



ANNUAL REPORT 2020 - 2021



**Animedh
Charitable Trust**

TABLE OF CONTENTS

Our Vision and Mission	02
Thematic Areas	03
A message from the Trustees	04
OUR Achievements	05
Response to COVID-19	08
Projects	11
ACT's Impact	16
Capacity building workshops	17
ACT ACHIEVERS	18
Sponsor Partners & Donors	20
Audited Financials FY 2020-2021	21

VISION

Animedh Charitable Trust (ACT) acts to make a difference to the lives of underserved children, youth and women in vulnerable communities.

MISSION

Fostering individual capacity through building self-awareness, personal development, education, and livelihood skills

Facilitating knowledge, resources, and crucial linkages to enable the individual's empowerment and progress

Contributing to a resilient, sustainable, and just society for all.



THEMATIC AREAS

Education

Early Childhood Development

Vulnerable Tribal Community Mental health
and well-being

Women, youth empowerment through skills, livelihoods
and water, sanitation and hygiene



A MESSAGE FROM THE TRUSTEES

Every year, Animedh Charitable Trust identifies emerging and fast-moving trends that are expected to gain traction in the year ahead.

"Change was the only constant in this year. Radical lifestyle shifts motivated our beneficiaries to make intentional, mindful, and ambitious decisions.

Now, the world is on the road to recovery." We couldn't have said it better as we observe similar resilience and awareness of our fragility and striving for sustainability among our underserved beneficiaries - children, youth, women, and vulnerable communities.

We thank our patrons and champions for the unstinted support and resources extended year on year, in the pursuit of our mission. We wish you and your loved ones good health and safety during these Covid Pandemic times.

Donate to make a difference at:

[www.animedhtrust.org/DonateNow](https://animedhtrust.org/DonateNow)

*Gratefully yours,
Nivedita Desai & Mehul Desai
Board of Trustees*

OUR ACHIEVEMENTS



Haqdarshak Empowerment Program Awareness session & Camp

We held a 3 days camp at our centers. Approximately 150 artisans were screened for government schemes. Most of the artisans had issues with government ID proofs due to spelling errors or the wrong date of birth. The Haqdarshak Empowerment Program team also helped the artisans to rectify these issues and then enroll them in eligible schemes.

Artisans enrolled in savings schemes for the sons and daughters to secure savings for education.

OUR ACHIEVEMENTS



KARMA FIRST PROGRAM

It is a unique initiative by IDFC First Bank where a customer can donate a part of their interest earned to support beneficiaries who require financial aid for empowerment.

ACT is one of the NGOs which have been carefully selected to help support women entrepreneurs and beneficiaries. The donations made by bank customers are utilized for providing vocational tailoring skills to needy beneficiaries. The donated amounts are also utilized for seed funding of Rs 5000 to help Saksham graduates start tailoring activity and to provide the basic Career Launch kits worth Rs. 500 comprising raw materials like threads, scissors, bobbin, tack pins, etc.

OUR REACH



Children
6,000
Impacted

Women
60,000
Impacted



RESPONSE TO COVID-19

Virtual Capacity Building workshop:


We stayed connected with your artisans and tried to introduce them to the new normal of connecting via zoom or WhatsApp video call platforms. Artisans who were in their hometowns also made sure to be connected for webinars.

We also introduced an e-learning mode for learning English through the Duolingo app, around 11 Artisans spent their time wisely at home, they started learning English through this online app and we started giving them weekly assignments to learn new words every day. Artisans actively participated in each activity diligently and tried to make the best of their time at home.

Webinars:

- Webinar on dealing with Mental Health at the times of COVID
- Webinar for artisans on Menstrual Hygiene and bursting the myths surrounding them.
- Digital Literacy Workshop
- Hygiene & Nutrition Workshop

Safety, Personal Hygiene and Centres Sanitization protocols-



ANIMEDH CHARITABLE TRUST [ACT]
ACT to make a difference!

Safety Protocols for ACT Centers:

Before restarting the work:


1. Disinfect each and every corner, workstations, cutting table, and tailoring equipment like cutting machine, scissors and other tangible items.
2. Everyone to have Aarogya Setu app and active

At the entry:

1. Check the temperature of each person at the entry. One person to supervise and maintain records of each movement.
2. No Biometric attendance for few month, tracking through marking attendance in a register (with one single person access to the same).
3. Alcohol-based hand sanitiser at the entry with visual posters on its proper use.
4. Mandatory masks and gloves for everyone entering the centres
5. Use Potassium Permanganate (or relevant available) solution at the entry and make every person to disinfect sole of their shoes.

