

Bhoruka Charitable Trust (BCT)



Adding
colors
to development
since 1962



'Our Founder' and 'Mission'



Late Shri. Prabhu Dayal Agarwal (1920 – 1982)

(A Visionary, Entrepreneur & Philanthropist)

Founder Chairman of TCI – Boruka Group of Companies

MISSION

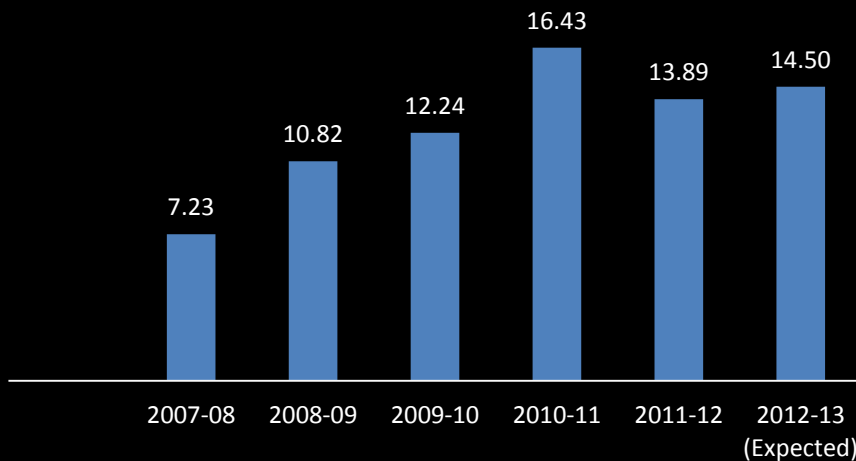
"Boruka Charitable Trust is dedicated to socio-economic transformation of rural & remote areas of India, especially the weaker and socially underprivileged groups, through physical, social, cultural and economic development of rural people, group and institutions."

Core Programmatic Areas

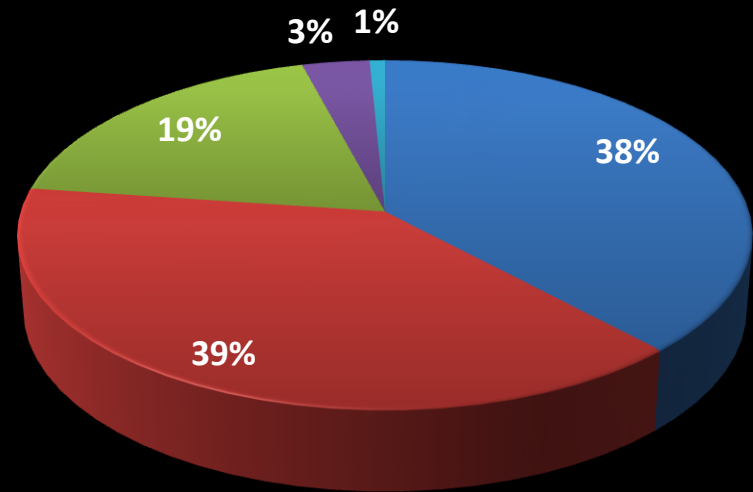
- BHORUKA CHARITABLE TRUST (BCT) completed its 50 years of eventful journey on 23rd May, 2012.
- Has grown from a charity based organization to a developmental institution, working around the following core areas.

Health, Education, Water & Sanitation, SHG & Livelihoods, Promotion of Visual Arts

INR (in Crores)



Organizational turnover since 2007



Percentage of Funds Allocation for "Core Programmatic Areas" .
(Financial Year 2011-12)

A. RAJASTHAN

1. Churu
2. Hanumangarh
3. Sri Ganganagar
4. Dungarpur
5. Nagaur
6. Barmer
7. Jalore
8. Chittorgarh
9. Bhilwara
10. Banswara
11. Udaipur
12. Rajsamand
13. Jhunjhunu
14. Sawaimadhopur
15. Kaurauli
16. Sikar
17. Dausa
18. Jaipur
19. Kota
20. Baran
21. Ajmer

