become creative, passionate, knowledgeable, and sensitive educators who will contribute responsibly to the global community.
- Create professionals who can engage innovatively and effectively with children aged 2 to 8.

The **Enhancing Early Education Programme — 3EP** began its academic session with over 55 enthusiastic students spread over two batches for the July-Dec 2013 and Nov-May 2013-14 batches respectively.

The sessions began with a two day orientation for the students who gained an insight into the Programme modules. Trainee presentations and group activities helped the students to assimilate their learning with the theory taught in Child Development, Educational Thought, Curriculum & Skill Development and Classroom Management.

External facilitators from The Shri Ram School and outside came to share their expertise with the students of 3EP. Both the batches had enriching sessions in Math, Hindi, EVS and the Waldorf Approach to name a few. Personal and Professional Development modules like active listening, stress management and resume writing and interesting art and craft techniques were an integral part of the training of our students.

The internship phases allowed the 3EP students to hone their skills by conducting interactive classroom sessions at The Shri Ram Schools and some of the pre-schools in the Delhi and NCR region.



The 3EP Facilitators conducted a 9 module in service teacher training programme for the teachers of The Shri Early Years, Chapters International and Eduvedaa from the month of December 2013 — January 2014.



## THE SHRI RAM SCHOOLS (TSRS)

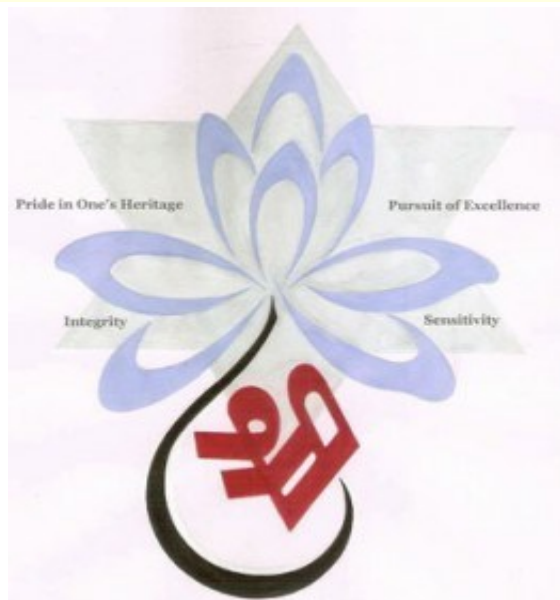
The Shri Ram Schools (TSRS) were set up as a part of SRF Foundation in 1988, under the vision of Padma Shri Late Mrs. Manju Bharat Ram. Since then, the school has three campuses in New Delhi & Gurgaon. Always committed to providing quality education, the schools are progressive, inclusive, secular, child-centric and co-educational.

Upholding their commitment of providing good quality education with inclusivity to children with special needs, TSRS has created a conducive environment which is ever-growing with excellent teacher student ratio and active interaction between parents & teachers in school.

### Mission

- To provide each student a diverse education in a safe, supportive environment that promotes sound values, self-discipline, motivation and excellence in learning.
- Together with parents and community, TSRS assists students in developing skills to become independent and self sufficient adults who will contribute to the society.

### The school articulates its values as:



### CORE VALUES

#### Sensitivity

I am a sensitive individual who values and accepts differences, respects nature and the environment and upholds the rights of all individuals.

#### Integrity

I have the highest standards of integrity, consistently displaying trustworthiness and courage in all that I undertake and fairness in all my interactions. I place high value on time and hard work.

#### Pursuit of Excellence

I am part of a teaching – learning process which is creative, innovative and collaborative and which strives to create and promote excellence in everything I do.

#### Pride in One's Heritage

I am knowledgeable about the cultural heritage of my country, appreciative and demonstrative of its finest traditions while continuing to be progressive and forward thinking in my outlook with a strong sense of social responsibility.

### OUR PRESENCE IN INDIA

- Two schools in three sites
- 4,300 students enrolled
- Teacher students ration of 1:11
- Vasantvihar, New Delhi (Nursery to Class V)
- Mousari, Gurgaon (Class VI to Class XII)
- Aravali, Gurgaon (Nursery to Class VI)

## KEY HIGHLIGHTS OF THE YEAR

## SPECIAL OLYMPICS



**Special Olympics** is the world's largest sports organization for children and adults with intellectual disabilities, providing year round training and competitions to more than 4.2 million athletes in 170 countries. Special Olympics competitions are held every day, all around the world — including local, national and regional competitions, adding up to more than 70,000 events a year. Our NIOS students participated at the Special Olympics held at Australia.

