

# Annual Report

2021-22



Animedh Charitable Trust

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## Vision

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

## Mission

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

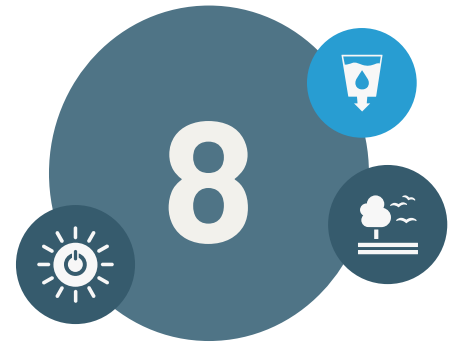
**Facilitating knowledge, resources, and  
crucial linkages to enable the individual's  
empowerment and progress**

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



# Thematic Areas

## ACT's thematic areas focus on 8 Sustainable Development Goals



ANIMEDH CHARITABLE TRUST (ACT) is a non-profit organization based in Mumbai, India. The objectives of ACT are to provide financial support and social services to underserved children, youth, and women in vulnerable communities. There is a huge void in both these areas in a big country like ours with a 1.2 billion population, almost 30% of which is poor (Population below the poverty line in India live on 1.25\$ a day - Census report 2011).



# Message from our leaders

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Every year, we at Animedh Charitable Trust, strive to push boundaries, and go the extra mile, to make a difference for our beneficiaries. With Covid hitting, the situation has not been favorable for us, but that did not hold us back, as we explored new and innovative ways to still continue our work and reach the last mile.

As always we are committed to making a visible difference in the lives of underserved children, youth, and women in vulnerable communities. We want to be enablers for them to become self-sufficient, confident, and daring to take on the world.

This year has been the best one yet, and with every passing year, we are scaling new heights. The support from our patrons and champions has helped us to widen our reach and make an impact on people's lives and we are forever indebted to them.

To anyone reading this, please remember, the smallest of actions can make a difference, be it time, energy, financial support, or just spreading the word; what matters is, that you take that first step!

Donate to make a difference at: [www.animedhtrust.org/DonateNow](http://www.animedhtrust.org/DonateNow)



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

# Our Reach

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ACT's future vision is to deepen our impact on our welfare, development, and empowerment programs by taking a holistic approach to developing underserved children, youth, and women in vulnerable communities.

We aim to target and address barriers to their growth such as social pressures and emotional issues so that they can sustain their motivation and self-confidence to continue to earn and to learn independently.



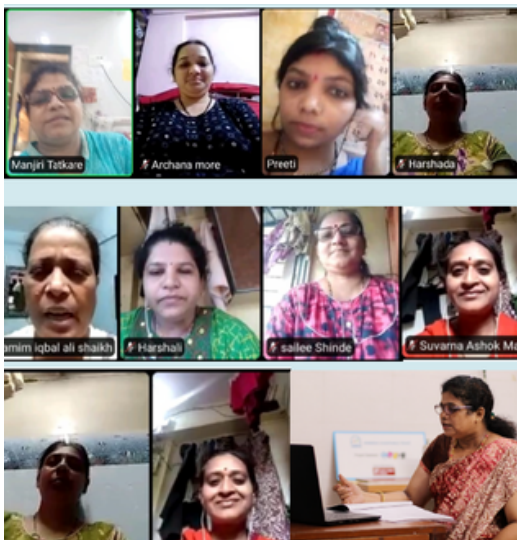
# Recovery from COVID

2021-22 was a year for us to recover from the COVID-induced lockdown. We strived toward recovery through various initiatives across all the ACT projects and acted to make a difference in every possible way!

Working from home through Karma First program with our stakeholder IDFC First Bank



Ration Distribution to 75 beneficiary families in collaboration with Tux foundation



101 students completed their online course in 2021-22 under Project Saksham



Artisans busy with bulk and festive production - The artisans had a 39% increase in income compared to the previous year under Project Donna

