

Social Report

As part of its continued commitment to social development, the Company for over several years has engaged in community work to improve the quality of life and foster goodwill in communities through relevant initiatives.

The Group's social projects are carried out through the Deepak Foundation particularly, in area of women's health in Vadodara (Baroda) district in Gujarat. The Ishanya Foundation set up by the Company focuses on women empowerment, education and health at Taloja and Pune in Maharashtra. During the year 2007-08, the Foundations made significant contribution as indicated below :

Deepak Foundation

- The Safe Motherhood and Child Survival project in partnership with the Department of Health and Family Welfare, Government of Gujarat, has successfully conducted over 800 deliveries. There has been substantial reduction in the maternal and infant mortality rate, due to the 24x7 emergency transport service and the Comprehensive Emergency Obstetric and Newborn Care



A health worker communicating key health messages to a pregnant woman and her family member

unit. This has impacted the growth in institutional deliveries from 14% in 2005 to 68% in 2008.

- The Foundation strived and achieved participation in health and development activities in rural areas. So far, 1050 Village Health and Sanitation Committees are formed and each committee receives Rs. 10,000/- as health fund from the Department of Health and Family Welfare, Government of Gujarat.

- Under the outreach programme, 776 tribal women volunteers trained and supported by the Foundation were recognised as 'Accredited Social Health Activists' and placed in remote villages. This also contributed in providing sustained economic support to their families.

- By initiating Women's Dairy Cooperatives, about 24 Dairy Cooperatives involving 2209 members have been formed in select tribal and rural blocks of Vadodara, resulting in annual turnover of Rs.1.30 crore with 8% profit margin.

- About 182 Self Help Groups have been formed with total savings of over Rs. 33 lacs among the 2867 members. The Self Help Groups also promote the Pithora paintings which have provided an alternative livelihood opportunity to the tribal women in Chhota Udepur.

- The Foundation has provided health and nutrition services to young children, pregnant and nursing women through 40 anganwadi centres in Nandesari area of Vadodara. These centres supported by the Integrated Child Development Services Scheme of the Government, benefit nearly 4000 needy persons every month with supplementary nutrition, health nutrition education and medical check-up and referral services at the Foundation.

- The 15-bedded hospital in Nandesari is well equipped and has an operation theater, ultra-sound machine, ICU and an ambulance. During the year the hospital has catered to over 7200 OPD patients, 360 indoor patients and 2000 health camp patients.

Ishanya Foundation

- Over 30 villages were covered under the OPD service in Chindran at Taloja in Maharashtra by a team of doctors, trained medical and paramedical staff. Free medicines were provided to the needy patients.

- Stitching classes are conducted at subsidised rates to help generate self-employment opportunities and income. Two years ago, a unique concept of stitching cloth bags and its supply to select stores was started after the floods in Mumbai, with just 4 ladies. Today, the project provides income generation opportunities to over 40 ladies.

- The Ishanya Foundation has started a 'Mobile Library' project in five villages around Taloja, to inculcate the reading habit in school children. The challenging task has been taken by the Foundation to sharpen the thought process of children. Women called 'Book Fairies' are trained by the Foundation to teach songs, dance and craft and provide books for reading to the students.

- The Maharashtra's first-ever Foot Mapping machine, installed at the Ishanya Foundation Diabetic Centre in Pune has benefited the

needy patients. Serious conditions that could even lead to foot amputations can be prevented by this machine. The Ishanya Foundation Diabetic Centre offers a comprehensive approach to tackle the disease under one roof. Complimentary Diabetic Club cards have been given to the needy patients.

- To help restore vision to the needy cataract patients, the Ishanya Foundation conducted 27 surgeries and in all 161 patients benefitted from the camp.

As a constructive partner in the local communities, the Company has been taking concrete action to realise its social responsibility objectives.



Mrs. Parul Mehta (Director, DFPCL) counselling cataract patients