### WINNERS AT SPECIAL OLYMPICS

- Jaskirat Meher Kaur and Ayushi Khanna won Gold Medal in the girls basketball
- Sourabh Dubey won Gold Medal in 100m and 200m race
- Rishabh Batra won Silver Medal in cricket
- Aansh Lohia won Silver Medal in boccee
- Kevin Kaol won Gold Medal in mixed doubles, Silver Medal in singles and Silver Medal in doubles in table tennis
- Varun Malik won Gold Medal in singles, Silver Medal in doubles in table tennis
- Viraat Lakhanpal won Silver Medal in 100m race



School celebrated Shri@25 to honour the memory of Padma Shri Late Mrs Manju Bharat Ram and to pay tribute to her vision and her passionate spirit, the theme of celebrations this year revolved around the theme — **'I can make a difference.'**

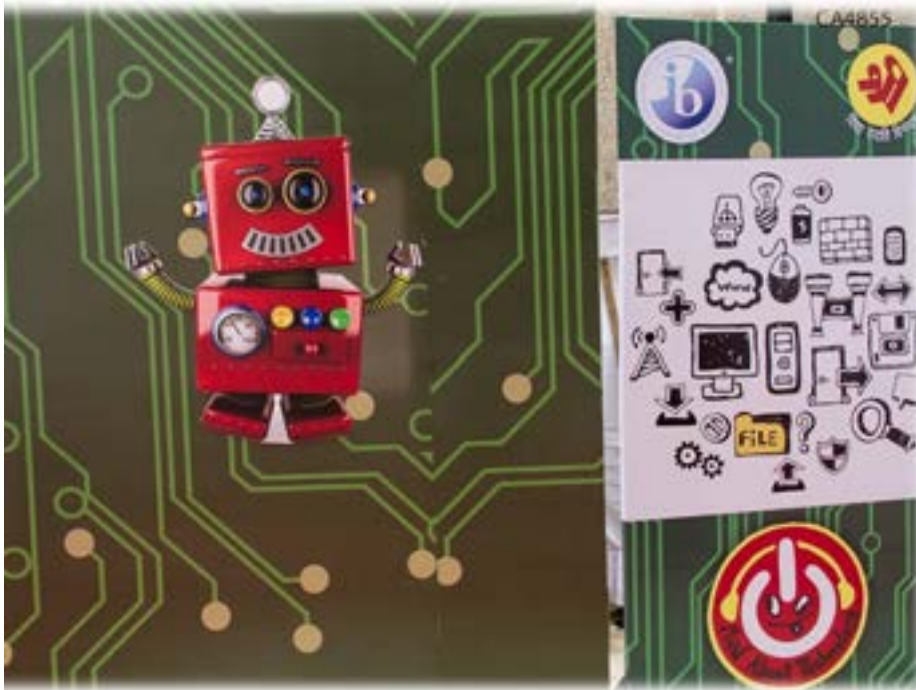
The school continued to conduct all activities keeping the core values and the process of learning beyond the classroom in mind and made every aspect of learning, whether academics or co curricular alive, significant and meaningful for students.



## MAD ABOUT TECHNOLOGY



**Mad About Technology** followed the hugely successful Mad About Science and Mad About Heritage series and is an initiative taken by the Shri Ram School, which was born out of the desire to spark the imagination of the children in the field of technology.



The aim was to whet their spirit of enquiry, encourage them to explore technology and to give them a platform to express their creativity as they find practical and innovative solutions to real world problems.

Through this process, the children also gained vital life skills such as the ability to work in teams, to collaborate, to create a shared vision and to operate from positions of strength as they work towards achieving their goal.

Ably guided by our Head of Science, Dr Sriparna Chakrabarti, this student driven venture where the children explored and pushed the boundaries of technology has been possible due to the enthusiastic support of the parents, alumni and staff group.