# Project Saksham

Advanced Tailoring and  
Garment Construction Skills Training

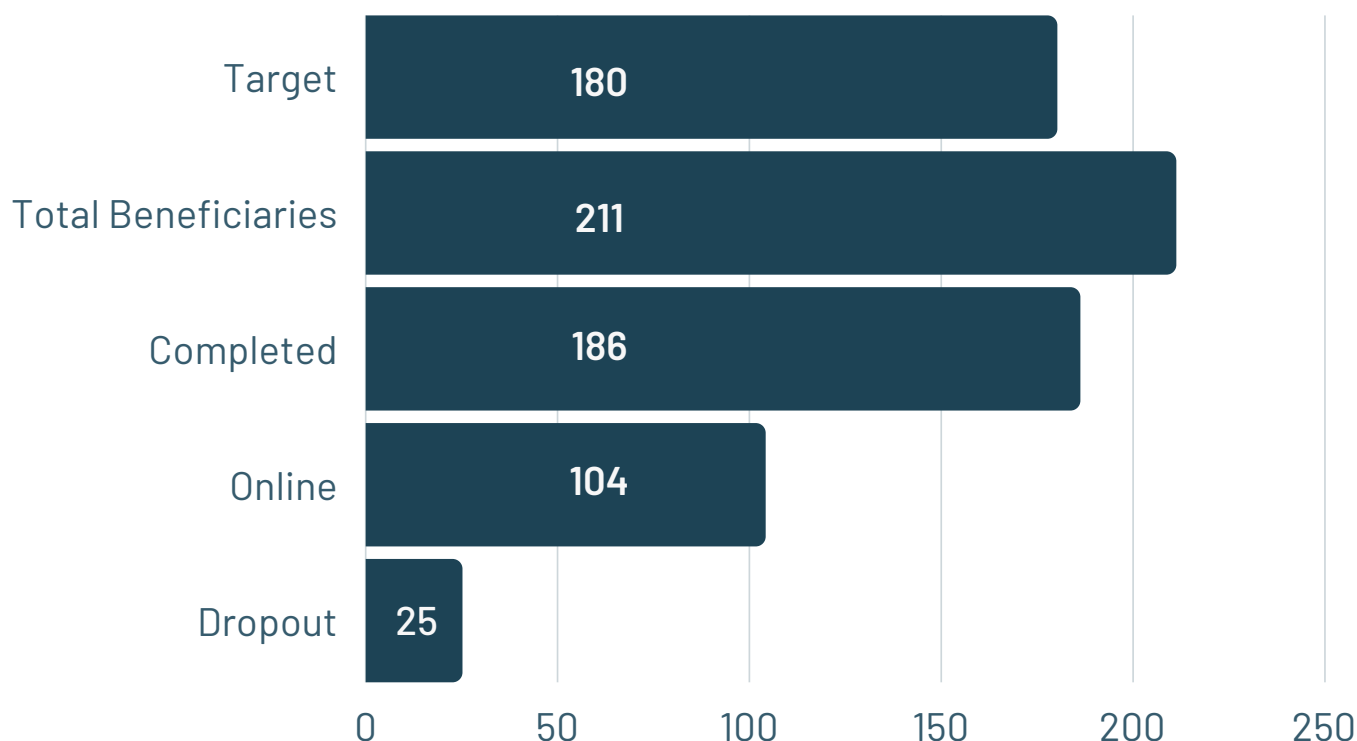


# Measuring Progress - SAKSHAM

- 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 program from products approved and sold to our garment partners

10 Artisans work in the center with an average monthly income of Rs. 3000 Per Month

- We impacted 88% more beneficiaries in the year 2021-22 through the Advance Tailoring Project Saksham
- 186 Beneficiaries have completed the Advance Tailoring course in the FY 2021-22, of that 82 through physical classes and 104 through online classes.



# Highlights 2021-22

This year the focus was on achieving sustainability and stability, recovery from COVID lockdown losses, and taking the lead and giving direction to ACT's sustainability efforts.

Under Project Saksham, we successfully converted the training center into a self-sustainable earning centre

