



PEOPLE FOR ACTION

**ANNUAL REPORT
2017-2018**

MESSAGE

I feel immense pleasure in sharing our Annual report .You will find this report very brief but interesting enough to showcase our work.

It gives us an appropriate opportunity not only to look back at the year gone by, but also to take stock of the cumulative impact of our organizations work.

The year 2017-18 saw a lot of field work which was diversified not only in its approach but there were different issues to address, different people to work with. If at one time, we were training the women of a remote village on storage practices, on the other hand, we were spreading awareness about different health issues amongst the local community.



Afsana Cherian

The year saw our greater outreach to people, thus indicating a progressive journey towards our mission.

The beginning of the financial year, 2017-18 saw a lot of exchange of ideas, projects over emails, face to face meetings, field visits to various villages, etc. People For action organized activities like- camps, campaign designing, and skill building training. The simultaneous task of monitoring, facilitation and evaluation kept us really busy. The details of our work can be obtained from the corresponding chapters.

Mission

To provide an institutional base to the triple bottom- line in corporate India through the creation of strategic partnerships between multiple stakeholders.

At, People for Action, while we continue to address the urgent and immediate needs of the village communities in India; we also seek support from these communities in their efforts to ensure justice for them.

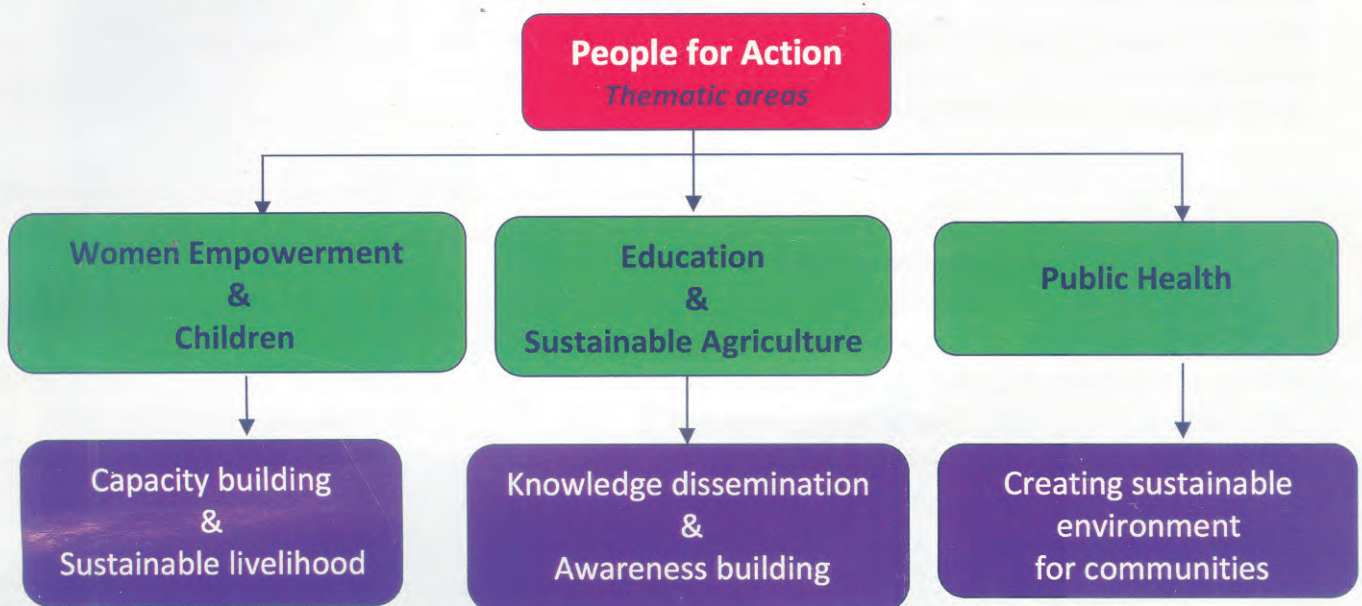
As People for Action try to increase its outreach, your continued support becomes critically more important. Your support and faith in us ensures that we can continue to function independently, engage with those communities that are most excluded from the unprecedented economic growth, India is experiencing and exert whatever influence we can to amplify the India's most disadvantaged people.

With thanks,
Afsana Cherian
Associate Director

PROGRAMME INITIATIVES

People for Action- A registered charitable trust is a catalyst between two groups of people- Marginalized communities and corporate donors coming from all walks of life to support nascent initiatives in order to bring about small changes in the society.