## JOY OF GIVING

**Joy of Giving** is yet another endeavor to provide children a platform to give back to the society and be sensitive to the needs of others. This year the children of Happy School and Anand Vidyalaya were invited to spend time with our children and participate in a day full of activities

The elementary children created artifacts in their Art class and raised funds for children of EcoLib through a **Mini Diwali Bazaar**. Woollens contributed by the children, organized through a collection drive, and were also handed over to Eco Lib.





Opportunities for holistic development of children of senior school was created by way of MUNs, class trips, students' foreign exchange programmes, inter-school competitions, leadership, life-skills and Mentorship modules, sports, music and theatre.

## BOOK AND POETRY WEEK

**Book and Poetry Week** saw children of the elementary classes enjoy and appreciate the various Panchatantra stories and their characters, while the children of Forms II – V were introduced to authors, poets and forms of poetry. Interactive author sessions, puppetry and writing poetry and quizzes were highlights of the week.



## SPORTS DAY

**Sports Day** for Forms II – V focused on sporting skills with children of each Form doing their best to win points for their house.

The theme for **Fun Races** was 'Simply Shri'. The elementary children took part in races woven around the theme intertwined with various P.E. skills learned through the year.





## SRF VIDYALAYA



SRF Vidyalaya, an initiative supported by SRF Technical Textiles Business (TTB), located in Manali, Chennai. The school was started in 1991 with a small class of 31 students and with a resolute vision to bring quality education to children of plant employees and the less fortunate.

Through the years it has grown into an institution of academic excellence with the philosophy of providing learner-centric education through a unique curriculum that facilitates active learning. Today, it is home to about 740 students from the Lower Kindergarten level to the High School level.

## OUR VISION

Strive for excellence in a conducive learning environment, helping each other to become sensitive, reflective, intelligent, confident and responsible human beings.

“There is no end to education. It is not that you read a book, pass an examination, and finish with education. The whole of life, from the moment you are born to the moment you die, is a process of learning.”

- Jiddu Krishnamurti

## OBJECTIVES

- Provide quality education to the community as available to urban children.
- Provide quality education to the first generation learners
- Provide a holistic learner centric-curriculum