Guidelines at the Production centres:

6. Disinfect every workstation and equipment before shift starts. Assign the job to the cleaning lady and identify another person as well.
7. Paste precautionary messages with visual images on every workstation in local language.
8. Spread awareness about COVID-19 through audio every hour and explain the significance of social distancing.
9. Divide lunch timings in multiple batches at multiple timings and ask workers to go for lunch only in the assigned time-slot. (At a time only 2-3 artisans can break for lunch)
10. Hand sanitizer to be placed at every work station, washrooms, pantry area.
11. Washroom to be sanitized 4-5 times a day.
12. Alternate sitting arrangement at the stitching machines, at a time only 5-6 artisans at the centres)



ANIMEDH CHARITABLE TRUST [ACT]
ACT to make a difference!

Guidelines for fabric storage:

13. Face masks and disposable hand gloves (made up of latex or nitrile rubber) should be used by every operator in these areas.

Strict Instructions:

14. Encourage workers to stay home if they feel unwell despite medical check-ups and take precautionary measures as suggested by doctors
15. Close watch on the activities of staff
16. Avoid gatherings
17. Avoid Playing with stray animals or let them lick any part of their bodies
18. Avoid Spitting
19. Avoid Handling machines such as cutters/spreaders, laundry machines with bare hands and without putting mask on face
20. Avoid Touching the front of your mask while removing it. Remove it from behind, and immediately throw away the mask in a garbage bin with a lid. Wash or clean your hands immediately afterwards
21. Cover mouth and nose with bent elbow or tissue when you cough or sneeze. Then dispose of the used tissue immediately
22. Use of tissue paper can be replaced by waste cotton fabric end-bits as sustainable alternatives. This will save cost of tissue papers as well.
23. Children are strictly not allowed
24. Large Handbags avoidable- only essentials like Id card, coin-key purse, phone, lunch box, compulsory carry their own water bottle.

RESPONSE TO COVID-19

Steps towards Digitalization

Online Tuition & Mentoring for the children of artisans:

Since the lockdown was announced many of our artisans' children missed out on tuition and on crucial educational inputs. We connected with a voluntary social organization The Serial Altruist, which assisted kids in difficult subjects like Maths, Science, and English.

Staff Capacity Building:

A positive impact of COVID lockdown, it forced us for good to move to digital reports and even encouraged our staff to move out of their comfort zone of maintaining daily reports in books to google sheets and drives. We proudly now say that our team has adapted to the new normal and improvised, learned the technology and at times they also come up with suggestions on formats of reports in google sheets or MS excel.

RESPONSE TO COVID-19

Production Activities during Lockdown:

Lockdown and restart gave Donna a chance to connect with many Social Enterprises. Like Dwij, Saison and our existing garment partners are our guiding light. Donna artisans produced below quantity masks and earned income through the production and artisans self-monitored the quality and timely delivery of the masks during the lockdown, while our full-timers Rukhsar and Vatsala took the responsibility of cutting and distributing the pieces and ensured the artisans who are not in containment zones can get work and earned some income.

INR 2,86,300/-
Income earned

29,716 masks
made

Survival wages

We acknowledge the support of our donors IDFC First and Pianoterra Foundation, and our garment partners: 2nd Innings and The Story Brand which enabled the payouts of survival wage during this difficult period in the beneficiaries' households. It was a big relief and they were very thankful and happy as they earned their family's respect and admiration. From April to August 2020, a survival wage was paid as mentioned below:

Beneficiaries	Value
128	INR 9,20,931/-

PROJECT SAKSHAM

Advanced Tailoring and Garment Construction Skills Training

- An advanced tailoring internship to facilitate the transition of underserved women to entrepreneurs.
- The internship has been designed in a 'learn and earn' format: the women earn income during the 12-week training programme from products approved and sold to our garment partners.

