



# SUNDESH

Sustainable Development Society





**स्वास्थ्य**  
**सखी परियोजना**

ग्राम : चीना  
विकास खण्ड : दादरी  
जिला : गौतमबुद्ध नगर

सौजन्य से:-  
चुन्नी लाल मेडिकल ट्रस्ट  
एवं  
सरस्टेनेवल डेवलपमेन्ट सोसायटी (संदेश)

ग्राम- चीना, जिला- गौतमबुद्ध नगर फोन नं०- 0120-3245783  
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## CHAIRMAN'S MESSAGE

I take the pleasure of presenting you with our Sundesh Booklet for 2013-14.

As Chairman of SUNDESH, I am pleased to report that the Society's helping mission continued to make a positive impact in the communities that we operate in. As we step into the 20th year of our establishment, we have outlined a series of new initiatives that will further enhance the quality of life for thousands of urban and rural poor in India, with a strategic focus on improving nutrition, fostering healthy communities and promoting diversity.

Our communities are important to us and SUNDESH is committed to getting involved with local efforts to bring people together and create positive change whenever we can. Our aim is to build the foundation of a stronger India through all our activities which help eradicate ignorance and poverty by empowering people with health, education and livelihood.

We have come a long way from our inception in 1994. From operating out of a small office in Sahibabad, Sundesh's operations today cover three states -- Uttar Pradesh, Uttarakhand and Himachal Pradesh. Today, SUNDESH has 73 dedicated resources working on various community service initiatives across these three states. Over the years, we have built a comprehensive community development programme -- after detailed discussions with the community members to identify the need gaps -- to support initiatives in the field of Healthcare, Education, Livelihood Promotion Programs and Financial Literacy & Inclusion. This report will give you details of the various initiatives undertaken by the Society.

It is a matter of great satisfaction that our focus on creating larger societal value has enabled SUNDESH to generate sustainable livelihood opportunities for thousands of people, many of whom represent the weakest sections of society. From providing basic healthcare to the needy, to distributing nutritional



products to millions of malnourished children, from offering free cataract operations to upgrading the skill sets of rural populace, SUNDESH is carrying on the proud legacy of Dabur founder Dr. S. K. Burman -- Helping communities lead a better life. Till date, a total of over 60,000 patients have been treated at the Health Post established by SUNDESH.

I would also like to stress on what we have done in the area of social change on the crucial issues of Education and Livelihoods. We take pride in the non-formal education centers that we run across these states, where school dropouts and under-privileged kids are imparted basic education and linked to formal schools. This initiative has helped us improve literacy levels among children in these communities and bring them into the formal schooling system. It's a matter of great pride to see some of these kids go on to pursue higher studies and graduate as engineers. Till date, a total of 1,329 children have been linked with formal schools through this programme.

In addition, we run Adult Literacy Centers, with a special focus on educating the unlettered women populace in the villages. These centers provide basic/numeric knowledge to adult women in the age group of 15–35 years. Close to 3,000 women have till date become literates through this initiative.

SUNDESH also seeks to create livelihoods for rural women by offering them skill training in various

vocations like cutting-tailoring, beautician training and mehendi application, to name a few. These initiatives have helped empower rural women and gone a long way in reducing gender-based discrimination.

Dabur received the following awards for its CSR activities through Sundesh interventions:

- Aaj Tak Care Award for their environment initiatives 2011-12
- Amity Global Business School CSR Award for efforts towards Poverty Alleviation
- CII Excellence Award for Integrated intervention

- CRY Child Rights Champion Award for protecting child right of education through Non-formal education for school drop-outs
- Good Corporate Citizen Award from PHD Rural Development Foundation

These recognitions have motivated us to put greater enthusiasm into social responsibility.

A beginning has been made, but there are still miles to go. I look forward to your continued support and encouragement in our journey ahead.



