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MOMENTUM
A Global Partnership for Health and Resilience



Ladli Foundation Trust
A National Award Winning
Non-Profit Organization

LADLI FOUNDATION TRUST

PROJECT REPORT OF

**RAJSAMAND, NAGAU, DAUSA & CHURU DISTRICT, RAJASTHAN UNDER
MOMENTUM ROUTINE IMMUNIZATION TRANSFORMATION AND EQUITY
PROJECT TO RAMPING UP THE UPTAKE OF
COVID-19 VACCINATION AMONG VULNERABLE AND MARGINALIZED
POPULATION (17 AUG 2022 - 31 JAN 2023)**



Ladlifoundation_official



www.Ladlifoundation.org

MISSION STATEMENT

Lying at the heart of Ladli Foundation has a mission to build a safe, gender-neutral, and inclusive society. It aims to enable access to Primary Healthcare, Education, Skill Training, Employment and equal opportunities for vulnerable women in marginalized section, by focusing on bringing a reformative change in the mindsets of the society.

We initiate to alter and start a dialogue among people about inhuman traditionally inherited practices like patriarchy, gender based violence, child marriages, and social victimization, which are the main hurdles in providing basic human rights, and prominent causes of vulnerable conditions of women in India. It envisions the idea to break the taboos and adopt a safe, secure & sustainable living that upholds women's reproductive rights in our society by sensitizing the male population to become promoters of Gender Equality.

ABOUT US

Ladli Foundation is a grassroots-level non-profit organization known for implementing impactful & innovative social initiatives to uplift vulnerable population in urban & rural slums. The organization is granted special consultative status in United Nations ECOSOC and conferred with the National Award by Govt. of India for directly serving over one million beneficiaries through its action-research-based projects by promoting sustainable living for achieving UN SDGs.

In India, the organization is actively working at the national level in association with District Administrations and Police Departments with its effective community outreach and sustainable approach. The International wing of Ladli Foundation is also incorporated in the United States as "Ladli Foundation USA", A Non-Profit Corporation registered with IRS under 501(c)(3), EIN 86-1200937

The organization was also recognized by the United Nations Secretary-General Mr. António Guterres during the 65th Session of Commission on the Status of Women to raise the voice to prioritize the agenda of Women's Health and elimination of Child Marriages in developing countries for achieving Gender Equality (SDG5). In the last decade, the organization has successfully implemented some mega-events and initiatives such as the most significant Gender Sensitization movement through Half-Marathon & Street Plays, International Kanya-Pujan for promoting girls education and healthcare by catering to traditional beliefs, Saheli Primary healthcare, and Sensitization camps in slums, Pathanshaala mobile education classes for street and slum kids, Shagun Mass weddings to stop child marriages and trafficking, the revolutionary JOSH initiative to divert young boys from drug abuse and crimes by involving them in sports and skill training and Supply of dry ration, milk and personal hygiene kits for migrants and laborers during Covid 19 pandemic lockdown.

AWARDS & RECOGNITIONS

- National Youth Award, (Org.) by Govt. of India
- Indian CSR Award- Top 20 Best NGO of the Year
- Appreciation by, Union Home Minister of India
- Appreciation by, Union Social Justice Minister of India
- Commendation Roll by Commissioner of Police, Delhi
- Birla Young Indian Awards-2020
- Women Achievers Awards-2016
- Rashtriya Gaurav Awards -2015

AFFILIATION & ASSOCIATION

- Special Consultative Status at United Nations, ECOSOC
- Community Policing Association with Delhi Police
- Member at India International Center, Delhi , IIC
- Association with Habitat India , Delhi
- Association with UP State AIDS Control Society
- Association with Directorate of Education , Delhi
- Association with BYJU's E- learning
- Governing Council Member at Sustainable Development Leaders Council

17.40 Lakhs + People directly impacted

Digital Education



1.52 Lac +

Marginalized Students were enabled with Digital Education & provided Free Digital Tabs & BYJU'S Premium Subscription

Women's Health



3.95 Lac+

Females were benefitted for Primary & Reproductive Health, Anemia Eradication & Sensitized about MHM, STD's, HIV, TB Mental Health & Family Planning

Gender Sensitization



8.75 Lac+

Males were involved in Gender Sensitization through Street Plays, Half-Marathon & Seminars

COVID-19 Vaccination



51000+

Men, women, children, and adolescents were benefitted with COVID-19 Vaccination with the Support of Rajasthan Govt. & USAID

Pandemic Relief



2.5 Lac+

Migrant Laborer's were Provided Dry Ration & Covid Protection Kit during the Pandemic in Association With Delhi Police

Hunger & Malnutrition



5000 +

Laborer Mothers were Provided Milk Supply for their Newborns during the Pandemic in Association with Delhi Police

PWD Rights



7500+

Persons with disabilities were sensitized about their rights & provided employment opportunities

Drugs Prevention



7800+

Young Boys and Juveniles were divert from substance abuse through Sports & YOGA

Rehabilitation



2100+

Socially victimized women were saved from prostitution & rehabilitated through mass weddings

Skill Trainings



16000+

Girls were provided Basic Education, Vocational Training for social upliftment

COVID-19 Orphans



357

Young Girls & Women who lost their bread earners during pandemic were provided Skill Training and Job Placements

Social Adoption



4500+

Adolescents girls were socially adopted for providing Health & Education

President Murmu appreciates Ladli's grassroots level works

New Delhi:

A delegation of Ladli Foundation called on President Draupadi Murmu at Rashtrapati Bhawan and presented the work and impact report of the organisation's ongoing programmes to support the government to complete the 100 percent coverage for Covid-19 vaccination among targeted beneficiaries under Momentum Routine Immunization Transformation and Equity Programme.

Chief of Hindu Acharya Sabha & Juna Akhara Swami Avdhesanand Giri, Founder and CEO of Ladli Foundation Devendra Kumar and founding member Amar Sarin briefed the President about the impact of its programme supported by USAID.

President Murmu, during the meeting, appreciated the works being carried out by the organisation at grassroots level for impacting the lives of people in marginalised sections in association with USAID, BYJU's and HP India.

Ladli Foundation, an internationally recognised grassroots-level non-profit organisation, is known for implementing impactful and innovative social initiatives to uplift vulnerable people in urban & rural slums.



The organisation is granted special consultative status in United Nations ECOSOC and conferred with the National Award by Govt. of India for directly serving over one million beneficiaries through its action-research-based projects by promoting sustainable living for achieving UN SDGs.