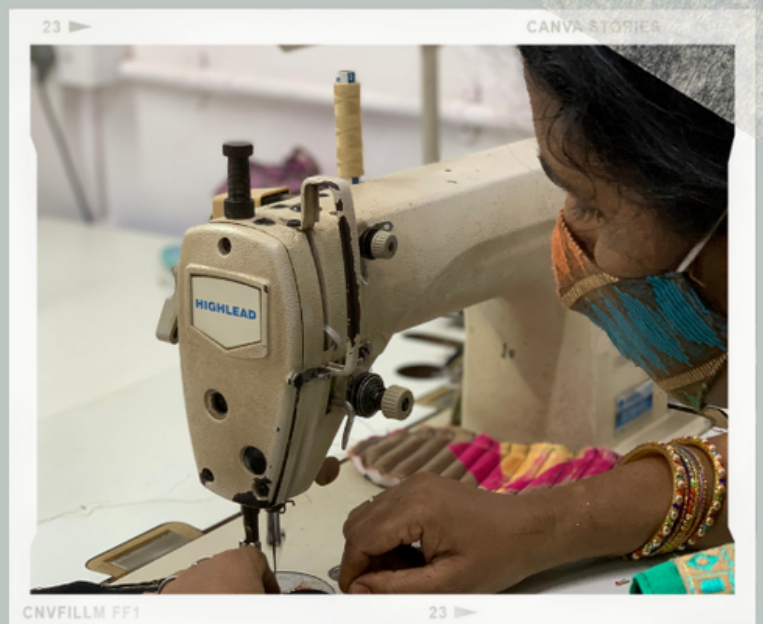


More than 40+ beneficiaries connected to an income generation project



# Project Donna

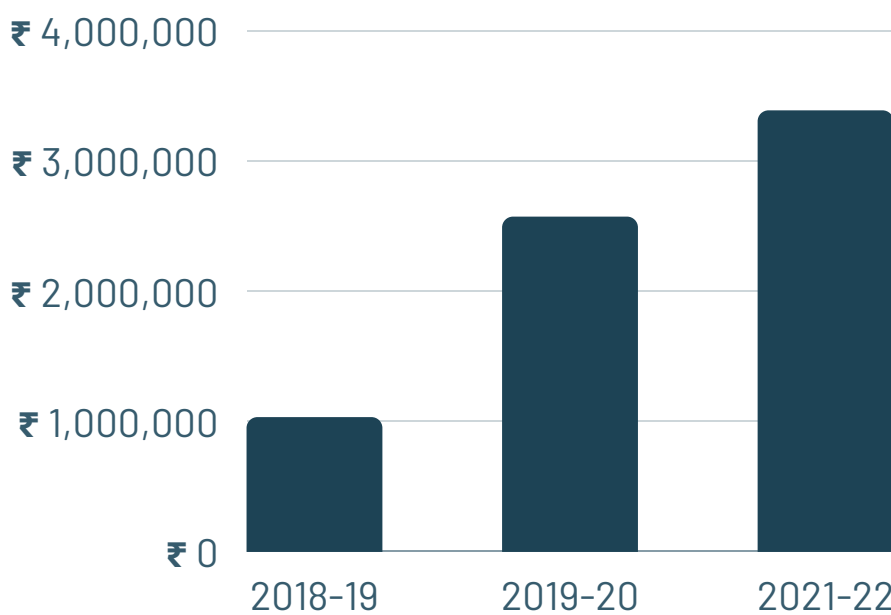
INCOME  
GENERATION  
PROJECT



# Measuring Progress – DONNA

An innovative approach to resolve the grassroots level issues of the community by empowering women economically, and 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).

Artisans Income in comparison from Year 2018 to 2021



## 85

Artisans connected with us in Year 2021-22

## ₹ 33,82,245

Total Income of Artisans in Year 2021-22

This year was about high hopes and motivation towards a better future and recovery from COVID losses, we encouraged entrepreneurship among artisans through work-from-home opportunities, linkages to government schemes for their kids' education, and retirement pension plans.

### INCREASE IN EARNINGS 32%

Although we faced a lockdown that affected the income of the artisans, there was still a 32 % increase in their income in 2021 in comparison to the previous year



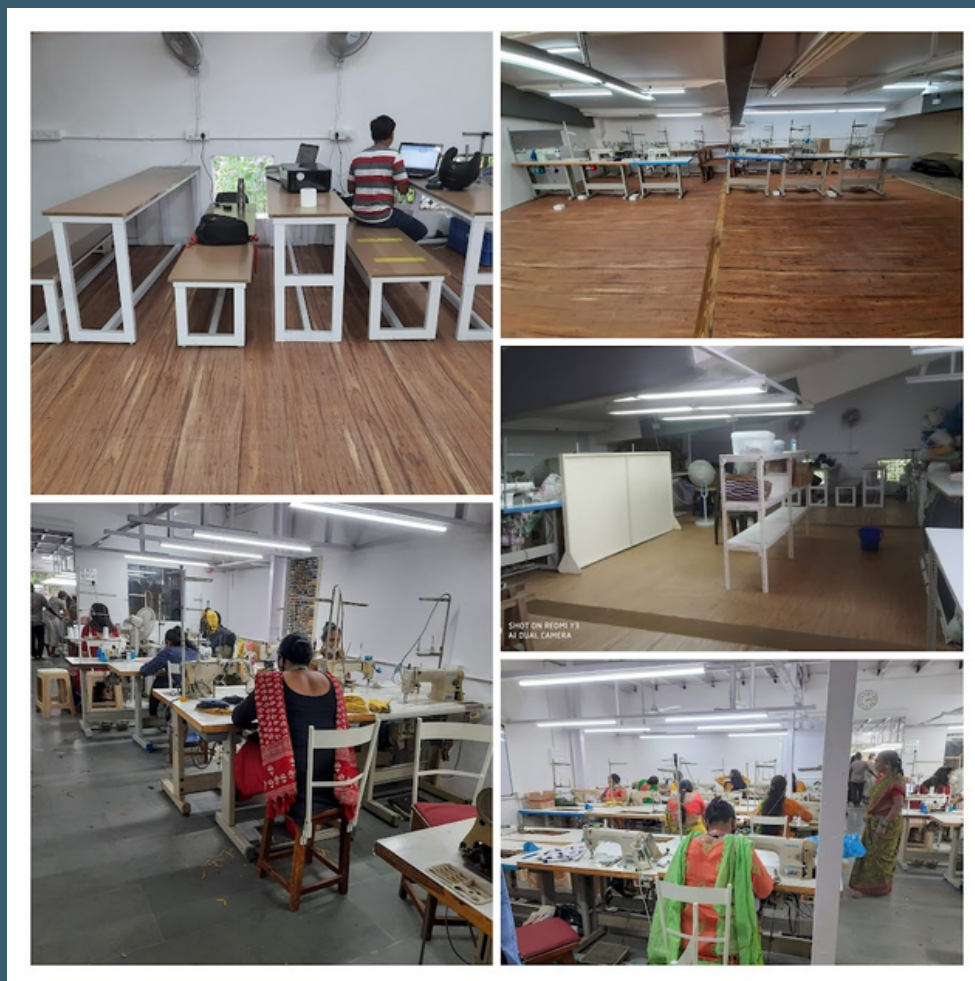
# Highlights 2021-22

In early 2021, ACT moved from being in slums to a bigger unit. Larger 2000+sqfeet space which is located on the ground floor + mezzanine within proximity to our previous Donna centers.