In 2020-21 Project Saksham focused on

Community sustainability



Financial sustainability

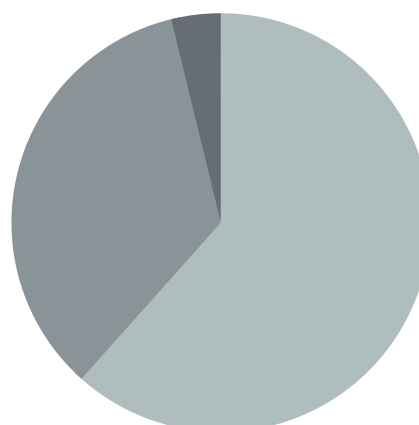


Organizational sustainability



Dropouts
3.8%

Completed
34.6%



Total Beneficiaries
61.6%

Enrolment 2020-21



PROJECT DONNA

INCOME GENERATION PROJECT

An innovative approach to resolve the grassroots level issues of the community by empowering women economically, this is a partnership between ACT, Pianoterra Fondazione, and 2nd Innings Handicrafts Pvt Ltd (2IH), a social enterprise that owns and runs the lifestyle brand I was a Sari (IWAS).

We started with high hopes and motivation toward a better future to recover from the covid led to the first lockdown, however, this year also came with its own challenges. We bounced back through the enormous support of our garment partners, volunteers, team, and most importantly our artisans.

The health insurance coverage gave new hope to our artisans to seek medical assistance as needed, linkages with the government schemes, and survival wages to the artisans during the pandemic-led lockdown were some approaches we took to support artisans during the lockdown.

Artisans Income in 2020 -21

26+ lakhs

85 artisans connected with the Project

INCREASE IN EARNINGS

39% ↑

As compared to previous year

PROJECT MEHEK

Dadra Nagar Haveli is inhabited by tribal communities with a legacy dating back to 5000 years. In the last few decades, due to changes in the industrial and land laws of Union Territories industrialization has boomed causing adverse effects on people's relationships with their lands, their understandings of ways of living life, and communal practices. This has led to an increase in mental health concerns in the region. (FY Reference: Tribal Situation in DNH Development and Transition). Even before Covid 19- we had a mental health crisis - About 100 million people were suffering from mental illness before Covid 19 and 85 % of these had not received any remedy or intervention.

In FY 20 - 21, in spite of Covid and lockdown restrictions, we made progress and focused on building the capacity of our local team members. When the lockdown was partially lifted, our Mehek team launched a need assessment study across 850 households. . This led us to categorize children in order of the risk level and plan to follow up visits' frequency as a primary level response either once a week, once a fortnight or once a month, etc. Unsurprisingly, more than 50% of the children were in the high-risk category, requiring weekly visits. Group sessions were also initiated among children in the hamlets, across different age clusters, to enhance the coping skills of the children, through story reading, activities, and group reflections. The families were most supportive and glad that this engagement with their children was happening during the pandemic and lockdown.

Our Mehek team of primary mental health responders works with children for better development and learning outcomes. They respond proactively to increases in domestic violence. They create a fun and safe space, through friendship and love, for the youth to articulate their dreams and emotions and ease their tension and risk of suicide. They make referrals to access specialized mental health services. This community-based approach with grass root workers will be more sustainable and will create a lasting impact for future generations too.

Villages covered

10

Our early efforts were to understand and respond to these mental health concerns, so Project Mehek was launched, which covers 10 most vulnerable tribal villages in DNH.

Household reached

850

This helped to identify the initial cohort of children aged 7-13 years and their families to begin the home visits, build relationships , rapport, win trust and have conversations with children and their parents about their dreams, capabilities, and anxieties & tensions



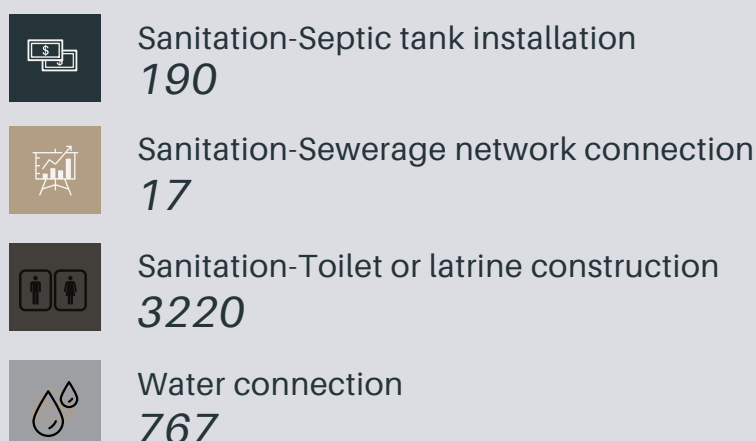
PROJECT WASH

ACT joined hands with Water.org as implementation partner for WASH Awareness programme in August 2019 . Water.org is a global nonprofit organization working to bring water and sanitation to the world. It helps people get access to safe water and sanitation through affordable financing, such as small loans. The partnership aims to empower women in need with these life-changing resources – giving women hope, children health and families a bright future.