In India, the organisation is actively working at the national level with a team of highly experienced grassroots level recognized social workers in association with District Administrations and Police Departments with its effective community outreach and sustainable approach.

The International wing of Ladli Founda-

tion is also listed as a public charity in the United States as Ladli Foundation USA - A NJ Non-profit Corporation and granted federal income tax-exemption status under 501 (C)(3).

The organisation was recently recognized by the United Nations Secretary-General Antonio Guterres during the 65th Session of the Commission on the Status of Women to raise the voice to prioritize the agenda of Women's Health and elimination of Child Marriages in developing countries for achieving Gender Equality (SDG5) and working with USAID for ramping the covid 19 vaccination in remote districts in India.

ABOUT PROGRAM

MOMENTUM

Routine Immunization Transformation and Equity



INDIA COUNTRY PROGRAM

Supporting COVID-19 Vaccination in India

COVID-19 IN INDIA

In India, the COVID-19 pandemic has resulted in an increased caseload, hospitalization, and death surges, significantly affecting countless individuals, families, and communities and putting the public health system under tremendous strain.

In response, the Government of India launched the world's largest COVID-19 vaccination program in January 2021. Initial results were impressive, but challenges to equitable coverage with the COVID-19 vaccine persist, including low coverage among vulnerable, marginalized, and hard-to-reach populations; supply of vaccine exceeding demand; procurement and distribution barriers; vaccine hesitancy; and inequitable human resource coverage.

To accelerate vaccination uptake among vulnerable and hard-to-reach populations, the **MOMENTUM Routine Immunization Transformation and Equity** project is providing technical assistance to the Ministry of Health and Family Welfare (MOHFW) to improve availability of vaccine doses and increase trust in and demand for COVID-19 vaccination

Project

The project has a mandate to provide technical assistance to the MOHFW at the national level, as well as to state health authorities to ramp up COVID-19 vaccination. John Snow India Pvt. Ltd. (JSIPL) is the lead partner in India for implementation, coordination, and achievement of project objectives.

Key Areas of Support

INCREASING VACCINE UPTAKE AND OVERCOMING VACCINE HESITANCY

The project focuses on generating demand for the COVID-19 vaccine by designing interventions to increase awareness and enhance outreach. These interventions address state-specific issues, including the digital divide, vaccine hesitancy, lack of awareness, and ineffective community-facility linkages

FIGURE 1. MAP OF PROJECT GEOGRAPHIC COVERAGE



The project works in 18 states and Union Territories



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The project's community mobilization efforts seek to increase COVID-19 vaccination uptake among the most vulnerable populations by engaging influential leaders and groups, such as women's and health professional associations, and building health worker capacity for interpersonal communication.

The project collaborates with private sector actors, including state chapters of the Confederation of Indian Industry, the Federation of Indian Chambers of Commerce and Industry, and the Indian Medical Association to support vaccinations within and outside their companies as part of corporate social responsibility initiatives.

Partnership In Rajasthan

The program partnered with six sub-awardees in the state and one of them is **Ladli Foundation** to ramp up COVID-19 vaccination in Rajasthan to support last-mile delivery and community engagement activities to improve the equitable coverage of COVID-19 vaccination services.

VACCINE PLANNING AND PRIORITIZATION FOR EQUITABLE DELIVERY

The project supports the MOHFW with activities to increase COVID-19 vaccination coverage, especially for vulnerable and marginalized populations. This includes working with state health authorities to provide technical assistance to districts and sub-districts for analysis and use of coverage data to inform microplanning, design, and placement of service delivery sites to promote equitable access.

STRENGTHENING SUPPLY CHAIN FROM MANUFACTURER TO USER AND CLOSING GAPS IN LAST-MILE DELIVERY

The project promotes improved availability and monitoring of COVID-19 vaccines by strengthening supply chain management from the point of manufacture to last mile delivery. The project supports improved data quality and visibility to inform decisions about vaccine supply, including mapping public and private sector facilities, developing tailored approaches in each state, and leveraging available service delivery points for vaccine administration.

RESEARCH ON PRIORITY COHORTS TO MONITOR ADVERSE EVENTS OF SPECIAL INTEREST

The project is supporting a prospective study of adverse events of special interest in pregnant women in coordination with the existing adverse event monitoring and surveillance system

SHARING LEARNING AND DISSEMINATING BEST PRACTICES

The unprecedented nature of COVID-19 vaccine rollout necessitates rapid and continuous learning to inform adaptation. The project is working with MOHFW, state health authorities, and partners to support a learning agenda to improve vaccination program implementation and efficacy across India and around the globe



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RAJASTHAN



As a part of District implementation plan under **Momentum Routine Immunization Transformation and Equity program**, Ladli Foundation trust has started working in Churu, Nagaur, Dausa & Rajsamand districts of Rajasthan from the Month of August 2022 under the supervision and coordination with District Health Departments.

In the Month of August, 2022 to December, 2022 the organization has implemented demand generation and community engagement activities in all blocks of the assigned districts to increase the demand, distribution and uptake of COVID-19 vaccination under the project “Momentum Routine Immunization Transformation and Equity by creating awareness at community level

For impactful implementation of the program in efficient manner the organization has developed some effective community engagement activities to motivate and mobilize the targeted population for ensuring 100 percent vaccination.

District	Blocks	Villages
Churu	6	107
Dausa	11	248
Nagaur	11	192
Rajsamand	7	140



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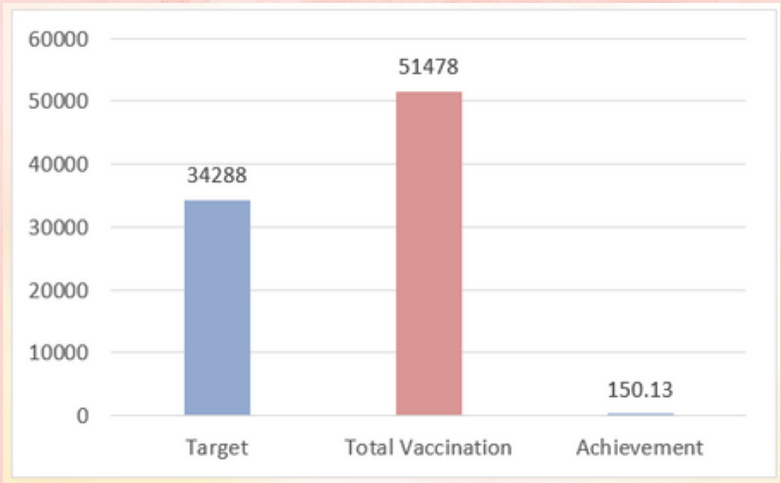
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STATISTICS

**Total Number of
Vaccination supported by
Ladli Foundation**

51478

*Source: Camps organized with support
of State Government.*



Graphs are showing total no of vaccination supported by Ladli Foundation against target till January 31st, 2023.



