## **ADVERTORIAL**



RABHAAV Foundation is an NGO working at grass root level registered in 2011, under the societies registration act xxi 1860 and NITI Aayog. Prabhaav's team is led by visionaries like Ms.

## Reach the Unreached



Ms Vandana Lakhanpal Co - Founder

**Ms Parul Kumar** Co - Founder

Parul Kumar and Ms. Vandana Lakhanpal supported by a couple of like-minded friends from diverse educational backgrounds, aiming at directly touching thousands of lives through their various projects on road safety, environment, art & culture and health. Our motto is that a society will grow only when people move ahead and adapt themselves to the changing times.

Development and sustenance is a multifaceted process, and involves aggressive participation of people. Co-Existence is always the first step towards creating a strong Eco–System. We strive to implement various CSR projects professionally and thank our Corporate partners for their strong support as they help us in touching individuals from various sections of the society. Prabhaav Foundation has impacted more than 6.4 Lakh people.

**Road Safety:** Making cities and human settlements inclusive, safe, resilient, and sustainable. India lost 1,40,000 people due to road accidents in 2018, accounting for more than 11% of deaths worldwide and resulting in an annual GDP loss of 3%. A new MVAA was enforced in September 2019 attempting to make Indian roads a safer place for both pedestrians and drivers. We have collaborated with ICICI Lombard, IRF, PVR and NDTV in understanding the importance of safe roads and have been conducting Road Safety Trainings & Workshops - PAN India. More than 40,000 Parents, Students, Teachers and Drivers have been trained so far.

**Environment:** To Protect, restore and promote sustainable use of terrestrial ecosystem, sustainable, manage forests, combat desertification and halt and reverse land degradation and halt biodiversity loss. We work as effective earth saviors by maintaining green spaces and finding solutions for debris wastes management.

Art & Culture: To preserve the culture of India refers to many diverse elements, such as various Indian religions, philosophies, cuisines, languages, dance, music and films leaving a profound impact across the ionosphere of a greater India and the World. We

## **Beneficiary of Prabhaav foundation**

KIRAN a young widow connected with the foundation after looking after an ailing husband for six months. Her husband was injured in a road accident and suffered for long before losing his battle of life. She was exhausted emotionally, physically and financially. Her husband left behind a huge debt, her in-laws also didn't support her. Her parents were equally helpless, and her adopted daughter's upbringing was an additional financial burden. Brushing aside all harsh comments she gathered strength and came to the foundation seeking help. Desolate and full of pain but high on spirit, Kiran wanted an independent life for herself and her child. She was ready to do even menial jobs and willingly learnt the skills of sewing and knitting. She eagerly looked into catalogues and enthusiastically designed small utility items. We shared her story with the makers of the serial 'MISSION SAPNE', telecasted on Colours channel. Her courageous and inspiring journey was telecasted with actor Ram Kapoor. Today she is financially independent, educating her daughter in a private school, and she supports her in laws as well.

at Prabhaav, curate events for promoting and preserving our age-old Indian culture.

**Covid-19:** The nationwide lockdown imposed by the Government of India resulted in lives of millions of migrant laborers, daily wage workers, rag-pickers, house-helps, street vendors coming to a standstill. The woes to access basic services without daily income led the low-income communities to slip into high-risk communities. Their inability to access one full square meal for a family, have increased their movement in and out of their shelter in search of food, leading to increased chances of being infected. We supported these individuals by distributing more than 5 lakh meals.

**Health:** Ensure healthy lives and promote well-being for all from all ages. India has a rich, centuries old heritage of medicine and health sciences. Our history is traced to the vedic times which dealt in holistic treatment. India with a total population of 1,324, 171,000 with a per capita expenditure on health of Rs. 267. Out of 169 nations, India stands at 120th position in the world with regards to health conditions as the total expenditure on health at 4.75% of the GDP. Our focus areas being Sanitation, Eye Care, Menstrual Hygiene, Vector-borne Diseases, and any other Emergency situations like Covid-19 when our organization conducted widespread awareness campaigns in line with NITI AAYOG and AAYUSH MINISTRY in large number of communities in Delhi-NCR and Haryana.

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