KARNATAKA

1. Bangalore Urban
2. Dharwad
3. Davangere
4. Haveri
5. Bellary
6. Chikkaballapur

ANDHRA PRADESH

1. Hyderabad (Autonagar)
2. East Godavari (Ravulapalem)

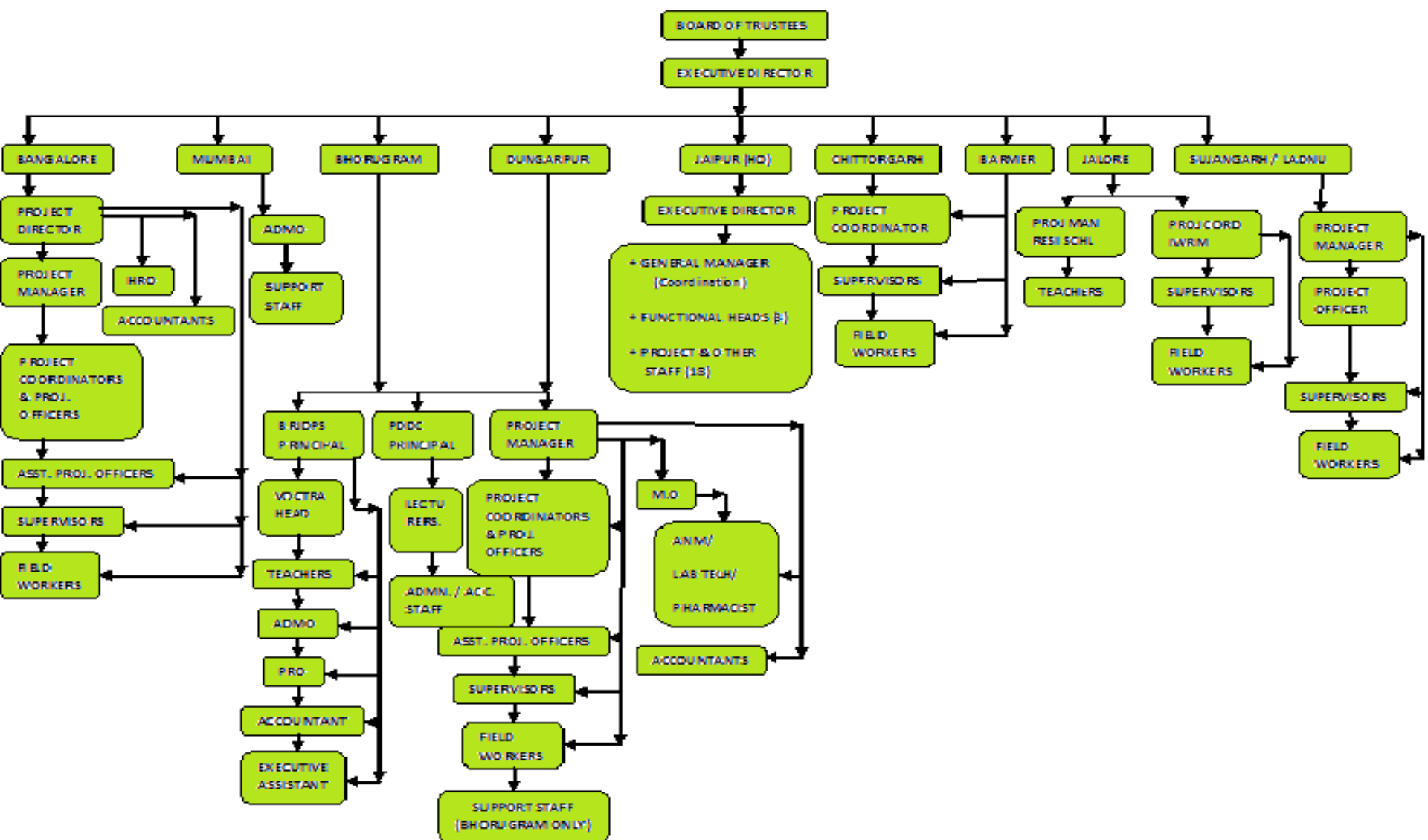
TAMIL NADU

1. Hosur (Shoolagiri)





BHORUKA CHARITABLE TRUST



- BCT has 545 team/staff members at all the locations. The total staff falls in the following heads:

STAFF PROFILE AS ON FEBRUARY, 2013

SN	Category of staff	Total No.
1	Doctors	19
2	Post Graduates	92
3	Graduates	101
4	Sr. Secondary	66
5	Secondary	168
6	Below metric	99
7	Total	545
**	Male	414
**	Female	131

% of Female staff : 24%

- Total projects in all thrust areas, in all regions (North and South): 55

NEW INITIATIVES (North & South)



Wheat Flour Fortification through small chakkis in tribal blocks of Udaipur, supported by Global Alliance on Improved Nutrition (GAIN) and IIHMR.

