



Annual Report
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S. M. Sehgal Foundation





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Message from the Chairman

SUSTAINABLE DEVELOPMENT by its nature is a work in progress, so that while we have moved forward in our short history towards this goal, there is still a very long way to go.

WE BEGAN IN 1999 when my family and I decided that we would put our personal resources to use in development projects in India and elsewhere. In India we are focussing on sustainable development at the village level. This work addresses issues involving the social, economic, as well as the ecological well-being of village communities. Outside of India, we have focussed on ecology and the conservation of plant resources. All work is carried out under the umbrella of the Sehgal Family Foundation, based in the United States, which in turn works through the S.M. Sehgal Foundation in India.

For many years now, the developed world has been characterised by over-consumption, over-production, and insufficient attention to the conservation of natural resources and of ecology. By contrast, India has faced scarcity as well as the difficulties of intense population pressure. This too has contributed to environmental degradation and neglect of conservation. The developed world's problems are linked to affluence, while those of India are linked to poverty.

In India the water needs of nearly three quarters of rural people are not adequately met. Aquifers are being depleted, groundwater is becoming increasingly brackish, and coastal areas are suffering increasing salinity. Over 70% of surface water is reported to be below official quality standards. While the population has reached one billion, 45% of children under three are chronically malnourished. Biodiversity is also suffering. It is estimated that India is home to 8% of the total number of species in the world. However, conservative estimates suggest that at least 10% of India's recorded wild flora and 20% of its mammals are endangered. With population pressure still mounting, the burden on the environment and the plight of village communities will worsen without concerted action.

One of the most crucial matters facing India today therefore is in ensuring the sustainable development of our rural communities. When we began the S.M. Sehgal Foundation three years ago, we were certainly naïve about the development issues facing rural India. We saw local communities with minimal income and resources trying to support large numbers of people. On the one hand poverty, on the other hand over-population. Reduce family size and increase income therefore, and we would set the development train rolling.

It did not work out like that of course, and we went back to the drawing board. Development is complex, and includes a multitude of social, cultural and economic factors. As a result, it often seems that efforts in one direction are countered by forces from another. For example, it is not sufficient to conserve water unless equitable distribution is also addressed. In rural areas the poor and those from



◀ Suri Sehgal with village leaders in Agon

lower castes often suffer from restricted water access. After much thought therefore, we have settled on a vision of what we call "integrated, sustainable village development". This multi-disciplinary approach targets grass roots actions based on community mobilisation and designed to put in place sustainable village institutions.

We are targeting four villages in rural Gurgaon and performing extension work in fourteen other neighbouring villages, all of which are near Delhi. We hope that these villages will eventually serve as models for work elsewhere. We are already finding that neighbouring villages are eager to adopt our programmes. One challenge I believe we will shortly face is resisting pressure to spread our effort too thin. If we can succeed in rural Gurgaon, then we will be ready for further work elsewhere.

We have made a start, we have gone forward, but we have also had set-backs. This past year we renewed our efforts and we believe we are heading in the right direction. I would like to thank the entire Foundation for their hard work, dedication, and for their idealism and belief that things can be better. From the beginning we have received valuable assistance from other NGO's, for which we are grateful. We have also benefited from the wise counsel of eminent experts. Most rewardingly, we have been welcomed into the villages of rural Gurgaon.

Dr. Suri Sehgal
Chairman

Sehgal Family Foundation & S.M. Sehgal Foundation

We look forward to working together in the years ahead to further **EMPOWER RURAL INDIA**

Sehgal Family Foundation

The Sehgal Family Foundation (SFF) supports research on the compilation of plant databases and the conservation of genetic resources. This is a neglected field but one which is crucial if we are to protect plant resources for future generations. We also support research on the development of crops tolerant to biotic and abiotic stress, on applied ecology, and on the development of education software for rural people.

Missouri Botanical Garden

The mission of the Missouri Botanical Garden (MBG) in St. Louis is to discover and share knowledge about plants and their environment in order to preserve and enrich life. At the MBG we have endowed a "William L. Brown Curator in Economic Botany" chair as well as a "William L. Brown Award for Excellence in Plant Genetic Resources". We have also created a "Fellowship in Plant Genetic Resources" for students from South Asia to study or undertake research at MBG or at any of its affiliated Universities.

Institute for Biotechnology Overseas

Biotechnology has the capacity to boost food production and to promote sustainable agricultural development. Modern technologies can confer tolerance in crops to biotic and abiotic stresses, which are the largest agronomic threat to farmers in India. Stress tolerant crops can stabilise production on marginal lands, where subsistence agriculture and frequent crop failures often lead to poverty. In Ghent, Belgium, SFF has provided support to the Institute for Biotechnology Overseas for research in the area of biotic and abiotic stress.



Ashoka Trust for Research in Ecology and Environment (ATREE)

ATREE is an environmental organisation that focusses on protecting biodiversity hot spots in India. Based in Belmont, Massachusetts, ATREE's activities include:

- Applied conservation science for the protection of the environment, for the promotion of biodiversity and for the sustainable use of natural resources.
- Income enhancement of tribal communities dependent on forest resources.
- Education and training in environment related issues.

ATREE is especially active in the Western Ghats and the Eastern Himalayas, two regions with extraordinarily rich and unique biological resources. Funds from SFF will accelerate ATREE's work and will be used for fellowships, expansion of ecological databases, applied research, and education outreach.

