

2022

Annual Report

LADLI FOUNDATION TRUST



ANNUAL OVERVIEW

Goals & Objectives

PROJECT REPORT

Projects implemented

ORGANIZATION'S ANALYSIS

Projects & Sustainability

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MESSAGE FROM THE FOUNDER



Dear Readers and the supporters of Ladli,

This is an important milestone in the life of Ladli as we turned ten this year. When we started with Project Shagun (2012), we did not think that one day the organization would be working in more than 2-3 thematic areas and impact over 4 Lakhs lives, providing livelihood to the destitute females, reducing crime and drugs among the youth of our nation and making them an asset, providing digital literacy and primary classes to the marginalized students, and working at Pan India level.

Ladli, today stands proud and tall, having come a long way since its inception. It has built for itself an enviable reputation. All this could be achieved through vision, sheer dint of effort, and ground-level execution. Further, we realized the importance of developing a comprehensive community development program where we work for everyone in a family or community. As a new concept, we deliberately focused on experimenting with unique aspects to highlight the potential.

This year's annual report showcases the reach and impact of our work. In 2021-22 we developed and successfully implemented several projects and worked on our technical acceleration so the projects have a better effect.

The year was also significant as Ladli Foundation Trust won the National Youth Award in the organizational category. It is indeed a great honor for the entire team and everyone associated with Ladli over the years. We hope our values and work continue to resonate with everyone and it nudges someone to get involved and take action.

Finally, I would like to thank our employees whose remarkable work and commitment during a very intense year have laid the foundation for our success. I would also like to thank our CSR partners and people who have constantly supported our cause for their continued trust.

With best wishes for a better future

DEVENDRA KUMAR

FOUNDER & CEO

LADLI FOUNDATION TRUST

About Ladli Foundation Trust

Ladli Foundation is a grassroots-level non-profit organization known for implementing highly impactful & innovative social initiatives to uplift vulnerable people 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 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) and registered with Govt's SAM portal.

The organization was recently 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.

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.
- Pathanshala mobile education classes for street and slum kids.
- Shagun Mass weddings to stop child marriages and trafficking.
- JOSH initiative to divert young boys from drug abuse and crimes by involving them in sports and skill training.
- Rahat Sewa for providing Dry ration, milk supply and personal hygiene kits to migrants and laborer during covid-19 pandemic lockdown.

OUR INTERVENTION

Ladli is known for its deep Research about Gender Discrimination, the Plight of slum females in India, and implementing its initiatives for providing Primary Healthcare, education, livelihood & sensitization about various alarming issues. Ladli is involved in enhancing the standards of living and restoring the dignity of socially victimized women and has directly benefited 75000+ unprivileged females and sensitized more than 5 Lac people through its successfully implemented projects at the grass-root level.

OUR MISSION

Lying at the heart of Ladli is the vision of creating a gender-neutral society by attempting to bring about a reformative change in the minds of the people. For which we come up with projects that not only help Women and Girl Child directly but also sensitizes the whole community regarding a particular issue.

Ladli Foundation is also known for curating highly impactful action research projects that have been successfully implemented at grassroot levels for uplifting downtrodden population and saved young girls from clutches of sex rackets and trafficking with the aim of improving their living conditions & quality of life in dignified manner in following thematic areas.

Thematic Areas

- Preventive Healthcare & Menstrual Hygiene
- Education & Skill Development
- Mental & Reproductive Health
- Human Trafficking & Violence against Women
- Gender & Human Rights
- Promoting SDG's by Catering Traditional Beliefs
- Drug Prevention and Youth Development
- Elimination of Child Begging & Child Marriages
- Empowerment of Person with Disabilities
- Disaster Relief for Migrant Laborers & Refugees



3.25L+

females were benefited with primary healthcare & sensitized about MHL, Wash, Sexual Abuse & Well being under "SAHELI" Initiative.

4500+

Adolescent girls were socially adopted for providing education & health by following traditional beliefs & rituals via "KANYA" Pujan Initiative.

4500+

Marginalized students were provided with Byju's free premium subscription for three years and were enabled with digital literacy.

1L+

females were benefited with medical camps, menstrual hygiene awareness activities, and installation of sanitary napkins vending machines.

20K+

males were sensitized on drug abuse, its consequences, and effect on health.

TECHNICAL ACCELERATION

Ladli always works to better itself, and keeping that in mind, we focused on technological acceleration, for which we joined hands with Genpact Better World Initiative (formerly GSIF). It is designed to deliver strategic and long-term meaningful programs in the social sector by offering process excellence support to non-profits in India and empowering them to achieve organizational goals. Our utmost focus is to develop a technologically sound infrastructure, which will help us generate a more extensive social network to reach the maximum number of beneficiaries. We plan to build a team of well-equipped grassroots-level volunteers to benefit our target beneficiaries with our initiatives and successfully execute them on the field. Our primary focus is to equip our social volunteers with technical advancements of a different kind which help them procure the best results from the field and develop a sound research analysis for better implementation of projects. Also, for better coordination with government officials and local level authorities, maximizing the impact and effect by ensuring sustainability.

IMPORTANCE OF STREET PLAYS



ASMITA THEATRE one of the leading Hindi theatre groups in the country stands committed to aesthetically innovative and socially relevant theatre. Since its inception in 1993, ASMITA has carved a niche for itself in the Indian theatre scene by staging plays of varied socio-political interest while not losing out mass appeal. The group takes up contemporary issues to underline the contours of our time while providing the best of entertainment. The group has more than 100 productions to its credit and on average has been performing for about 60 nights a year. All these plays have been directed by ASMITA's Resident Director Arvind Gaur. For ASMITA, the theatre has the purpose of awakening the audience to contemporary issues and creating a dialogue on prevailing social problems. Asmita Theatre group is also involved in the street Theatre Movement. Group has performed dozens of street plays on different Socio-political issues. Street Plays as we also analyzed in our report summary have proved to be an important aspect of our project. the large no of sensitization and awareness that we have been able to do is because of their effective plays and mobilization that happens through their plays.



COUNSELLING SESSIONS ON MENSTRUAL HYGIENE



DEBUNKING MYTHS

PROPER USAGE OF SANITARY NAPKINS

Asmita Theatre team performing street plays on Ladli's thematic areas to mobilize people at the targeted locations (for projects) and sensitize them on the issue.