- **Objective:** Support to 400 small chakkis in three years having annual wheat fortification targets as 7500, 22500 and 30000 metric tonnes by the end of each year. (Contract Coverage: 0.436 million individuals in three years)
- **Activities:** Chakkis Census & Registration, Premix Distribution, FDG's & Need Assessment Meetings, Community & SHG Meetings, School Awareness Activities, Advocacy Workshops for Medical & Paramedic staff of PHC & CHC , Puppet Shows, Mass Awareness Camps, Street Plays etc.
- **Area targeted:** 2 Blocks of Udaipur i.e. Salumber & Sarada
- **Duration:** September 1, 2012 to August 31, 2015
- **Fortificants:** Iron, Folic acid, Vitamin A and B12



Nirmal Bharat Abhiyaan, World Bank supported project in collaboration with Government of Rajasthan

- **Objective:** To make Churu “Open Defecation Free” (ODF) District within a period of one year.
- **Activities:** Technical support to District Administration, to scale up Rural Sanitation through adoption of community led approaches.
- **Area Targeted:** All 249 Gram Panchayats of District Churu i.e. about 800 Villages.
- **Duration:** One year.
- **Techniques Used:**
 - Monitoring & Evaluation.
 - Communications & Capacity Development.



New Initiatives (North)

Smart green energy project for the Non-electrified hamlets of Ratangarh, jointly with Gram Power (India) Limited

- **Objective:** Electrifying non-electrified targeted hamlets.
- **Activity:** Total no. of 30 '**Smart Micro Grids**' to be installed of 1KWP each (required 150 sq. ft. of Shadow Free Space per unit) in 21 identified hamlets.
- **Area targeted:** 21 non-electrified hamlets of Ratangarh Block, Churu
- **Duration:** Installation phase of 6 months, thereafter monitoring and support
- **Funding agencies:** Rural Electrification Corporation (REC) & Ministry of Non - Renewable Energy (MNRE), New Delhi
- **Other details:**
 - Initial amount to be charged per House Hold/ Connection: INR 800 (for Meter & 25 metre wire, rest appliances to be charged separately like Switch Boards and Additional Wires).
 - Fixed monthly payment of INR 200 (per Household): 2 CFL for 7 hours per day + Mobile Charging.

MPOWER Project II

Similar to ongoing MPoWeR Project at Barmer, BCT has been entrusted the responsibility of implementing another project on the same lines.

- **Objective:** Linking BPL families with **350** SHGs, and through Federation attaining financial sustainability .
- **Activities:** SHG formation, Data Compilation on Saksh Darpan, Bank Linkages, Formation of Village Organizations and finally Formation of Federations towards sustainable livelihoods.
- **Area targeted:** Sankra Block of Jaisalmer
- **Duration:** Upto March 2014
- **Other details:**
 - Target SHGs: 350 (150 already formed by previous organization)
 - Supported by: Government of Rajasthan and IFAD

HIV/AIDS Rehabilitation Centre, aims at:

- A 25 bedded in-patient care
- Out-patient department
- Consultation rooms
- ART Center
- Laboratory
- Drug Center
- Vocational Training Center
- Antenatal clinics and gynaecology department
- Pediatric Department

Estimated cost for 1st phase of construction is INR 1.5 crores.

- Total area of the site: 800 sq. meter (8608 sq. ft.)
- Construction plan approved: Ground floor (car parking) with 1st, 2nd, 3rd floor and terrace.
- Total build up area: 1949 sq. meter
- Total carpet area: 1392 sq. meter (14,978 sq. ft.)

