

Annual Report



2017-18

Letter from Director



We began our journey with a strong intention of helping mankind lead a better life in the long run, the human race and the natural habitat he lives in needs to thrive together. If we aspire to build a strong foundation for the society and our nation in years to come, it is essential to nurture our programs and provide a fruitful outcome to the beneficiaries.

Our focus, as a development organization, has been first and foremost to work on the ground and bring constructive change in the lives of the less privileged children and families. We strive to sustain this change, by sensitizing and engaging the privileged masses to making them an active partner in all the welfare initiatives.

This annual report traverses our journey through 2018-19 and tries to capture the impact on the ground that has been made possible through sincere collaborative efforts of the community, youth leaders and the entire team. During the year, we were able to directly benefit 1500 students, 500 household beneficiaries with the help of a range of activities in Borij village of Gandhinagar, Gujarat. Also, Sashakt boy's football team represented and won many titles in national and international level. The adolescent girl's empowerment program was introduced in five schools of Delhi/ NCR. Coming to the consultancy services, a total of twelve organizations were catered to this year.

This report records our journey during the last year. But this wouldn't have been possible alone. Hence, we would like to thank our community youth leaders, our beneficiaries, our volunteers, partners and well-wishers, who have relentlessly put their efforts and worked to thrive for Sashakt's vision and mission. Also, we thank them for putting their faith in us and being with us throughout this difficult yet beautiful journey.

Executive Summary



In the world's total population of 7.7 billion, India has 1.32 billion people. Out of which the major population is living in extremely ruthless conditions, especially in some states and in slums. The underprivileged section of the society in India dwells with poor infrastructure, improper hygiene practices, breakdown of traditional family structures, increased risk of violence and low access to sexual and reproductive

health services. Increased migration to urban areas has added another dimension of vulnerability to the lives of the underprivileged section of the society by making it increasingly difficult to track and count them. Dominant behaviors and conventional mindsets about everyday practices to survive and adolescent girls' development are fairly universal across India and are intensified in slums by greater risks of life threatening diseases, global warming, violence, rape, trafficking and exploitative working conditions.

Sashakt Foundation in the year 2017-18 initiated the sustainable development practices in schools along with the housing societies. Also, the adolescent girls' empowerment program was implemented in the schools reaching out to the targeted beneficiaries.



Waste Management

India's growing population, coupled with rapid urbanization and industrialization, has been putting a strain on the country's resources and on our cities' capacities to cater to the population's basic needs in terms of municipal services. Increased volumes of waste are being generated every day, owing to rising population as well as lifestyle changes, making it crucial for cities to embark upon efficient waste management practices, to reduce the latent impact on urban pollution, public health and hygiene. As a sector, waste management deserves increased focus and urgent attention due to its significance in creating sustainable cities with an improved quality of life.

Waste is a valuable resource that needs to be properly treated, in order to generate environmental and monetary benefits from it. Improper planning for waste management, complex institutional setup, constraints in capacity for waste management using modern techniques and best practices, and limited funds with urban local bodies (ULBs) are some of the reasons waste management in India has become an area of concern.

Launch of Swachh Bharat Mission on 2nd October, 2014 was a major step taken by the Prime Minister, Narendra Modi to make the dream of Mahatma Gandhi, 'Clean and Responsible India', a living reality. On World Environment Day i.e. 5th June, 2017, the government of India made a clarion call to all the citizens to adopt waste segregation practices under the Swachh Bharat mission.

In 2017-18, Sashakt Foundation initiated '**Citizen Led Program on Waste Management**' in Ahmadabad partnering with Ahmadabad Municipal Corporation. The aim of this program was to work towards mass involvement for improved sanitation in the city of Ahmadabad. This program helped the stakeholders comprehend their responsibility and role of keeping their environment clean. The '**Citizen Led Program on Waste Segregation**' at source reached out to a total of 3080



beneficiaries in a year including people of all age groups from a slum, four schools and three housing societies. During this program, the young minds were actively engaged on the issue of urban waste management and ensured responsibility of citizens regarding urban waste generation.

Waste Management Awareness Program in Schools

The awareness on waste management in schools is imperative as it helps to reach out to the developing young minds. Since, students spend a large part of their day learning in schools, it is an ideal location to impart knowledge and implement the waste management program. Therefore, Sashakt foundation took this programme to the schools with an objective to make them aware about the importance of hygiene and



inculcate the habit of cleanliness amongst children from a young age. The knowledge imparted to children does not just stay there, but also reaches to their family. Children share the learning with their peers and families spreading the information further. This brings a change in the attitude and behavior of children which thereby influences and motivates others to bring in change.

A basic awareness and orientation session was carried out with the teachers and the Principal. To set the program into motion, the trainer got the baseline survey done with the students to get the information on their basic knowledge in the area of environment and waste management. Post the baseline survey, the trainer conducted the sessions planned under the Waste Management Awareness Programme.