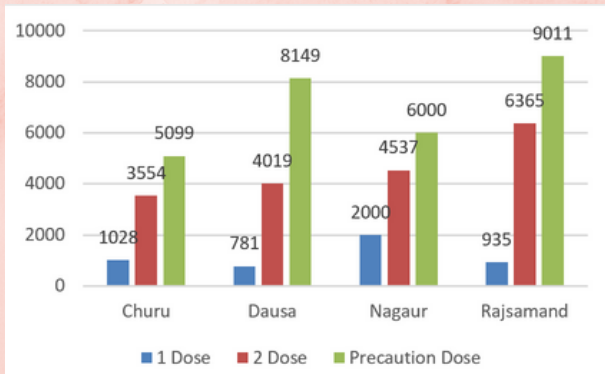
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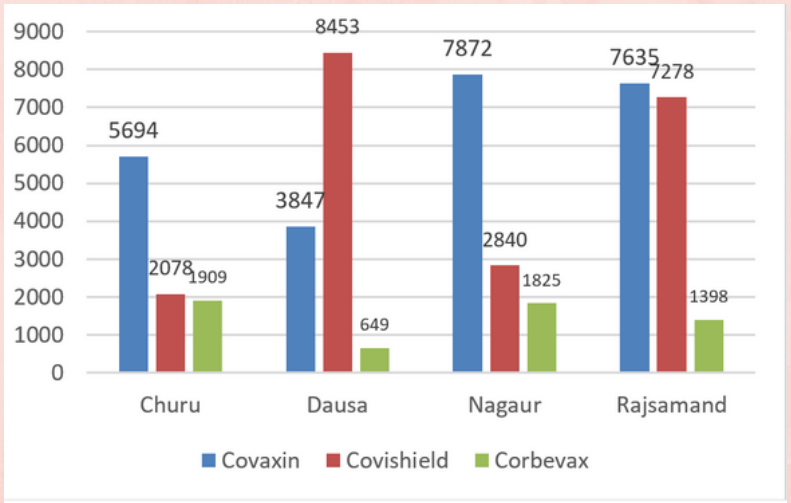
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Graphs are showing total no of vaccination (Male/ Female) supported by Ladli Foundation against target till January 31st, 2023.

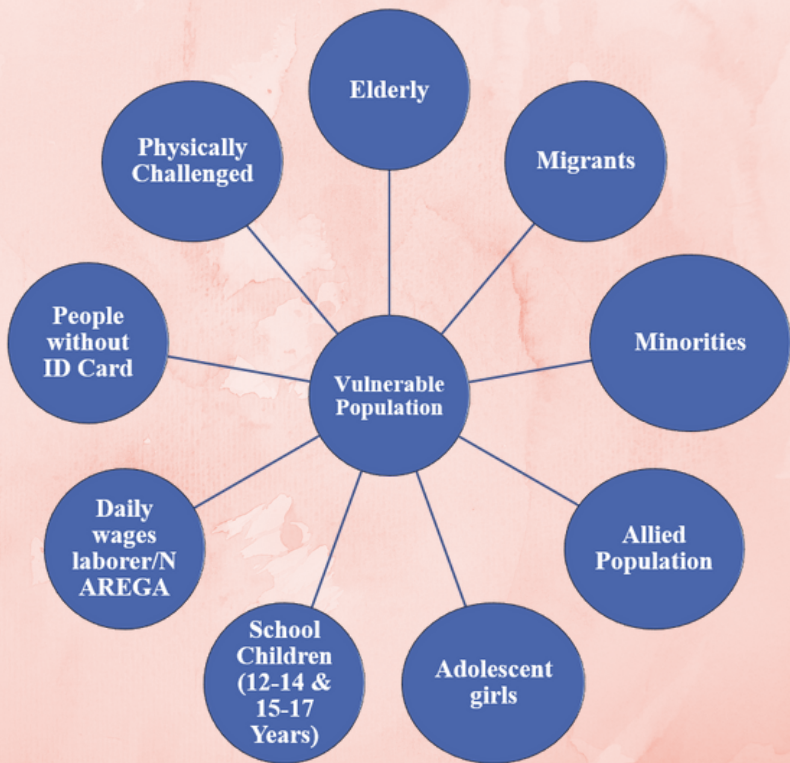


Graphs are showing district wise no. of vaccination (Dose Wise) supported by Ladli Foundation till January 31st, 2023.



Graphs are showing district wise no. of vaccination supported by Ladli Foundation till January 31st, 2023.

FOCUSSED GROUPS



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TARGETS VS ACHIEVEMENTS

TARGETS	ACHIEVEMENTS
1 State consultation	Achieved
4 District level meeting	Achieved
4 Spiritual leader meeting	Achieved
12 Special BYJU's vaccination camp	Achieved
4 Workshop with partners and stake holders	Achieved
8 School/Community level activity	Achieved
Placement of hoardings at district hospital	Achieved
1 Annual meet	Achieved
1 Vaccithon	Achieved
1 National consultation	Achieved



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MAJOR PROPOSED ACTIVITIES

District-level Meeting

A district-level meeting was held in the 4 implementing districts of Rajasthan namely Churu, Dausa, Nagaur, and Rajsamand. The purpose of this meeting was to discuss the current scenario of COVID-19 vaccination, the availability of vaccines, and plan for the maximum consumption of the vaccines. During the meeting, the work of the district teams towards increasing the uptake of COVID-19 vaccination was discussed. The meeting was attended by CMHOs, RCHOs, BCMOs, DRCHOs, and other government officials who provided their valuable suggestions and feedbacks to the teams.



District Churu



District Dausa



District Nagaur



District Rajsamand

State Review Meeting

A state-level review meeting was organized for all the project team members with the state JSI team. The main objective was to orient the team members and review the work under the guidance of JSI.

The JSI state project manager shared the project background, its need, and deliverables. JSI state communication officer took a session on branding and marketing. She informed that since Rajasthan is culturally varied in culture, different activities for different districts/blocks should be planned and discussed ways to engage different government departments like ICDS, etc. A session on the monitoring, evaluation, and learning was taken by JSI M&E Officer.