Conserve my planet

- **Target Population:** School Children in the age group of 10- 13 years
- **Geographical Area:** Hyderabad
- **Project Period:** July 2012 – November 2012
- **Funding Agency:** Schneider Electric
- **Project Objectives:** i). To educate the middle school students on saving energy, and ii). To make them responsible and sensitive towards efficient energy management
 - Green Republic Schools: 20 in no.
 - *Schneider Electric principally agreed to extend similar initiative for Bangalore and Chennai*



ONGOING INITIATIVES (North & South)



- Medical Services through **30** bedded Chogmal Bhoruka Hospital at Bhorugram.

- 2012-13: **3790** cases treated so far.

- Around **6000** free cataract surgeries per year through Rural Eye Operation Camps organized round the year. Around **25000** cataract patients operated in Bhorugram region alone, through **300+** rural eye camps.

- 2012-13: **3578** cataract patients operated so far through rural eye camps.

- 2012-13: Special initiative supported by Sarv Shiksha Abhiyaan. **34** children screened and **15** operated at **3** locations (Jhunjhunu, Bikaner & Ganganagar). Each surgery costing INR 6000.



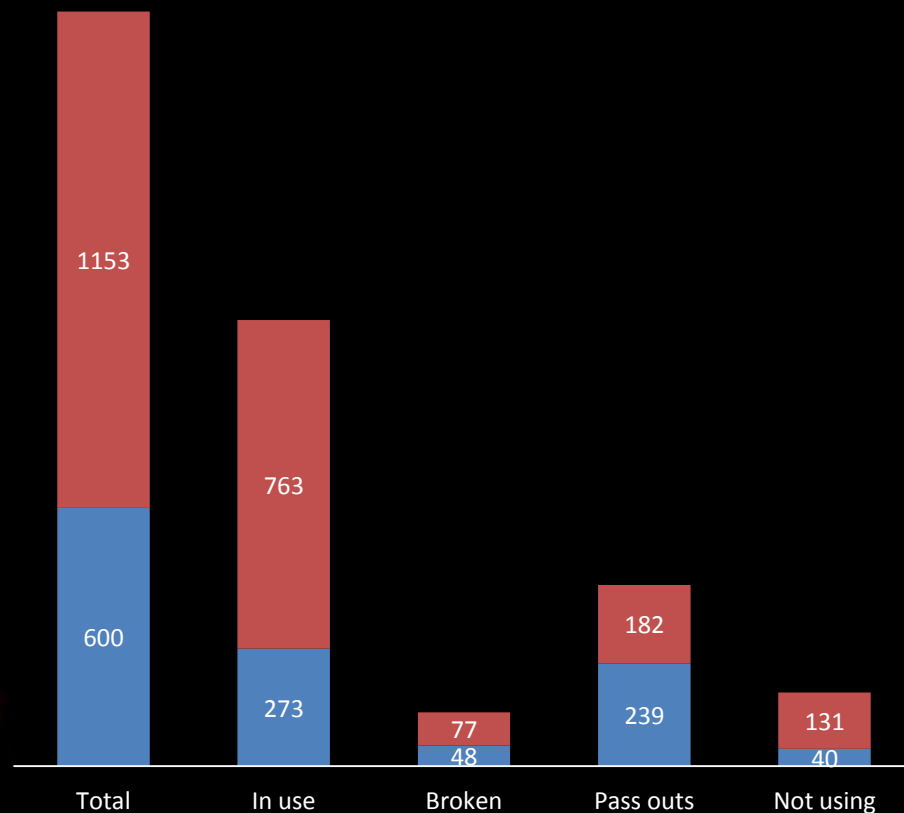
Ongoing Initiatives (North)

- Free eye check-up and distribution of spectacles to children.

Area	Year	Total	In use	Broken	Pass outs	Not using
Dungarpur	2010-11	300	109	30	153	8
Dungarpur	2011-12	300	164	18	86	32
		600	273	48	239	40
Bhorugram	2010-11	441	248	65	82	46
Bhorugram	2011-12	712	515	12	100	85
		1153	763	77	182	131

Spectacles Distribution

■ Dungarpur Avg of 2 yrs ■ Bhorugram Avg of 2 yrs



- 8 fully functional Mobile Medical Units/Vans providing OPD services to remote rural areas
- Location of MMUs: Hanumangarh, Rajgarh, Aspur, Dungarpur.
- Location of MMVs: Taranagar, Sagwara, Simalwara and Bichiwara)
- Each vehicle covers 20 villages per month, organizing 20 medical rural camps.
- During the ongoing year 2012-13: **1347** medical camps held so far.