People for Action has been into existence since 2017 and its focus areas have been- Women, Livelihood, Health, Children, Agriculture, Education etc.



Some benchmarks achieved so far..

- ✓ Approximately 5000 rural women have been empowerment in value addition skills.
- ✓ Approximately 500 small scale retailers have been sensitized through retail training workshops.
- ✓ Imparted agricultural technology to 15000 Indian farmers in the peri- urban areas.
- ✓ Imparted skill building training on Grain Storage bins to 500 women
- ✓ 35 women & adolescent girls were rescued from human trafficking and employed with various corporate houses
- ✓ 10,000 men/women have benefited from the health camps
- ✓ 2500 primary school students have been sensitized on the issues of health and hygiene across India

WOMEN EMPOWERMENT & CAPACITY BUILDING

INCOME GENERATION PROJECTS FOR UNDER PRIVILEGE WOMEN

People for Action has partnered with private sector employers to help marginalized women and girls from different backgrounds by providing livelihood skills training designed to achieve greater autonomy and financial independence. This project has been continuing for last two years and has spread across eleven states till now namely Andhra Pradesh, Bihar, Delhi, Gujarat, Kerala, Madhya Pradesh, Maharashtra, Orissa, Tamil Nadu, Uttar Pradesh and West Bengal. The purpose of the project is to promote social service entrepreneurship amongst trafficked survivors.



A rescued trafficked survivor from Orissa being encouraged to attend the workshop

People for Action had carefully selected training courses that ranges from short seven-day courses to intensive six-month courses; it helped women and girls to develop new skills in a variety of areas—from catering to computers and from clothes production to jewellery setting. . Corporate partners have backed the initiative by continuing the trainings, guaranteeing employability to graduates and helping the graduates launch their own entrepreneurial initiatives. In some cases, bank loans have been negotiated to help women establish their own enterprises. This initiative is helping to advance the emerging ideal of corporate social responsibility in India, by engaging businesses in promoting HIV prevention and the rights of women and girls.



It really is a matter of honor and pride when I tell others that I am earning my livelihood with dignity. Now, I can see the changed perspectives of others towards me. —Sarita, voicing her thoughts during the workshop

Achievement

The initiative was endorsed by UNDP as its 'best practice model' across India and has had a multi city progress across India



Women learning procedure of acquiring loans from government schemes

INCOME GENERATION PROJECT FOR UNDER PRIVILEGE WOMEN (WEST BENGAL)

BATA India & ITC

People for Action in partnership with Bata India (under their CSR initiative) have taught a group of marginalized girls the basics of sole stitching. A group of girls have been trained in shoe production at a unit specially set up by Bata at the Narendrapur shelter homes. Bata has also tried to provide training to select women in the Sonagachi district. The Bata trainers teach the girls how to sew the upper part of a particular type of men's shoe. During the motivation session, the girls are enthused by the accounts of the trainers, who described how they managed to sew about 10-12 pairs of shoes per day, fetching them a good income.



Women giving final touches to shoes at Narendrapur shelter home



Girls learning to make Sambar from head-chef at ITC Sonar Bangla

People for Action along with ITC Sonar Bangla have taught girls the rudiments of basic catering and cooking. Girls are selected for a training programme where they learn how to make sweet dishes, bake cakes and prepare South Indian dishes. The girls are required to wear trainee uniforms and mingle freely with the kitchen staff. Before they donned their aprons and ventured into the kitchen, they are given a basic drill on hygiene, safety, and special issues to

producing food on a large scale. By the end of the course, the girls are able to bake a cake on their own without assistance and prepare delicious variety of foods. At the end of the training, each of the girls receives a tree as a token of love from ITC Sonar Bangla, a gesture which simply overwhelms them.

Achievement:

Bata India set up the production unit at the shelter home. Both the initiatives boosted the morale and the confidence of the beneficiaries. This helped them gain respect from the outside world.

"I was apprehensive – whether I'll be accepted or not, I was worried due to my medical status. But this 6-day experience made me believe that life is beautiful. Now I believe, if one door is closed for me the almighty opens thousands for me to move forward."—Barkha-a participant in the catering course



CATERING & TAILORING COURSE (CHENNAI)

Perfetti Van Melle & Usha Sewing Machine Company

Chennai has the fast moving industrial growth with has led to a lot of workers migrating into the city residing into resettlement colonies. People for Action has created a tripartite project with Perfetti and USHA Sewing machine company wherein People for Action has identified a group of women from shelter homes, to impart stitching and tailoring skills. In a combined effort of the two corporate partners, we set up a tailoring course of 3 months at Usha Sewing Machine Company providing the beneficiaries with the skills of apparel design and construction.



