



DLF Foundation was established in 2008 as the philanthropic arm of DLF Limited as a charitable organization, under the direct patronage of Mr. K.P. Singh, the Chairman of the DLF Group. At DLF Ltd, Corporate Social Responsibility (CSR) is a core business principle which is an integral part of the way the company conducts its operations. The company has been continuously involved in contributing to build capacities and creating resources for the marginalized. The CSR philosophy aims to empower the communities so that they are able to realize their full potential and enjoy a good quality of life. To this effect, DLF Foundation strengthened the existing programmes such as Model Village Development Programme, Nurturing Talent Programme, Skill-a- Million Programme, Urban Underprivileged Development Programme and launched new programmes such as Swacch Haryana Abhiyan, Hunger Alleviation Programme etc as well. These programmes have been able to directly reach out to over 100,000 persons during 2014-15 alone.

**VISION:**

Building India's Human and Social Capital by Nurturing Healthy Educated Enterprising and Sustainable Communities.

**MISSION:**

Empowering communities by creating multiple opportunities and providing platform for the underprivileged by promoting inclusive growth which is holistic, sustainable and socially uplifting, thus enabling them to emerge as significant contributors in India's growth story.

**MAJOR INITIATIVES:**

- ◆  
**Model Village Development Programme**
- ◆  
**Nurturing Talent Programme**
- ◆  
**Skill a Million Programme**
- ◆  
**Urban Underprivileged Development Programme**
- ◆  
**Hunger Alleviation Programme**

**MODEL VILLAGE DEVELOPMENT PROGRAMME**

The Model Village Cluster Development Programme aims to create opportunities for the underprivileged. It facilitates integrated growth of villages and a holistic development of under-privileged communities.



Medical camp in progress



Rural Information Centre - Hassanpur



Rural Road Development

It also aims to transform identified cluster of villages into vibrant "Model Villages" and promotes these active, diverse and prosperous rural model villages as an easily replicable model for the development of other rural communities precisely on six major development areas: social, economic, environment, health, education and skill development.



Community Mobilization



Kachre Se Kamai-Waste Processing Unit at Hassanpur

## NURTURING TALENT PROGRAMME



*High Achievers being recognized at Annual Scholars' Conclave*

The Nurturing Talent Programme focuses on talented children from the weaker sections of society. Adopting a unique methodology, the programme picks up poor talented children from rural and urban villages and transfers them to good private English medium schools and grooms them to become leaders of tomorrow in various fields. Under this programme, the Foundation is supporting 626 students at the primary and secondary school level. In addition, over 234 scholars benefit under the programme in disciplines such as Engineering, IT, MBBS, MBA, MSW, Sports and Fine Arts. Thus over 860 scholars in total currently benefit from this initiative.



*Stunning cultural performances by DLF scholars*



*Professional Scholars undergoing a training program*



*Workshop Session for Class VII - IX scholars*

The programme has developed need based solutions and methodologies to develop future leaders by following them right through from their entry at Class VI till they succeed in a selected professional career, through need based financial support, soft skills training, career guidance, mentoring, coaching, tracking and providing the much needed linkages.



*Gold Award to Professional Scholar*



*Gold Award to School Scholar*



*Counselling session for school students*



*Coaching Session for Professional Scholars*

10 sports scholars participated at Special Olympics at Los Angeles in July 2015 and won SEVEN Gold, ONE Silver and SIX Bronze Medals.



## SKILL A MILLION PROGRAMME



Launch of DLF Skill Centre in Kolkata

The Skill Development Programme, which was launched in August 2011 with the aim to skill and employ one million underserved and deserving youth across the country, has established several Skill Training Institutes and Training Centres across various states. DLF Foundation has formed partnerships with Laurus Edutech, Labournet and Lok Bharti, NSHM Udaan Skills Foundation, Rural Shores, Mukti and Agate Techno Systems for upgrading the skills of rural youth. So far, we have opened 36 centers in 12 states across the country. Under this initiative, so far over 11,500 youth have been trained and about 75% of them have been successfully placed across the industry with leading corporate brands.



