



PEOPLE FOR ACTION

**ANNUAL REPORT
2018-2019**

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 2018-19 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, 2018-19 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.

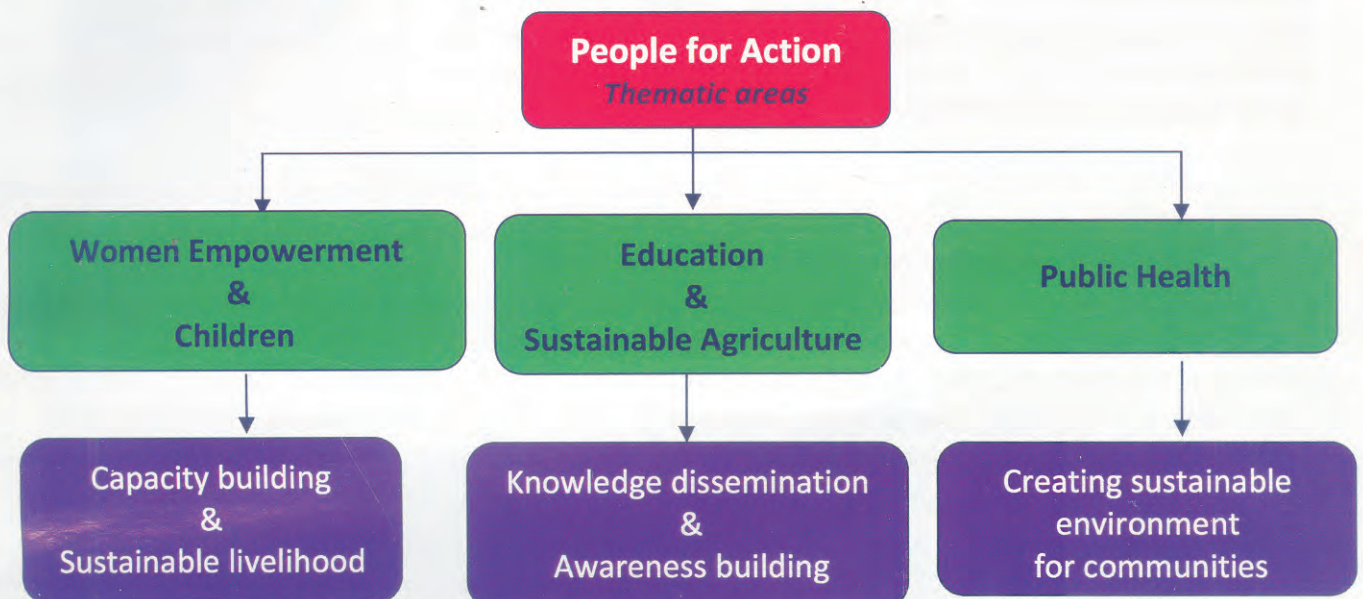
As People for Action try to increase its outreach, your continued support becomes critically more important. Your support and faith in us ensures that we can continue to function independently, engage with those communities that are most excluded from the unprecedented economic growth, India is experiencing 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 2018 and its focus areas have been- Women, Livelihood, Health, Children, Agriculture, Education etc.



Lupin Pharmaceuticals

CATERING & DAIRY PRODUCT MANAGEMENT (MUMBAI)

People for Action have worked with the Pune trafficked survivors in collaboration with Lupin Pharmaceuticals for a short term course in catering management and dairy products.

For catering management, and NGO partner has been chosen which runs a catering service from its premises. Milk by products course was also undertaken as a logical extension since Pune typically has a strong consumption of dairy products and the corporate partner Lupin Pharmaceuticals' CSR wing had some animal husbandry and farm projects running so it was thought it would be the right fit. Training was held for 10 days at Aashray, the short stay home being run by Chaitanya Mahila Mandal in Pune. During the course, the girls are taught the importance of hygiene in catering besides picking up basic cooking skills. In addition, a trainer from the Maharashtra Centre for Entrepreneurship Development also outlined how a dairy products business is started, describing all the licensing requirements and so on. The girls are also introduced to the concept of managing finances, book keeping, packaging and distribution, and how to avail government subsidies.



Team-People for Action post a highly charged motivational workshop before commencement of catering batch at Lupin



Dairy Management class held at Lupin farms for women to learn the by-product management of milk

Achievement

At the end of the course, the beneficiaries were motivated enough to start thinking about starting their own catering centre. Bankers too expressed their willingness to finance such a project. Now, they have opened a small pantry in the NGO shelter and have started out in a small way by providing tea and snacks to neighbouring industrial units.

