



Together We Empower Rural India



SEHGAL
FOUNDATION

We Value Our Partners

S M Sehgal Foundation partners, in the corporate, government, academic, social sectors, and on the ground in rural communities, are key to the success of its rural development initiatives and consistent growth. By cultivating strategic partnerships with organizations and individuals who share the vision of more secure, prosperous, and empowered rural communities, critical challenges facing rural communities are addressed, and the most effective solutions are scaled up to expand to more rural communities across India.

Reach us at partnerships@smsfoundation.org

About Us

Every person deserves to lead a more secure, prosperous, and dignified life. With that vision in mind, S M Sehgal Foundation mission is to strengthen community-led development initiatives to achieve positive social, economic, and environmental change across rural India.

S M Sehgal Foundation (Sehgal Foundation) has been working since 1999 to improve the quality of life of the rural communities in India by addressing critical issues concerning food security, water security, local participation and information asymmetry, with women empowerment as a cross-cutting theme, cutting across all spheres of SMSF's rural development programmes.



Operating across 13 states, in over 2,727 villages, we have transformed lives of more than 5.27 million people and given them hope for a brighter future.

Our Approach



| Water
Management



| Agriculture
Development



| Transform Lives
one school at a time

Our community-led development approach is interdisciplinary and integrated to help eliminate poverty, aligning to the Sustainable Development Goals.



Local Participation
and Sustainability



Outreach for
Development



Rural Research &
Technology Innovation

Water Management

India has about 18 percent of the world's population and only 4 percent of the world's water resources. It is severely water-stressed, thereby making water management a national priority.

What We Do

- Harvest and store rainwater for direct use.
- Replenish groundwater by building and restoring water harvesting and conservation structures in villages.
- Support revival of traditional water bodies.
- Create infrastructure for safe disposal of wastewater.
- Promote safe drinking water for all with innovative low-cost, sustainable technologies and WASH behavior.
- Sensitize communities about the need for water conservation measures and community-led water management.
- Build capacities of local communities for better management and sustainability of their water resources.



*Building Water
Conscious Communities.*

Agriculture Development

India's economic stability is dependent on the sustained growth of agriculture and allied activities. Agriculture in all sectors is the primary source of livelihood in India. In addition to the traditional challenges, climate change is a major concern in agriculture that impacts small farmers.

What We Do

- Promote sustainable livelihoods by building the capacities of farmers, including women producers.
- Promote climate-smart agricultural practices and new technologies that increase crop yields, conserve water, and improve soil fertility.
- Facilitate adoption of improved and advanced agricultural practices among smallholder farmers in rain-fed and irrigated areas.
- Cover themes including, soil health management,

climate resilient interventions, crop production management, input-use efficiency, small farm mechanization, crop residue management, water-efficient irrigation techniques, horticulture development, livestock management and agri-entrepreneurship models (CHC).

- Promote the use of information and communication technology (ICT) in agriculture.
- Capacity building of Farmer Producer Organizations.
- Promoting nutrition in agriculture, capacity building on nutrition gardens and bio-fortified seeds.



*Helping Farmers
Sustainably Produce More.*

Transform Lives *one school at a time*

A better school environment paves the way for a brighter future, especially for girl children. The Transform Lives one school at a time program empowers children, and provides a conducive learning environment in government schools.

What We Do

- Build a safe and conducive learning environment.
- Provide schoolchildren access to drinking water, better sanitation facilities.
- Promote digital and life skills awareness training.
- Enhance capacities of School Management Committees, Village Development Committees and other villagers for greater engagement in the functioning of schools.
- Inspire communities to increase enrollment and reduce dropouts in rural government schools, especially for girl children.



Providing better learning environment for schoolchildren.

Local Participation and Sustainability

Members of village-level institutions are constrained by poor awareness, insufficient skills, and limited resources, and therefore struggle to lead development activities in villages.