## KEY HIGHLIGHTS OF THE YEAR

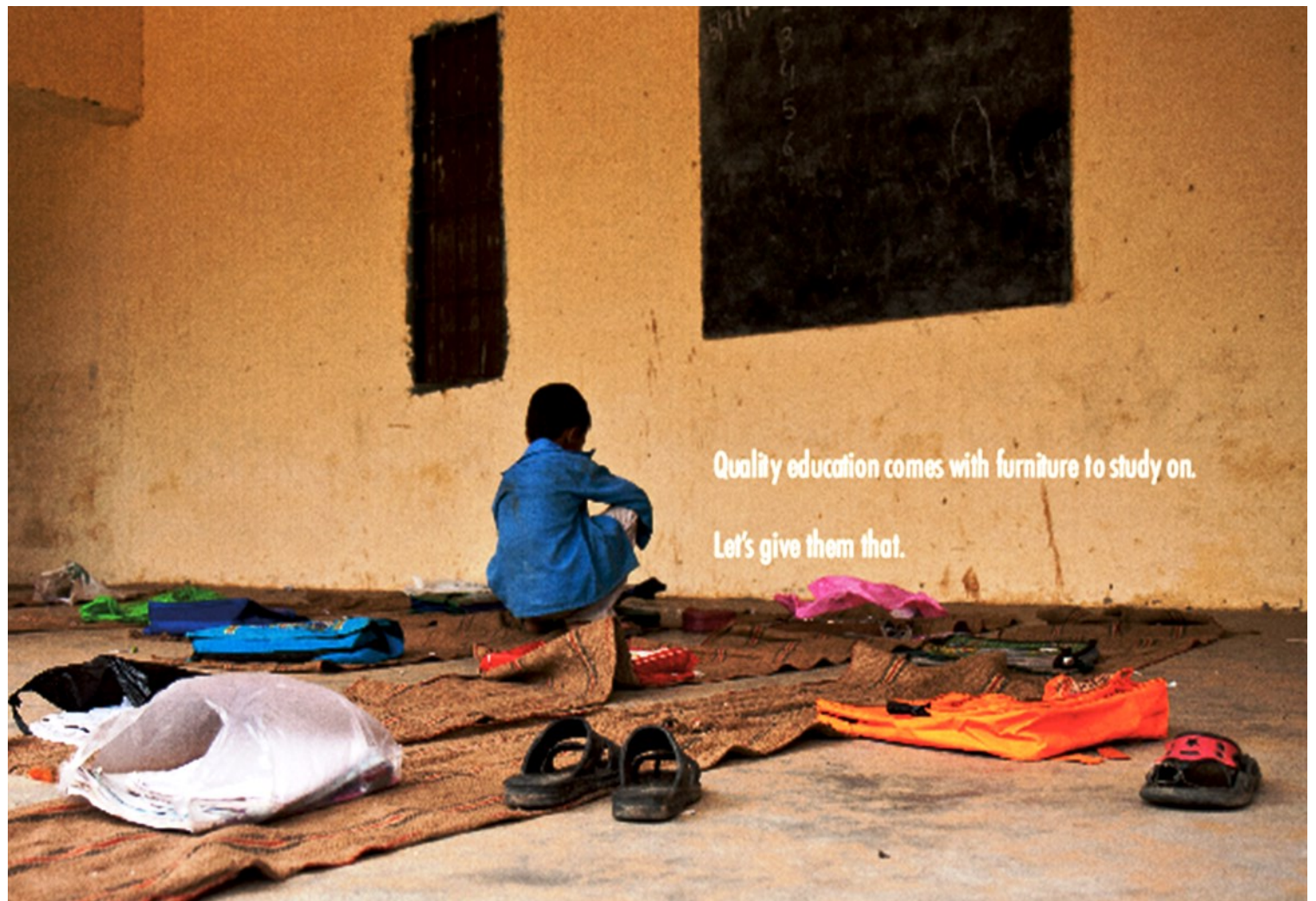
- The academic year 2013 – 2014 began successfully with the school securing 100% pass in the X public examination for the academic year 2012 – 2013. The academic year also witnessed the opening of two sections ( Std VI A & B ) thus paving the way for a full fledged two section school.
- This year the government has introduced the Continuous Comprehensive Evaluation pattern ( CCE) for class IX. **Annaiyar Kuzhu** – A 5 member “ only women” committee was also started in the school.
- Under Functions and Programmes, the **22<sup>nd</sup> Annual Sports Meet** was conducted on 7<sup>th</sup> August, while the **66<sup>th</sup> Independence Day** was celebrated in the school on 15<sup>th</sup> August 2013, **Teachers day** was celebrated in the school on September 5<sup>th</sup>, **Pre-primary Project Day** was held between 12<sup>th</sup> September to 14<sup>th</sup> September, **Children's Day** was celebrated in the school on 14<sup>th</sup> November and **Pongal, Annual Day**, as well as the **64<sup>th</sup> Republic Day**, were celebrated in the school with great enthusiasm.
- For teachers, there was the **Scouts & Guides, Bulbul and Bunnies training programme** between 18<sup>th</sup> to 25<sup>th</sup> November, **Life Skill Training Programme** was conducted on 22<sup>nd</sup> November, The **IBM Kids Smart Second Phase training** was conducted from 7<sup>th</sup> to 9<sup>th</sup> November.



- For children, the **One Nation Reading Together** was held on 29<sup>th</sup> November, **Hand Writing Competition** was conducted in the school, **Aids Awareness Programme** was conducted on December 2<sup>nd</sup>, a **Maths Workshop** was conducted on December 14<sup>th</sup>, **Motivation Classes** for IX and X was conducted in the school. **Educational Tours** were arranged for classes VI to X to Yelagiri and Thiruvannamalai. Students participated in a **Sports Meet** was conducted by the Sports Development Authority of Tamil Nadu on 4<sup>th</sup> February.







Quality education comes with furniture to study on.

Let's give them that.



Quality education comes with good infrastructure.

Let's give them that.