Plant Database Consortium

India is among the top ten megadiversity countries of the world and is a centre of origin of many of the world's cultivated crops. Apart from agricultural crops, non-timber forest product species also form the basis of the livelihood of many rural people. India also is home to many medicinal plants. The taxonomy of these resources must be fixed if they are to be used wisely. SFF has helped bring together the University of Agricultural Sciences in Bangalore, ATREE and the Missouri Botanical Garden, to work collaboratively for the comprehensive compilation of Indian plant databases and their conservation status.

Trees for Life

Trees for Life (TFL), Wichita, Kansas, promotes planting of trees with nutritional and renewable resource value in developing countries. To date TFL has planted more than three million trees worldwide. The organisation also develops empowerment tools in education, health and the environment. TFL has developed an innovative, graphical and interactive educational software programme called "Global Circle of Knowledge®" (GCK). This powerful and easy-to-use programme is employed to create a wide range of high-quality teaching lessons. The programme can be adapted in different languages to suit local needs, including those in low literacy areas. SFF supports the development of GCK, and will use it in India for training and communicating ideas, informal knowledge and education in rural areas.



International Crops Research Institute for the Semi-Arid Tropics (ICRISAT)

ICRISAT is a "Future Harvest Centre" and is funded by the Consultative Group for International Agricultural Research (CGIAR). Based in India, ICRISAT's mission is to help the poor of the semi-arid tropics through science-based agricultural development and plant breeding. The germplasm developed by ICRISAT has been an outstanding success and is used in breeding programmes worldwide. In particular, the organisation has worked to improve those "orphan crops" in which the private sector has minimal interest, but which are of great importance to subsistence farmers. In this respect, the donor crisis now facing ICRISAT is a grave situation for the long-term research into the improvement of such crops for poor farmers. SFF is funding ICRISAT research in millet and sorghum. Both crops are grown in areas of low rainfall, but millet is plagued by downy mildew, and sorghum by shoot fly and grain mould.

Other Grants

The Foundation has also supported various other organisations, including:

- International Rice Research Institute, Philippines
- "Ding" Darling Wildlife Society, Sanibel, USA
- Clinic for Rehabilitation of Wildlife, Sanibel, USA
- Sanibel-Captiva Conservation Foundation, USA
- Iowa Natural Heritage Foundation, Des Moines, USA
- Moulten Extension Learning Centre, Des Moines, USA
- Greater Des Moines Community, Des Moines, USA
- Iowa State University, Seed Science Centre, Ames, USA
- Board of Regents, University of Southern California, USA
- Transportation for a Livable City, San Francisco, USA
- Swan Special Care Centre, Champaign, USA

S.M. Sehgal Foundation



The S.M. Sehgal Foundation supports programmes designed to promote sustainable development at the village level. The Foundation's goals are:

- To promote the benefits of small families in a culturally sensitive manner.
- To increase income through skills development and other initiatives.
- To promote environmentally sound agricultural practices.



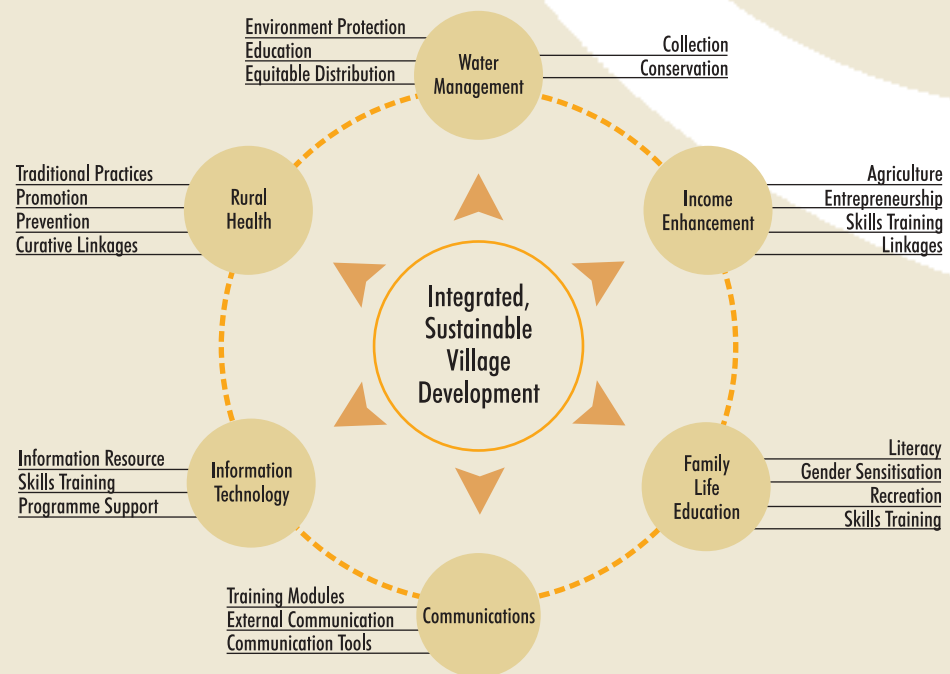
Integrated, Sustainable Village Development

The Foundation's approach rests firmly on the belief that all assistance must empower people to participate in furthering their own development. It begins by listening to villagers, and continues by encouraging their initiatives.

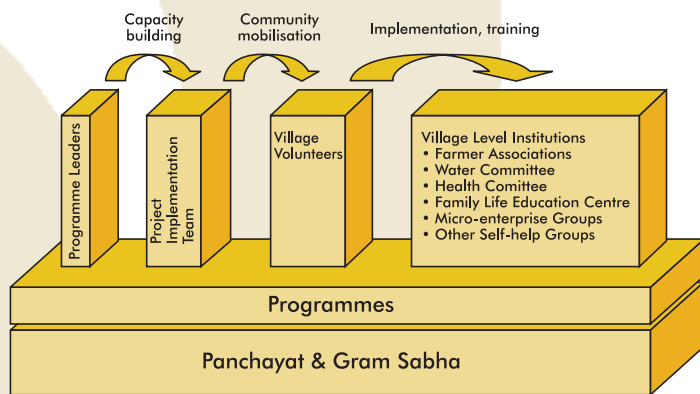
While an important goal of these initiatives is to enhance villagers' economic prosperity, the Foundation maintains that it is by caring for the overall social well-being of the village that this is achieved.