Representatives of People for Action in conversation with mentors at the training class at USHA factory



Ladies practicing the art of stitching during their home assignments

Perfetti created opportunities for setting up a tiffin stall for the underprivileged women at the commercial hubs of the city. People for Action helped in getting this initiative endorsed by ITC Park Sheraton. Both the training programmes at Chennai have been successful. The girls who received the catering training, now also run a kitchenette outside their NGO shelter. On the other hand the beneficiaries of the tailoring course have their order books full, supplying garments to boutiques and to Perfetti employees.

Achievement

The tailoring trainees were spurred on by an exhibition that was held by the NGO displaying the clothes produced by them, which had a good response. Some are working in garment factories; others are examining the prospect of starting a little boutique, while one has become a tailoring teacher. But the biggest driver is corporate partner Perfetti's innovative order – the company asked the girls to make teddy bears and other toys with hollow tummies where it can fill in confectionaries and use as promotional toys.

"My dream was to learn tailoring and earn a living with dignity. I am happy that it is through you that my dream will be fulfilled". – Sujatha- Participant of our tailoring course



CATERING & CANDLE MAKING COURSE (DELHI)

Taj Group's & Creative Candles



The team of women on the last day of the workshop

People for Action have spearhead yet another empowerment and capacity building initiative for the rehabilitation of the rescued women from the national capital- Delhi. This partnership saw renowned giant of the hospitality industry- 'The Taj Palace Hotels' and a credible NGO 'Creative Candles' to come together for a social cause of empowering lives.

People for Action selected candidates by personal

interaction to gauge the level of commitment and enthusiasm. Our corporate partner, 'The Taj Palace Hotel' in Delhi was well geared to train the girls. As quoted by Sanjay Bose, HR Manager Taj Palace Hotels, "the intention was not to make them vocationally proficient but to provide an exploratory training, introducing the concept of food production at large joints." The girls got an insight both in housekeeping functions as well as the kitchen. In the second leg, women were selected to undergo training in candle making. They mastered the art in a range of activities such as biscuit making, confectionary products, and home/office catering services, arranging flowers, housekeeping, cooking, etc.



Ladies moulding candles in different designs at the NGO

Achievement

Taj Hotel has hugely encouraged this training and promises to hold many more of such future training at their hotel.

Meanwhile, at Creative Candles, the women learnt how to make a wide variety of candles ranging from the simple to designer. They also learnt how to make decorative diyas. Training was mostly practical and the women were encouraged to make the candles themselves and pack them in a pleasing manner. The girls also received valuable

inputs on where to source raw materials and how to set up a unit on their own. In addition, they were told to look out for special marketing opportunities such as just before Diwali when the cash registers of such products ring.



"Watching everybody in the hotel working for eight to nine hours, we learnt the importance of discipline and dedication.- Sunita, a participant at the catering course.

CATERING & DIAMOND SETTING PROJECT (MUMBAI)

Taj Hotel & Sundaram Jewels

People for Action in collaboration with Taj Hotel in Mumbai worked to provide entrepreneurial social skill in the catering industry. People for Action hand pick the trafficked survivors and their daughters to come into their kitchen and get training from the head-chef on a few meal items. The course was designed in such a way that it would empower the girls to run a tiffin stall. The girls were given detailed instructions on choice of ingredients, the importance of hygienic handling of food apart from the actual preparation. The girls were quick learners and very soon picked up dishes like sambhar vada, masala dosa, sheera, upma, and biryani.



A group of women started mobile catering service – Van donated by Taj

People for Action partnered with Sundaram Jewels to give women training on a Diamond setting course which last for 4 months. In this the girls learn the complexities of setting diamonds in intricately-designed jewellery. Each girl received individual training from an accomplished workman.

Achievement

The girls were paid a monthly stipend of Rs 1,500 by the corporate partner. All the who attended the diamond setting course were absorbed by the company, bagging two year contracts that would fetch them Rs 3,500 per month, which could go up to Rs 5,000 – a princely earning by their standards and one that would meet all their pocket expenses.