What We Do

- Enable citizen participation in making local institutions vibrant and improving the last mile delivery of government programs.
- Exercise local knowledge and choices in village development programs for inclusive and sustainable development.
- Build capacities of village-level institutions to identify and address community problems.
- Monitor the maintenance of public infrastructure, and conserve natural resources for holistic village development.
- Create grassroots leaders to drive village development.
- Promote usage of digital technologies to widen the reach and benefits of government programs.



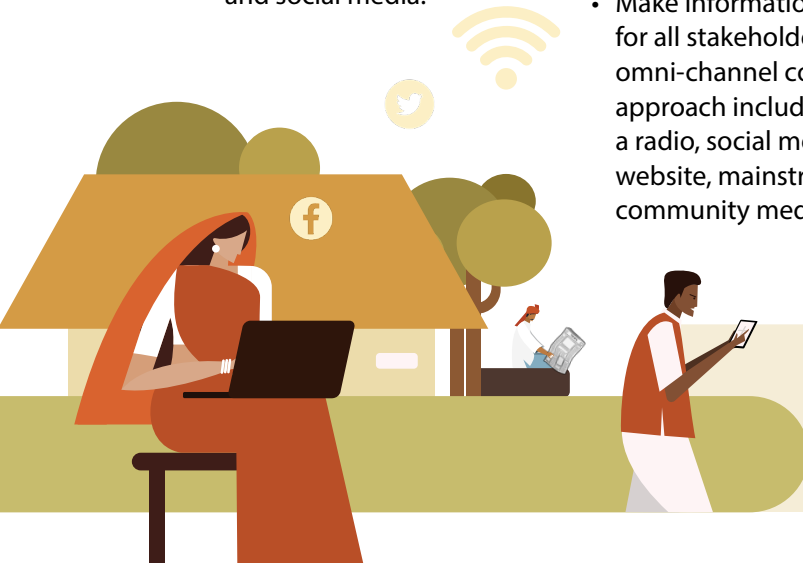
Building capacities for inclusive and sustainable development.

Outreach for Development

For the socioeconomic development of any society, including rural development in India, access to reliable information is critical, guiding participation and decision-making, and enabling communities to recognize and address development issues that affect them the most.

What We Do

- Create awareness and share knowledge using a comprehensive media mix.
- Strengthen and promote attainment of rural development goals.
- Stimulate dialog and engagement to influence behavior change using traditional and new media like the print, electronic, and social media.
- Provide platform like the community radio *Connect FM* 107.8 to grassroots communities to voice their views.
- Promote last-mile outreach activities to bridge information divide.
- Accelerate social change, by bringing the local voices and their concerns to the forefront using community media.
- Make information accessible for all stakeholders, using the omni-channel communications approach including a podcast, a radio, social media handles, website, mainstream and community media.



Facilitating development communication for behavior change.

Rural Research and Technology Innovation

Rural Research assesses the impact that on-ground interventions yield to understand what works and what doesn't. Using a mixed methods approach, research is an integral component of the project lifecycle, from initiation to completion. It helps measure the impact we create on the ground and ensures sustainability in the long run.

Adaptive Technology initiative focuses on piloting innovations in water, agriculture, and education to integrate new advancements to enrich developmental solutions and to create impact at scale. Integrating tech-based solutions through the use of artificial intelligence is undertaken to make programs and processes more efficient and result-driven.

What We Do

- Undertake scoping studies to aid project design.
- Conduct participatory evaluations to build evidence of impact.
- Facilitate knowledge dissemination through partnerships and consultations.
- Contribute to national and global development agenda through knowledge creation and mobilisation .



*Informing action,
outcomes, and learning.*



TOGETHER
WE EMPOWER
RURAL INDIA

Learn more



S M SEHGAL FOUNDATION

Plot No. 34, Sector 44, Institutional Area, Gurugram, Haryana 122 003, India

Tel: +91-124-474 4100, Fax: +91-124-474 4123,

Email: smsf@smsfoundation.org