S.M. Sehgal Foundation Programmes



Project Implementation Scheme



◀ Suri Sehgal with Project Implementation Team



◀ Rural Health training of Project Implementation Team

Programme Implementation

Programmes of the Foundation are based on community mobilisation and are undertaken only after first consulting with the village community and gaining their approval. The goal is to ensure maximum community involvement and to lay the basis for continued sustainability. The village Gram Sabha (all voting-age villagers) and the Panchayat (village council) are involved in all decision making. The Foundation also seeks the active involvement of government organisations. Programme funding is provided by the Foundation, with partial contributions from the village in land, labour or cash depending on their means.

The design, content and budget for all activities is the responsibility of project leaders. They also ensure that the Project Implementation Team (PIT) has the capacity to carry out the programme. Programme leaders develop formal plans for each project, including milestones, deliverables and evaluation measures. Specific projects are under the direction of the PIT, comprising a "field facilitator" and staff from the local area of operations. The PIT is responsible for community mobilisation and training of village volunteers. The entire programme team is engaged in village institution building.

Water Management



WATER MANAGEMENT was identified by villagers as their primary need during a Participatory Rural Appraisal exercise this year. Rural Gurgaon faces serious water problems; rainfall is only 43% of the national average, there is minimal rainwater harvest infrastructure, groundwater is over-exploited, ecological degradation compounds

problems of re-charge, and the drinking water supply is not adequately managed. Inadequate management includes poor maintenance of pump houses and other infrastructure, as well as water leakage and pilferage in some areas.

These water management issues were reviewed with the villagers and several experts. The result was an action plan combining traditional and contemporary technical know-how for a comprehensive programme of water collection and conservation. To this end, the Foundation assists in the formation of a village Water Committee. The Foundation encourages village women to take charge of drinking water management through a subcommittee.

Year-round Supply

Ensuring that safe drinking water is available throughout the year for everyone will be achieved in part by raising the level of “water literacy”. This general awareness campaign covers a wide range of topics including the precarious ground water conditions, risks of excessive bore well extraction, causes of land degradation, benefits of afforestation and long-term water recycling. Afforestation is especially challenging because benefits are obtained only in the long term. Drip irrigation methods are being introduced to farmers. Judicious use of pesticides, including environmentally friendly Integrated Nutrient and Pest Management techniques are also encouraged to improve groundwater quality.

Water Harvesting

Water harvesting structures such as check dams, village and farm ponds, embankments, contour bunds and rooftop collectors, are being constructed to capture water and increase ground water recharge. This year a check dam used for watering of animals, was rejuvenated in the foothills nearby Ghaghas. An adjacent check dam for water table recharge is also being completed. A complete watershed, following a ridge to valley approach, is planned for this area. Rejuvenation of existing wells and ponds has also been undertaken. Additionally, vetiver grass has been used to strengthen earthen water management structures and prevent silting, for which the Foundation has helped to set-up a grass nursery.

Personal water conservation measures have also been encouraged, especially regarding the repair and installation of functioning taps. In fact only about 25% of households get an adequate or fair share of water. In some villages lower castes are prevented from freely using common wells and other sources. The Foundation therefore encourages the Water Committee to ensure equitable water distribution.

Lessons in Community Mobilisation

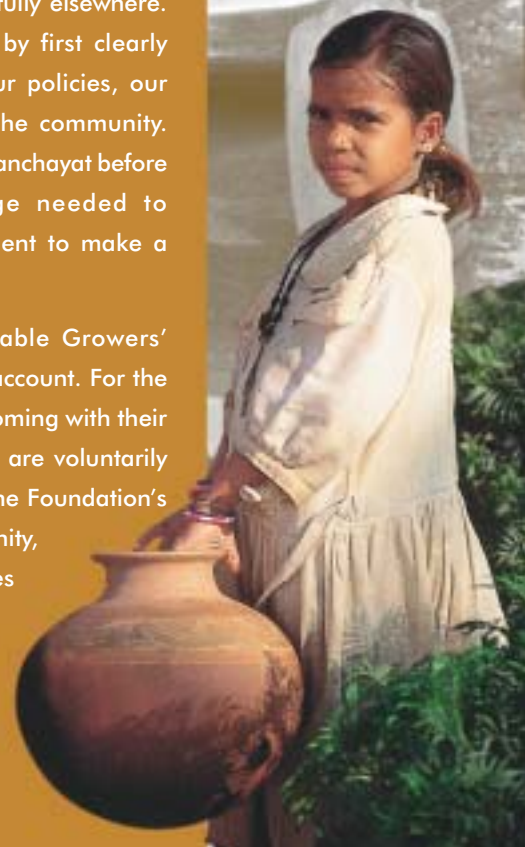
The Foundation began working in Rangala Rajpur in 2001 when a Family Life Education (FLE) Centre for adolescent girls was established. A year later a "Fruit and Vegetable Growers' Association" was created to link farmers to the market, and a construction of a large earthen dam to harvest rain water was begun. While no fee was charged for the FLE course, villagers did agree to contribute to the grower's association and to the construction of the dam. The latter involved a 25% contribution in cash or labour. As it turned out, the villagers were not forthcoming with their contribution to the Association or to the dam, and were reluctant to take responsibility for projects.