सहली
मूलमंत्रित्वात्मिकोके जिए मूनत वाख्य जौव व मरं परामरं केम
SUNDAY
April, 2018

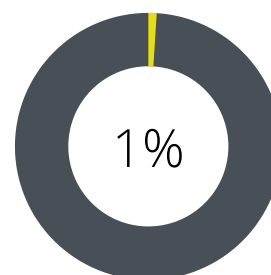
Awareness on Drug Prevention

March 2021 -September 2021

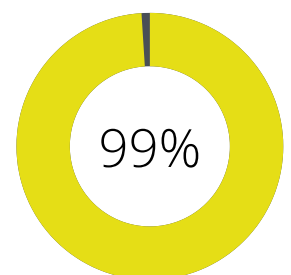


Ladli Foundation Trust, in support with the National Institute of Social Defense, organized a one-day community counselling and awareness programme in **20 locations** as part of the National Action Plan for Drug Demand Reduction (NAPDDR) to raise awareness, educate people about drug abuse prevention, and build capacity. Through films and presentation modules, people of all ages were made aware on the subject of substance abuse and how it may harm the increasing population. The event was educational and quickly evolved into a participatory session in which individuals came up to express their opinions on the topics. The technique was well received by the general people, who were encouraged to speak out about their experiences. During this plan of action we met numerous juvenile delinquents who were drug addicts and engaged themselves in various offences and misdeeds like stealing, fraud, embezzlement etc. An interactive session with them was organized to make them aware of the negative impacts and drawbacks of drug usage, which diverts young brains away from being assets to our country. Our main motive was to make them perceive the harmful effect of their actions. The general public not only praised our efforts, but they also saw it as a wake-up call for anyone participating in such acts or who witnesses them but does not report them. They suggested that it should be done on a monthly basis so that people should get aware about the gravity of problem. A total of **1343** beneficiaries from a diverse community were made aware & sensitised.

Awareness on drug prevention before & after the project



Before



After

Project - Pathanshala

An initiative to provide basic education to street children, ragpickers & child beggars at Red-Light Crossings & Slums. We aware and motivate families by doing various fun activities, and reward-based competitions to develop an interest in studies with an aim to let kids continue their further education in the schools.

January 2020 - Present



Introduction & about the project

India has an estimated 46 million children between 6 and 18 years of age who should be in school but work as child beggars or child labor. Many of them become the victim of child sexual abuse.

Lakhs of children do not go to schools despite having free access to government schools and are indulged in child labor and begging by their parents to generate income. It is thus imperative to make such children and their parents understand the importance of education. We provide education to those who do not have access to the schools under the initiative “Pathanshala” by Ladli Foundation. The initiative aims to provide education to all while also actively working towards eliminating child abuse, specifically for the marginalized and vulnerable in society.

Pathanshala survey – We indentify a location and with collaboration with local representative and attract children by giving them gifts/snacks.

Conduct a test (oral/written) for almost all the interested children of the area to check their education background and bifurcate them as per the results.

Give them sessions on Good Touch – Bad Touch, child abuse, menstruation hygiene, etc along with their parents to gain parents confidence and trust.

Pathanshala classroom – Children are then divided into 3 groups BASIC, PRIMARY and SECONDARY on the basis of their test results. All the volunteers start their classes as per a set module provided by Ladli for 3 months.

Mid day meal/Gifts – Giving them 1 time meal, fruit or juice everyday and appreciate them with small gifts if they perform good to boost their confidence and inspire others.

Pathanshala sensitization – Volunteers are also trained to conduct motivational and sensitization sessions with kids about various crimes, substance abuse, gender and importance of education.

Pathanshala fun time – Beneficiaries will be shown motivational and education movies once in a month to keep them interested in class. Different games and fun activities will be followed by the movie session.

Enabling education for all - Helping them in getting admission in nearby government school under Right to Education Act.

IMPACT

Under this initiative, Ladli provides primary education through physical + online classes in slums and red-light crossings by availing study material, meals along with toys, and gifts to seek attention and encourage them. Till now, the team has been able to impact 2000+ beneficiaries lives and reconnected these kids with education.

The initial focus is not only limited to educating these children but also to motivating their parents too. We also sensitize the families & children about child sexual abuse through specially designed workshops.



During a workshop on child sexual abuse



During the distribution of study materials kit to each student beneficiary

GLIMPSE OF THE ACTIVITIES CONDUCTED



Project - JOSH

GROWTH OVERVIEW, GOALS, OBJECTIVES & KEY ACHIEVEMENTS

March 2021 - September 2021



“JOSH - TO DIVERT YOUTH & A JUVENILES FROM SUBSTANCE ABUSE & CRIME BY INVOLVING THEM IN YOGA, FITNESS DANCE & MENTAL HEALTH COUNSELLING IN SLUMS”

To extricate juveniles and unemployed youths, living in slums and low-cost areas, from the bizarre world of drug addiction & substance abuse and consequently, weaning them away from their increasing involvement in crimes and anti-social activities, Ladli Foundation Trust in collaboration with Delhi Police association, proposes to implement an aptly designed Initiative, thoughtfully, named “Josh”. The initiative seeks to engage them (juveniles and youths) in motivational counseling & physical fitness regimes including sports therapy and equally, incentivized competitive interesting performing arts & activities. This is also to inculcate a life governed by self discipline rather than dictated by self and society destructing practices and behavior; including crimes and anti-social activities.

The objectives of the present Program, as a larger goal, is also to catch them young! Saving youngsters (the future leaders of any nation!) at a very young, impressionistic age (mind) from clutches of organized crime rackets. Their modus operandi has always been throwing temptations - offering drugs and other intoxicating substance, free of cost, as bargain for joining their organized criminal gang and involving them in anti-social, criminal activities; knowing and seeking advantage of fact that the law of the land is considerably soft towards juveniles.

Studies, carried out in the past, have increasingly indicated that participation in sports and other extracurricular activities like performing arts can and do play important positive role in improving health and overall personality development of children and youth.

Previous such action projects had clearly shown a positive impact on lives of thousands of young boys. Encouraged by such outcome along with the concern for juveniles, adolescents and youths, who had their entire life to live, but were trapped in the vicious circle of drug addiction and criminal rackets-had motivated the Ladli Foundation to initiate this project in the 5 districts of Delhi.

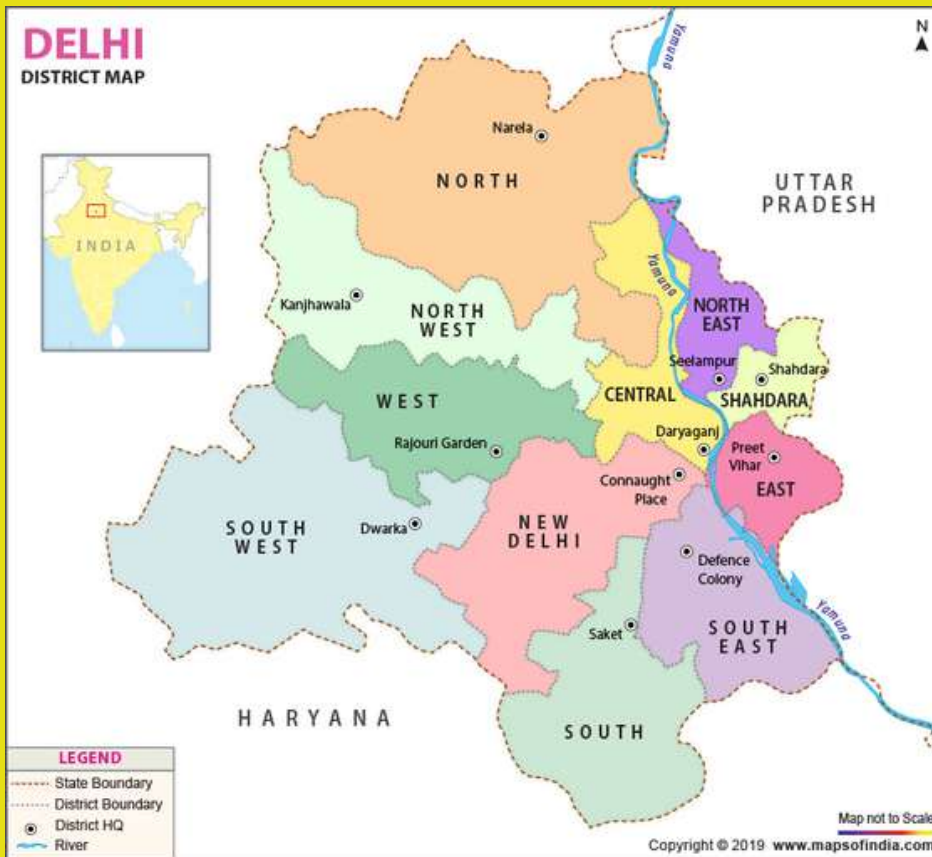
Here, as a part of the program, approximately 1057 young boys participated in 6 months training program which included sports and yoga activities, personalized counseling sessions including interactive and motivating talks by several distinguished personalities.