WASH PROGRAM IMPACT:



WASH Loan Numbers by Category:



OTHER PROJECTS

Project Samruddhi

Training Adivasi Women to Become Self-Sufficient Earners

- Aims to develop, train and empower Adivasi women of the neglected border villages between Maharashtra and Gujarat, in Dadra Nagar Haveli (DNH).
- We have seen considerable increase in the women's earnings, in some cases above Rs. 15,000 per month, which gives stability and certainty for them throughout the year. Our aspiration is that these economically empowered women can transform their society from the inside, ensuring their children's education and developing their communities by participating in village decisions.

Project Sakshartaa

Educating the Girl Child in Rural Areas

- Enhance education opportunities for tribal children, the majority of whom are girls, in fifteen of the most distressed adivasi villages in Dadra Nagar Haveli

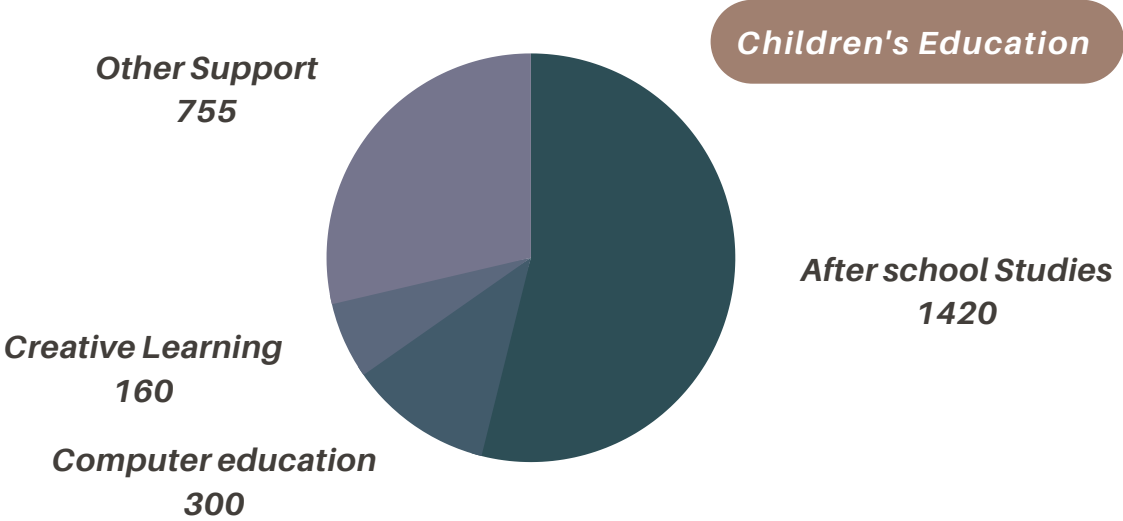
PROJECT NANHI BALIKA

Sponsoring Girl Child Education

- ACT supports education for underprivileged girl children from Std. 1 to 12 as well as professional graduate and post-graduate courses to empower them with the self-confidence and access to education required to ensure better lives for themselves

ACT'S IMPACT

Performance Overview - Direct Impact



Women Empowered

Skills Training 1,950	Connected to WASH 25,000
Personality Development 1,500	Equipment Donated 50
Career Launch Kits 1,000	Connected to Livelihood 1,000+



CAPACITY BUILDING WORKSHOPS

Training of Trainer

It is a 3 Month Training course, under which the trainer will train the assistant trainer on how to manage center activity and become a successful trainer.

Virtual Capacity Building Workshop

To increase the confidence and make beneficiaries sustainable we provide virtual training such as Capacity Building, Financial Literacy, and Entrepreneurship.