This workspace has the capacity to accommodate 40 artisans at one time. Gradually, the work capacity and efficiency of the artisans increased and this facilitated achieving higher income.

Facilities for Artisans at the new centre:

- Separate pantry- ensures safe and hygienic eating space for the artisans and for staff.
- CCTV is installed at all the prominent points and at the entrance.
- Safety door and lock at the entrance door.
- Space for all the production-related activities like checking table, pressing tables, cutting tables, embroidery area and stitching area, packing and dispatch area as well



# Project WASH

EMPOWERMENT OF RURAL  
WOMEN AND GIRLS BY  
ENABLING ACCESS TO CLEAN  
WATER AND SANITATION



# Measuring Progress – WASH

ACT joined hands with Water.org as an 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 2021 – 22

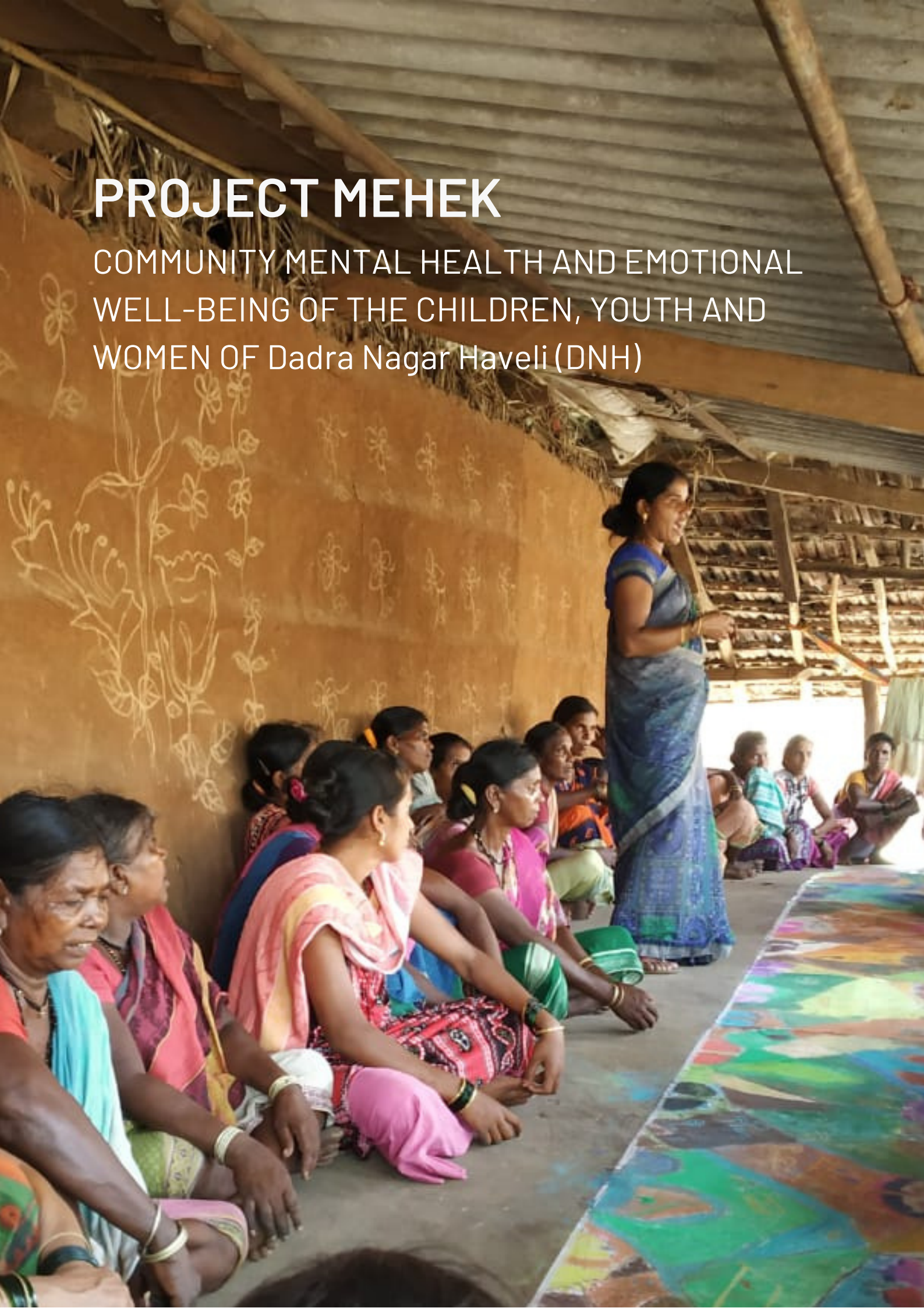
| Total Direct Beneficiary Outreach | Indirect Beneficiaries (Family & Community) |
|-----------------------------------|---------------------------------------------|
| 56,150                            | 2,98,920                                    |

## WASH Loan Numbers by Category:

|                                                                                     |                                          |                                                                                     |                                     |
|-------------------------------------------------------------------------------------|------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------|
|  | Borewell Or Hand pump<br>415             |  | House Water Connection<br>8,500     |
|  | Toilet or latrine construction<br>19,489 |  | Toilet Improvement Loan<br>15,179   |
|  | Tube well / Hand Pump<br>557             |  | Water and Sanitation Combo<br>6,725 |
|  | Water Quality Improvement<br>5,285       |                                                                                     |                                     |