Key Achievements

- **Successfully involving 1057 young at-risk boys and juveniles in the project activities.**
- **Reduction in the crime rate and substance abuse by 80%**
- **Enrollement of eligible beneficiaries into the YUVA skill training program which ensured 100% job placement after the completion of the training/course.**
- **Making youth an asset for the nation.**

In Picture - Volleyball training conducted during the JOSH project and several eminent personalities such as IPS officers interacting with the participants and motivating them.

Areas covered



North Delhi
North West
West Delhi
East Delhi
South Delhi

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Findings & Impact

- Higher awareness and Knowledge about healthy living, wellbeing; training/orientation in healthy activities and improved overall health condition
- Reduction in consumption of drugs, substance abuse; all type of crimes and anti-social activities including those committed by juveniles and also crimes against women;
- Engagements into intensive training and regular counseling sessions in evening helped distract such youths from many unruly practices on streets -mainly stalking, eve-teasing, pick pocketing and involving themselves into useless quarrels.
- The intensive physical workout and training made them tired enough, which reduced their participation in crimes that happen in the dark, forbidding them to consume substance.
- Increased participation in sports activities and improved overall health condition
- Increase in skilled manpower participating in economic activities; improved living conditions of beneficiaries and their families.



Summary: SWOT analysis of the project showed us where we can work more to eradicate the projects' threats and weaknesses. Through field visits and constant interactions with beneficiaries and the community helped, in creating general awareness about the project, drugs and crime interrelation in these areas, and how preventive measures can work for the betterment of society. Sensitizing the community we felt was needed before the inception of the project, which is why we came up with Mobilization and Sensitization of people via street play on the topic 'prevention of drugs'.

The threat of a limited time was worked on by keeping the project for 4 Months. Regular training sessions for 4 Months will mold the beneficiaries' minds and divert them from going towards drugs. It will then become their habit to be involved in physical activities (playing any sport, getting enrolled in any of the YUVA project's skill development programs) rather than going back to drugs and indulging in criminal activities.

Glipmse of the JOSH activities





"Corona se Daro Na" - Webinar



May 2021 - June 2021

An Initiative by AIIMS & Ladli Foundation with National Youth Awardees Federation of India

कोरोना से डरो ना !
कोरोना के बारे में आपके सभी सवालों का जवाब देने एक्स के एक्सपर्ट डॉक्टर

Don't Panic from Corona
Youth Special
Ask any type of your Query related to Covid19, Expert from AIIMS will resolve your concern

with Dr. Sankish Kumar - Associate Professor
Department of Community and Family Medicine, AIIMS Rishikesh
Friday, 7 मई, 2021 - शाम- 5 बजे
Ladli Foundation Trust के फेसबुक पेज पर [f LIVE](#) [CLICK HERE](#)
foundationladli

AIIMS, ऋषिकेश व्
लाडली फाउंडेशन की पहल
कोरोना से डरो ना !
कोरोना के बारे में आपके सभी सवालों का जवाब देने एक्स के एक्सपर्ट डॉक्टर
जानकारी के अभाव में मानसिक रूप से कमजोर न बनें, पृष्ठिएं अपने मन के सभी सवाल व् रहें स्वस्थ !

With Dr. Mukesh Bairwa - Assistant Professor
Department of Internal Medicine, AIIMS Rishikesh
8 मई, 2021 - शाम- 5 बजे [f LIVE](#) [CLICK HERE](#)
Ladli Foundation Trust के फेसबुक पेज पर [foundationladli](#)

During the unprecedented times of the Covid lockdown and the worsening situation of Covid cases in Delhi, Ladli Foundation decided to provide people with correct and authentic information about covid through webinars, which people can join online without having to get out in the lockdown. **Ladli Foundation Trust and AIIMS Rishikesh Doctors** and health specialists imparted the correct information about Covid and Covid-related health issues. During this dreadful lockdown, people were in panic mode, and rumors and false information started spreading about dealing with Covid. Though they aren't new, in our digital age, infodemics spread like wildfire. They create a breeding ground for uncertainty. Uncertainty, in turn, fuels skepticism and distrust, which is the perfect environment for fear, anxiety, finger-pointing, stigma, violent aggression, and dismissal of proven public health measures – which can lead to loss of life.

To control the Covid-19 infodemic, Ladli Foundation joined hands with the Doctors of AIIMS Rishikesh to create and distribute content to combat the spread of misinformation through this webinar series.

A total of **29 sessions** were conducted, within which some sessions were specially designed for women with women's health specialist doctors. A sum of **8.5 Lakhs** people was informed and made aware of the health issues and relevant information about Covid. People were engaged for one month, and during those sessions, we received more than 593 questions from them, and the Doctors answered and resolved all of their queries.

Project - YUVA COVID WARRIOR

A CSR initiative by ONGC in association with Delhi Police & Ladli Foundation Trust

September 2021 - November 2021

CONCEPT INTRODUCTION

Since the pandemic, Ladli Foundation, in association with Delhi Police, has consistently worked at the grassroots level to help humanity in various ways. This time, in view of handling the current crisis and preparing for the third wave, we have designed a field-based Initiative named Yuva Covid Warriors for providing Providing Emergency Medical /First Aid Service by Certified Medical / First Aid Volunteers at the targeted locations to handle unwanted emergencies by enhancing the reach of immediate medical assistance to save the maximum lives. It is also designed to maximize the availability of well-equipped medical frontline volunteers on the ground.

15 Emergency Medical Technician (EMT) / First Aid volunteer especially trained for handling covid 19 patients will be deployed with Delhi Police in each district area for the next 3 months. These Yuva Covid Warriors will be equipped with Oxygen Concentrators or other emergency equipment as per the program partners availability).

A special Covid Quick Reaction Team (Covid QRT) comprising Police personal and Yuva Covid warrior will be formed to respond to emergency calls for providing emergency oxygen supply and first aid for needy people and home isolated covid patients.