# INTRODUCTION



## Sundesh

(Sustainable Development Society)

is a non-profit organization registered under

1. Social Registration Act 1860, Meerut
2. Foreign Contribution Regulatory Act
3. Registered under 80G of Income Tax Act for tax benefit to the donor

Sustainable Development Society is a Non-government Organization popularly known, as Sundesh. It is the outcome of the vision of Dr. S.K Burman-

*“What is that life worth which cannot bring comfort to others?”*



Sundesh was established on 19th November 1993 with the objective of holistic development of the rural areas through Integrated Community Development Programme. The strong and visionary operational as well as organizational strategy helped SUNDESH to furnish new direction and roadmap to community development programme. Sundesh with hardworking and dedicated team work, helped to implement and execute various need based projects to improve the living conditions of the rural people and to enhance the quality of life of the poor and most vulnerable, underprivileged and deprived section of the community, particularly adolescent groups and women's. Sundesh strongly believed in pooling the strength and expertise from like-minded organization, government functionaries and concern line departments. Sundesh to give greater visibility and visual impact to community development programme established SIRUC, a resource center to provide a package of service from a single door.

### Broad Objectives:

- To design and implement integrated rural and slum development programmes that emphasize health, education, improved nutrition and socio-economic upliftment.
- To promote better awareness and understanding about environment, household hygiene, health and sanitation.
- Improve access, acceptability, affordability and quality of health services and expand medical facilities to rural areas.
- Empowerment of communities through a capacity building and by promoting skill development training programmes in order to build their alternative income generating skills.
- To use participatory research methodology for assessment, analysis and action related to activities and programme and also seek

feedback from the beneficiaries & communities to modify the programme.

### Strategic Approach:

- Participatory and Facilitator
- Coordination and Professionalism
- Bottom to Top

### Core Focus Area:

- Education.
- Rural Health Care service.
- Skill Development and Vocational Training
- Animal Husbandry Management.

### Core Strength:

- Participation and support by Executive Council Members.
- Infrastructure.
- Integrity and team work
- Accountability and Transparency.
- Coordination & Networking.
- Participatory approach
- To observe and understand the functional aspects of community driven programme run by SUNDESH.
- Steps and method for improvement of the programme in the best interest of the organization
- To identify the type of problems during initial phase of executing community development work.
- Scope of replication of best practices of community development.

## Our Vision

To actively contribute to the socio-economic development of the community in which we operate and to ensure a participation of the community in sustainable development process.

## Our Mission

“Ensuring socio-economic development of the rural community through different participatory and need based initiatives in best interest to the rural poor”.

## Our Goal

Overall socio-economic development of the rural poor community on sustainable basis.





## COMMUNITY DEVELOPMENT INITIATIVES

Sundesh strives to address the needs of local communities by developing programs and initiatives keeping their specific needs in mind. Services and initiatives are also tweaked keeping the changing needs & sensitivities of the community and its members in mind.

Sundesh started operations in Uttar Pradesh in 1994 and has been progressively extending the scope of operations in the state. Today we are running various community development projects in 55 villages of Hapur, Ghaziabad and Gautam Buddha Nagar districts. Ensuring socio-economic development of the community through different participatory and need based initiatives in the best

Interest of the poor has helped us make communities in the region self-reliant and build a better tomorrow for themselves.

Sundesh extended its operations to Rudrapur in the year 2008, and presently working in 7 villages in the state of Uttarakhand. We are actively working with communities living around Dabur's manufacturing facilities in Rudrapur where various schemes and activities have been drawn up and implemented to improve the livelihood of these villagers, besides offering them better health care services.

In year 2010-11 Sundesh broaden its community development initiatives to Baddi in Himachal Pradesh to the nearby villages of Dabur Baddi manufacturing plant and presently working in 5 villages. Now, Sundesh has full-time dedicated team to undertake the CSR activities in the Baddi cluster on behalf of Dabur.



## HEALTHCARE SERVICES

The objective of rural health care is to mobilize the community and build awareness, equipping them with adequate information, skills and confidence to access health services. At Sundesh, we seek to improve health of the communities in which we operate. Towards this end, we provide curative and

Today, Sundesh has more than 73 dedicated staff working on various community service initiatives across these three states. Sundesh has built a comprehensive community development programmes in the field of Healthcare, Education, Livelihood Promotion, Environment and Village Development Plan (Model Village).

preventive healthcare services through Static OPD, Mobile OPDs, Women Well Clinic, Community Health Workers, Health Awareness Camps, Eye Camps with financial support in Cataract Operation and financial support in Toilet Construction.