At the end the target for every district was discussed with a special focus on in- and out-of-school (aged 12-17 years) students, college students, and unvaccinated/partially vaccinated people among all govt. approved cohorts in the project intervention areas.



State review meeting at Jaipur

School/Community-level Awareness Intervention Activities

In the four districts of Rajasthan, team Ladli has conducted a total of 8 awareness generation activity in schools and the community.

In schools, awareness about vaccination and COVID appropriate behaviour was generated through dance, painting, kabaddi, and chair race competition. Community women and children were sensitized about vaccination myths and motivated to take the vaccine through door-to-door mobilization and organization of reward-based games like musical chair, spoon and lemon race etc.



Awareness activities in schools



Awareness activities in community

Special BYJU's Vaccination Camp

In all the four implementing districts, BYJU's special vaccination camp was organized. Students aged between 15-17 were vaccinated and a free BYJU's premium subscription of three years was given to them after the vaccination. The school is identified where a number of students were unvaccinated due to vaccine hesitancy. To break the hesitancy and to motivate students to get vaccinated, a special camp was organized where students were given free BYJU's subscriptions for 3 years. The actual cost for each subscription is worth Rs.60,000/- which was given free of cost to the students, which became an important tool due to which students could be mobilized for vaccination effectively.

This activity helped us to reach those students/parents who were against vaccination, and we could reach those students whose first vaccination dose was also not completed. The main goal of this activity is to increase the uptake of covid-19 vaccination among students by connecting them through digital learning.



Enrollment of vaccinated student for BYJU's



IPC activity



Special BYJU's vaccination camp

Meeting for Engagement with Faith-based Influencers

In all the four implementing, multi-faith gurus were engaged to break myths and taboos related to COVID-19 vaccination, spread awareness about its benefits, and increase its uptake among the followers. They helped in sensitizing the people and in convincing them to get vaccinated.



Engaged multi-faith leaders in the four districts

Training & Workshops for Partners & Stakeholders

In all the districts, training and workshops with partners and stakeholders were conducted to plan about reducing vaccine wastage before their expiry and increasing vaccination among in- and out-of-school students and in the remotest areas. Approx. 256 frontline health workers were instructed to identify unvaccinated people in their areas. Overall, 80 partners and relevant stakeholders participated among which district magistrates, collectors, CMHOs, RCHOs, DEOs, school principals, and sarpanch were present.



Workshop with Frontline health workers



Meeting with relevant partners & stakeholders



**Project Head with Rajsamand Collector
Shri Nilabh Saxena**



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Banners & Hoardings at CVCs/District Hospitals



R.K. Hospital, Rajsamand



CMHO Office, Rajsamand



Nagar Parishad, Dausa



District Hospital, Dausa



District Hospital, Nagaur



JLN Hospital, Nagaur

Annual Project Meeting

The residential Annual project meeting was held on 19th and 20th December, 2022 in Jaipur. Dheerendra Tyagi, State Project Manager, JSI, Rajasthan and other State JSI team participated in the meeting. The meeting was organized to discuss the objectives, progress status of the project, achievements, challenges faced and potential future plans.

Dr. Devinder Sondhi, State Nodal Officer (Immunization), Medical & Health Services, Govt. of Rajasthan also attended the meeting. A glimpse of the work done in all the four-project locations was presented to him. He acknowledged the efforts and advocated for Organizations' continued engagement in community mobilization. He also appreciated the work done to ramp up the Covid-19 vaccination among the children as hesitancy among them is very much prevalent.



Dr. Tyagi, State Project Manager, JSI presenting the Project progress



Ms. Pankhuri Singhal, Project head addressing during the meeting discussion



Project team with Dr. Devinder Sondhi, State Nodal Officer (Immunisation), Medical & Health Services, Govt. of Rajasthan

VACCITHON-A Unique Walkathon

On 22nd January, MOMENTUM Routine Immunization Transformation & Equity along with Ladli Foundation successfully organized "VACCITHON-A unique Walkathon", towards achieving 100 percent COVID-19 vaccination in Rajasthan. The aim was to create awareness on COVID-19 vaccination and increase its uptake in Rajasthan.

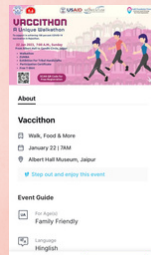


A cultural show to sensitize the masses

It was a 5 km walk, where over 2500 participants walked from Albert hall to Gandhi circle, Jaipur. The event was attended by dignitaries and officials such as Olympian and Padma Shri Awardee Ms. Krishna Poonia, Ms. United Nations Amisha Chaudhary, Bollywood child actor Tathastu, and USAID/India's Senior Health System Strengthening Advisor Mr. Vijay Paulraj, JSI Operation Director Mr. Ashok Raisighani and State JSI team.



Camels walking with Vaccithon posters



**Event live on
bookmyshow and
paytm**



Participants & beneficiaries walking with Vaccithon posters



Warm-up through Zumba

The event featured a number of cultural and art performances, and a musical concert to uniquely sensitize the masses about COVID-19 vaccination. An exhibition was also set up to promote and sell the handicrafts made by tribal women who have actively supported the cause within their communities



Participants visiting the handicraft stalls

The Vaccithon was not just a walk, but also a platform for people to come together and express their support for the cause. Participants were seen carrying placards. Banners were also displayed at strategic locations urging people to get vaccinated and highlighting the importance of vaccination. The participants gave a clarion call to the people for getting themselves vaccinated as this will help the state in achieving 100 percent vaccination and protect the people from the dreadful disease.



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State-Level Dissemination Event

MOMENTUM Routine Immunization Transformation Equity project and Ladli Foundation organized a national level consultation event, on 23rd January 2023 at Vesta International, Jaipur from 10.00 a.m. to 5.00 p.m. The aim was to share the experiences and key learnings from the project.




Ms. Pankhuri Singhal, Project head, giving the state presentation

The event brought together stakeholders from various sectors, including government officials, healthcare professionals, community leaders, and representatives from civil society organizations, to discuss the challenges and successes achieved under the project and to learn from each other's experiences which will help the country/state in dealing with future pandemic effectively.



Mr. Vijay Paulraj, representative from USAID addressing the participants

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Dr. K.L. Meena, Director RCH addressing the participants

The event featured keynote addresses by RCH Director Dr. K.L. Meena, Project Immunization Director Dr. Raghuraj Singh, State Nodal Officer (Immunization) Dr. Devinder Sondhi, USAID representative Mr. Vijay Paulraj, and other officials. Panel discussions and interactive sessions on various topics related to the COVID-19 vaccination program was held, wherein participants shared their insights, asked questions, and promoted symbiotic learning and network with their peers for maximizing learning.