These Covid Warriors will be given a regular honorarium of Rs. 15000 per Month for six Months and Ground-level Practical Experience. The initiative is also planned to increase well-equipped frontline health workers to strengthen our health infrastructure. Specialized emergency medical skill training and practical experience will increase the chances for these YUVA Covid Warriors for getting better and long- term employment opportunities in the healthcare.



YUVA COVID WARRIORS

A CSR INITIATIVE by ONGC
in Association with Delhi Police & Ladli Foundation

Activities conducted:

- Provided Emergency Medical /First Aid Service by Certified Medical / First Aid Volunteers at the targeted locations.
- Handled unwanted emergencies by enhancing the reach of immediate medical assistance to save the maximum lives.
- Maximizing the Availability of well - Equipped Medical frontline Volunteers.
- Engaging the unemployed young population in emergency medical, covid response, and first aid training
- Created employment for opportunities for Skilled Youth and their socio-economic development.



Pictures of the QRT YUVA Covid warrior team during the training period and providing aid at the targeted locations.



YUVA Covid warriors team picture

Findings

- It was helpful in reducing the number of death cases that occurred due to the unavailability of first aid timely medical service and oxygen
- It turned out to be an effective way to enhance the reach and availability of emergency medical service
- The home isolated or mild Covid patient got oxygen or emergency medical facilities at their home to reduce the panic and burden at hospitals.
- Increase in the numbers of well- equipped frontline health workers that will strengthen our health infrastructure.

Conclusion & Impact

The project turned out to be a boon for the society in tackling the Covid-19 emergency. Training and deployment of YUVA Covid Warriors was helpful in responding to emergency calls for providing emergency oxygen supply and first aid for needy people and home isolated Covid patients. Preparing youth for these kinds of health emergencies will always show good results. Early preparedness can help us tackle any disaster or emergencies like this.

We are grateful to ONGC for initiating this program and Delhi Police for getting associated with the project. Without their cooperation and support this project would not have been possible.

Project - E-Pathanshala

Ladli x Byju's: together aim to impact One Lakh marginalised students and connect them with education & E-learning

October 2021 - Present

Introduction & concept note

This is an Action-Research project conceptualized to enable the access of Digital Education for marginalized students by providing them free refurbished Digital Devices with Loaded E-Learning Content, Material, and 3 Years Premium Subscription of BYJU'S APP. for completing their secondary education and preparation for the JEE/NEET entrance exam. Through the initiative, we will also target the most vulnerable groups (i.e., people residing in the slums of India and the families who have three or more than three (girls) children. As these families and girl children are the most vulnerable to social injustices, social evil practices, and discrimination, we will prioritize these families). The concept has also added some organizations critical expertise and essential features for sensitizing the students on various sensitive issues such as Gender Sensitization, Menstrual Health & Hygiene, Wash, Sexual Abuse, Child Rights, Prevention from Drugs/Substance abuse, and Deadly Transferable Diseases/ STD's through in different community workshops, fun activities and reward-based competitions to develop an interest in completing their academic education and creating career opportunities in respective fields.

The project also focuses on motivating the parents of the students to support them in completing their education and not to involve them in child laborer work. Therefore, exclusive interactive sessions and performance incentives for parents are designed to provide a Safe Space to the student.



IMPACT

- Access to education was made easy for **5000+** student beneficiaries & accessible for everyone through e-learning, while accommodating to everyone's needs,
- Restoring children's connection with education and equitable access and distribution of digital education,
- Reduce in number of child laborers by maintaining and ensuring the continuity of students' education,
- Make E-learning more accessible for Indian students and teachers and promote & strengthen digital education in India by also promoting the Government of India PM eVidya Programme and other Digital Education Initiatives,
- The beneficiaries will also be protected from sexual abuse through good touch bad touch sessions,
- Improved maternal & child health practices, safe motherhood, safe sex and spacing among children, reduced maternal and child morbidity & mortality,
- Socio-Economic Development of Beneficiaries and their families. Reducing the economic burden and contribution to GDP.



In Picture - Student beneficiaries after activating their free Byju's premium app subscription on their smart devices

Project - Swabhimaan

A Holistic Development Program for Empowering Women & Domestic Workers by providing them Financial Literacy, Primary Healthcare, Legal Awareness & Digital Literacy for their children in Slums of Rohini District, New Delhi

December 2021 - Present



An Initiative by Delhi Police, Rohini District, In Association with Ladli Foundation Trust

During the COVID-19 pandemic the sectors affected badly by it were Migrant Laborers, Women Domestic Workers & children's education among other marginalized sectors. Children's education suffered badly [right to education and critical indices for child development]; Schooling - screeched to a halt. The pandemic tossed it far away with schools, along with other institutions, forced to shut its door; Schools have remained closed for almost the last two years still remaining closed till today and for how long no one knows. In fact the pandemic took the world by surprise with little time to think about the changes required in the school curriculum. Absence of face-to-face classrooms posed challenges such as compromising with pedagogy.

According to RTI- the forum policy brief-released on January 24, 2021 the International Day of Education and National Girl Child Day – due to the COVID-19 pandemic

- ten million girls in India could drop out of secondary school,
- With 1.6 million girls aged 11 to 14 years currently out of school, the pandemic could disproportionately impact girls further by putting them at risk of:
 - early marriage, early pregnancy,
 - possible increase in fertility and maternal mortality,
 - poverty, trafficking and violence



During the launch event of the Project SWABHIMAAN

LAUNCH & IMPACT

Official launch of the project took place on 23rd December, 2021 wherein Delhi Police and Ladli Foundation Trust connected marginalized Students with Byju's education for all initiative.

In a special event organized by Delhi Police in the Rohini District, wherein the Commissioner of Police Rakesh Asthana launched a project initiated by Rohini District Police and Ladli Foundation Trust, 'SWABHIMAAN' - A Program to Empower Women Domestic Workers and providing Digital education for their children by connecting them with Byju's education for all to support these children with computer tablets and three years of free premium subscription.

Through this initiative, 500 families are being provided with digital learning, and they will be benefited through the different social initiatives started by Delhi Police that will lead to their empowerment. This initiative was launched on the 23rd December 2021, by the commissioner of police. The Police commissioner also commended the Ladli Foundation Trust this innovative initiative

- 1500 Marginalized Students will be Enabled with Digital Education and will be provided Digital Tab Devices with Pre-Loaded E-Learning Content, Material and 3 Years Premium Subscription of BYJU's APP. for completing their secondary education and preparation for the JEE/NEET entrance exam.
- Special Workshops will be organized to motivate the parents of identified students to support them in completing their education and not to involve them in child laborer work. Therefore, exclusive interactive sessions and performance incentives for parents are designed to provide a Safe Space to the student.
- All identified Beneficiaries will be sensitized on various sensitive issues such as Gender Sensitization, Menstrual Health & Hygiene, Wash, Prevention from Drugs/Substance abuse through workshops, and reward-based competitions.