## HIGHLIGHTS FROM PLANT LOCATIONS

## SRF BHIWADI

## The Natural Resources Management (NRM) Project

The project aims at enhancing livelihood options for the rural poor by harnessing underutilized land and water resources. The project goals are to:

- Enhance productivity of natural resources through soil and water conservation
- Livelihood improvement of the resource poor community through:
  1. Community awareness and mobilization through the formation of Self Help Groups (SHGs)
  2. Rain water harvesting by earthen embankments
  3. Reclamation of gullied privately owned wastelands
  4. Large scale fruit & fodder tree plantation and promotion of agriculture based livelihood interventions on the reclaimed lands
  5. Capacity building of farmers and facilitation for market and bank linkages



Earthen Check Dam (Paal)

Already in its 8<sup>th</sup> year of implementation, the project has so far benefitted 5965 families. The cumulative achievements under the project so far are:

S.N.	Activity	Target 2012-13	Achievement 2012-13	Cumulative Since '06
1	Construction of Earthen Check Dams (Numbers)	10	12	194
2	Catchment Area Covered (Hectare)	500	594	10162
3	Ground Water Recharged (MnM <sup>3</sup> )	1.5	2.34	9.21
4	Land Leveling (Hectare)	230	288	1439
5	Plantation of Fruit and Fodder Trees (No.)	45000	55300	3.10 lac
6	Number of Functional Self Help Groups (SHGs)	30	29	135
7	Families Impacted (direct/indirect)	800	810	5965

## Project Impact (since 2006)

## To the Community

- Reversing the trend of ground water depletion in the project villages
- Over 1400 ha of gullied waste land converted into farmland
- 150% increase in crop yield with improved agriculture practices
- 300% increase in the family income with agriculture production
- Increase in forest cover and income options for the poor
- Net contribution to the National Food Security
- Self-esteem, social pride, self-employment, urge to progress & reinvest

## To the Business

- The Business is water positive since 2008-09
- Carbon footprint reduced on the business
- Strengthened SRF brand and the business
- Goodwill of the local community
- Sense of pride among employees





Gullied Waste Land



Reclamation of Waste Land



Agriculture Intervention on reclaimed land

## Project Shiksha : Strengthening the Primary Education

Under Public-Private Partnership Model (PPP), SRF CB is working with 12 Govt. Primary Schools at Bhiwadi supporting over 2500 students. The project aims to strengthen the primary education through mainstreaming of out-of-school children with the focus on girl child education.

### Highlights of the Primary Education initiative

- Operationalization of 12 IBM KidSmart Centres
- Teachers' training
- School infrastructure development
- Increasing the school enrolment
- Establishment of school library and art & craft workshops
- Community mobilisation



IBM KidSmart Centre



Infrastructure Development



Community Mobilisation

## Community Health Programme

Under the Community Health Programme, the following initiatives were carried out:

- Capacity building workshop for community health service providers
- Awareness and prevention of HIV/AIDS
- Health camp for the school children
- Eye camp and cataract surgery
- Blood donation camp



## Women Empowerment

Under women empowerment, the following two initiatives carried out:

- Mahila Kissan Sammelan
- Vocational Training



## HIGHLIGHTS FROM PLANT LOCATIONS

## SRF DAHEJ

**Establishment of 6 IBM Kidsmart Centres**

The successful IBM Kidsmart Early Learning Programme was launched in 6 Govt. Primary Schools at Dahej in partnership with the District administration, Bharuch under Public-Private Partnership Model (PPP).

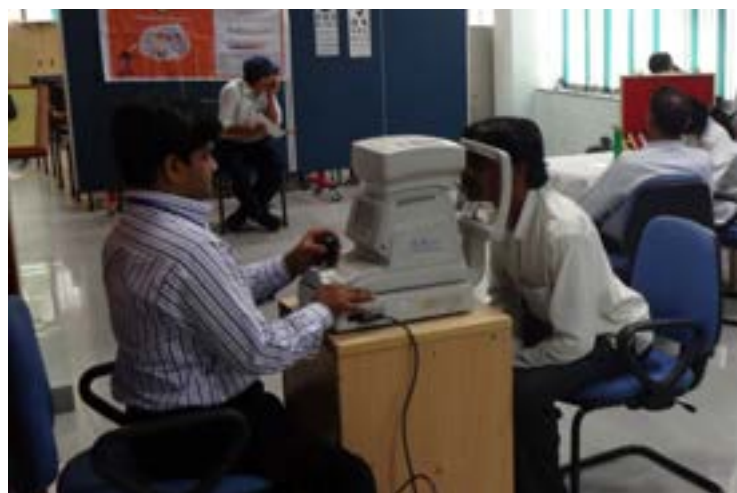
**Launch of school bus for girls at Dahej**

To reduce the occurrence of female students dropping out after primary education due to the non-availability of the high schools in villages surrounding Dahej, SRF extended one staff bus for female school children to commute from Suva & Jolva village to the nearby Dahej high school.