Case Study

Laxmi is a 16-year old girl who had been rescued from a brothel in Mumbai and sent to Pune for rehabilitation. With no particular skills, no family to turn to, the NGO in Mumbai that rescued her tried sending her to open school so that she could study further. But the psychological trauma she suffered due to her experiences was too much and she dropped out of the open school. Even today, she has nightmares at night and her screams wake up everyone at the shelter in Pune. Though she is still reluctant to talk about her traumatic experiences, she is gradually opening up and gaining in confidence. Before the catering course, she was placed in a local factory which fetched her remuneration of Rs 1600 per month. Now, she can expect to earn Rs 3,000 a month and already, a marked psychological improvement can be seen.

Sajitha Bakery & Essar Bakery

BAKING COURSE (BHUBANESWAR)

Choosing the right livelihood training course for the trafficked girls proved to be a major challenge in Bhubaneswar. Given the laidback nature of this capital city, where malls and multiplexes are still a novel concept and old local stores owners enjoy more prominence than corporate set ups, it was felt that approaching a large sweet shop or bakery would work better. Keeping in mind the background of the beneficiaries – who were all from other parts of the state, a short-term course was the only feasible one since there were issues about where to house them, etc. A seven-day course was devised to impart training in bakery skills to 10 underprivileged women.



A girl setting up the trays of dough for baking in Bhubaneswar



Bakery owner guiding the steps in bakery management to our beneficiaries

During the course, the girls were taught to make different types of biscuits, pastries and cakes. They were given detailed information about the ingredients, and the methods of preparation. Both theory and practical demonstrations were held culminating in actual practice, where they got to make the products themselves.

Achievement

An unexpected but pleasant outcome of the course was that after two days of training, the girls were absorbed by Essar & Sajitha Bakery.

I could never think of a better way to earn earning a living. Today, people are happy to give me orders for their wedding functions. I really enjoy my work now!-Pinki- a rescued women working in Sajitha Bakery



EDUCATION & SUSTAINABLE AGRICULTURE

Training the rural women farmers to build storage bins for effective grain storage

Women are involved in all aspects of agriculture, from crop selection to land preparation, to seed selection, planting, weeding, pest control, harvesting, crop storage, handling, marketing, and processing. From the 64% of the total informal sector workforce, 38% of all agriculture workers are women. However, women farmers are generally invisible to the public agriculture agenda. Women can play a pivotal role in value addition of agricultural produces, regarded as the future of Indian agriculture.



Women dedicatedly understanding the importance of storage bins



Bin construction being done at a farmer's backyard

People for Action have stepped in to minimize this loss by formulation of the very useful PUSA bins in the villages of *Mathura* and *Vrindavan* wherein the grain spoilage was as high as 80%. People for Action has partnered with the apex body of India- Indian Agriculture Research Institute (IARI) to build these special storage bins across northern India. These bins protect the crop from different abiotic & biotic factors to ensure regular supply of food grains. A two day training programme was formulated to help women of the four villages to construct 'storage bins'. These Bins are efficient and cost effective storage structures which are constructed from locally available materials.

Achievement

The idea of storage bins was so helpful and motivating that the villagers took the initiatives in their hands and build many more such bins at their level. The women built 12 other storage bins on their own after the training thus indicating towards an acceptance of the skill.



In these bins the grains remain safe, secure & chemical free. -Bhawani Devi, Farm Women, Tenti village

Green House Nursery

Sustainable Models

Green house Nursery as a concept in Indian farming industry is fairly new. However, the technological advancement was a revolution in this sector. GHN helps in raising an off-season nursery and protects the plant from excess solar radiation and extreme temperatures. With the setting up of GHNs, good quality crops can be grown throughout the year. Along, with proving good quality yield the GHN also decreases the usage of water. This controls the pest & disease infestation of the seeds/samplings. Plants that are commonly grown in these greenhouses are carnation, gerbera, rose, and colored capsicum, cucumber, cherry tomato, and so on.



First model of Green House Nursery constructed at Palla village,



A farmer at Chomu village, Jaipur enquiring how to tackle pest infestation at his farm

Local corporative societies approached People for Action with the need of a Green House structure for their village. Thus, in support of the cause, we initiated a partnership with the PUSA institute in Delhi to provide specialized structure in their respective villages.

People for Action have till now installed Green house nurseries in villages like- Palla- Delhi, Aterna-Bhoorgari, Kunda- U.P, Chomu- Jaipur. Approximately 500 farmers have benefited from the Green House Nursery initiative.

Achievement

Early sampling improved the quality of the yield under a protected environment leading to 100 % germination of strong, sturdy and healthy saplings.



