

Our deep driving desire to build sustainable communities propels us to imbibe sustainability thinking in the developmental work we carry out. To us, sustainability is a larger, all encompassing concept which constitutes social, cultural, ecological and health indicators. We at the Piramal Group consider ourselves fortunate to be in a position to care for the world we share and serve. We believe that **Health, Education and Youth Empowerment** are the support pillars for building an enduring, self-sufficient and thriving community.

Sarvajal

About 40 million people suffer from water borne diseases. In India each year, 2/3rd of the patients visiting doctors for common ailments are suffering from water borne diseases. **Piramal Water**, a social enterprise, makes **Sarvajal**, meaning water for all, to fight India's escalating water crisis. **Sarvajal** uses innovation, technology and socio-economic support to create a water network that benefits everybody.

Sarvajal makes safe drinking water accessible to the rural population at the ultra low cost of 30 *paisa* per liter. **Sarvajal** is filtered through 5 stages including RO and UV, to provide drinking water in accordance with IS 10500, the drinking water quality standard. We work through a franchisee business format and are successfully operating in 150 locations in Gujarat and Rajasthan, quenching over 80,000 rural people daily.

Piramal Swasthya

Quality healthcare still does not reach 70% of the people living in India. Piramal Swasthya is our healthcare initiative with a vision to democratize healthcare. It consists of the following specific activities spread across Andhra Pradesh, Assam, Rajasthan and Maharashtra:

(1) **Health Management & Research Institute's (HMRI)** model integrates 3 solutions to address maternal and child health, chronic diseases and the lack of skilled healthcare personnel among vulnerable populations by providing the following services:

a) **104 Health Helpline**, a 24x7 state-of-the-art health line

b) A pioneering innovation named **Doc-in-Box** that uses cutting edge technology to remote examine patients in far off locations capable of measuring, storing and transmitting vital body parameters such as BP, ECG, pulse rate, temperature, heart sounds, blood glucose levels and images of skin and ENT.

c) **Mobile Health Services** address physical access problems by providing primary care, especially in the area of maternal and child, to villagers living beyond three kilometers of the nearest public health facility. Each mobile health unit provides health screening, works closely with primary health centers in diagnosis and dispenses medication.

(2) A telemedicine initiative named **Piramal eSwasthya**, delivers quality healthcare in areas typically referred to as "No Doctor Zones", using mobile telephony, standardized diagnosis & treatment protocols, clinical decision support systems and village based health entrepreneurs, called **swasthya sahayikas**.

Source for Change (SFC)

SFC is a rural BPO based in Bagar, Rajasthan that provides top quality data services to global clients at competitive prices thus empowering rural India with employment opportunities, particularly for the rural women folk. We built SFC from a small project to a full fledged state-of-the-art BPO with a resource capacity of 270 people. We have worked over the years with reputed clients like Harvard Business School, Pratham, Karvy, Mobile Naukri and many more.

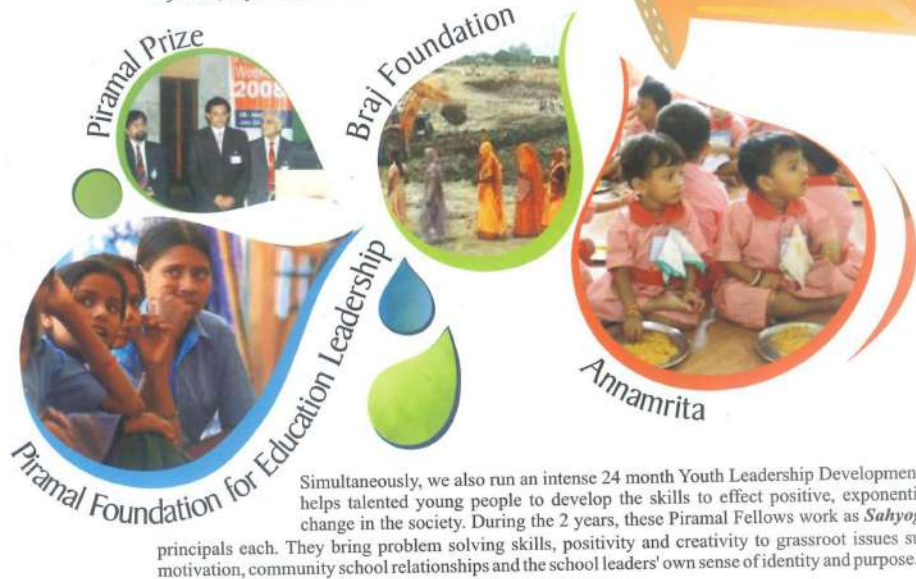
To break the mould of a society which has a defined role for a woman was a challenge. In a much larger way SFC is harnessing hidden potential to create social and economic game changers in the times ahead.



Piramal Foundation for Education Leadership (PFEL)

PFEL offers a leadership training program for school heads (head teachers, head masters or principals) to train them to turn around their failing schools through a 3 year part time in-service program with a combination of workshops and on-site coaching.

PFEL has partnered with world class organizations like IIM Ahmedabad and Mercer Human Resource Consulting in order to bring together the best curriculum for leadership training. PFEL currently works with 1200 Schools across 6 districts in Rajasthan, Gujarat and Maharashtra.



Simultaneously, we also run an intense 24 month Youth Leadership Development program that helps talented young people to develop the skills to effect positive, exponential and lasting change in the society. During the 2 years, these Piramal Fellows work as **Sahyogis** to 5 school principals each. They bring problem solving skills, positivity and creativity to grassroots issues such as teacher motivation, community school relationships and the school leaders' own sense of identity and purpose.

Others

Piramal Foundation also supports the following initiatives:

Annamrita

Government of India launched the mid day meal scheme which was taken up by ISKCON Food Relief Foundation (IFRF). Currently, IFRF's project **annamrita** (meaning food as pure as nectar), reaches nutritious **khichdi** to over 12 lakh children to feed them and keep them in school. Piramal Foundation has pledged to feed 50,000 children every day along with providing CAPEX towards setting up of new kitchen infrastructure.

Piramal Prize

To nurture high-impact, sustainable, entrepreneurial and disruptive ideas which could be India's beacon of hope in its healthcare crisis, the Piramal Prize was developed in partnership with IIM Ahmedabad. Awarded to emerging ventures and established organizations, overwhelming responses in both categories has seen a spectrum of entries with breakthrough ideas ranging from low cost incubators to village health franchising and prick free anemia scanners.

Braj Foundation

We support the Braj Foundation in many of its key restoration projects, the most recent ones being **Vrindavan's historic Brahma Kund** and **Seva Kunj**. It is our constant endeavor to sustain the culturally vibrant region of Braj – famed for enchanting tales of **Shri Radha Krishna** - and protect its natural abundance from falling prey to unplanned urbanization.