Girls trained in IT



Students trained in mobile repairing



Girls trained in beauty culture



BPO Training in progress at Kandukur, Andhra Pradesh

## SWACCH HARYANA ABHIYAN

The year 2014 witnessed addition of this new programme aligned with the nationwide initiative called "Swacch Bharat Abhiyan". The initiative kick started with the launch of the Swacch City Campaign in Gurgaon under which DLF Foundation along with the residents carry out cleaning exercise in identified areas of the city. DLF Foundation has augmented the existing waste management infrastructure with installation of 200 dustbins, deployment of 100 "safaimitras", 25 cycle-rickshaws for garbage collection, deployment of 10 garbage removal vehicles, installation of public toilets etc. Initiative for separate toilets for boys and girls in identified schools has also been undertaken. Additionally, construction of 35 new water harvesting structures has been undertaken under this programme. Over 50 such structures have already been constructed in the earlier years.



Launch of Swacch Haryana Abhiyan



Cleanliness drive by DLF RWA and citizens

## DISASTER RELIEF

DLF Foundation was among the first to reach Jammu & Kashmir for relief operations. The Foundation partnered with the Indian Air Force to airlift the relief materials. The local distribution was undertaken in partnership with the Indian Army at the flood hit areas of the state. Nearly 12000 kg of relief materials were distributed. In addition, a medical team was also sent to for emergency medical help.



Relief material airlifted for J&K

## URBAN UNDERPRIVILEGED DEVELOPMENT PROGRAMME

The Urban Underprivileged Development Programme specifically aims to address some of the challenges that the underprivileged communities residing in urban areas face regularly.



Blood Donation Camp in progress



Workshop for underprivileged children



DLF Wellness centre



DLF Shiksha School Children at study

**Healthcare Initiatives:** Two DLF Wellness Centres, Four Clinics and Nine Mobile Medicare units have been created to serve the underprivileged population in the urban areas and villages around Gurgaon.



Mobile Medicare

**Education Initiatives:** Four DLF Swapna Sarthak Schools provide free education to nearly 1200 children. Three Crèche-cum-learning centers for toddlers are being operated wherein supplementary nutrition to all children, especially malnourished children is also provided along with age appropriate learning activities.

**Hunger Alleviation:** Free meals are provided every day to over 3000 needy persons including differently-abled, rag pickers, migrants, destitutes etc. In addition, DLF Food Bank has been set up in Gurgaon which channelizes donated non-perishable food items to the poor and needy.

## OTHER INITIATIVES

**Food Bank:** In addition to its Flagship Programmes, the DLF Foundation has also continued to work on its initiatives like the establishment of Food Bank, launching of many Labour Welfare initiatives and undertaking many environmental initiatives.

**Veterinary Hospital:** India's first State-of-the-art private veterinary hospital (CGS) in Gurgaon with ultra modern facilities like laser surgery, ultra sonic testing and modern lab facilities for animal care was established in Gurgaon.

**Rural schools:** DLF Foundation has also helped in establishing 30 rural schools in Haryana, UP and Punjab in partnership with Bharti Foundation. Situated in remote areas, these rural schools educate 12,500 children every year with a focus on the girl child.

**SBM School:** The SBM Senior Secondary School, a Government Aided School in Delhi has been established with the best of infrastructure. Over 800 students studying at the school hail from low income families residing in and around DLF projects.



A view of CGS Hospital and endoscopy performed there

## AWARDS & ACCOLADES

Our efforts in various initiatives were also duly recognized and we were conferred with the following awards and recognitions:

- Global CSR Excellence & Leadership Award 2014 by ABP News
- Asia's Best CSR Practices Award 2014 by CMO, Asia
- Pt. Madan Mohan Malaviya Award 2014 by CSR Times
- Best Community Action Award 2014 by World CSR Congress
- CSR Excellence Award 2014 by Amity
- Responsible Business Awards 2014 by World CSR Day
- Asia Responsible Entrepreneurship Award (AREA) 2015



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