- **Health of the Urban Poor (Funded by USAID):** Since July 2010, a project on *awareness cum Increased Utilization of Government's Health Services for Urban Slums of Jaipur*. Project runs across 6 wards of Jaipur covering 46 slums with a target cover of 31000+ households.

- ✓ MCHN Days – Micro planning
- ✓ Pvt. Partners – Outreach Health Services

- ✓ Community Mobilization
- ✓ Community Demand for Services

- ✓ Home Visits
- ✓ Counseling
- ✓ Tracking & Mobilizing Target Group
- ✓ Behavior Change Communication (BCC)

- ✓ Wall Paintings
- ✓ Street Plays
- ✓ Film Shows
- ✓ Printed Material

- Community and Service providers
- Referral
- Institutional Linkages
- District Health Society

**Services
Provision**

Demand Generation

Linkages



- BRJD Public School (LKG to XII), Bhorugram.
 - Present enrollment: **1236** students [110 boarders (Boys - 89 & Girls – 21)]
- +2 level CBSE affiliated vocational courses in Transport System & Management, Financial Market Management, Accountancy & Auditing (100% placement through campus recruitment).
- Smt. Dhanwati Devi Girls Senior Secondary School, Dhandal Lekhu.
 - Present enrollment: **228** students



- Prabhu Dhan Degree College, Bhorugram. A specialized initiative to serve rural students offering undergraduate degrees in all three specialized areas of Arts, Commerce and Science.

- Established July 2012. Present enrolled 75 (B.Sc-40, B.Com-20 and B.A-15)

- SSA supported 'Residential Schools' for Girls (Barmer) & Boys (Jalore & Kota).

- Enrolled at Nokhra, Barmer: 93 Girls
 - Enrolled at Jalore: 80 Boys
 - Enrolled at Kota: 50 Boys



- Aspur block, Dungarpur:
 - 'Back to Basic Project'
 - 2009 to Mar 2013.
 - Supported by **Aide-et-action**.
 - **Activity:** Enrolling dropouts in targeted Schools i.e. 'Quality in Education' and 'Community Awareness'
 - Presently covering 30 Schools for providing quality primary education.
 - 'Awareness Generation of Child Rights & Child Protection Project' / 1098 Free Helpline Number
 - Started Mar 2012, continued.
 - Supported by **Childline India**.
 - **Activity:** Identification of children towards 'Child Protection' and linking them up with Social Protection Schemes of Government.





■ Aspur block, Dungarpur:

■ 'Nanne Hath Kalam ke Sath Project'

■ Started Jun 2012 upto Mar 2013.

■ Supported by **UNICEF**.

■ **Activity:** Enrolling dropouts in targeted Schools i.e. 'Quality in Education' and 'Community Awareness towards Social Protection Schemes of Government'

Brief Report on Nanne Hath, Back to Basics and Childline 1098 Project (2012-13)

SN	Project	Particulars	Identified	Benefitted
1	<u>Nanne Hath Kalam ke Sath</u> (UNICEF)	Out of School Children	678	309 Enrolled
		For Widow Pension	122	107 Benefitted (Pension Pay Order released)
		For Old Age Pension	413	360 Benefitted
		Physically Handicapped	43	41 Benefitted under various Government Schemes
		For <u>Palanhar</u> Scheme	386	310 Benefitted (Pension Pay Order released)
2	Back to Basics (Aid-et-action)	Out of School Children	218	96 Enrolled
		Children in targeted 30 Schools	1553 (overall strength)	All 1553 benefitted through Project Volunteers' Team
3	<u>Childline 1098</u> (Childline India)	26 children benefitted with <u>Palanhar</u> Scheme and 3 children were provided shelter		

- **PepsiCorps** Team made an analysis on BCT's Rooftop Rain Water Harvesting Structure (RT.RWH)

- Duration: 3 weeks, late 2012
- Team: 8 senior PepsiCorps professionals from US, Lebanon & Turkey.
- Location: Bhorugram
- Objective: i). Cost Reduction and
ii). Upscaling

- **Proposal submitted to PHED**: Based on the recommendations of PepsiCorps, BCT has submitted a proposal for constructing 20,000 RT.RWH structures with a reduced (and optimum) capacity of 12,000 liters to Public Health & Engineering Department.