Dr. Raghuraj Singh, Project Director Immunization addressing the participants

INNOVATIVE STRATEGIES

The project's aim was to sensitize and vaccinate the most vulnerable and unreached population of the four implementing districts of Rajasthan. As such, the teams in each districts made every effort to identify such communities and motivate them towards vaccination.

Engagement of People with Disabilities in COVID-19 vaccination

Special vaccination camps were organized for persons with disabilities. Through different IPC activities, they were sensitized about COVID-19 vaccination and COVID-appropriate behaviour, and were motivated get vaccinated.



Mobilizing people with disabilities

Engagement of Inmates at District Jails on Human Rights Day

Prisoners are one of the most vulnerable sections of society. Even though their crimes went against the humanity, it is their basic human right to get vaccinated and protect themselves against the deadly virus. As such, the district teams approached the jail superintendents to seek permission for organizing vaccination camps for the prisoners. After obtaining a due list of those who were partially or not vaccinated, the team conducted IPC activities to sensitize them about COVID-19 vaccination and motivated them to get the vaccine. As a result, the team successfully administered the drive and vaccinated the prisoners with all the doses (including the precautionary dose).



Sensitizing and vaccinating prisoners in district jails



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॥ कार्यालय उपमंडल जिला कारागृह राजसमंद ॥

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 दिनांक- 14/12/2022

-- प्रशंसा-पत्र --

आ प्रशंसित विद्या साठ है कि महिला-19 शाखाएक और जलसंधारण कार्यक्रम को अत्यन्त ही उत्साहपूर्वक रूप से समर्थन देती है। प्रत्येक महिला को प्रशिक्षण देकर उसे स्वतंत्रता प्रदान करती है। महिला-19 शाखाएक और जलसंधारण कार्यक्रम को अत्यन्त ही उत्साहपूर्वक रूप से समर्थन देती है। प्रत्येक महिला को प्रशिक्षण देकर उसे स्वतंत्रता प्रदान करती है।

प्रमुख
 उपमंडल
 जिला कारागृह राजसमंद

॥ कार्यालय उपमंडल जिला कारागृह चुरु ॥

दिनांक- 2.12.22

प्रशंसापत्र

आ प्रशंसित विद्या साठ है कि महिला-19 शाखाएक और जलसंधारण कार्यक्रम को अत्यन्त ही उत्साहपूर्वक रूप से समर्थन देती है। प्रत्येक महिला को प्रशिक्षण देकर उसे स्वतंत्रता प्रदान करती है। महिला-19 शाखाएक और जलसंधारण कार्यक्रम को अत्यन्त ही उत्साहपूर्वक रूप से समर्थन देती है। प्रत्येक महिला को प्रशिक्षण देकर उसे स्वतंत्रता प्रदान करती है।

कार्यालय में आ के बिना ही महिला-19 शाखाएक और जलसंधारण कार्यक्रम को अत्यन्त ही उत्साहपूर्वक रूप से समर्थन देती है। प्रत्येक महिला को प्रशिक्षण देकर उसे स्वतंत्रता प्रदान करती है। महिला-19 शाखाएक और जलसंधारण कार्यक्रम को अत्यन्त ही उत्साहपूर्वक रूप से समर्थन देती है। प्रत्येक महिला को प्रशिक्षण देकर उसे स्वतंत्रता प्रदान करती है।

प्रमुख
 जिला कारागृह चुरु

॥ कार्यालय चम अखंड जिला कारागृह, नागौर ॥

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-- प्रशंसा पत्र --

लाली कारागृह ट्रस्ट चम जिला के टीए की ओर से जिला कारागृह नागौर में अत्याधुनिक मनसबिदा दिवस (10 दिवस) के अवसर पर कारागृह में निरपेक्ष समता परिवार को मुक्त अभिव्यक्ति एवं कोशिश के माध्यम से सशक्त बनाने के लक्ष्य में अत्यन्त ही उत्साहपूर्वक रूप से समर्थन देती है। प्रत्येक महिला को प्रशिक्षण देकर उसे स्वतंत्रता प्रदान करती है। महिला-19 शाखाएक और जलसंधारण कार्यक्रम को अत्यन्त ही उत्साहपूर्वक रूप से समर्थन देती है। प्रत्येक महिला को प्रशिक्षण देकर उसे स्वतंत्रता प्रदान करती है।

प्रमुख
 जिला कारागृह नागौर

Letter of Appreciation from District Jails Churu, Nagaur, & Rajsamand



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Engagement of NREGA Workers in COVID-19 vaccination

The Ladli project team has sensitized the NREGA workers about COVID-19 Vaccination and COVID Appropriate behaviour. By travelling long distances to reach them and through various IPC activities, the team mobilized the NREGA workers and convinced them to get vaccinated. Special camps were also organized to administer the vaccine among them.



Sensitizing NREGA workers

Activities with the Lohar Community

The Lohars of Rajasthan are nomads (Ghumakkar or Banjaras) who are always on the move and are involved in iron smelting work. Being socially and economically backward, the community was unaware of COVID-19 vaccination.



Ladli team has identified the Lohars dwelling in Rajsamand and Dausa, sensitized them about the vaccination and COVID-19 appropriate behaviour, and mitigated their hesitancy towards taking the vaccine, through engagement activities and IPC sessions.

They were informed about benefits of the vaccination and the nearest CHCs administering the vaccine.

Activities with the Vanbagariya Community

The Vanbagariya community, located 18 kilometers from Nagaur, lives in isolation. They were originally meat eaters who hunted animals for a living. The community doesn't seek any medical facilities and avoids sending their children to school. However, as they began to come to the village for work, they are gradually integrating themselves into the community.



Team Ladli identified the community and visited it. The Vanbagariya community was initially stubborn and they were strongly against administering the COVID-19 vaccination since they claimed "they would die if they did so." Therefore, the project team engaged the children in fun activities. The team also held IPC sessions, community engagement events, and campaigns to sensitize the community on COVID-19 awareness. They were also informed about the nearest CHC for vaccination.



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Activities with the Jogi Community

Known for their musical performances, Rajasthan's Jogi community has been classified as a minority and falls under the Other Backward Castes (OBC) category.



Ladli team has identified the community residing in Dausa, and mobilized and sensitized them about COVID-19 vaccination and covid appropriate behaviour through engagement activities and IPC sessions. They were informed about benefits of the vaccination and nearest CHCs administering the vaccine. The community has assisted the team in sensitizing other communities through their exclusively designed COVID-19 music, and has immensely supported the “Vaccithon” event.