We learnt that it is not advisable to start with projects requiring a large community contribution. It is crucial to establish the realistic ability of the villagers to contribute before commitments are decided. Success in several small projects also helps in trust building. Without that trust, larger projects are not practicable. Initial activities in Rangala also involved only part of the community. We learnt that it is better to begin with projects that simultaneously touch diverse sections of the community.

Based on the Rangala experience, the Foundation refocused its efforts to ensure greater community mobilisation and participation. Since then the community has contributed to the deepening of four wells, while the Panchayat contributed for pond de-silting, and girls have started paying fees in the Family Life Education centre.

The lessons learnt at Rangala were applied successfully elsewhere. In Ghaghas, for example, we initiated our work by first clearly communicating about ourselves, our intention, our policies, our possible contribution and our expectations from the community. Proposals were discussed with the Gram Sabha and Panchayat before implementation. We stressed that the village needed to wholeheartedly participate in their own development to make a success of the proposals.

The Ghaghas members of the "Fruit and Vegetable Growers' Association" promptly paid Rs. 10, 000 to open an account. For the "Twin Check Dams", the community has been forthcoming with their scheduled financial contributions. The village youth are voluntarily planting the trees needed to strengthen the dam. The Foundation's continued help is now actively sought by the community, who have proposed further development initiatives and called for "Village Volunteer Labour Days".



Income Enhancement



Since the Foundation's target villages are very poor, this fundamental fact must be taken account of in any development work. Concretely this means providing villagers the means to increase the amount of money they can earn. Under-developed agriculture-only areas are often development resistant. Without a direct income enhancing benefit in those areas, long-term sustainable development is doubtful. The goal of the Income Enhancement programme is therefore to create village-level institutions which generate both employment and income. So far the Foundation has focussed on agriculture related enterprises, specifically targeting the fruit and vegetables sector. The Foundation also intends to assist in the development of start-up activities allied to farm production.

Plantlets to Profits

Puranchand is a landless 45 year old farmer. He is progressive by nature and willing to take risks despite his precarious position. Puranchand had tried to raise his income by turning from grain to vegetable growing on his leased farm, but with limited success. Early in 2002 his watermelon and *kakri* (cucumber) crops failed, netting him a loss of about Rs. 20,000. In part this was due to the use of spurious seeds and pesticides which abound in the market, and partly due to his lack of knowledge about good agronomic practices.

Later in the year, with the support of the Foundation, Puranchand grew off-season *brinjals* (eggplant). This time he adopted several improved agronomic practices, including the use of a nursery to raise and transplant the young *brinjal* plantlets, proper soil preparation, adequate plant and row spacing, and the optimal use of fertilisers and pesticides. Puranchand had received assistance from the Foundation to construct a low-cost polyethylene plantlet nursery. With the nursery his plants were more robust and generally healthier than those of neighbouring farmers. The result was an income of approximately Rs. 38,000 from a one acre field. Subsequently Puranchand encouraged his son and two other farmers to grow off-season tomatoes on raised-beds. Raised-beds lead to higher yields than traditional growing on flat and unprepared fields.

Puranchand's success prompted the Foundation to showcase his results during a "Farmers' Day" held on his fields. As host to scientists, breeders, agribusiness executives and about 280 farmers from three neighbouring districts, Puranchand gained much respect within his community. Puranchand is in fact from a lower social caste, but today is sought out by other farmers for his advice on new agronomic techniques and on off-season growing. Puranchand's son has also been selected by the village farmers as the secretary of their newly formed "Fruit and Vegetable Growers' Association".

Raising farm income level can be met by increasing productivity, capturing a greater share of the end consumer price, and by ensuring that production matches market seasonality or unmet demands for fresh produce or grains. This year the Foundation assisted farmers in forming three "Growers' Association", each of approximately 25 farmer members. The Grower's Association has in turn been linked with large buyers, with which sales contracts are directly negotiated. The association is thus able to pool resources, negotiate better prices, and generally share experiences and best agricultural practices. These practices, which include the use of raised beds and of high-quality seed, drip irrigation and judicious use of chemical and biological pesticides, have been introduced by the Foundation through exposure visits and on-farm trainings, and are aimed at cutting costs and increasing production. Micro-financing of agricultural related small enterprises is also planned.

Rural Health



The provision of health care in rural Gurgaon is inadequate. Village healthcare depends on factors such as affordability, availability of potable water, environmentally friendly garbage disposal, sanitary latrines, access to qualified health professionals, women's empowerment, literacy, overcoming social taboos, and the prevalence of ill-informed practices. Much of the demand for health care can be addressed by simple improvements to village living conditions, particularly in regard to clean drinking water, complete immunisation, and proper hygiene and sanitation. Doctors and clinics are of course required for curative care and the Foundation does also seek to establish "curative linkages" with competent healthcare institutions. The Foundation's goals are to develop preventive and promotive health care practices and institutions.



Family Health in Rural Gurgaon

Health awareness in rural Gurgaon is low, and untrained practitioners cater for most primary curative health needs. Average family size is 9.5 members and only 15% of couples use family planning methods. Infant mortality is about 85 per 1000 live births and maternal mortality is about 470 per 100,000 live births. Women and children account for nearly 90% of health problems. Among infants and children of 12 to 23 months, only 20% are fully immunised. Diarrhoea, malaria and acute respiratory illness are the most common causes of morbidity and mortality in children. Poor reproductive health of women is due to unhygienic menstrual care, chronic reproductive tract infections, sexually transmitted diseases, unsafe deliveries, and incompetent pre- and post-natal care.