## SRF INDORE

In continuation of the sustained efforts towards the society, Packaging Films Business, Indore organized an eye-check-up camp. The camp was conducted in collaboration with the **Centre for Sight**, on 6<sup>th</sup> August, 2013. About 45 people benefitted out the camp. People diagnosed with issues such as cataract, etc. were referred to the hospital, where treatment at the discounted cost was offered. Others with minor diseases, were provided free of cost medicines.



As an effort towards providing avenues and opportunities to the population of two of the tribal areas of Madhya Pradesh, an industrial visit was organized for DEI students, based at Rajaborari and Timarni. 45 students, studying Diploma & Bachelors visited the plant at Indore on 27<sup>th</sup> February, 2014. After the sessions with the NPD Head, HR Head & Quality Head, it ended with a Q&A session held by, Production & Packing Head. The effort to partner with these study centers will be sustained which includes plans to develop these students in the future.





## HIGHLIGHTS FROM PLANT LOCATIONS

## SRF GUMMIDIPOONDI

**Joy of Giving** was celebrated at TTBT unit for a month, employees contributed gift items for 50 orphaned children worth Rs. 38565/- The wish list of each child in the orphanage was collected and our employees enthusiastically came forward to fulfill the wishes of each child.

The Management contributed electrical items and cupboards for the children towards the infrastructure development in the orphanage.

Employees represented from each department of the planned location and generously contributed towards this cause, joy of giving was celebrated on a day prior to Diwali in the orphanage by distribution of gifts, bursting crackers and spending time with the children.



As part of CSR Affirmative Action, SRF Gummidipoondi initiated “**Beautician Course**” through Entrepreneurial Skill Development Program for SC/ ST and underprivileged women residing in and around Gummidipoondi in association with Share Trust. The inaugural session was held on 06<sup>th</sup> December 2013 at Gummidipoondi BDO office. GCMT team along with HR/ IPST team inaugurated the session in presence of Ms. Gunamma, Chairman – BDO. The training was delivered by Khadi and Village Industries Commission for 20 days and the members were presented with certificates upon completion of their training.

In line with **World AIDS Day**, SRF Gummidipoondi had organised a week long HIV / AIDS awareness campaign. The display of banners and posters, AIDS awareness talk, training program and distribution of badges were done during the first week of December 2013. School children and public at large from the nearby villages were sensitized through Theatre performances which addressed the consequences of HIV / AIDS as well as ways of transmission and prevention of the disease. Following that a quiz and open dialogue session were held and the week long program was well received.

## HIGHLIGHTS FROM PLANT LOCATIONS

## SRF MANALI

## Fire and Road Safety Awareness Programme

The CPP Team organized a **Fire and Road Safety Awareness** on 10<sup>th</sup> Aug'13 at Kamaraj Matriculation Higher Secondary School, Chidambaram. The Programme has covered more than 100 awareness sessions in various schools and colleges to promote safety awareness covering thousands of school children. The three hour program conducted by covering 1500 students and 50 teachers at Chidambaram.



## SRF KASHIPUR

## Uttarakhand Rehabilitation Initiative

In response to Uttarakhand flash floods, SRF Kashipur location has arranged food items, tarpaulins as a relief and rehabilitation for the flood victims.





## HIGHLIGHTS FROM PLANT LOCATIONS

## SRF RAYONG

## AIDS Awareness Programme

Through its social investments, SRF addresses the needs of employees in the vicinity of its facilities, taking sustainable initiatives in the areas of health, education, environment conservation, infrastructure and community development. At SRF – TTBR, “World Aids Day” was celebrated on 6th December, 2013.