## SIRUC (Sustainable Integrated Rural Upliftment Center)

“SIRUC”, based at village Chauna in Gautam Budh Nagar district, Uttar Pradesh, is a resource centre that works towards the development and upliftment of the rural population. All the activities of Sundesh are coordinated through SIRUC. It also acts as an in-house training and information centre for farmers and other inhabitants of nearby villages.

## Static Health Post

In association with Chundi Lal Medical Trust (CLMT), Sundesh is providing primary health services to the poor and the marginalized rural people through its Health Post at village Chauna, Gautam Budh Nagar district of Uttar Pradesh. Through Health Post, we provide quality OPD services, treatment & medicines to poor families at a highly subsidized price. Also for our special focus on women’s healthcare; we ensure regular checkups of women during pregnancy and encourage them to go for Institutional deliveries. Static OPD was started by Sundesh in year 2002- 03 and till date 64,321 patients have been benefitted through static OPD services.

## Mobile OPDs

We provide curative healthcare at their doorsteps through mobile medical vans. Equipped with a qualified doctor, the mobile OPDs visit under-served and un-served villages offering the villagers Healthcare services at their doorstep. We have covered around 23 villages of three districts namely Hapur, Ghaziabad and Gautam Buddha Nagar District of Uttar Pradesh. Mobile OPD was started by Sundesh in year 1994-95 and till date 22,436 patients have been benefitted through mobile OPD services.

## Women Well Clinic

Women are the most vulnerable to diseases in rural areas with social restriction and unavailability of female doctor in local areas as challenges. Now days, Breast cancer has become common diseases in women. Lack of awareness and unavailability of local specialist for its checkup, leads to high risk and the curable disease becomes incurable. Considering the need of local women, Sundesh started “Women Well Clinic”. Female doctor regularly provide consultancy to local women for overall

## Objective:

- Awareness building about cancer among women
- To Screen the Cervical and Breast Cancer among the women
- To treat high risk antenatal and anemic cases
- To create awareness among women about cancer
- To give suggestion about women health issues and complexities for low cost and proper treatment Women well clinic has been completed its two years and benefitted around 675 women.

## Community Health Workers (CHW)

Community Health workers are trained and skilled female workers of Sundesh at village level. The purpose of this initiative is to monitor the health status of women at village level. These health workers are not only creating awareness but also providing proper suggestion for any health complexities of women. Currently we have 4 health workers covering 4 villages in our intervening areas.

## Health Camp and Awareness Programme

Sundesh regularly holds awareness camps and vaccination drives in the communities. General health check-up camps were also organized with the support of Chunni Lal Medical Trust. Eye Care Camps are organised at the Health Post in Village Chauna (Ghaziabad) with the support of Chunni Lal Medical Trust, Sundesh & Lions Eye Hospital (Kavi Nagar, Ghaziabad). Dental Camp is one of our health activities which are organized time to time as per the need of community. The camps



are organized in rural areas to ensure the reach of villagers. The needy patients are checked and suitable treatment is suggested including medicinal support at nominal price.

### Eye Camps:

### Dental Camps:

- 11 camps have been conducted successfully in 2 years.
- 1181 checkups patients from different villages were examined.

## Health & Sanitation

We know that ensuring supply of clean drinking water would go a long way in reducing the incidence of water-borne diseases. Sundesh has taken up the onus of providing clean drinking water supply to schools in some villages of Baddi to maintain the health and hygiene of students in these schools. In addition to extending safe drinking water facility at Government Primary school in Lodi Majra (Baddi), we also shifted the potable water tank in this school from above the toilets to the kitchen roof.

Sundesh is also promoting the construction of toilets at the household level. Sundesh has started a new initiative in year 2014-15 “Rural Health and Sanitation Program” in which each individual who is interested in construction of toilet at its household will be financially supported by Sundesh with some amount of money. About 23 families are supported by Sundesh at the first phase of the project.