The program was implemented in a structured manner and the methodology adopted to implement it was activity based learning so that it sparks interests in children. Each and every session involved an activity through which the trainer



facilitated the discussion and shared the message. Post these sessions, Sashakt Foundation also distributed green and blue bins to segregate the wet and the dry waste. The utilization of these bins was monitored at regular intervals. Additionally, the awareness program with housekeeping and canteen staff was conducted periodically whenever possible and required. This program not only sought to educate children about environment and waste management but also to let them know about their roles and responsibilities. A total of four schools in Ahmadabad and total of 1280 children were reached out to with the help of this program.

S. No.	School Name	Beneficiaries
1	DAV	760
2	Narayan Guru Vidyalaya	80
3	Jivkor Vamata, Khadia	360
4	Vejalpur	110

Waste Management Awareness Program in Housing Societies

The team of Sashakt Foundation firstly identified and held regular meetings with the resident welfare association members of the housing societies. They were briefed about the current scenario of waste, the problems associated with it and the significance of waste segregation being implemented by the housing societies. After acquiring the permission to work in the housing societies, meetings were held with the active



members of the society who can also become champions for the program.

This was followed by the sessions with the residents, the house keeping staff and waste collectors of the society to make them understand the problems caused due to waste and the solutions for the same. They were encouraged and motivated to practice waste segregation in their houses. A record of the sessions was kept in the schools and housing societies at a regular basis. Also, the target audience was reached out to through social media, flyers, posters and other communication materials. In 2017-18, Sashakt Foundation has reached out to three housing societies and a total of 800 beneficiaries as per the details mentioned below:

S.No	Housing Society	Number of Houses	Total Beneficiaries
1.	Satya Triveni	60	180
2.	Orchid Wood	96	270
3.	Shivam Priory	140	350
4.	Savita Govind	88	320

Waste Management Awareness program at Borij Village:

We also adopted a village called 'Borij', nearby Ahmadabad to make it plastic free. The steps to achieve this are as follows:

1. Identify champions in schools and communities who are self aware and will play the role of motivators.
2. Training of Champions.
3. Conduct awareness program in community, households and schools.
4. Provision or ensure presence of two bins at household, school and community level.
5. Train waste workers to collect segregated waste. Encourage them to ensure compliance and non-mixing of garbage.
6. Identify locals or entrepreneurs in the neighborhood who are willing to use wet waste for composting and dry waste for recycling.
7. Ensure the waste goes to these identified entrepreneurs.
8. Segregate dry waste like paper and plastics etc. as per their quality and supply them to bigger recyclers.
9. Continue the campaign in the village on Reduce, Reuse and Recycle.



Firstly, the villagers were sensitized about the present situation of the village in the area of cleanliness. The Sashakt team raised some of the important questions and recorded all the answers regarding the present condition of sewage, water leakage, cleanliness, collection of waste, etc. amongst the villagers. They were implored to help make Borij village clean and beautiful

During the year 2017-18, a baseline survey was conducted wherein; each area of the entire village was covered. The survey included identification of locations facing major issues such as water leakage, major unclean area, dumpsite, sewage line, roads, habits of disposing waste, street lights, approximate number of households, toilets, etc. All of the information was compiled and analyzed so that the further program can be implemented in the Borij village effectively and efficiently.



Adolescent Girls Empowerment Program

There are almost 200 million adolescents in India which constitutes about one fifth of India's population. It is estimated that this age group will grow to over 214 million by 2020. The period of adolescence for a girl is a crucial transition period from childhood to adulthood, a time when many important social, cultural, economic and biological events take place which set the stage for adulthood. In the age of globalization, adolescent girls often struggle with certain specific challenges not experienced beforehand. Issues such as gender discrimination, eve teasing, alcoholism, drug abuse, trafficking, early marriage, adolescent pregnancy, rape and cybercrimes are quite rampant today.

In order to simplify these struggles for adolescent girls, Sashakt Foundation came up with an initiative of 'ADOLESCENTGIRLS EMPOWERMENT

PROGRAM'. Football is used as a means to target and empower those areas in their lives that require focus to improve living standards of these children. This program aims to enhance the adolescent girls' understanding of social skills, access to health information and services, enhance opportunities for

continuation of education and increase the possibilities for participation and leadership opportunities in their communities. It also focuses on enhancing and strengthening knowledge of girls on the essential areas such as, Education, Life Skills, Sexual Health, Menstrual Health and Hygiene, Leadership, Nutrition, Gender and Livelihood.

To make this more effective, Sashakt Foundation conducts Sports for Excellence (S4E) and Sports for Development (S4D) sessions for the adolescent girls. In these sessions, football acts as a magnet that draws the girls in by giving them a platform for continuous engagement. Repeated exposure to development messages is the bed rock of all behavior change program. While awareness and knowledge can be provided on the play ground, the children need to go back to their homes and be able to practice what they have learnt, for it to become be a part of their lives.

As every session is implemented through activity-based methodology hence, it is commenced with an energizer followed by the topic-related activity leading to an interactive discussion.