## AIDS Awareness Display

To raise awareness of AIDS impact, HR Team prepared and displayed the “AIDS Awareness Board”



- AIDS education material were displayed during the event, supported by the Camellian Social Centre
- Condoms were handed out with prepared safer sex educational material
- Animated educational AIDS awareness movies were screened

**Camellian Social Centre** conducted a series of educational sessions, games and quizzes



## HIGHLIGHTS FROM PLANT LOCATIONS

## SRF VIRALMALAI

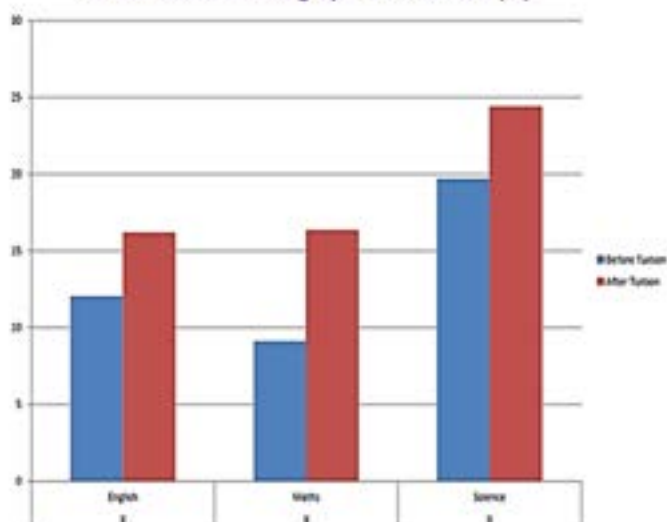
SRF Viralmalai organised the following measures:

- SRF TTBV conducted a training awareness session on fire fighting to 500 students from 100 schools in Trichy district. It was part of a 3 day in-house workshop on various skill development & safety awareness, and was sponsored by Junior Red Cross Society and Indra Ganesan College of Engineering.

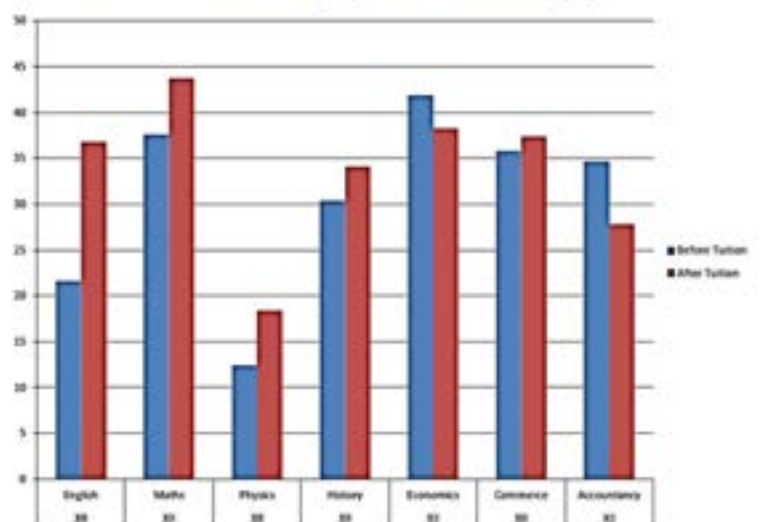


- World Aids Awareness Day was conducted on 1st December 2013 at Viralmalai and 2nd December 2013 at the Factory.** The following activities are carried out jointly with Grammodya, NGO for Community Development at Viralmalai.
  - Distribution of pamphlet to all employees
  - Creating awareness to our contract labours via a two hour training session.
  - Creating awareness among public through announcement
  - Distribution of pamphlet and condom to public
  - Blood screening and testing
  - Exhibition and cultural events
- As a part of CSR, SRF Viralmalai organized **Special Tuition Classes** for students of the Govt Girls Higher Secondary School at Vadugapatti village near TTBV. 165 girl students, who were in need for support for betterment of their performance, were encouraged to engage in special free tuition classes. The CSR team closely monitors the gain by conducting monthly tests. This project was started last year with 24 students enrolled. The response this year has been overwhelming based on the last year's experience.