- *Proposed target area: 800 villages of Churu district.*



Project for Capacity Building Initiatives of Water User Association under RAJAMIIP

- **Objective:** Formation & Capacity Building of Water User Association (WUA) and support for agriculture extension.
- **Activities:** Formation and capacity building of WUAs and support for agriculture .
- **Areas targeted:** 39 sub-projects in 5 districts of Rajasthan (Jaipur, Sikar, Jhunjhunu, Sawai Madhopur, Dausa & Karauli).
- **Supported by:** Gramin Vikas Trust, Jaipur & Government of Rajasthan
- **Duration:** May 2010 to Jan 2014



Integrated Water Resource Management (IWRM) Project

- **Objective:** Preparation of Water Security Plans (involving village communities i.e. Water Management Committees) and its submission to respective Government Department .
- **Activity:** Interaction with village members, Water management Committee formation, Action Plan Preparation, Making of Water Security Plan , Submission to respective departments.
- **Area targeted:** 63 Gram Panchayats of Jalore AND 32 of Ladnu.
- **Duration:** For Jalore its Jun 2011 to Nov 2012.
For Ladnu its Dec 2011 to Mar 2013.
- **Other details:** All 63 Water Security Plans of Jalore project are approved, whereas 32 of Ladnu submitted and a word of response from the Department is awaited.

- At the moment through dove-tailing & convergence BCT is in the process of constructing around 2500 toilets (maximum targeted)
- Assignments linked to constructing Low Cost Latrines (LCLs) during the present FY 2012-13 are as follows.
 - As of now, 608 LCLs constructed in Udaipur (3 Blocks), Bhilwara (1 Block), and Chittorgarh (2 Blocks)
 - Major partners being: Hindustan Zinc Limited (HZL),
 - Total Sanitation Campaign (TSC),
 - MGNREGA, and
 - Beneficiaries' contribution.



1300 Women's Self Help Groups, guiding 20,000 women from Below Poverty Line (BPL) families towards better and sustainable livelihoods.

- **Objective:** Sustainable livelihoods through SHG formation

SHGs managed through Bhorugram

- 11000 members linked to 957 SHGs (including 45 men SHGs) under various initiatives.
- Around INR 1 crore as savings, 4.4 crore as total loan procured till date and 3.5 crore as loan repaid.

SHGs managed through Aspur, Dungarpur

- 110 SHGs at Aspur. Supported by NABARD. 22 Credit linkages done. Average loan size per SHG is 60,000 INR.
- 60 SHGs at Aspur, formed with support under SGSY Program.
- 07 SHGs formed in one of the new projects, supported by Grameen Vikas Trust (GVT). Project location is Garhi block of Banswara.



SHG Support Project from ICICI Bank

- **Objective:** Support in Sustainable livelihoods through financial assistance from ICICI Bank in the form of Loans.

Started: 29 November 2011

Project duration: 2 years

Groups benefitted as of now: 80 (group strength ranging from 10 to 17)

Total loan amount: INR 65 lakhs (approximately)

Loan interest percentage per annum charged: 8% P.A. (flat)

Trades encouraged: Livestock, Small General Item Shops, Small Grocery Shops etc.

Major highlight: No monthly EMI is due till date

RSLDC Training: Training rural youth & women in various areas of skill development.

MOBILE VAN based RSLDC Training of Rural Youth and Women (2011-12)

Duration: 240 hours (48 days)

Trade	Location	Batch size	No. of Trainings	Total Trained	Status
House wiring	Rajsamand	25	3	75	Completed
Motor rewinding	Rajsamand	25	3	75	Completed
Computer hardware	Aspur	25	3	75	Completed
Computer networking	Aspur	25	3	75	Completed
				300	

MOBILE VAN based RSLDC Training of Rural Youth and Women (2012-13)

Duration: 240 hours (48 days)

Trade	Location	Batch size	No. of Trainings	Total Trained	Status
House wiring	Rajsamand	25	3	75	2 Completed 1 Ongoing
Motor rewinding	Rajsamand	25	3	75	2 Completed 1 Ongoing
Computer hardware	Aspur	25	1	25	Ongoing
Computer networking	Aspur	25	1	25	Ongoing
				200	