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Story of Apni Pathshala

Apni Pathshala (Muskan Sansthan) is a school run by a policeman, Dharamvir ji, for children from poor families, mostly migrants, ragpickers, and beggars to give them access to education. Team Ladli found that many children studying there remain unvaccinated against COVID-19 due to a lack of awareness among this population. The district project team engaged the Apni Pathshala teachers to sensitize and vaccinate the children, followed by the vaccination of the parents.



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CELEBRATION ON SPECIAL DAYS

The Ladli team in each districts celebrated special days like Diwali, Abhaneri festival, Makar Sankranti, Christmas, Dussehra, Govardhan puja, etc. to sensitize the masses about COVID-19 vaccination. Festivals are a time where huge number of people come together and it presented an opportune time to mobilize the people. By positively leveraging their religious and spiritual sentiments, the team motivated the over 20000 people to get vaccinated.



Makar Sankranti at Kacchi Basti



Dussehra celebration



Christmas celebration with Vanbariya community & slumdwellers

USAID VISIT IN DISTRICT RAJSAMAND

To monitor the mobilization, sensitization, and vaccination activities at one of the remotest places of district Rajsamand, USAID India's Senior Health Systems Strengthening officer Mr. Vijay Paulraj, M-RITE JSI's Director of Operations Mr. Ashok Raisinghani, M-RITE JSI's Regional Manager Dr. Saurabh Ghosh Dastidar, and JSI state team visited the site. The project head Ms. Pankhuri Singhal along with the Ladli team was present as well.



Officials with Ladli team & the beneficiaries



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ACHIEVEMENTS

- The organization could present the work to the President of India, Ms. Droupadi Murmu in the president's house. The hon'ble President of India appreciated the work of the organization under this project.
- The VACCITHON - A unique walkathan was a resounding success of more than 2500 participants came together to create awareness on COVID-19 free Rajasthan.
- The organization received appreciation letters from CMHO and RCHO of Dausa and Nagaur district for the maximum utilization of the Corbevax vaccine before it expired in the relevant districts.
- The organization did district-level meetings in the four districts, where all the concerned health departments participated. During the meeting, the organization's work on ramping up COVID-19 vaccination was shared, and with the support of CMHO and RCHO, a plan of action was formulated to reach the remotest and unvaccinated populations in the districts.
- The project targets for all four districts, i.e., Churu, Dausa, Nagaur, and Rajsamand, were successfully achieved. In total, the organization has achieved 150.13% of the overall target given under this project.
- On November 16, 2022, a vaccination drive took place with the support of the organization, where the team was able to vaccinate 2200 people and mobilize around 5000 people in the overall district. The same was appreciated by the Chief Medical Health Officer.
- The organization was successful in conducting a workshop with partners and relevant stakeholders. Along with district health departments, around 150 frontline healthcare providers participated in the meeting.
- BYJU'S special vaccination camp was organized in the districts. During the camps, the students get vaccinated and are equipped with a free BYJU's premium subscription for 3 years. Through these camps, the team was able to reach those students who were hesitant about COVID-19 vaccination.
- The prisoners in the districts of Churu, Nagaur, and Rajsamand districts jails got vaccinated. This was appreciated by the Jail Superintendent.
- The organization engaged spiritual leaders to burst the myths and taboos associated with COVID-19 vaccination to their followers.
- The Corbevax vaccine was transported from Kuchaman to Nagaur district with all the safety protocols as there was excess of Corbevax in Kuchaman, near to expiry and shortage in Nagaur.



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CHALLENGES

- People were unaware of the precautionary dose of COVID-19 vaccination.
- There was unavailability of vaccine, specially Corbevax, and Covishield in the implementing districts.
- The elderly population was uninterested in COVID-19 vaccination.
(Example: “They said Marna to wese bhi hai”)
- The COVID-19 vaccine was strongly opposed by a number of groups, notably the ragpickers and the Lohar Community.
- There were a lot of myths and taboos in the community associated with the COVID-19 vaccination.
- People were hesitant to the COVID-19 vaccination.
- Lack of Awareness among the vulnerable and marginalized sections of the society.
- Difficult geographies: Hard- to- reach areas, mining region and scattered habitat.



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BEST PRACTICES

- Mapping of schools for the planning of the COVID-19 vaccination camp with prior communication activities and IPC sessions.
- Increased the students' COVID-19 vaccination by providing a Free BYJUs premium subscription of 3 years.
- Identification of marginalized population living in slums , laborer and daily wagers based communities.
- Door to Door IPC sessions and Vaccinations within the community.
- Support of front line workers to reach hard-to-reach areas for COVID-19 vaccination.
- Support from other development partners and local NGOs for camp planning and mobilization.
- Public announcements to increase the awareness and help in information dissemination for the COVID-19 vaccination in the community.
- Mobilization of people/students from hard to reach areas/rural areas to PHCs for vaccination.
- Exclusively Designed Nukkad Natak (Street plays) and Ratri chaupals (Evening community meetings) performed in all the blocks.
- Fun and reward- based activities like dance, music ,sports, and painting competition to effectively engage students for COVID-19 vaccination.
- To create long- lasting awareness, a variety of sensitization workshops and interactive sessions were organized.
- Involving multi-faith gurus to create awareness on COVID-19 vaccination especially in the minority communities.

FEW SUCCESS STORIES



An old woman of 83 years is a resident of Dausa District, Rajasthan. Age-related mobility issues prevent her from visiting the closest PHC or any other healthcare facility to receive the COVID-19 vaccination. Additionally, she was scared to get vaccinated. To assist her with the vaccination administration and mitigate her fear, the Ladli team, along with the ASHA worker and ANM, went to her place and mobilised her. As a result of mobilization and counselling, she is proudly vaccinated.

This is the story of an old man who belongs to the marginalised section of the society, devoid of vaccination owing to misconceptions related to the safety of the vaccine. Myths regarding vaccination are not uncommon in the community. They are, in fact, very prevalent. The team conducted various IPC activities and vaccination camps to bust the myths associated with COVID-19 vaccination. The team mobilised and sensitised him about the COVID protocols and precautions and motivated him to get vaccinated.



This is the story of a local drummer, a resident of Dausa District. Initially, he was unaware of the COVID-19 vaccination. Therefore, team Ladli conducted a one-to-one IPC activity with him. With the assistance of the team, he got vaccinated, and he also accompanied the team during the vaccination camp for farmers in Sabzi Mandi. He raised awareness with the team by playing the drums and motivating others to administer the COVID-19 vaccination.