Tuition Effectiveness graph – X standard (%)



Tuition Effectiveness graph – XII standard (%)

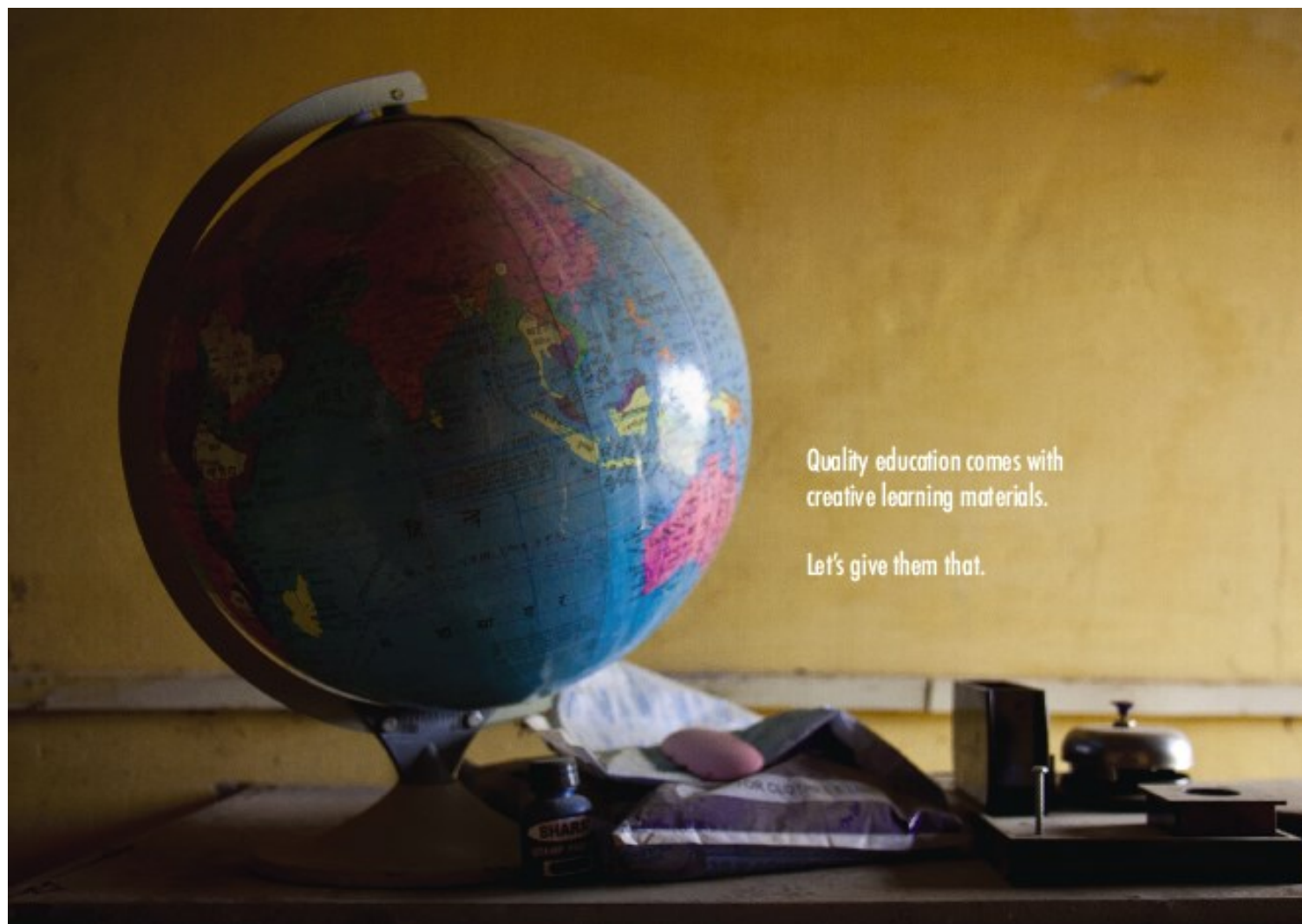




## OUR PARTNERS

Meaningful partnerships are the key to our success. With the aim of building a platform for education transformation, we believe in creating synergic value by joining hands with the Government, NGOs, Academic and Research Institutes, and Corporate Houses spread across the globe. With these partnerships, we hope to improve the quality and the implementation speed of our programmes. By taking the opportunity, we would like to thank our partners for their kind support throughout the past year.





Quality education comes with  
creative learning materials.

Let's give them that.



Quality education comes with  
fun and games.

Let's give them that.













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