DISTRIBUTION OF THE DIGITAL DEVICES DURING
THE LAUNCH EVENT OF SWABHIMAAN



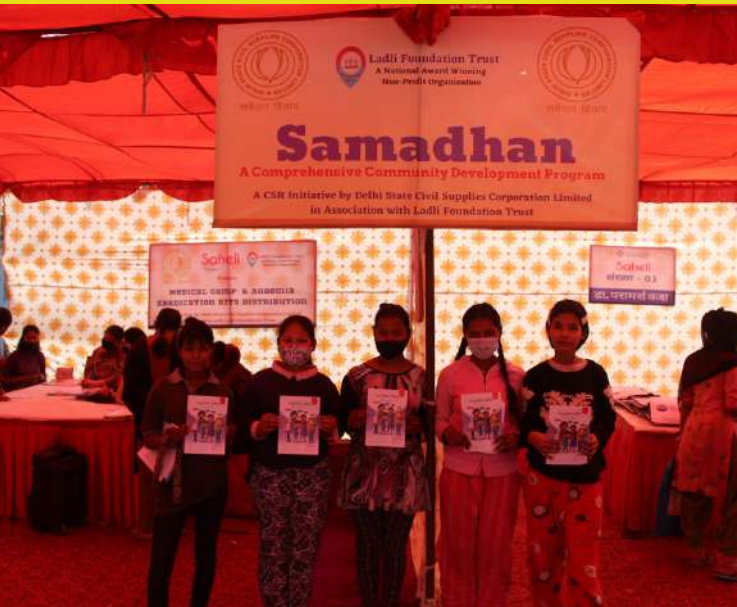
Project - SAMADHAN

A COMPREHENSIVE COMMUNITY DEVELOPMENT PROGRAMME

January 2022 - March 2022

"A CSR INITIATIVE BY DELHI STATE CIVIL SUPPLIES CORPORATION LIMITED IN ASSOCIATION WITH THE LADLI FOUNDATION TRUST, AT PARVATIYA CAMP, RK PURAM, NEW DELHI

Pockets of slums are found in almost every part of Delhi city-even in the backyard of posh residential colonies. The inhabitants from the most marginalized cross-section of society- by and large, migrants having sought refuge in bigger cities in search of livelihood options- land up working menial jobs. A range of issues and challenges are seen here in the slums. For a successful implementation of a community development program it is essential to target the families instead of a particular beneficiary of an age group. To target the development of the families it means we are targeting every member of a family - from children to elderly. Keeping in mind the need to implement an effective comprehensive community development program keeping in mind the sustainability approach, Ladli Foundation Trust came up with this Project - SAMADHAN incorporating their expertise gained over the years and adding the previously held activities and projects to further strengthen the project. Project - SAMADHAN is to establish a holistic comprehensive community development program which started from January 2022 - March 2022 and develop it into a model project, assess their significance and provide recommendations for their mitigation which can be adopted by the different civil society organizations and authorities. The report covers areas such as crime and drug prevention, women healthcare, primary education, handholding support for the government welfare schemes, sustainability and socioeconomics. Early identification and characterization of critical issues and challenges affecting a community impacts allow the public and the Government to form a view about the program's acceptability of a proposed developmental project and what conditions should apply to mitigate or reduce those issues and challenges. The purpose of the pilot program is to test a contextually appropriate, sustainable, low cost, and replicable alternative model in a typically resource poor setting context in low and middle income countries that will guarantee access to varied welfare services and as well contribute towards prevention/reduction of substance abuse and crime related activities, of anemia & children's learning and development. To test the effectiveness of this pilot program this Impact Assessment Report has been prepared which includes the assessment of all the data and activities conducted in the program. A baseline survey was undertaken in January 2022 to establish the pre-project conditions and set a reference point to measure the intended outcomes of the project. A follow up end line survey was conducted in March 2022 following the completion of the project activities. The data was collected using the Questionnaire Survey format and assessment method.

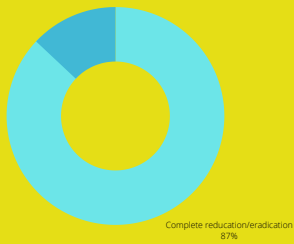


In Picture - Medical camp, MHM & WASH sessions, & Volleyball activity conducted under SAMADHAN

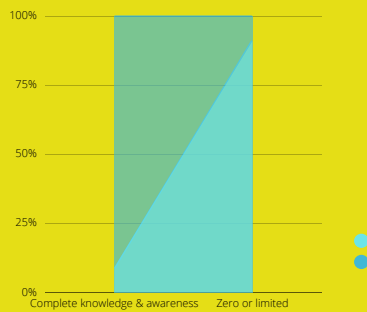
RESULTS & FINDINGS

Key Findings:

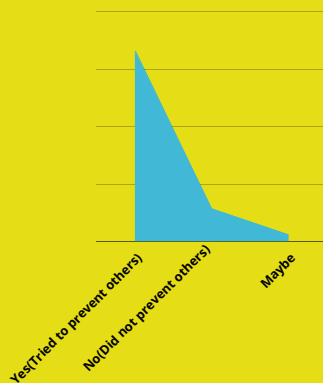
Reduction/Eradication of substance abuse in youngsters



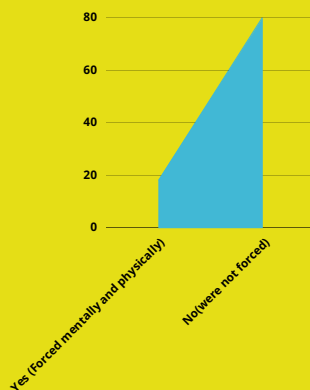
Awareness on MHM & WASH before & after the session



Percentage distribution of participants who have prevented others from engaging in illegal activities



Did someone force them to do substance use/crime again ?



- The targeted **300 families** saw a significant increase in the level of awareness on MHM, WASH, Crime and Drug Prevention, Digital Literacy, population who weren't sensitized before on these topics and Gender awareness, behavioral change was seen after these sessions and workshops. Best practices were adopted. On an average there is a 90% chance that these participants will pursue these activities in the future.
- With the Medical health camp we found out **125 women and girls anemic**. We adopted food based intervention to reduce anemia by distributing the anemic women with whole black grams and jaggery.
- Awareness regarding the foods that are easily available to these women were found to be helpful in anemia reduction/eradication brings behavioral changes and following these food practices.
- Children who got disconnected from studies, were previously involved in substance abuse or were leisurely their time are now with the regular classes held for them got connected with studies and spend their time doing activities fruitful for them and for their families.
- After educating Girls on MHM, WASH, Good Touch - Bad Touch, STD's, Prevention of Transferable Diseases, Nutrition, etc. and to inculcate the habit of menstrual/personal Hygiene, behavioral changes were adopted among the women & girls who were not practicing primary menstrual health & hygiene.
- The program capacity and regular intervention with the planned activities led to the comprehensive community development at the Parvatiya Camp, RK Puram, New Delhi.

CONCLUSION & IMPACT

Results of the Impact study find that the SAMADHAN Project is both effective and equitable. Children who were disconnected with the studies got reconnected with studies, and learned through digital education, the program inculcated digital literacy to let children ahead in the digital progression. Women got to know about the prevailing health issues through the medical camps that were conducted, some of them had never gone for a health checkup or CBC test. 125 Women were identified as anemic, low platelet count, white discharge and other medical issues. They are provided with Anemia eradication kit with regular check ups of proper intake from the field coordinators and volunteers through field visit, door to door survey and phone calls at regular intervals.