# PROJECT MEHEK

COMMUNITY MENTAL HEALTH AND EMOTIONAL  
WELL-BEING OF THE CHILDREN, YOUTH AND  
WOMEN OF Dadra Nagar Haveli (DNH)



# Measuring Progress – MEHEK

**Over 1000 families were surveyed in 8 villages, home visits and Interventions were conducted with over 600 children and caregivers – primarily mothers. 10 referrals were made in Dadra Nagar Haveli (DNH)**

## Covid Restrictions

- Our outreach activities were slowed down as group meetings were disallowed. Travel was also limited hence the Mehek team worked mostly within or close to their padas of residence. Online Zoom meetings were opted for instead of physical review meetings. The team was able to complete 3 of the 8 village meetings.
- The staff was fully vaccinated and observed strict safety protocols when they visited the community, but the villagers were wary of the vaccines, and the risk of infection was high for the team.

## Referrals

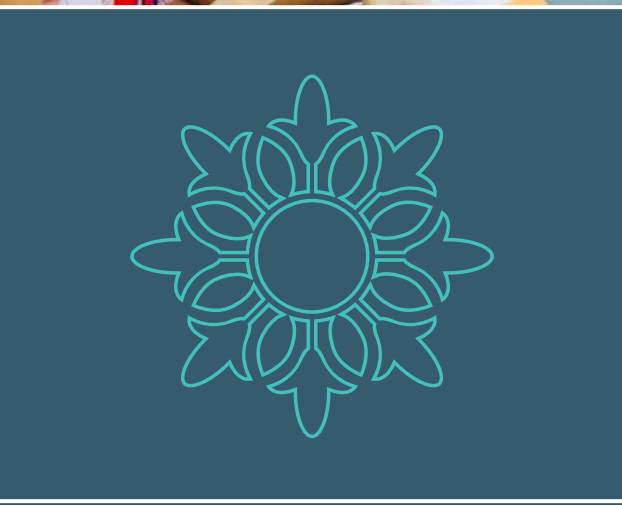
- The belief in traditional healing methods and local Bhagats/quacks is high and the people are suspicious of government services. The commuting distance and cost to access those services are also a deterrent. Hence linking to these referral services is proving to be slow going.
- It was decided that the Mehek team member would spend and accompany for the first visit to the service centre, eg. One stop centre or Manochikitsa kendra

## New Families

- The Mehek team works in pairs to do home visits and works in subgroups to do group sessions. It is observed that most children and families fall in the high-risk category – due to poverty, alcohol, domestic violence, etc. Hence multiple follow-up visits were made to these families to ensure their children and women were supported through Mehek for their mental well-being.
- This limited the coverage of new families to some extent. Our aim is to complete the families' coverage within each pada so that outputs and outcomes at individual and pada level could be higher.



# OTHER PROJECTS



# Other Projects

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## 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 a considerable increase in 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

# Other Projects

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## PROJECT STUDY BUDDY

### ONE-TO-ONE FREE TUTORSHIP

The Study Buddy project is a unique after-school study support program and is currently being run at three ACT community centers. College students are enrolled to help tutor poor and needy school students on a one-to-one basis, especially in the core and critical subjects of English, Mathematics, Science, and Computers. Volunteers teach the beneficiary children after school, twice or thrice a week for 1 to 2 hours, and help to improve their scholastic performance. Volunteers who successfully complete the minimum hours of service are awarded volunteer certificates.

## PROJECT NANHE KADAM

### EARLY CHILDHOOD DEVELOPMENT & DISABILITIES SUPPORT TO VULNERABLE CHILDREN OF AGES BETWEEN 0 – 6 YEARS

ACT started working in Dadra Nagar Haveli among underserved Adivasi communities in the year 2017. Women empowerment project Samruddhi and children's after-school project Sakshartaa were doing well bringing financial empowerment to women and education support to children. In 2018, we invited knowledge partner- Ummeed CDC, and jointly, we observed that there were gaps and certain social and systematic issues that needed to be addressed urgently if children and their families needed to benefit long-term from the work that ACT was doing in the community. After doing an intensive need-based assessment, we came to prioritize early childhood which needed to be addressed if we aimed for a deep-rooted impact in the community.