TRAINING CENTRE based RSLDC Training of Rural Youth and Women (2012-13)

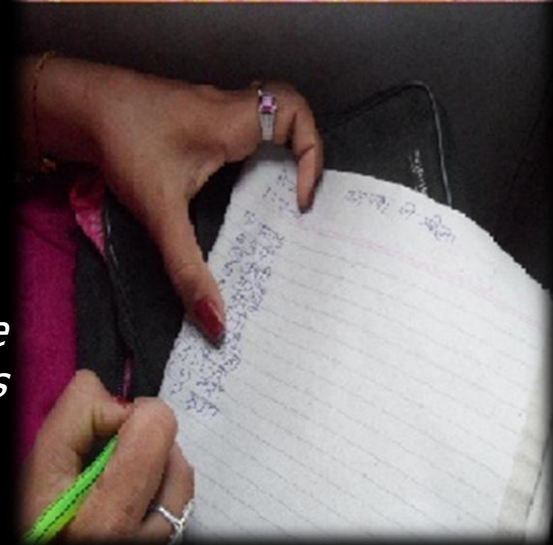
Duration: 30 days

Vocational trainings for ST BPL	Location	Batch size	No. of Trainings	Total Trained	Status
Repair of Household Appliances	Chittorgarh	28	1	28	Ongoing
Repair of Household Appliances	Jhunjhunu	18	1	18	Completed
				46	



■ **MPOWER Project**, Baitu , Barmer

- **Objective:** Linking **5387** BPL families with **350** SHGs, and through Federation attaining financial sustainability .
- **Activities:** SHG formation, Data Compilation on Sakh Darpan, Bank Linkages, Formation of Village Organizations and finally Formation of Federations towards sustainable livelihoods.
- **Area targeted:** 66 GPs focussing Baitu Block of Barmer
- **Duration:** Aug 2010 to Dec 2014
- **Other details**
 - *345 SHGs detailed on Sakh Darpan.*
 - *298 Bank Accounts opened till date.*
 - *Grading of SHGs –298 till date.*
 - *Skill Training Program (Ladies Tailor Training): Till date training of 7 batches completed with a total of 192 participants and distribution of tool kits to 186 participants.*



Ongoing Initiatives (North) - Promotion of Visual Arts

BCT is also involved in promoting art and culture. Organizes art camps under the guidance of renowned artists and also provide fellowships to budding artists.

Fellowships:

- In the year 2010-11, fellowship was awarded to 3 young Indian artists. These fellows were given a financial support of INR 8000 per month for two years under the mentorship of senior artists for their future growth and development.

Art camps: Among the previous Art Camps organized, Lifetime Achievement Awards were conferred on:

- Late Shri. Maqbool Fida Husain (M.F. Husain) in 2008 at Dubai.
- Shri. Syed Haider Raza (S.H. Raza) in 2010 at Jaipur

BCT is organizing “Kala Aawaas – V” an art show during March 1 - 4, 2013 at Bhorugram, Churu, Rajasthan.

- *Lifetime achievement award will be conferred on Padam Bhushan Ram Kumar Ji.*



Initiatives under the OBJECTIVE of AIDS/HIV awareness.

Activities comprises of: Street plays, Exhibitions, Film Shows, Health Camps and Social Marketing.

■ **TI-Truckers**

- Beneficiaries: Long Distance Truckers (More than 800 kms)
- Geographic Area: Nelamangala, Karnataka
- Funding agency: Karnataka State Aids Prevention Society (KSAPS)



■ **TI-Truckers**

- Beneficiaries: Long Distance Truckers (More than 800 kms)
- Geographic Area: Autonagar, Andhra Pradesh
- Funding agency: Andhra Pradesh State Aids Control Society (APSACS)



■ **TI-FSW**

- Beneficiaries: Sex workers and their clients
- Geographic Area: APMC Yard, Bangalore
- Funding agency: KSAPS

Initiatives under the OBJECTIVE of AIDS/HIV awareness (continued).

Activities comprises of: Street plays, Exhibitions, Film Shows, Health Camps and Social Marketing.