## EDUCATION

Children are the future of a nation and for every country education of children is the most important priority for its progress. Sundesh has endeavored to sensitize the need of education among the children and their parents living in villages and slums, both in urban and rural India. We have adopted schools in the vicinity of Dabur's operation areas and try to ensure an exciting and attractive learning process for the children. Sundesh are running other education initiatives like Non-formal Education, Remedial Education, Adult Literacy, Community library, Bala painting and life skill training.

## SIRUC (Sustainable Integrated Rural Upliftment Center)

Sundesh Gyan Deep Kendra (Non Formal Education)

Our education initiative is to provide non-formal education to needy children (6-14 year age group). We firmly believe that a strong foundation in primary education for the children in the community is a step towards ensuring sustainable development for the community as a whole. So, after completing their basic education through Non-formal Education center, these children, who have either never had a chance to see a school from inside or have been school dropouts, are then encouraged to get enrolled in formal schools to continue their education. NFE center was started in 1994-95 and total 1715 students of NFE centers were enrolled to formal education institutions.

## Sundesh Gyanarjan Kendra (Remedial Education)

The idea behind opening remedial education centers is to support weaker students through providing tuition classes and promote good quality of education among them. The centre is helpful in bridging the knowledge gap between ordinary and good quality of education among the school going children. The program was initiated in year 2013-14 and currently Sundesh is running 4 centers with total enrollment of 110 students in Hapur district of Uttar Pradesh.

## Adult literacy centre for women

We operate 10 Adult literacy centers in villages of Uttar Pradesh and Uttarakhand states for girls/women who are not permitted to go out of the

village. This programme is aimed at increasing basic literacy levels among women populace in the villages, so that, they could be able to read & write and calculate their expenses. The programme results in more self confident women to take right thoughtful decisions. These centers are providing basic/numeric knowledge to adult women in the age group of 15–35 years. The activity was started in 1998-99 and 3,251 total women are benefitted through the activity.

## Aadarsh Pathshala - Ek Nai Pahal: A School Support Programme

Primary education is considered as gateway of higher education. Sundesh believes the overall development of children. It has been working towards enhancing the learning environment by giving infrastructural support to Government Schools. Three primary schools in slum areas of Rudrapur and Baddi have been covered under this program, benefitting 1000 students.

## Bolta Pustakalaya

Bala Painting is an initiative by Sundesh to educate school children through charts, diagram and other information painted in their school walls. The painting of walls is done in systematic manner and related to their course.

## Life Skill Training

Due to lack of awareness and knowledge among adolescent about the physical, mental and emotional change during their transitional stage to adulthood leads to uninformed and unsecure decision taken by them. Sometimes this creates social as well as physical issues. The purpose of this training was to make them able to take informed decision about

themselves.

Life Skill Training was organized with the following purpose –

- To educate adolescents (14 to 18 years) about reproductive and sexual health issues and challenges
- To educate adolescents about physical, emotional and mental change during adolescence
- To equip adolescents with the skills to enable them for making informed choices
- To sensitize the community on issues related to adolescents including HIV/AIDS
- To give a new thought and safe life.

At present, the activity has completed its 4 years benefitting 370 females in Uttar Pradesh.





## LIVELIHOOD PROMOTION ACTIVITIES

Sundesh seeks to create livelihoods for rural women by offering them skill training in various vocations like cutting & tailoring training, beautician training, mehandi application training, weaving training, handicraft training and food preservation training. These initiatives have helped in empowering the rural women and gone a long way in reducing gender-based discrimination.

Taking into account the changing employment scenario and emerging opportunities of self-employment, Sundesh has introduced a host of capability enhancement programmes in villages across the three states, offering vocational training to improve the knowledge and skill-sets of rural women and help them seek out better income generation opportunities.