Village Health Committees

In 2002 the Foundation worked to facilitate villagers in assessing their perceived, met, unmet, hidden healthcare, and other domestic needs. Focus group discussions stressed the importance and possibility of good health, and the need for village Health Committees. The village Health Committee will be responsible for decision making, planning, implementation, monitoring and evaluation of all rural health projects, and include representatives from all sections of the village. In 2002 the Foundation provided training on the early warning signs of disease, first aid, vaccination for infants, and on how to handle mild illness. Training will be provided to assist in linking villages with competent healthcare providers, and to ease private access to family planning services.

Making a Difference

In 2002 the Foundation was able to reduce indiscriminate use of oxytocin injections to expedite labour, as well as unnecessary tetanus injections to postpartum mothers and infants. The practice of delaying breastfeeding until after the third day of delivery is receding, hygienic menstrual care is growing, and proper fluid intake for diarrhoea is more common. A midwifery course for safe deliveries has been given to traditional birth attendants. Knowledge about vaccines is increasing. The relationship between the community and the Government Primary Health Centre is also becoming more effective.

A New Disease

During training of traditional birth attendants ("dais"), several young women came for advice concerning a "new disease". All were in fact suffering from varying degrees of prolapse of the uterus, having been given oxytocin by untrained village "doctors" to shorten their labour. They were also charged Rs. 300-500 for an injection costing Rs 15.

Training was provided by the Foundation on the natural process of childbirth and on the dangers of improper use of oxytocin. Training was also given to the village elders, and Focus Group Discussions were held to discourage this practice.

Family Life Education



Like rural areas the world over, the social structure in Indian villages is highly traditional and family oriented. Today the momentum of social change in India's villages is being hampered by such things as gender inequality, low literacy, and limited awareness of reproductive health and family planning. The Foundation is seeking to address these issues in part through its Family Life Education (FLE) programme. This year the Foundation strengthened its FLE programme through a "Training of Trainers" course, which was given to the Project Implementation Team. These trainers in turn delivered the course to village youth, thereby multiplying the effect of the programme.

The FLE programme is designed to meet the needs of village youth...

Reaching Out to Parents

Empowering young people in the area of reproductive health and planned parenthood is important in light of many misconceptions in these areas, and the relatively early age of marriage. Garnering the support of parents is critical to the success of this programme as they are often the *de facto* decision makers, and not their sons or daughters. The assistance and permission of influential community members is also sought in setting up the programme. The Foundation therefore only begins the FLE programme after consultation with parents and village leaders. This year the Foundation began a series of "Mothers' meetings" covering FLE issues. Fathers' meetings, as well as an adapted curriculum for parents, are planned for next year.

Youth Focus

The FLE programme is designed to meet the needs of village youth, and includes training modules for literacy, life skills and tailoring. Recreational activities are also organised around the training sessions. The girls and young women attending the FLE courses are between 11 and 18 years old. For the most part, their days are occupied with low-status domestic chores, with little or no chance for outside contact or recreation. The girls and young women also often suffer from emotional repression, low self-worth, and a general lack of confidence. Girls in puberty or about to be married lack basic knowledge of their own anatomy and are often confused about what is happening to them. Classes are held 6 days a week, for three hours each day and run for six months. These courses have led to an increase in the household status, confidence and earning power of the girls involved. So far nearly 700 girls in 16 villages have completed the FLE programme, while at present there are approximately another 300 girls enrolled.

At present there are approximately 50 young men in four villages enrolled in the FLE programme, ranging in age from 16 to 25 years. Young men in these villages have received a minimal education, but one that does not provide them vocational advantage. There is little incentive for these young men to accept agricultural work, so that chronic under-employment is high. Most of the young men are also largely ignorant of issues of reproductive health, puberty, and other family life matters.





Empowerment

Literacy and skills training provide young people a sense of self-worth and empowerment. With those building blocks in place, discussion of other matters involving gender, health and family planning is eased. The average literacy rate amongst girls in rural Gurgaon is 32%, and can be as low as 5%. Male youth literacy averages 67%. Most girls in our target villages have never been to school, or were required to leave at a very young age. The basic literacy curriculum was developed by the State Resource Centre, Jamia Millia Islamia, Delhi, and is offered in combination with training in tailoring.



The life skills course offered by the Foundation was developed by the Centre for Development and Population Activities (CEDPA), Delhi. The overall goal is to positively contribute to personal development, identity formation and mutual respect. The curriculum covers practical issues relevant to young people, including diverse life options, household economics, team building, community development, legal rights, and gender issues. Because village girls do not take decisions that concern them, enhancing gender equity is an important empowerment process.



New Found Confidence

SUNITA, an adolescent girl from Rangala Rajpur, completed the FLE course and recently married in Rajasthan. For Sunita, FLE has helped her overcome shyness and given her knowledge and confidence regarding her own reproductive health. Sunita now is keen to communicate and share her knowledge with others. She has been able to discuss the use of a sanitary belt with her sister-in-law, who asked Sunita to make one for her. Having learnt stitching at the centre, Sunita also made a petticoat for her mother-in-law, winning her much praise.

Sunita can read and write, and has asked her husband to show her the household accounts. Though he has not agreed so far, her request required courage and self-assertion. Sunita has also openly discussed family planning with her husband, and they jointly determined to have only two children. Sunita has also enquired about the Government Aanganwadi Centre, and the Government Auxiliary Nurse Midwife (ANM) in her new village. Aanganwadi centres are established under the national programme on Integrated Child Development Services. These centres provide for care and development of new-born and preschool children, as well as for the care of pregnant and lactating mothers. Sunita now plans to meet the ANM and assist her with activities in her village.