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CORPORATE PARTNERSHIPS



To
 Chief Executive Officer
 Ladli Foundation Trust
 C-3 Qutub Institutional Area, Kataria's Sarai,
 New Delhi 110016

Subject: Activation of Streaming Licenses for students from underserved communities

Dear Mr. Devenha,

We appreciate your organization's efforts to support the government to complete the 100 percent coverage for COVID-19 vaccination among targeted beneficiaries under the Momentum Routine Immunization Transformation and Equity Program.

As part of our ongoing collaboration under the Education for All program, we are happy to support your organization with BTLA streaming licenses for students from the underserved communities who will be receiving vaccination under your current program.

We request that the licenses reach to the intended beneficiaries only as per the criteria laid out in the MOU.

Yours Sincerely,

Mansi Kapoor
 Yours Sincerely,
 Mansi Kapoor
 Vice President - Social Initiatives



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 www.byjus.com

International Business Times

The
 Chief Executive Officer,
 Ladli Foundation Trust

Subject: Support for creating awareness to ramp up COVID-19 vaccination.

We deeply appreciate your organization & its efforts to support the government to complete the 100 percent coverage for covid-19 vaccination among targeted beneficiaries under Momentum Routine Immunization Transformation and Equity Program.

Being a strong supporter of creating social impact in society, we are happy to support your organization in creating awareness and enhancing community participation to ramp up COVID-19 vaccination among our employees, vendors, and all eligible stakeholders under our CSR initiatives.

More power to you and your organization.

Best,

Danish Manooch Bhat

Danish Manooch Bhat

Editorial Director, Asia
 International Business Times

IBT

Dated: 14/9/22



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To
 Chief Executive Officer
 Ladli Foundation Trust
 C-3 Qutub Institutional Area, Kataria's Sarai, New Delhi 110016

Subject: Support for creating awareness to ramp up COVID-19 vaccination among youth by providing Free Discounts on Skill Trainings at IACT Center across the Rajasthan.

IACT (Institute for Advanced Computer Technology) is an innovative organization working with single-minded purpose to bring a gigantic transformation in the world. It draws knowledge from a pool of professors and experience to offer the best and the most practical education to its students. It offers various software, hardware and professional career-oriented courses and focus on the pursuit of excellence in Computer Education, Training and Research. IACT career courses ensure students to learn the skills that makes them employable without compromising on quality and fundamentals.

IACT has been progressing towards advancement since the time of its inception in 2003. The institution started off with the idea of making all of India digitally literate. It has now been able to establish a well-networked network of 1000+ computer training centers with different branches all over the country.

We appreciate your organization's efforts to support the government to complete the 100 percent coverage for covid-19 vaccination among targeted beneficiaries under Momentum Routine Immunization Transformation and Equity Program.

Being a social welfare, IACT Education Pvt Ltd is pleased to support your organization in enhancing COVID-19 vaccination program among youth by providing the 25 Percent Discount of Prescribed Course fee to all of the students who will be vaccinated between 1st September 2022 to 31st January 2023.

The List of IACT Centers in Rajasthan is enclosed.

Yours Sincerely,

Rupa Kumar
 Yours Sincerely,
 Rupa Kumar
 Director



Dated: 14th September 2022

To
 Chief Executive Officer
 Ladli Foundation Trust
 C-3 Qutub Institutional Area, Kataria's Sarai, New Delhi 110016

Subject: Support for creating awareness to ramp up COVID-19 vaccination.

We appreciate your organization's efforts in Ramping up COVID-19 vaccination coverage among the vulnerable and marginalized sections of society under Momentum Routine Immunization Transformation and Equity Program.

In continuation of same, We are happy to support your organization in creating awareness and enhancing community participation to Ramp up COVID-19 vaccination among our employees, Contractors, laborers, and all eligible stakeholders under our community social responsibility initiative.

Yours Sincerely,

Neel Anand
 Neel Anand
 Head Administration



TARC LIMITED (Formerly Tarsar Book Bazar Limited) CIN: L17000DL2014PLC000009
 Registered office: Plot No. 11-A, Anand Institutional Area, Kataria's Sarai, New Delhi 110016, Tel: 011-47342890

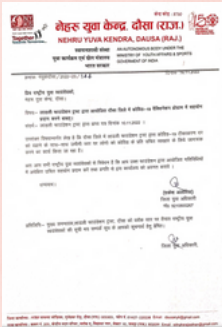


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RECOGNITION BY DISTRICT GOVERNMENT DEPARTMENTS



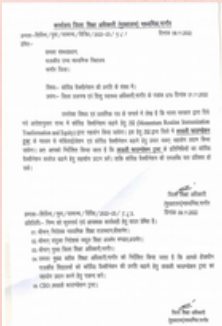
Collaboration letter from Nehru Yuva Kendra, Dausa



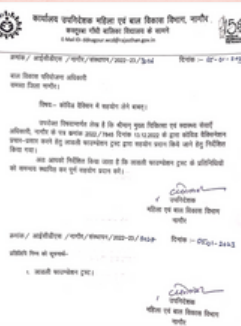
Collaboration letter from Women & Child Development, Dausa



Collaboration letter from Department of Education, Dausa



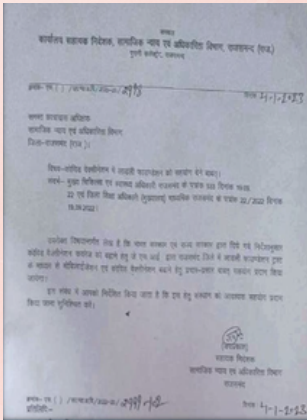
Collaboration letter from District Education Officer, Nagaur



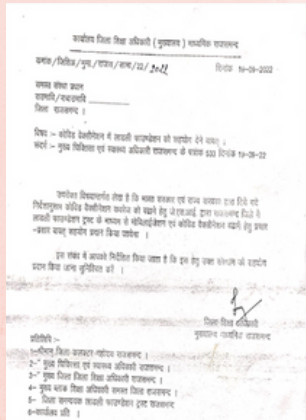
Collaboration letter from Women & Child Development, Nagaur



Collaboration letter from office of Social Welfare & Justice, Nagaur



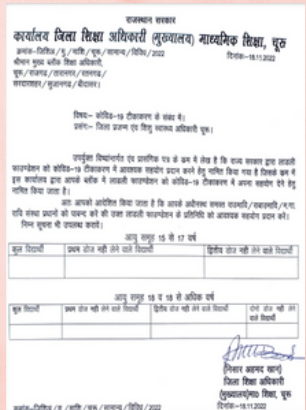
Collaboration letter from office of Social Welfare & Justice, Rajsamand