Youth indulgence in drugs and crime related activities was reduced by involving them in sports activities, counseling sessions and enrolling eligible beneficiaries in the YUVA program.

Handholding support for welfare schemes - old age pension, Sukanya Samriddhi Yojana, Ladli scheme.

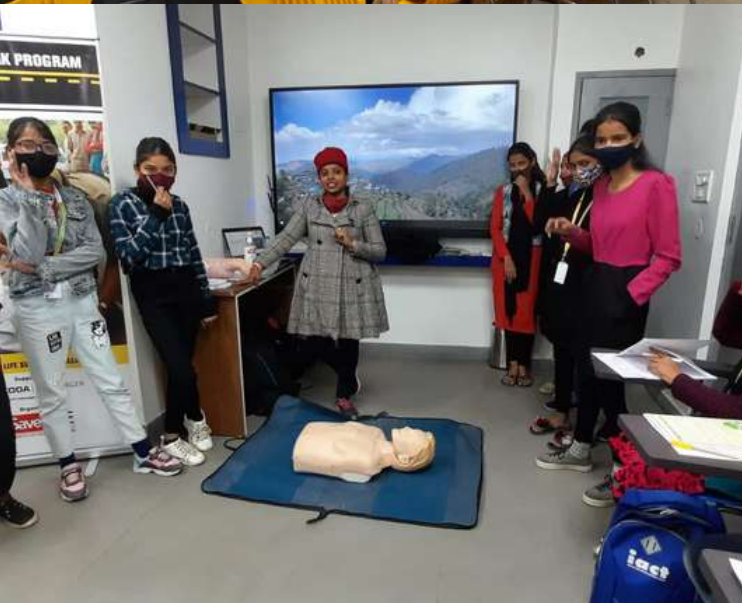
The activities and services provided to the targeted community was beneficial and accessible to them who otherwise would not have received it.

GLIMPSE OF THE ACTIVITIES CONDUCTED



Project - FREE COMPUTER TRAINING AND JOB PLACEMENT FOR COVID AFFECTED FAMILIES

January 2022 - March 2022



In Picture- Beneficiaries during the training period and while attending skill training classes

A CSR INITIATIVE BY ONGC IN ASSOCIATION WITH THE LADLI FOUNDATION TRUST AND TRAINING PARTNER IACT

Due to the Covid-19 pandemic, thousands of women were widowed in India, many girls have lost their father who were the sole breadwinner in their family and were subjected to Human Rights violations, denial of their rightful inheritance, physical and sexual violence often done by their own families. While losing a husband is destabilizing, many women are vulnerable in India without any financial plan. They are prone to prejudices and stigmatization that the patriarchal society makes them face. Destitute and isolated Covid widows are subjected to several atrocities & challenges; they are ten times more when these widowed mothers have daughters. Their daughter(s) are also vulnerable to these atrocities.

"As the death toll from India's second wave unfolds, an inevitable third wave threatens to ruin the lives of more women who will suffer their consequences, beyond the already devastating loss of their loved ones." The tragedy for Indian women continues to grow.

The widowed mothers, especially those who have daughters, became the most vulnerable population suffering due to the disruption created by Covid-19. As you know, the COVID-19 death toll during April 2020-June 2021 was 87,902 (The Hindu sourced data on deaths registered from January 2020 to June 2021 in Delhi, Data for the previous years were sourced from the annual reports on the registration of births and deaths in Delhi). The Delhi Commission for Women (DCW) has identified 791 women who were widowed owing to the coronavirus disease (Covid-19) pandemic in the national capital; within this, the mothers who have daughters in their family have become the most vulnerable population. Of the 791 identified women surveyed, it was found that 774 (97.85%) have children. "Further, it was seen that while the majority of women, i.e., 384 women, have 1-2 children, a large section of them - i.e., 360 widows (almost 45.51%) have around 3-5 children. Thirty widows have more than five children," the DCW said in the letter.

Concept Note

An initiative by ONGC - Financial support for computer education and job fair for covid affected families. Supporting the most vulnerable population - widowed mothers, girls who have lost their father who were the sole Bread Earners during Covid 19 Pandemic in Delhi for providing them Skill Training, Capacity Building, and Employment Opportunities, is an action-research project conceptualized for uplifting the marginalized section, the most vulnerable group of the society. Started in January 2022 - March 2022, the project provided advanced computer training, several workshops on MHM, WASH, Legal and financial rights etc. With a job fair conducted in March 2022 after the completion of the skill-training programme.

The concept has also added some organizations key expertise and essential features for sensitizing the students on various sensitive issues such as Gender Sensitization, Menstrual Health & Hygiene, Wash, Sexual Abuse, Child Rights, Prevention from Drugs/Substance abuse, and Deadly Transferable Diseases/STD's through in different community workshops, fun activities and reward-based competitions to develop an interest in completing their academic education and creating career opportunities in respective fields.

RESULTS & FINDINGS

- Baseline survey led us to discover the issues and challenges a Covid affected family who has lost their sole breadwinner suffers from. The major suffering being not being able to find a solution to sustain their day to day life.
- Further research and interviews with the beneficiaries present the importance of skill development/enhancement of a girl - that enables her to fight the unforeseen challenges that life and society might throw on her.
- Being financially independent for a girl is essential as Financially independent people are capable of taking their own decisions and don't have to depend on anybody.
- Skill training and capacity buildings of girls can give a boost to families suffering from death of their breadwinner.

IMPACT

- Ensuring widowed women from the covid affected families get the resources to develop themselves and become independent Upliftment of the most vulnerable population of Delhi
- Overall development of the 150 beneficiaries and their families.
- Reduction/eradication of prejudices held up against widowed women in India.
- Reduction/Eradication of Physical and Sexual violence against widowed women,
- Getting women their right of inheritance and creating awareness on the same
- The beneficiaries will also be protected from sexual abuse through good touch bad touch sessions,
- Improved maternal & child health practices, safe motherhood, safe sex and spacing among children, reduced maternal and child morbidity & mortality,
- Socio-Economic Development of Beneficiaries and their families.
- Reducing the economic burden and contribution to GDP by getting employed.

GLIMPSE OF THE ACTIVITIES CONDUCTED



Beneficiaries while attending their skill training classes



During Legal Rights, MHM & WASH alongwith other such workshops sessions



Project - Water Conservation and Sanitation with Sustainable MHM in Schools

February 2022 - March 2022

A CSR INITIATIVE BY ASIAN PAINTS IN ASSOCIATION WITH THE LADLIFOUNDATION TRUST

There is a lack of shortage of toilets in built-in schools. The toilet-student ratio was below the Swachh Vidyalaya proposed an ideal norm of 1 toilet unit for 40 students, with one functional toilet for boys and one available bathroom for girls. Rest were found to be locked. Despite the availability of functioning toilets, 15.2% of students interviewed were reported that they never used the school toilets during school hours, with many of these students defecating in the open.