Support Services

Since receiving and providing information is a common feature of development, all programmes are supported by our Communications and Information Technology Services group.

Information Technology

“The Global Village” was the term coined to describe the effect of high-speed communication and travel on modern life. Ironically, this world “village” is nothing like the actual villages that exist in much of the developing world and in India in particular. Village life in rural Gurgaon remains largely outside the technological revolution that has happened elsewhere. Introducing IT into a rural setting is therefore not obvious, and faces the usual problems of technology transfer.

- **Appropriate IT Tools**

Technology must address local needs, and the recipients must be able to use it. Computers and other IT hardware are prohibitively expensive in rural Gurgaon. There is also no computer literacy or IT support infrastructure, making sustainability a questionable goal. Electricity is available, but supply is often erratic. Finally, while there is a growing number of Hindi and other regional language websites, the IT world is still mostly an English environment.

The Foundation is therefore focussing on the first steps that need to be taken to introduce IT to rural Gurgaon, and not on what it would take to bring these communities up to par with rural communities in developed countries. Community centres will be supplied with appropriate technologies, and will function as an information resource, a library and as a study centre. Our first step is to train the Project Implementation Team, who will be responsible for IT resources and for addressing the information needs of villagers. The second step will be to train village volunteers.

In 2002 the Foundation’s office was fully computerised, and a facility to store and back-up large amounts of information was installed. E-mail and an internal network are in place, and our website will be launched shortly. Programme leaders are also being trained in project management and other software.

- **Global Circle of Knowledge**

The Foundation began to implement the “Global Circle of Knowledge” (GCK) software, which it intends to use as an education aid in all programmes. Using GCK’s graphical interface, trainers can develop learning modules that are specifically adapted to the local environment. This allows novel ideas and modern knowledge to be introduced in a sensitive manner. The graphical interface also makes the usefulness of the programme independent of literacy levels. The combination of learning with participation and recreation enhances the learning module’s relevance, interest and effectiveness.

Communications

The efficacy of our integrated village development programmes is highly dependent on good communications. Not only must we ensure that information is properly given, but also that it is properly understood. Even more importantly in the context of development, the Foundation’s communications programme must give a voice to those who are so often reduced to silence because of social status, poverty, gender, age or education. The dilemma of not speaking too loudly, so that those who do not speak loudly enough can be heard, is one that we face daily. Our goal is to use communications to overcome social resignation and generate a sense of optimism that change is possible.

In 2002 we took the first steps towards implementing a comprehensive communications programme. For communications about the Foundation, we focussed on developing documentation resources, including our brochure, flyer, annual report, and website. We have also created an archive of the Foundation’s training manuals, concept papers, programme project plans, and photo-library and workshop proceedings. Importantly, relevant communications materials are also being translated from English to Hindi. A village newsletter in poster and collage form will be developed by the students enrolled in the FLE programme. Finally, a communication’s training module for Foundation staff and village volunteers is being planned.

Events 2002

JANUARY

- Family Planning trainer's session, Nagina
- Immunisation trainer's session, Nagina
- Causes, symptoms and treatment of Tuberculosis, villager information session, Nagina
- Menstrual hygiene, women's information session; Doha & Nagina villages
- Stitching of personal sanitary belts – on-going programme begun in all FLE centres
- Farmer exposure visits for pea & tomato cultivation & to grower associations, all areas
- Agricultural extension begun, all areas
- 1km earthen dam embankment completed, Rangala Rajpur

FEBRUARY

- Tuberculosis detection & follow-up campaign, Nagina
- Six new wells dug for domestic water, Jaitaka
- Head office computerised, email systems operating, & information back-up installed
- Programme Leader exposure visit on improved agronomic techniques, Indian Agricultural Research Institute, Delhi

MARCH

- Fever home remedies for trainers, Nagina
- Four wells deepened for domestic water, Rangala Rajpur
- Two wells deepened for domestic water, Kansali
- FLE centres started; Agon, Pathrali, Shahabpur & Mohmmadpur Ahir
- Volleyball coaching started for male youth; Agon, Pathrali, Bhadas & Ghaghas
- Farmer exposure visit, fruit & vegetable processing, all areas
- Integrated Pest Management (IPM) farmer training; Rangala Rajpur, Agon & Ghaghas

APRIL

- Tuberculosis detection & follow-up campaign; Taoru villages & Rangala Rajpur
- Fruit & Vegetable Growers' Association formed, Ghaghas
- Farmer exposure visit on improved agronomic techniques, Indian Agriculture Research Institute, Delhi

MAY

- Three new wells dug for domestic water, Bhadas
- FLE centre started, Sarai
- Value education for trainers, Nagina

JUNE

- FLE centre started, Sondh
- IPM farmer training at Punahana for all areas
- Chisel & bed maker equipment and use introduced, all areas
- Gender Sensitisation & Goal Assessment for trainers, Nagina

JULY

- Rainwater collection pond for animals & water table recharge deepened, Chack Rangala
- FLE centre started; Ghaghas & Goela
- Linkage to farm supply and procurement consortium initiated, all areas
- Friendship education for trainers, Nagina

AUGUST

- HIV-AIDS and Sexually Transmitted Diseases, male youth information session, Ghaghas
- Check dam rejuvenated, Ghaghas
- Farmer skills training begun, all areas
- Drip irrigation equipment and use introduced, Nangal Mubarakpur
- Monthly crop-specific IPM training modules initiated, all areas
- Family Roles & Gender for trainers, Nagina