Collaboration letter from District Education Officer, Rajsamand

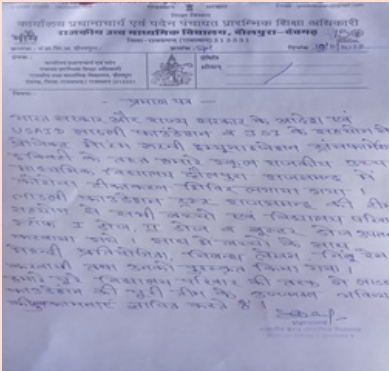


Collaboration letter from office of Women & Child Development, Churu

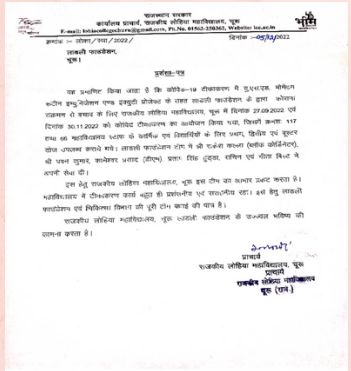


Collaboration letter from District Education Officer, Churu

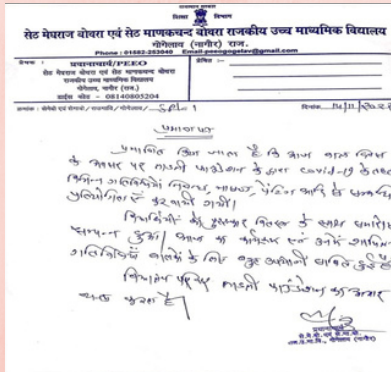
FEW APPRECIATION LETTERS FROM SCHOOLS



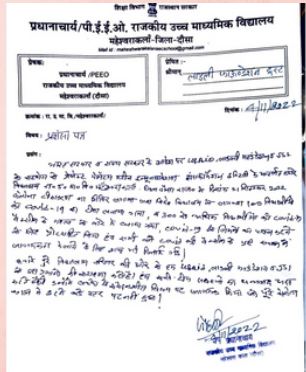
Appreciation letter from school principal, Rajasmand



Appreciation letter from school principal, Churu



Appreciation letter from school principal, Nagaur



Appreciation letter from school principal, Dausa

TESTIMONIALS OF BENEFICIARIES & PARTICIPANTS



Ladli has done a great work in my district 'Dausa'. The team has been able to vaccinate the students & marginalized population of Dausa by sensitizing them about Covid appropriate behavior, breaking vaccine hesitancy & myths, convincing the people to get vaccinated, & providing free BYJU's subscription to school students. As the nation's future, it is our (youth's) responsibility to get vaccinated to stay healthy and leverage our voice to aware others to do the same. Our nation will progress only if its citizens are healthy, educated, and independent. Today, I'm honored to be a part of VACCITHON and I proudly state that I support its unique cause.

- Saiba Bano (Beneficiary), Student at Dominant College, Dausa

Today's VACCITHON event is a great initiative organized by Ladli Foundation as it is promoting the message about COVID-19 vaccination to the people. We strongly believe that every citizen should be vaccinated to safeguard themselves and their loved ones. It is rewarding to aware the masses about it through our art and we will continue to sensitize our community by hooting and beating our drums. We feel proud to be fully vaccinated and be responsible citizens.

- Tribals (Beneficiaries), Dausa



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Today, I came to the VACCITHON event to promote my craft and sell my hand-made products to the visitors as well as to support the cause of making Rajasthan a COVID-19 free state. The ladli team motivated us to get vaccinated and also motivated others following which we were invited to put up a stall. Being a part of this initiative, I feel very satisfied and thank Ladli Foundation for giving me this opportunity.

- *Artisan (Beneficiary), Rajvika Rajsamand*

It was our sheer luck that we got to know about VACCITHON in the bookmyshow website. Captured by its cause, we decided to register for it and we're really satisfied to have been its part. The unique way of spreading the message about COVID-19 free Rajasthan is commendable. We really enjoyed the Zumba session and the walk where different people irrespective of their age have joined together to support this initiative. We truly appreciate Ladli Foundation for organizing this great initiative.

- *Students (Participants), University of Rajasthan*



We are grateful to the Ladli Foundation for giving us the chance to participate in today's event. To be able to walk our camels in the walkathon, support the cause, and also earn from it is something we have never imagined. We all have taken both the vaccine doses and witnessing the impact Ladli's work has left in Rajasthan has motivated us to immediately take the precaution dose. We hope Ladli continues holding such initiatives in Rajasthan wherein we're also a part of it. We are proud to be vaccinated and support this cause.

- *Camel Herders (Participants), Jaipur*

TESTIMONIALS OF DIGNITARIES



It is a unique event that is promoting about COVID-19 free Rajasthan. It is astonishing to witness so many people from diverse backgrounds come together to support this great cause. I appreciate the vaccination related work Ladli Foundation is doing in Rajasthan and wish the best to its dedicated team for its future initiatives.

- Olympian Padma Shri Mrs. Krishna Poonia

I highly appreciate Ladli Foundation's work in Rajasthan towards identify unreached population, mobilizing them and vaccinating them. I don't think any other organization could have done what Ladli has achieved in such a short time. I would like to encourage Ladli Foundation to collaborate with partners like USAID & JSI, and continue the vaccination related work all over Rajasthan and beyond.

- Dr. K. L. Meena, Director of Public Health & RCH at Department of Medical, Health, and Family Welfare, Govt. of Rajasthan



The work done by the Ladli Foundation to ramp up COVID-19 vaccination in the assigned districts of Rajasthan is commendable. I would like to encourage Ladli Foundation to further its involvement in the Routine Immunization programme, along with the COVID-19 vaccination programme.

- Dr. Raghuraj Singh, Project Director (Immunization), Department of Medical, Health, and Family Welfare, Govt. of Rajasthan



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I want to applaud the efforts of the Ladli Foundation Trust in vaccinating the resistant population in the four districts of Rajasthan. Ladli has done tremendous job in mobilizing, sensitizing, and vaccinating the vulnerable communities and groups by overcoming the cultural barriers and vaccine hesitancy & myths. Ladli's strong leadership and hearty participation was behind the project's impactful success.

- Mr. Devinder Sondhi, State Nodal Officer (Immunization)



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