Wheel of Life/Circle of Life: 13 Feb 2020

In this activity, artisans were forced for good to think about the aspects of life like career, money, leisure time, fun and friends, etc. Artisans dedicated goals for against each segment and aimed to achieve them.

Hygiene & Nutrition Workshop: 16 March 2020

PreCovid ACT organized Hygiene workshop and ensured to aware the artisans about the precautionary steps and follow them at centres as well as at home.

Menstrual Hygiene and bursting the myths encircling them: 9 July 2020

Stigma related to menstruation is huge and lakhs of women, girls suffer due to this. Donna artisans were also tangled into this thinking. ACT organized an online workshop bursting some myths related to menstruation

Digital literacy Workshop -12 September 2020

Keeping pace with the new normal, ACT organized Digital Literacy Workshop, a tutorial to pay bills, and school fees, be aware of fake news online.

Financial Awareness (Budget, Savings & Expenses): 30 September 2020

The session gave a clear understanding to artisans about why budgeting is important and why do we need to save and manage savings accordingly.

ACT ACHIEVERS



Meet Rajshree, connected with ACT since the pilot batch of the advanced tailoring course. She is 53 years old and is one of the sensible and composed artisans of ACT. Her willingness to be self-dependent and to learn took her a long way. She is the leader of Self Help Group **Udaan** under Project Donna and also motivates other artisans in the group to save some fixed amount every time in this bank account.

She like our other artisans struggled financially to meet daily needs, after joining Donna, Rajshree has a habit of stocking rations so during the lockdown she smartly spends each penny wisely only for the essentials. Since her husband's income came to a halt, survival wages from ACT helped them stay positive during these times of crisis.

For the past 4 years, Rajshree has set an example for all our artisans for her consistency and faithfulness with ACT.

Her income grew by 32% as compared to previous year!



Pragati is 40yrs old and lives with her husband, two daughters, and mother-in-law. Pragati completed her HSC and didn't continue her studies as they were 5 siblings and her dad was the only one to earn. She did Computer courses to get job work but didn't find any.

In October 2019, Pragati got to know about Project Saksham, She enrolled herself as she was eager to learn new skills. Pragati's financial situation was not so good; she used to borrow money to pay for her children's education and sometimes also for her daily expenses, there was no scope for savings as major of her husband's income used to go on rent. After completion of her tailoring course now she works and earns Rs. 5000 per month. She also bought Sewing Machine for herself on revolving credit under Karma First Program supported by IDFC First Bank CSR Project, so that she can enhance her income.

Pragati is thankful to Project Saksham for this opportunity, now she calls herself "SAKSHAM", as now she is able to pay her own expenses.

ACT ACHIEVERS



Breaking the myths and superstitions on 'Sauchalay' (Toilet). It all started when 38-year-old Kamala Devi, her 25-year-old daughter-in-law requested for a toilet to be built in their home. The family hails from the khadi milk village, Kishangarh Block, Jaipur district, and is into farming and animal husbandry.

Kamala Devi's family never had a toilet at home. The elder men of the family were adamant about not building a toilet in their sacred home as it would corrupt its purity.

But the daughter-in-law found it more difficult to adjust. Sometimes, she would not drink enough water as it would become difficult to go out for the toilet in the dark. This has serious repercussions on the health of a person. That was when Anandi heard about the **WASH** loans for building new toilets. Human beings are known to resist change. Kamala Devi's husband would say 'Jaise chal raha hai vaise chalne de'. He didn't even want to take any loans.

After the WASH team addressed the social stigma prevailing in the building of toilets, Kamala Devi's husband agreed on taking the WASH loan for building a new toilet. This not only improved the dignity of the daughter-in-law but also served as a symbol of change for other women in the village.



I work as a helper in Anganwadi and my husband does farming and animal husbandry, we live in a joint family, a family of four brothers, and their wife and kids. We are 20 people in the whole family.

Our house is big but we have only one toilet in our family, so early morning or any time else women would wait to go to the toilet and if men are at house, then men had priority first, women used to wait and used to go to the toilet after men, due to which women had to either get up early and go earlier, due to which we were always under stress and uncomfortable.

She explained, "I was thinking for a long time that a separate toilet would be built for us but due to lack of funds, I was not able to build the toilet."