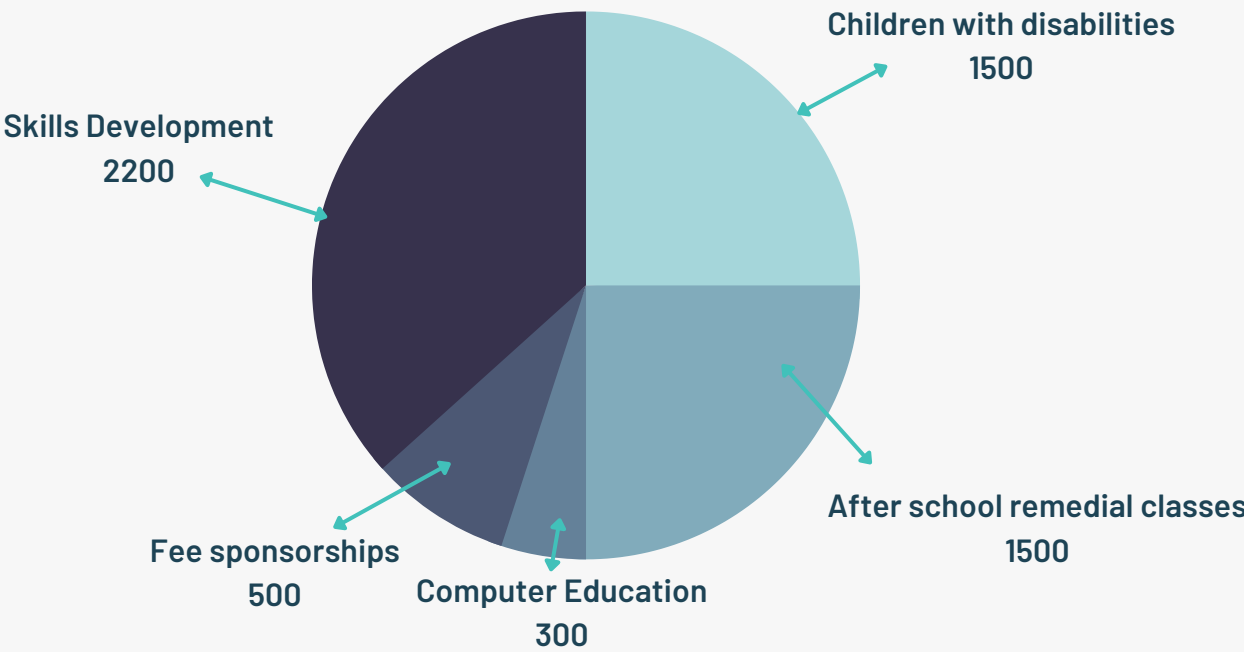
We started working with children of ages between 0 – 6 years in order to address early delays and disabilities which are rampant in DNH because of a lack of resources and parental education on child development. We have trained 4 members of the community to become Child Development Aides (CDA). More than 590 children and families have been impacted by the interventions promoting early childhood development and therapeutic support to delayed or disabled children, close to their homes.

# ACT's Overall Impact

WOMEN AND YOUTH IMPACTED - 60,000

|                 |                         |                                                    |                                |                                |
|-----------------|-------------------------|----------------------------------------------------|--------------------------------|--------------------------------|
| Skills training | Personality development | Equipment donated for income generating activities | Career launch kits distributed | connected to livelihood + WASH |
| 2,150           | 1,000                   | 50                                                 | 650                            | 56,150                         |

CHILDREN IMPACTED - 6,000





# CAPACITY BUILDING WORKSHOPS



# Workshops

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## **Quality Assessment (skill level test)**

To understand the skill level of the artisans and to know where we stand after almost 3 years of Donna, we decided to organize a skill level test of the artisans with the help of our quality mentor Pratima Hajare. The test was to check the criticality of the stitched products like edge stitching, lace positioning, label placement, measurements, piping, and the overall quality of the stitched product. 22 artisans participated and overall the artisans' quality needed improvement to reach the standards of the industry.

We realized that our artisans have reached a certain level of improvement but we still needed to work hard in terms of final finishing to avoid alterations and save time between receiving the order and delivering on time.

Our Artisans received the feedback from Pratima and have incorporated the same while making the festive orders

## **Mentoring**

.Laurella, of Garment House Rilievi brought with her, years of experience in the field of Stitching and delivering products with assured quality and helped the team in streamlining a few processes and guided them on how to get work done efficiently to ensure the timely delivery of all the orders. She not only guided the artisans but also monitored the quality and also helped the team get started on the quilted oven sets which were difficult for them to make

Outcome: Artisans faced difficulty in preparing some products and here the expertise of Laurellahelped us get started with the product. Quilted oven sets were difficult for artisans and were pending for the longest time. Laurella not only guided the artisans but also monitored the quality.

## **My Ambar App Workshop**

In collaboration with Vodafone and Nasscom Foundation, a workshop was organized where the My Ambar app was explained. It is a free-to-use app for anyone who is looking for information, advice, or support on surviving and healing from gender-based violence. Artisans downloaded this app on their phones during the workshop and got their queries answered.

# Workshops

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## **POSH Awareness**

The Prevention of Sexual Harassment (PoSH) at Workplace Act of India mandates every organization to define its sexual harassment policies, prevention systems, procedures, and service rules for its employees. To create a safe working environment for our artisans and all staff member and since the merge with 2IH, we decided to conduct a POSH awareness workshop for all employees of the organization.

POSH training helped artisans and staff identify and differentiate between appropriate and inappropriate behavior in the workplace. It also created awareness of the legal aspect of the PoSH Act. The training gave a clear understanding of what kind of behavior falls under sexual harassment.

This training was conducted by Pratima Hajare, who's been an advisor on POSH cases and also a committee member for POSH in organizations.