"Each time I handle the diamonds, I cannot believe that I am actually doing this. I am honoured that the company places so much trust in me." -Prema, a participant at the diamond setting course

HIGHLIGHT

An unusual highlight of the course was a picnic arranged by the Taj group for the girls and a visit to the Prince of Wales Museum. None of the girls had ever been to a museum before and it was an eye-opening experience for them and as they watched history unfold before their eyes.



Farmer Empowerment Initiative

"Swarnageen Vikas Ki Taraf ek Kadam"

People for Action has been engaged with the farming community and working extensively for their upliftment and betterment. For this purpose we have devised farmer centric workshops to increase advance agriculture related techniques in Punjab, Delhi, Uttar Pradesh, Haryana and Bangalore to:

- To fully inform farmers about the advantages and disadvantages of the new variety.
- To empower Indian farmers to compete with foreign producers in domestic as well as export markets.
- To upgrade the quality the produce to match international standards.



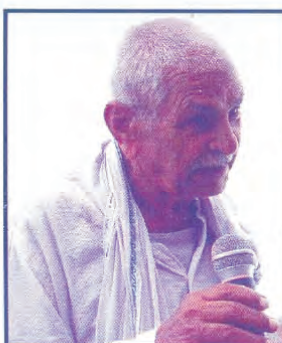
Imparting advanced agricultural technology to the farmers on improving productivity

The Farmers' Empowerment camps are a one time opportunity for the farmers to discuss their agricultural problems with the agri- scientists and seek solutions for them. Eminent scientists from IARI, PUSA, KVKs and other agricultural universities were invited to be panel members. The crops- cereals, vegetables and fruits locally grown in the villages are identified and the scientist impart sessions on the same. Tips related to increasing their productivity, controlling the infestation, etc were shared during the camps.

Achievement

A first of its kind initiative providing a direct interface with the experts/scientist

Our initiative has empowered approx 15000 farmers in 5 years leading to immediate re-dressal of farmers concerns.



"Hume is karyashala main naye tarreko ke beej aur khad k bare main kafi labhdayak jaankari mili"- Saman Singh, Bhoorgarhi Village

Our Partners

TAJ Group of hotels

The Indian Hotels Company Limited (IHCL), branded as Taj Hotels Resorts and Palaces, is an Indian chain of hotels and resorts headquartered in the Oxford House in Mumbai. This company is a part of the Tata Group, one of India's largest business conglomerates. Taj Hotels Resort and Palaces owns and operates 93 hotels in 55 locations across India

ITC Hotels

Part of the hugely diversified ITC group, which ranks among India's most valuable and most respected companies, with interests in paper, food, tobacco, and hotels, ITC Hotels has been making news with its groundbreaking CSR initiatives over the last few years. From being a generous patron that has given largesse to the city, the group has now evolved a CSR model which dovetails its social responsibility initiatives with business goals and strategic planning. Be it watershed management, rural education programmes or skills training, the initiatives are undertaken to strategically enrich the socio-economic context in which the company operates.

Bata India

Bata India is the largest and oldest MNC shoe player in the country. With over 1,250 stores across the country, it also has one of the widest retail networks in India. Synonymous with the city of Kolkata, where it has existed since 1931, Batanagar has not only ushered in modern footwear into the country but also spawned many CSR initiatives including cleaning the river Ganga and contributing to the Tsunami cause. Bata India has always displayed a willingness to join in common concerns and contribute in local actions. Bata – both the Indian subsidiary and the global parent – have a record of employing physically handicapped people and outsourcing jobs to them.

Perfetti Van Melle

Gum maker and confectionery giant, Perfetti Van Melle has been present in India since 1994 operating through its wholly-owned subsidiary. The company is the undisputed market leader in Indian sugar confectionary market with the widest range of products and one of the largest distribution networks. Perfetti has been pretty active on the CSR front collaborating with NGOs on projects dealing with disadvantaged children, women and the elderly.

Hyderabad Food Products

Set up in 1982, the company is local manufacturer and exporter of spices, blended masalas, pastes, pickles, and namkeens. Under its brand name Surya, the company exports spices all over the world and also has a sizeable domestic presence.

Sundaram Jewels (Mumbai)

Founded in the year 1998, the company is engaged in developing, manufacturing and marketing diamond-studded jewelry, designer diamond jewelry and fashion diamond jewelry. Sundaram Jewels is known for its exclusive, value priced diamonds which are set at its advanced jewelry manufacturing plant in India. In terms of CSR, this was a groundbreaking initiative for the company and one that it undertook out of sheer goodwill