The project of toilet re-construction came up with the view that there is a big issue of dirty toilets. Toilets need to be cleaned regularly and thoroughly, have adequate facilities, including flushes, taps, and other necessities—this project aid students in understanding the importance of maintaining hygiene in washrooms.

We found that there is a need to build in toilets and maintain them, provide running and clean drinking water for school children in rural schools. These schools lack basic infrastructure such as clean latrines and safe water supply. Providing hygiene and sanitation facilities in school will create an enabling school environment and children's regularity to school will be improved, awareness of hygiene and sanitation will increase and children will have fewer illnesses due to water borne infections. In the long term the project is expected to reduce drop out rates especially among girls, in upper primary and high school in the project covered villages.

Action Taken:

The first step was to engage with people and know the problems they face daily. The visit to the actual place of the problem – the schools, helped us take up a drastic step of constructing and reconstructing the boys' and girls' washrooms. We found that there was a broken ceiling or no ceiling. The taps were damaged and beyond repairable at any cost. As a team, we came up with the solution of fully repairing the toilets in the best possible way.

The boys' washrooms and the girls' washrooms were very different. With broken ceilings to damaged taps, the sewage system was also a poor one. The process of defecation was impossible. Here comes the sewage treatment and water conservation improvement. The reconstruction of ceilings was a bit of a difficult task initially, but with proper workshops and help from other teams, we progressed.

The initial complaints and identifications of nonfunctional washrooms surely did lead the concerned authorities to solve this menacing issue. We must ensure that every school in India has a set of functioning and well-maintained water, sanitation, and hygiene facilities. Once the sanitation and hygiene practices are adopted, students will be more accountable and aware to take actions or report problems they face using school toilets.

When schools have clean toilets for both boys and girls, access to clean water, and hand washing facilities, it not only prevents transmission of communicable diseases, it contributes to more children attending school and learning.



In Picture - Garhi Bohar Govt. school washrooms before our intervention

RESULTS & FINDINGS

The underlying project was based in the Garhi Bohar Village, Rohtak, Haryana. It aimed to construct and promote sanitary toilets with the restoration of bathrooms that lack the basic infrastructure or require restoration. With starting the toilets' infrastructure, it has been ensured that there is a cleaning routine followed diligently. The project underwent different stages beginning with visiting the places and understanding the problem at the ground level. The ground experience led us to realize the importance of having a proper washroom infrastructure in schools and the requirement of a cleaning routine to maintain the hygiene in schools for the students. Which usually isn't implemented and followed in schools.

The workshops played an essential role in equipping the beneficiaries with the required knowledge of a proper hygiene management to be followed in school washrooms and at their homes. As we got to know from our interaction with the beneficiaries during the MHM workshop that they do not shower during menstruation because of the social taboos created by our societies. These girls are prohibited from taking a bath, washing their hairs, not enter the temples or kitchen during menstruation.

The organization imparted the awareness and tried to prevent the social taboos around menstruation in our society while reconstructing the school washrooms.

IMPACT

This project's primary objective and aim was to conserve water and make school toilets hygienic and safe to use by the school students, and inculcate the knowledge of MHM, which it achieved through the initiative. The followings are the outcomes of the project:

- **Conservation of water** wasted in school toilets through the water leakage and water seepage problems there.
- Engaged all the beneficiaries in **health, hygiene, and sanitation practices** while using the school washroom.
- **Curb down the spread of UTI** and other such infections from unclean toilets.
- **Installed sanitary pad vending machines** in Women's Washrooms to ensure menstrual hygiene management.
- **Re-construction and maintenance of school washrooms**, which will help keep these washrooms safe and clean for hygiene and sanitation.
- Achieved to maintain hygiene and will inculcate a habit of washing hands.
- The implementation of **sustainable MHM practices** promotes a sustainable environment.
- Installation of **Grey & Rain water harvesting** on saving water and using recycled water in schools also help in learning about the harmful effects of microbeads in our water systems and how to care for and protect our natural waterways.
- **Reusing wastewater** is a crucial part of the sustainable management of water resources. Grey water can be an important alternative water source.

GLIMPSE OF THE ACTIVITIES CONDUCTED

BEFORE



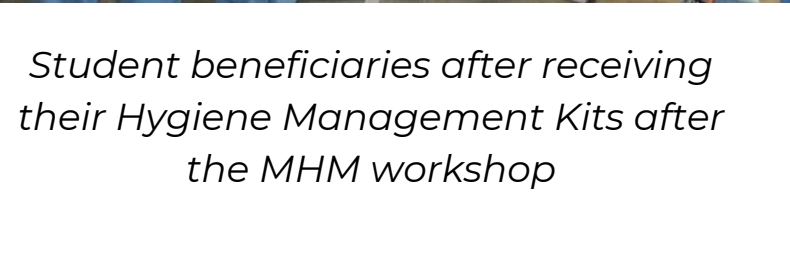
During the construction



AFTER



In picture - Before & after Re-construction of the Garhi Bohar school washroom.



Student beneficiaries after receiving their Hygiene Management Kits after the MHM workshop

Project - An Initiative to Enable SC/ST Students with E-Learnings and Free Distribution of Digital Tablets with 3 years School Course Content.

February 2022 - March 2022

A CSR INITIATIVE BY ONGC IN ASSOCIATION WITH THE LADLI FOUNDATION TRUST

We at Ladli Foundation believe in the quote by Dr. Frank Laubach "EACH ONE - TEACH ONE" and we follow the path shown by Swami Vivekananda "IF THE POOR CANNOT COME TO EDUCATION, EDUCATION MUST GO TO HIM". In view of the same we have collaborated with The BYJU's E learning App (Globally renowned and India's leading E learning and Digital Education Provider) for Providing Free Access for Secondary Education to one Lakh Marginalized Students through its Education for All Project.

This is an Action-Research project conceptualized to enable the access of Digital Education for SC/ST marginalized students by providing them free refurbished Digital Devices with Loaded E-Learning Content, Material, and 3 Years Premium Subscription of BYJU's APP. for completing their secondary education and preparation for the JEE/NEET entrance exam. Through the initiative, we will target the most vulnerable population - Students with Scheduled Castes background and give them an equitable ladder to rise with the rest of the students progressing ahead in digital education/E-learning. The concept has also added some organizations critical expertise and essential features for sensitizing the students on various sensitive issues such as Gender Sensitization, Menstrual Health & Hygiene, Wash, Sexual Abuse, Child Rights, Prevention from Drugs/Substance abuse, and Deadly Transferable Diseases/STD's through in different community workshops, fun activities and reward-based competitions to develop an interest in completing their academic education and creating career opportunities in respective fields. The project also focuses on motivating the parents of the students to support them in completing their education and not to involve them in child laborer work. Therefore, exclusive interactive sessions and performance incentives for parents are designed to provide a Safe Space to the student.

Results & Findings

The baseline survey team faced a few difficulties in identifying the SC/ST students who will become our targeted beneficiaries for the device distribution. But the team was able to identify 100 SC/ST students on-time for the project timeline.