SEPTEMBER

- Male & Female Puberty for trainers, Nagina
- Literacy for trainers, Alipur
- Girl's recreation day; Agon & Rangala Rajpur
- Girl's ecology day; Ghaghas & Rangala Rajpur
- Partnership with Foundation for Ecological Security on ecological regeneration
- FLE centre started, Daula
- Automated sowing equipment and use introduced, all areas

OCTOBER

- FLE centre started, Damdma
- Programme Leaders trained in Project Management
- Brochure and Flyer developed & Hindi translation underway
- Brainstorming Workshop to review operations of S.M. Sehgal Foundation
- Off-season introduction of pea & tomato, all areas

NOVEMBER

- Immunisation: Mother focus group; Agon, Rangala Rajpur & Ghaghas
- Vetiver grass nursery planted for dam strengthening, Rangala Rajpur
- Programme Leaders "Global Circle of Knowledge" training
- Fruit & Vegetable Growers' Association formed, Goela
- Farmer Field Day for off-season tomato growing

DECEMBER

- Family Planning, women's information session; Agon, Rangala Rajpur & Ghaghas
- Immunisation & Child Health: Father focus group; Agon, Rangala Rajpur & Ghaghas
- Rejuvenation of natural spring, Rangala Rajpur
- Farm exposure visit, drip irrigation demonstration & raised-bed tomatoes, Gurgaon
- Total Quality Management for trainers, Nagina
- Inter-village boy's volleyball competition, Ghaghas

People



MR. ARVIND BAHL, a Trustee of the Foundation, was a senior executive and a member of the Board of Directors of the Proagro Group of Companies, India, from 1990-1999. At Proagro, he held several key positions in human resources, strategic planning, and finance. He holds a degree in electrical engineering from the Regional Engineering College, Allahabad.
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MS. ANJALI MAKHIJA, programme leader Family Life Education, holds a Master's degree in Social Work, Delhi School of Social Work, Delhi University. She has 10 years of experience in the area of health and integrated community development with several Indian and international NGOs. Her forte is in managing capacity building of grassroots' teams and training on the subject of Family Life Education.
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DR. P. S. PHADKE, programme leader Rural Health, is a medical graduate from The Lady Hardinge Medical College and Hospital, Delhi. She has 30 years of healthcare experience in India and abroad. Dr. Phadke has authored four books on health issues and has been active in the NGO sector for about twelve years.
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MR. R. JAY SEHGAL, Executive Director and programme leader Information Technology, holds a degree in Management Information Systems from the University of Iowa, USA. He worked as a Senior Programmer Analyst in the USA in a leading private sector company prior to joining Proagro Seed Company Ltd., India, as the Director of Information Technology. He has sixteen years of experience in IT.
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DR. M. D. GUPTA, holds a PhD in Genetics and Plant Breeding from the Indian Agricultural Research Institute, Delhi. Dr. Gupta has 27 years of experience in plant breeding and seed enterprise management with national and international organisations.
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DR. ELLORA MUBASHIR, programme leader Communications, holds a PhD in Plant Biochemistry from Jawaharlal Nehru University, Delhi. She was the Manager of Biotechnology Regulatory Affairs at Proagro Seed Company, India prior to joining the Foundation. Ellora has also worked as a volunteer teacher with slum children in Delhi.
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MR. B. R. POONIA, programme leader Water Management, holds a Master's degree in Rural Sociology from the University of Udaipur, and has over 25 years of experience in community development. Prior to joining the Foundation, he was employed at CARE-India for 14 years.
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MR. RAJESH K. SINHA, programme leader Income Enhancement, holds a Management degree from the Institute of Rural Management, Anand, Gujarat. Mr. Sinha has held various private sector positions in sales, procurement, rural advertising and credit promotion.
Email: rajesh.sinha@smsfoundation.org

Founders



SURI SEHGAL holds a PhD in Plant Genetics from Harvard University, and a diploma in business management from Harvard Business School. He is the founder and chairman of Maize Technologies International, Austria and Misr Hytech Seed International, Egypt. Dr. Sehgal is the former Director General and member of the Board of Directors of Plant Genetic Systems, Belgium, now a Bayer CropScience Company. He is the founder and former chairman of the Proagro Group of Companies, India.



EDDA G. SEHGAL is a co-founder and trustee of the Sehgal Family Foundation, USA and S. M. Sehgal Foundation, India. Mrs. Sehgal was born in Breslau, Germany and received her early education in Goppingen, near Stuttgart. After graduation from the local *Gymnasium*, she immigrated to the United States in 1962 to pursue liberal arts studies. Mrs. Sehgal served on the Board of the Proagro Group and of Global Technologies Incorporated, USA from 1990 to 1998.

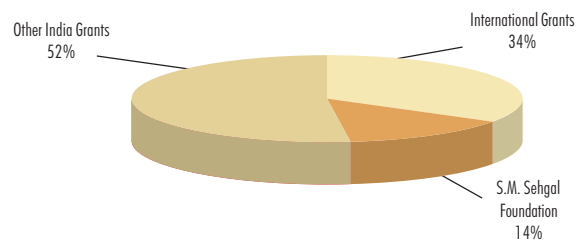
Use of Funds

Since 1999 the total grants of the Sehgal Family Foundation (SFF) amount to US \$9.86 million. Of the total grants, US \$1.34 million went to the S.M. Sehgal Foundation for development activities in India. Other direct grants to organisations working in India account for US \$5.2 million. Grants to US and other International organisations account for the remaining \$3.32 million.