## **Ration Distribution**

In May 2021, when lockdown 2.0 was announced in Mumbai, Maharashtra; the source of earning income was limited for the artisans and it was difficult for them to make ends meet. ACT in collaboration with the Tux foundation donated one month's ration which included pulses, rice, flour, and basic cooking essentials to 50 artisans. We are thankful to the Tux foundation for this support.

## **Workplace decorum meetings**

Sharing the workspace with 2IH, the ACT team and artisans are at multiple benefits levels. But we need to maintain workplace decorum to manage the multiple activities so all the core members of both organizations discussed the following to ensure the place is suitable to work for everyone:

Discipline and workplace etiquette

Washroom and pantry area management

Inventory management

General Do's and Don'ts

# ACT ACHIEVERS





Meet Pranitha Cheripalli, based in Hyderabad.

She owns a tailoring shop with her mother and is a major contributor to their household income. She was aware of basic tailoring however, she always wanted to upgrade herself to increase her income and manage expenses. She joined ONLINE Project Saksham in 2021 Batch- Animedh Charitable Trust's initiative alongside IDFC FirstBank.

Joining our initiative, she has been able to learn newer methods of stitching and other tricks of the trade! She finds "modern stitches" the most helpful in her daily life. Learning about different kinds of blouses, kurta, churidar, and other advanced techniques of tailoring, she now earns over Rs.15000 from her shop in Hyderabad! Attending the workshop on zoom, during the Covid pandemic in July 2021, Pranitha sets a new benchmark for resilience and determination. We are extremely joyous to have impacted the life of a young woman, by helping her become self-sufficient and enhance her income.

Mrs. Jyotsanaben Baraiya lives in Hilol Villages of Gandhinagar district, Gujarat; she lives with her husband, two daughters, and a son.

Earlier her daughter and son were little and they did not bother about their safety and security while going out for defecation. Now her daughters are growing up, they complain to their parents about not having a toilet facility at home. She explained how she and her daughters feel very embarrassed to bathe in the open covered merely by a curtain along the house wall.

She mentioned "We have made several attempts to save money and build the toilet and bathroom in our house, but every time due to some emergency, money would get diverted there. I then came to know about the WASH loan, I was happy to learn that" The Project Coordinator explained the WASH loan in detail and an application was made for making toilet with attached bathroom in the house and the loan is disbursed recently.

"I feel very happy that I am able to safeguard my daughter and son from any kind of illness and other harm, all thanks to Wash Loan."





Hasina Patel is quiet and comes from a small village in Karnataka. She has 2 sons and both lost their jobs during the lockdown, this is when she decided to step out and work for the family.

Hasina joined Donna a year back and has since been consistent with us. She used to stitch from home prior to joining Donna and earn approx INR 3,000 per month.

She aims to be happy with little things in life, cooks very well, and wants everyone around her to be healthy, independent, and happy.

Average income: INR 5,100/-

Sampada used to work in rice fields before marriage in her village Alibaug near Mumbai city. Her husband is a driver and she had two kids a boy and a girl. She joined the ACT's training program in 2016 and since then she is with ACT. She is an integral part of the embroidery team.

Sampada may be a slow learner, but steadily she gained momentum and focused on getting her income increased. This year was rather tough for Sampada, she was diagnosed with Dequarius which made it difficult to move her thumb or wrist. It became difficult for her to work in embroidery unless she got herself operated on. Through health insurance under Project Donna, Sampada underwent the surgery and is now recovering. It is because of the health insurance that she could take spend on her operation without any hassle of breaking into her savings.

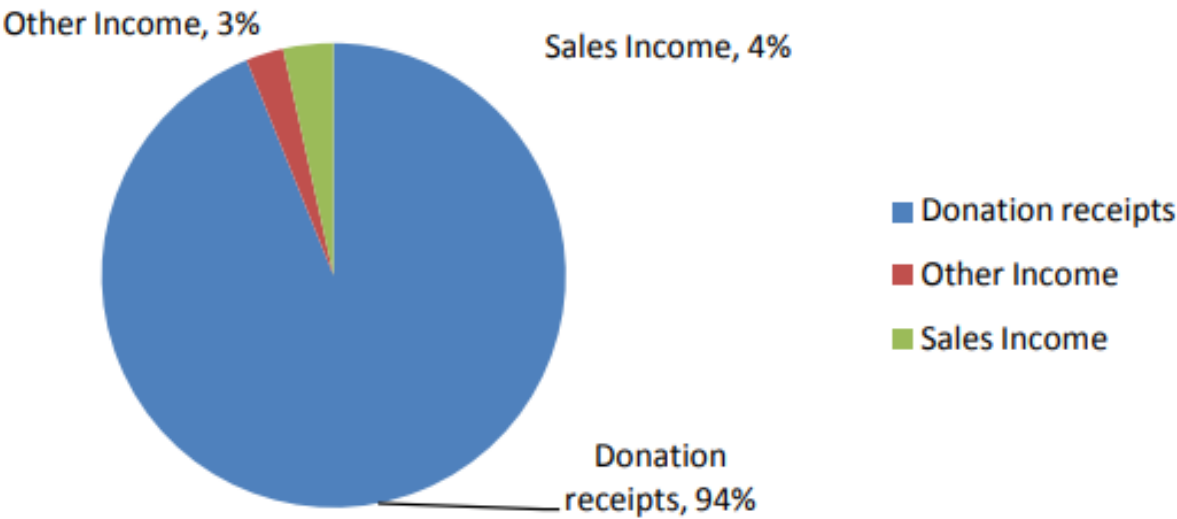
Sampada is extremely Thankful!