When I joined the IDFC bank group loan then they (GRO) said that group members who are part of the JLG group can avail of the WASH loan for toilet and water facilities at home. I immediately contacted and applied for the loan. I constructed a separate toilet in my house, after that I feel very happy and satisfied with my decision. "Now we have separate toilets for men and women in our family"

THANK YOU, SPONSOR PARTNERS

Adapty Solutions
ESPI industries and Chemicals
IDFC First Bank
Global Giving Foundation
Inner Wheel Club of Kharghar
Inner Wheel Club of Navi Mumbai
Kohinoor Printers
Param Packaging
Pianoterra Foundation
Photo Techniks
Prinstop India
Rinew Green Product
Rotary Club Bombay Juhu Beach
Vinayak Care Solutions
Water.org
2nd Innings Handicraft Pvt Ltd

And our numerous individual donors!

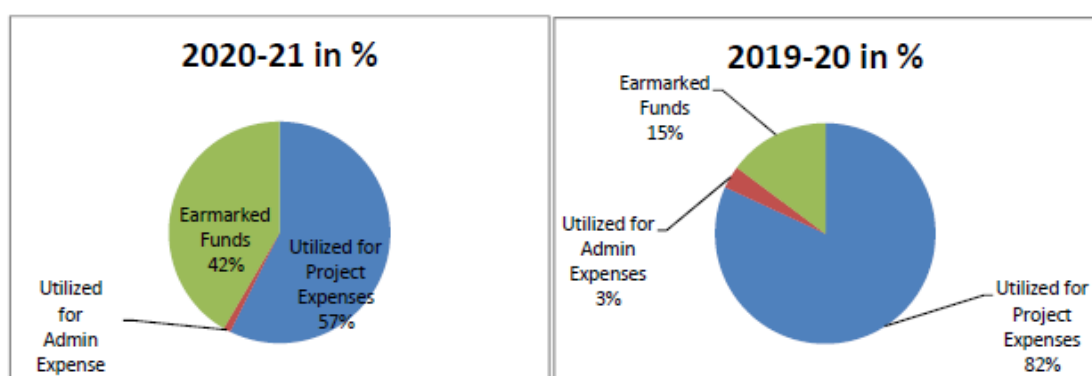
FINANCIALS

Audited Financials FY 2020-2021

ANIMEDH CHARITABLE TRUST		
Income & Expense Statement	31-Mar-21	31-Mar-20
Particulars	2020-21	2019-20
Income		
Donation receipts	3,67,75,463.50	1,13,47,254.66
Sales Income	19,82,154.00	31,01,249.00
Other Income	9,29,457.73	4,65,452.55
Total Income	3,96,87,075.23	1,49,13,956.21
Expenses		
Donation Applied for objective of the Trust	2,25,87,466.00	1,20,44,402.78
Depreciation	1,80,536.00	1,67,252.00
Indirect Expenses	4,19,064.29	4,96,379.50
Total Expenses	2,31,87,066.29	1,27,08,034.28
Excess of Income over Expenditure	1,65,00,008.94	22,05,921.93

Balance Sheet as on	31-Mar-21	31-Mar-20
Funds and Liabilities		
Corpus Fund	15,31,000.00	15,31,000.00
Reserves and Surplus	1,99,22,448.54	1,29,81,125.60
Current Liabilities		
Short Term Provisions	5,09,749.00	66,660.00
Current Liabilities	8,80,784.00	5,75,158.00
Total	2,28,43,981.54	1,51,53,943.60
Assets		
Fixed Assets	8,80,116.00	10,44,021.00
Investments	1,09,05,000.00	68,55,000.00
Current Assets		
Cash and Bank Balance	98,04,021.32	49,07,754.55
Other Current Assets	12,54,844.22	23,47,168.05
Total	2,28,43,981.54	1,51,53,943.60

Particular	2020-21 in %	2019-20 in %
Utilized for Project Expenses	57%	82%
Utilized for Admin Expenses	1%	3%
Earmarked Funds	42%	15%



THANK YOU

*To make a larger difference
Donate Now on:*

**[https://animedhtrust.org/
DonateNow.aspx](https://animedhtrust.org/DonateNow.aspx)**



Address

E -114, Crystal Plaza, Off New Link Road, Opp Infinity Mall,
Andheri West, Mumbai 400053



Email to connect:

nivedita.desai@animedhtrust.org



Website

<https://animedhtrust.org/>