The digital devices loaded with three years of free Byju's subscription have been purchased and a date is being finalized to distribute the devices. Further research and interviews with the beneficiaries present the importance of digital education and accessing the marginalized with digital education so that they can learn and grow and are not left behind.

Digital technologies for the inclusion of the disadvantaged needs to be addressed at a larger level and Since studies have shown that children extensively use their senses to learn, making learning fun and effective through use of technology is crucial, according to BYJU's Mrinal Mohit. "Over a period, we have observed that clever integration of games has demonstrated higher engagement and increased motivation towards learning especially among younger students, making them truly fall in love with learning", he says.



Pictures of the device distribution event

IMPACT

- Overall development of these 75 students and their families.
- Access to education made easy & accessible for these 75 student beneficiaries through e-learning, and it was accommodating to everyone's needs,
- Restored children's connect with education and equitable access and distribution of digital education,
- Reduce in numbers of child laborers, by maintaining and ensuring the continuity of students' education,
- Made e-learning more accessible for Indian students and teachers and promote & strengthen digital education in India by also promoting Government of India PM eVidya Programme and other Digital Education Initiatives,
- The beneficiaries were made aware on sexual abuse through good touch bad touch sessions,
- Improved maternal & child health practices, safe motherhood, safe sex and spacing among children, reduced maternal and child morbidity & mortality,
- Socio-Economic Development of Beneficiaries and their families.
- Reducing the economic burden and contribution to GDP.



Student beneficiaries after receiving their tablets/digital devices

GLIMPSE OF THE ACTIVITIES CONDUCTED



Ladli's founder and ONGC officials inaugurating the event of device distribution



Ladli's founder during his opening remarks on this initiative



Distribution of the devices by the ONGC officials and Ladli's Founder



ACHIEVEMENTS & AWARDS

MEDIA COVERAGE

TESTIMONIALS OF THE BENEFICIARIES



"There was no privacy to change and I was hesitant to seek permission to go home. The agonizing pain, cramps and shame almost forced me to stay away from school. I am thankful to Ladli Foundation Trust for opening our eyes and now I will not be afraid to go to school and share my problem with teacher ji".

Sunita
Beneficiary

"My time that was spent in looking out for ways to get some drugs is through JOSH is now being spent on playing volleyball and doing Yoga, the urge to take drugs has vanished, now I look forward to the two hours in the evening when we get volleyball training and play with others. "



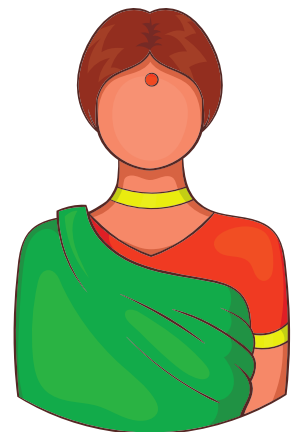
Rohit
Beneficiary



During the Covid lockdown I forgot how to read a clock and tell time. But as they say, after darkness, there is light; Ladli Foundation Trust started their Pathanshala Project in my area. Slowly I learned and gained the knowledge I once forgot to recollect. I am now at the top of my class, I have become more attentive and my friends call me their role model, they were encouraged by me well enough to get enrolled in Pathanshala and get admitted into schools to continue their education.

Masoom (Ibram)
Beneficiary

"We want to help our daughters so that our daughters are not sexually abused & I found this free health checkup camp quite informative camp must be organized again here".



Laxmi
Beneficiary



"This is the first time when somebody came and guide us for most important issues related to our personal hygiene, menstrual hygiene and consequence of having unprotected sex for which we were totally unaware. We are thankful to team Saheli for this camp".

Alka
Beneficiary

TESTIMONIALS OF DIGNITARIES



I deeply appreciate the endless devotion of team Ladli for enhancing the quality of life of socially victimized females. The efforts of Ladli Foundation present the Vedic Proclamation of preservation of a woman's respect and dignity' in a timely manner and realize the dream of 'Beti Bachao Beti Padhao'

- Swami Avdheshanand Giri ji
International Spiritual Saint, Junapeethadhishwar & Acharya Mahamandleshwar

I am not here just to inaugurate this mega event or just to deliver any speech. but I am here to join and support this revolutionary initiative and also to give honor in respect to this cause. I believe that by giving any speech no one can create awareness for the safety of women to whom we consider "DEVI" If we keep an attitude of respect towards them , then only the crime against women can stop and this attitude we all should inculcate among ourselves. it is not just a matter of safety of women, it is all about the safety of humanity. I am thankful to Ladli Foundation to make me a part of this revolutionary initiative and would congratulate entire team for organizing this commendable marathon in association with Delhi Police.

- Sh. Rajnath Singh
- Presently Defense Minister & Former Home Minister of India (2017)



Many NGO's are working with our ministry for social welfare out of which Ladli Foundation Trust is working exceptionally as a main NGO among all. I deeply appreciate the efforts Mr Devendra kr. Gupta, Founder of Ladli Foundation for doing extraordinary work for empowering PwD's and uplifting Socially Victimized People.

-Sh. Thaawarchand Gehlot
Union Minister Of Social Justice & Empowerment, Govt. Of India (2014 to Till Date)

I commend Mr. Devendra Kumar Gupta for founding the Ladli Foundation Trust and for his commitment to crusade and save the uneducated, unprotected girls from exploitation and sexual abuse. Citizens like him are the true heroes!

- Sh. Amitabh Bachchan
Padmavibhushan, Actor & International Celebrity



The thing I really like about the initiatives of Ladli Foundation, it engages both men and women. It is important that we teach our women to be strong and independent. But it is equally important that we teach our boys to respect women that is why I really liked to be here

- Ms. Joanna Kempers - High Commissioner Of New Zealand (2017 - till date)

This cause is very close to my heart and Ladli Foundation is doing exemplary work for the safety and empowerment of women in the society

- Justice Ms. Geeta Mittal
Chief Justice of Delhi High Court (2017)



In the last few years crimes against women have decreased in Delhi which is indeed a positive result. Our joint venture with Ladli Foundation Trust will be a milestone for the cause. Ladli's awareness and sensitization programs can contribute a lot to the society and can encourage more and more people to come forward for this cause.

Sh. Amulya Patnaik - IPS, Commissioner Of Police, Delhi (2017 -2019)

PARTNERSHIPS & COLLABORATIONS



Delhi Police
Shanti Sewa Nyaya



BYJU'S
The Learning App



भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA



उत्तर प्रदेश राज्य एड्स नियंत्रण सोसायटी



We appreciate all those individuals, corporations, institutions, and organizations who have collaborated with Ladli Foundation Trust and have been a part of its endeavor over the years. Their cooperation and support have made our projects and organization strong.

THANK YOU FOR SUPPORTING US



Ladli Foundation is always thankful for all the contributions that are made by its supporters. Every year we face different challenges and as our organization works towards the eradication of these challenges, your donation has made it that much easier to get things done and thrust us forward. Thank you for your donation and your association with our cause. We hope to be working together like this in future projects as well. Together we can bring in a change and achieve the goal of a gender-neutral society.

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