■ **TI-Migrants (Construction I & II and Garment Sector)**

- Beneficiaries: Construction Sector and Garment Sector Migrants
- Geographic Area: Yelahanka, Bangalore (Construction I), Yeshwanthpur, Bangalore (Construction II and Garment)
- Funding agency: KSAPS

■ **Humsafar**

- Beneficiaries: Truckers, helpers, and contract employees
- Geographic Area: MBL, Bangalore and CBL, Medak, Andhra Pradesh
- Funding agency: SAB Miller

■ **Suraksha**

- Beneficiaries: Truckers and their associates
- Geographic Area: HPCL, Ravulapelem, Andhra Pradesh and Shoolagiri, Tamil Nadu
- Funding agency: HPCL-TCIF



Initiatives under the OBJECTIVE of AIDS/HIV awareness (continued).

Activities comprises of: Street plays, Exhibitions, Film Shows, Health Camps and Social Marketing.

- **Humrahi**
 - Beneficiaries: Truckers and their associates
 - Geographic Area: Jindal, Sandur, Bellari
 - Funding agency: Jindal

- **Inchara-OVC**
 - Beneficiaries: HIV Aids infected and affected
 - Geographic Area: Dharwad, Karnataka
 - Funding agency: Deshpande Foundation



Initiatives under the OBJECTIVE of Water, Sanitation, Health and Education

Integrated Rural Development Programme (Principally approved, to start in a couple of weeks)

- Objective: To improve the socio-economic status of identified communities.
- Beneficiaries: Community in four villages in Birdadi (around 55 to 60 km from Bangalore)
- Geographic Area: Ramnagar Taluka
- Funding agency: Coca Cola
 - *Targeted Population: 6730 (surrounding the Coca Cola manufacturing plant).*
 - *700 HHs were randomly selected for Needs Assessment Survey (Quantitative & Qualitative)*

AN INNOVATIVE PROJECT IN “SOUTH INDIA”

CHINNARA LOKA:

- Chinnara Loka is a NFE program for children of construction workers(Migrants)
- The program is reaching out to 35 young children aged 2-12 years who are not at school due to various reasons.
- The program delivers three fold services of education, health and nutrition.
- From this program 4 children have been placed back into the mainstream education.
- Program funded by one of the construction companies (Excellent)



Learnings & Future Directions





Transition of BCT

1962 – 1983

Charity/ Philanthropy
Approach

1984 – 2008

Development Institution
(Grant based)

2009 – current

Project Implementation
Agency (PIA)
[Professional fees for services]

FUTURE

Social Entrepreneurship and/or
Business Development Approach
(GP Project is first step towards learning)

Learnings & Future Directions

- Still not able to tap direct fund raising through individuals, corporate etc.
- Initiation of 'Convergence' and 'Tie-ups' with corporate.
- Partnerships with other agencies (GVT, Gram Power, IIHMR).
- BCT has signed its first Memorandum of Understanding (MoU) with the World Bank Group (for Water & Sanitation Program under Nirmal Bharat Abhiyan) towards making entire Churu District Open Defecation Free (ODF).
- BCT initiated its first project on Rural Electrification. Supported by Rural Electrification Corporation (REC) and Ministry of Non Renewable Energy (MNRE), the project to be jointly implemented with Gram Power.

Learnings & Future Directions

BCT has took a step ahead by recruiting professionals in core areas to make the processes more sound and result oriented. The new additions at BCT are:

General Manager (Coordination)

Marketing Manager

Manager HR

Senior Consultant (Health)

Finance Manager



The Government of India
Rajasthan & Karnataka



Safe Water
Network



Indiabulls Foundation



Plan India



Local
Communities



Save the Children



CARE



Population Foundation of India



USAID



UNICEF



NABARD



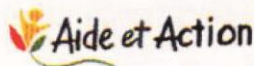
IIHMR



Centre for
Micro-Finance



TCI Foundation



Aide- et- Action



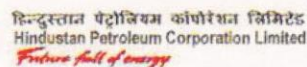
Childline India Foundation



Deshpande Foundation



KHPT



HPCL



HLFPPT



Jindal Steel



SAB Miller



Sarva Shiksha Abhiyan



Thank You



Developing and Managing Traditional Water Harvesting Structures