## Nari Shakti Kendra (Skill Development for Women)

Sundesh empower and train rural women through skill development and small enterprise promotion. Sundesh provide skill development training on cutting and tailoring, beautician training, soft toys making, mehandi application, embroidery courses etc to women in rural areas

## Cutting & Tailoring

In 1994-95 Sundesh started its Cutting & Tailoring program, which offer training to women between the age group of 18 and 35 years women. Total 3,049 women have successfully completed the training. The success of this initiative can be gauged by the fact that several women trained at our institute have set up their own mini-boutiques in their native villages and are even hosting similar training sessions for other women in their villages, along with Sundesh.

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## Beautician Course

Sundesh holds a six-month Beautician course for women in all the three states, where women from the villages are imparted training in beauty care. It's encouraging to see women set up their own beauty salons in their villages and augment their household income. The centers are running in three intervening states of India and 352 women are successfully trained by the centers.

## Swawlamban

Sundesh started need based Skill Development cum Job Assistance programme called "Swawlamban" at Ghaziabad, Hapur and Gautam buddha Nagar District of Uttar Pradesh in the year 2013. Sundesh provides industrial based training to qualified youth through its partners and also offer them employment at various industries in nearby places. At present we have trained 15 youth as a fitter in 2013-14 and currently 12 youth are receiving training of CNC operator at Okhla industrial area in Delhi.

## Self Help Group (SHGs)

Sundesh has taken an initiative to promote, support and design a number of poverty eradication programs in collaboration and under guidelines from District Rural Development Agency, Ghaziabad through "Swarn Jayanti Gramin Vikas Sawrojgar Yojna" for Below Poverty Line people and National Bank for Agriculture and Rural Development (NABARD) for general families in the targeted villages.

We help the villagers achieve a reasonable level of economic well being especially those who are below the poverty line. We are working towards empowering these villagers to manage and use the natural resources sustainably. Women are also encouraged to take up incomes generation programs.

With the help of SHGs we promote saving and

loaning among the group members which eventually make them self independent and financial literate. The concept was initiated to provide adequate and timely credit or block capital to SHGs in a flexible, hassle-free and cost-effective manner and help these villagers set up small enterprises. The loans are utilized for productive purposes like setting up dairy units, grocery shops, mobile repair units, medical stores, poultry units, dhabas, shoes-making units, adhesive units, bangle shops and petty outlets. Currently, in second phase 161 SHGs are working in 55 villages in Uttar Pradesh and Uttarakhand states. Out of which 32 SHGs have been financed.

## Dairy and Vermi Compost

Sundesh creates awareness and provide training to farmer regarding production and best use of Vermi Compost and Dairy. Through this programme, farmers are motivated and assisted to go for organic farming.

Objective:

- To promote and train farmers for Vermi Composting and ensuring lesser use of chemical fertilizers at farmlands.
- To create awareness and capacity building trainings for best practices of Dairy and farming through Vermi composting.

In 2013-14, Sundesh is able to train 66 farmers in Vermi composting process and has set-up 30 Vermi compost in the villages.



## Veterinary Services

Sundesh provides livestock health and medical facilities at Sundesh Integrated Rural Upliftment Center (SIRUC), in village Chouna. Through this programme, Sundesh organizes vaccination and animal health check up camps in the villages. Medicine is provided at subsidized rates to the villagers.

Following services are provided under Veterinary Services -

- Daily OPD Services in villages
- Services at door step by the Vet. Professional, Distribution of medicine
- Awareness campaign and village meetings
- Workshop & seminars, Networking with other stakeholders

## Village Development Plan (Model Village)

A vast majority of the villages in the country still face constraints such as access to education, health facilities, drinking water, electricity, road connectivity, credit, Information and Market. Against this background, adoption of villages in backward regions through preparation of Village Development Plans go a long way in ensuring holistic and integrated development of these villages and their populace. This would include economic development, infrastructure development and other aspects of human development i.e., education, health, drinking water supply, etc., besides access to credit.

In the year 2009, Sundesh took this opportunity of implementation of Village Development Plan at Naraina village, given by NABARD on priority level. Sundesh implement the plan through Participatory Rural Appraisal approach.





## ENVIRONMENT CONSERVATION