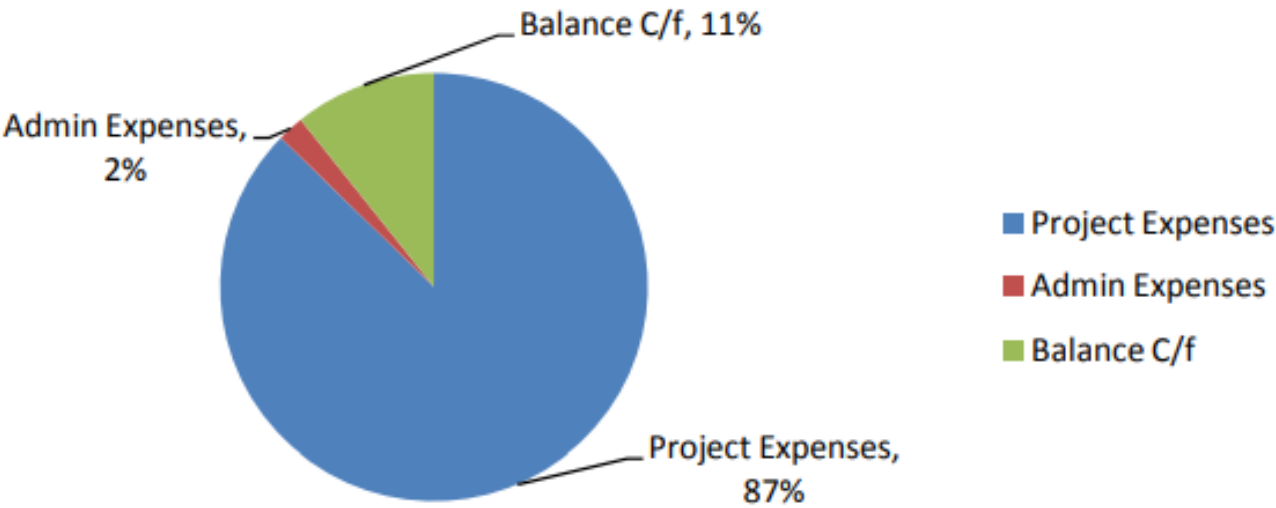
## Audited Financials FY 2021-2022

| ANIMEDH CHARITABLE TRUST                    |                      |                      |
|---------------------------------------------|----------------------|----------------------|
| Income & Expense Statement                  | 31-Mar-22            | 31-Mar-21            |
| Particulars                                 | 2021-22              | 2020-21              |
| <b>Income</b>                               |                      |                      |
| Donation receipts                           | 25,254,915.00        | 36,775,463.50        |
| Sales Income                                | 942,911.00           | 1,982,154.00         |
| Other Income                                | 700,005.00           | 929,457.73           |
| <b>Total Income</b>                         | <b>26,897,831.00</b> | <b>39,687,075.23</b> |
| <b>Expenses</b>                             |                      |                      |
| Donation Applied for objective of the Trust | 23,298,676.00        | 22,587,466.00        |
| Depreciation                                | 177,488.00           | 180,536.00           |
| Indirect Expenses                           | 538,667.00           | 419,064.29           |
| <b>Total Expenses</b>                       | <b>24,014,831.00</b> | <b>23,187,066.29</b> |
| <b>Excess of Income over Expenditure</b>    | <b>2,883,000.00</b>  | <b>16,500,008.94</b> |
| <b>Balance Sheet as on</b>                  | <b>31-Mar-22</b>     | <b>31-Mar-21</b>     |
| <b>Funds and Liabilities</b>                |                      |                      |
| <b>Capital Account</b>                      |                      |                      |
| <b>Corpus Fund</b>                          | 1,581,000.00         | 1,531,000.00         |
| <b>Reserves and Surplus</b>                 | 15,201,627.00        | 19,922,448.54        |
| <b>Current Liabilities</b>                  |                      |                      |
| Short Term Provisions                       | 333,009.00           | 509,749.00           |
| Current Liabilities                         | 134,665.00           | 880,784.00           |
| <b>Total</b>                                | <b>17,250,301.00</b> | <b>22,843,981.54</b> |
| <b>Assets</b>                               |                      |                      |
| <b>Fixed Assets</b>                         | 954,471.00           | 880,116.00           |
| <b>Investments</b>                          | 6,304,737.00         | 10,905,000.00        |
| <b>Current Assets</b>                       |                      |                      |
| Cash and Bank Balance                       | 8,441,811.00         | 9,804,021.32         |
| Other Current Assets                        | 1,549,282.00         | 1,254,844.22         |
| <b>Total</b>                                | <b>17,250,301.00</b> | <b>22,843,981.54</b> |

**Total Income 2021-22 in %**



**Total Expense 2021-22 in %**



## THANK YOU, SPONSOR PARTNERS

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## We thank you for your continued support

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