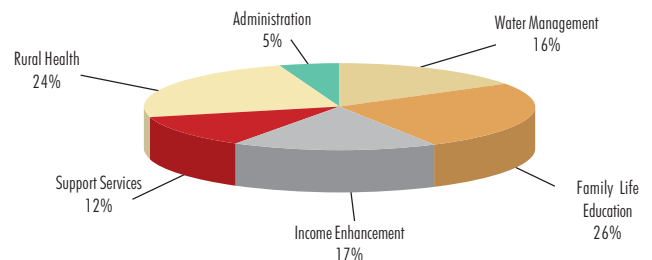
In 2002 total SFF grants amounted to US \$3.02 million, of which US \$860,000 went to the Foundation in India. Other grants to organisations for work in India totalled US \$1.80 million. Grants to organisations in the US and elsewhere totalled US \$360,000.

In 2002 grants to the Foundation covered \$260,000 of expenses for programs in Water Management (16%), Income Enhancement (17%), Rural Health (24%), and Family Life Education (26%). Support Services accounted for 12% of total expenses, and Administration for 5%. Additionally, in 2002 the Foundation invested approximately \$600,000 for land near Gurgaon. The land is intended for a long-term building project of a Foundation research centre and program office.

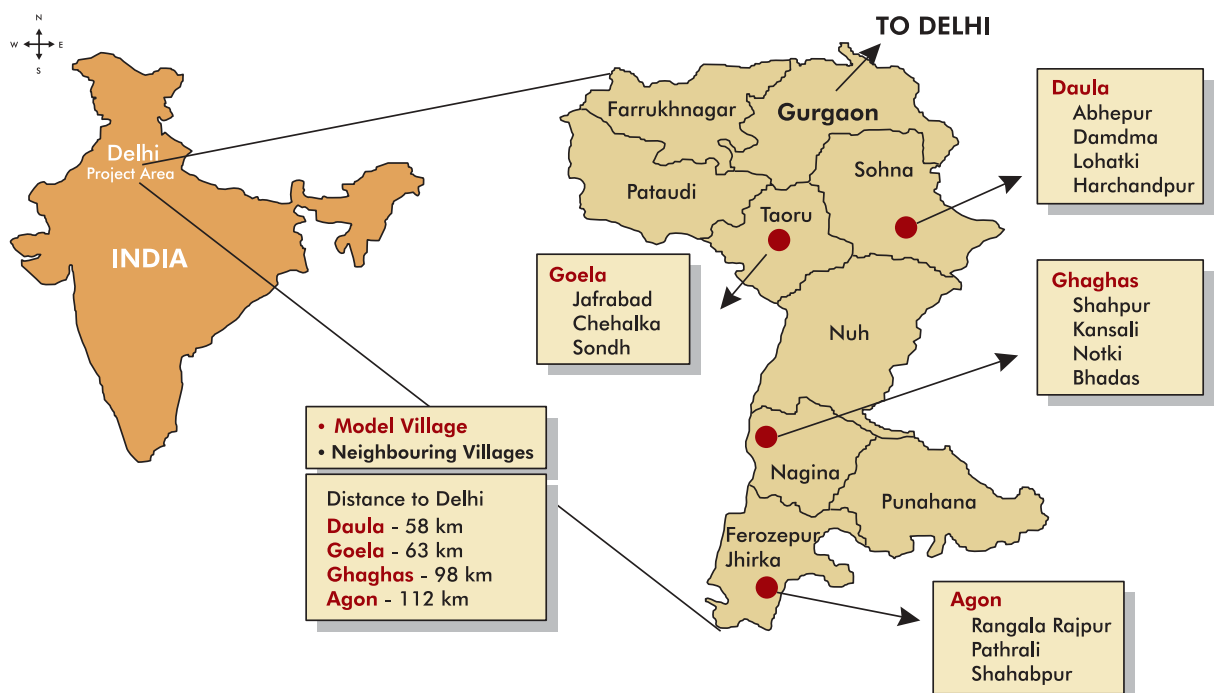
SFF Grants 1999-2002, \$9.86 million



S.M. Sehgal Foundation Expenses 2002, \$260,000 (Rs 12.6 million)



Area of Operations, Gurgaon District, Haryana



*Maps not drawn to scale

Partner Organisations

THE S.M. SEHGAL FOUNDATION has entered into several partnership programmes with NGO's working in rural Gurgaon. These partnerships leverage the resources of the Foundation and those of the NGO's. This approach is part of the Foundation's commitment to pool strengths, learn from others, and work with them to the best benefit of those in need.

Deepalaya

Deepalaya assists people who are economically and socially deprived, as well as the physically and mentally challenged. The Foundation and Deepalaya started a two year partnership project in 2001 focussed on reproductive health awareness among adolescent girls.

Mewat Social and Educational Development Society (MSEDS)

MSEDS works for socioeconomic development in the area of health and agriculture. MSEDS also organises women's Self Help Groups, trains rural artisans, and conducts research. The Foundation and MSEDS started two partnership projects on awareness generation of reproductive health amongst women and adolescent girls.

Mamta

"Mamta – Health Institute for Mother and Child" works to improve the health of poor women and children. The Foundation entered into a two year partnership project with Mamta in 2000 on "Population Stabilisation in the context of Community Health and Development Needs".

Society for Promotion of Youth and Masses (SPYM)

SPYM works in the area of health, social development and human rights among youth and women. The Foundation started a two year partnership project with SPYM in 2000 to provide Family Life Education to adolescent girls.

Aravalli Vikas Sangathan (Aravis)

Aravis works in rural areas to mobilise people to conserve natural resources, especially water. It also undertakes building and maintenance of village infrastructure, and the promotion of high value agricultural products. A partnership project with Aravis was started in 2002 on Family Life Education.

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