The impact areas under different domains are as mentioned below:

- Life Skills – Identity, Self esteem, Understanding and Managing emotions, Decision Making
- Education – Importance of formal education, Barriers in education and concept of RTE act
- Gender – Discrimination, stereotypes, types and formulas for prevention of violence
- Health – Nutrition, anemia, menstrual/sexual and reproductive health
- Livelihood - financial literacy, career planning, vocational training and entrepreneurship

We select a youth leader from each community who undergoes a rigorous training on 'how to implement Sports for Development' sessions for the community. After the completion of training, they begin to implement the sessions according to the assigned modules. The role of the local trainer who acts as a role model and mentor is most crucial. Mentoring is different from coaching as in it develops a strong communication between the mentor and mentee on a play ground.

Sashakt achievements at competitive level in Delhi

Total no. of players -	128	
Number of Boys:	75	U-11: 10, U-14: 18, U-16: 12, U-19: 15
Number of Girls	53	U- 11: 20 U-14: 25 U16: 8
Number of Coaches:	5	

- Atul - AFC `C` License Certificate (participation), AIFF `D` License Certificate, AIFF Grassroots certificate, Grassroots course by Coaches Across Continents, KNVP Introductory level, Special coaches training workshop in IIT Delhi under Baichung Bhatia soccer school.
- Deepak - AIFF Grassroot level certification KNVB introductory level



- Manoj - AIFF Grassroot level certification, KNVB introductory level

- Shivam - AIFF Grassroot level certification
- Rahul- AIFF Grassroot level certification, KNVB introductory level

2016: Shivam played in Homeless World Cup and was the Captain of the Indian Team.

2017: Anirudh got selected to play Homeless World Cup, Norway

2018:

- **U-14 Nationals, 2018:** Paras represented Delhi
- **Slum Soccer, 2018:** The team ranked 6th out of 24 teams. 2 players Ankit and Deepak got selected this year for the Homeless World Cup.
- **Diana Jones Football League, 2018:** The team stood 2nd out of 24 teams. Best Player of the Tournament was won by Ankit.



The Adolescent Girls empowerment program is currently being rolled out in five communities of New Delhi. It has already been implemented with 500 children in four schools of Delhi and one community in Noida:



- Government Girls Secondary School, Mayur Vihar – Phase 1, New Delhi
- Cosmos Public School, New Delhi
- Government Girls Senior Secondary School, Trilokpuri, New Delhi
- Jindal International School, Sahabad Dairy, New Delhi
- Khora Village, Noida, UP

Consultancy Services

Consultancy Services plays a significant role in the growth of any enterprise in several ways. This service not only provides access to industry-specific specialists but it also provides subject matter expertise. Therefore, Sashakt Foundation provides consultancy services to other NGOs wherein, the main areas are organizational development, program strategy and scaling up program implementation. The Sashakt

Consortium brings together a range of experts who have extensive experience in the areas of NGO led

Program Implementation, Research, Fund Raising, Sustainability and



understanding of Legal requirements, providing the kind of support that is required to produce highly impactful CSR work. This involves experts who have been seasoned practitioners in the past and provide practical insights into how to run successful CSR programs. The other areas that are looked after are Developing CSR Action Plans, Planning Program Implementation, Conducting Due Diligence to identify the right NGO partners, Capacity Building, Training of Partner NGOs, Monitoring and Evaluation. This helps in conducting research – Baseline, Needs Assessment, Impact Assessment. Other domains that are looked after are Education, Health, Sustainable development, Livelihood, Sports, Children, Youth, and Women etc.

This service helps programs scale up across large geographies, setting up systems and processes, budgets etc. at national and international levels. It also helps the organization in program assessments, monitoring and evaluation, impact measurement, including SROI, social audits etc. It guides an organization with how to use networking, policy making and advocacy at national and international levels. It provides an understanding about government schemes and policies and builds synergies and sustainability leveraging them. Following are some more services that Sashakt provides under Consultancy to other NGOs:

- Creating and managing boards, governance, legal and compliance issues.
- Mentoring of senior leadership and executing change management exercise

- Fund Raising – Corporate, Institutional, Bi lateral, Multi-lateral agencies and government.
- Good understanding of the Indian CSR law, compliance issues and the way it translates on ground.
- Good understanding of various social sectors like Education, Health, Livelihoods, Nutrition, Water Sanitation, Sustainable Development, Youth Development, Sport for Development and Peace, etc.
- Ground level understanding of how these affect various target groups especially children, women and youth.



Mentioned below are the organizations that have been supported under the consultancy services:

- Breakthrough, Delhi
- Kiran Society, Varanasi
- Appropriate Technology India, Dehradun
- Youth Football Club, Rurka Kalan, Punjab
- Central Tibetan Organisation, Dharamshala
- Patient Care Trust, Delhi
- Manjushri Educational Services, Dharamshala
- Build a Class Initiative, Mumbai
- Tibet Legal Association, Dharamshala
- 1000 Hockey Legs, Delhi
- Drokmo, Dharamshala
- SOIR-IM, Dehradun