'Now, I am able to produce cabbage, capcicum and cucumber during off-season also, as a result I manage to get much higher price of my vegetables in the Azadpur mandi'. -Uma Shankar, Palla Village

Livelihood training for rural women

Value addition skill programme

The annual production of fruits and vegetables in the country is about 26 million tons. These are highly perishable in nature and the estimated annual post-harvest loss is about 50 lac tons per year. Thus, we developed a transfer of technologies for production of value added products from the locally available fruits and vegetables to meet the needs of rural women- both Farmers and housewives to contribute towards improvement of rural economy

People for Action identified women as the potential torch bearers for this initiative and brought them to the forefront to impart the basic knowledge on how to manage their post harvest products for longer sustainability. The products identified and created are- pineapple jam, pineapple jelly, mango pickles olive pickles, olive chutney, garlic pickles, tamarind chutney, tomato ketchup, banana chips, potato chips, sweet-sour brinjal pickles etc.



Women attending a value addition post harvest workshop



Mein kabhi nai soch sakti thi ki hum aurate bhi ghar ke mardo ki tarah kama sakti hai. In karyashalao se humara atmavishwass bada hai. -Sushma,, Tenti Village



Expert undertaking a value addition workshop

Achievement

This training has been undertaken in districts of Bihar, Uttaranchal, Madhya Pradesh and Punjab and approximately reached out to 5000 rural women and approximately 500 rural unemployed women have adopted this technology.

Health and Nutrition

Promoting healthy eating and living habits amongst children



Students at the Colgate oral hygiene workshop

According to WHO report 2007, *"there are about 53% children suffering from malnutrition in world, where as in India itself about 40% children in the age group of 5 -12 years are suffering from malnutrition resulting in under weight, stunted growth and thinness in urban as well as rural areas."* MCD department for Education has been concerned about the low nutritional levels of the primary schools children who are constantly unwell and show poor performance at the academic levels.

Thus, People for Action has drafted the project to increase the Nutritional Status of Children by spreading awareness about healthy living to the primary school children (age group 5-7 years) so that they are able to lead a healthy life and perform better academically.

Interactive Sessions are organized with renowned nutritionists; dietitians. Who interact with the students in a fun way to sensitize them about "Healthy eating & living".

To reach out to the larger community Group discussions are held with the parents to motivate them & their children to lead a healthy way of life. Inter school debates; quiz & discussions are organized with students of different schools to come together on a common platform showcasing their learning's related to healthy eating & living.



Students enjoying the dart game at the health & hygiene workshop

I enjoyed the dart board game a lot. I was very interesting and I immediately answered the question and also got a chocolate for it as a reward. - Shikha, Student from MCD School, Seelampur, Delhi



Achievement

Almost 16 workshops have been conducted all across India wherein approximately 2500 students have been sensitized on the issues of health and hygiene. There has been a significant change in the behavior of the students in practically accepting the best personal hygiene practices.

COMPUTER EDUCATION TO UNDER PRIVILEGE CHILDREN

Information and communication technology (ICT) proficiency for teachers and students throughout to nourish the use of ICT in teaching and learning, develop projects and research that will assist and support the use of ICT in learning and enable parents to participate in their child's education through online learning and access support mechanisms that will provide assistance to schools in ICT deployment.

In partnership with corporate house, they donated 20 computers each in all 5 Government Schools in Haryana, in total of 100 Computer. We manage, maintain and the run the computers labs. We deploy high speed broadband to all schools and quality digital tools, resources and infrastructure that will help support the IT education.



People for Action have been managing and supporting **5 Schools and reach 4500 Children** in between imparting Basic computer skills courses cover the most common usages of a computer, including a majority or all of the following: understanding the basic notions of computer manipulation; managing computer files, word processing, using spreadsheets and databases; creating presentations; finding information and communicating.



Our Partners

Pusa Institute of Technology

Pusa Institute of Technology formerly known as Pusa Polytechnic is a premier engineering college in New Delhi, India established in 1962. It is affiliated to the Board of Technical Education, Delhi of the Government of Delhi. It is one of the best government college amongst the polytechnic colleges in India. It provides Diploma technical education.

Apart from academic activities, the co-curricular activities, Sports, cultural and social service activities form an integral part of the Institute. The students get full opportunity to participate in co-curricular and extra curricular activities leading to a holistic personality development. We promote faculty Development Programmes, Seminars, workshops, and conferences with an intention to brace themselves with the latest development and challenges in their respective fields.

Lupin pharmaceutical

Lupin is a global pharmaceutical company offering a wide range of products such as Branded & Generic Formulations, Biotechnology Products, Active Pharmaceutical Ingredients (APIs) and Specialty. Lupin is a significant player in the therapy areas of Gynaecology, Cardiovascular, Diabetology, Asthma, Paediatric, Central Nervous System (CNS), Gastro Intestinal (GI), Anti-Infective (AI) and Non-Steroidal Anti-Inflammatory Drugs (NSAIDs). Lupin also holds a global leadership position in the Anti-TB and Cephalosporins segments. With a presence in over 100 countries, Lupin offers high-quality yet affordable medicines for some of the most chronic diseases addressing unmet needs in many parts of the world.

Candor TechSpace

Candor TechSpace is managed and serviced by Brookfield Properties. In India, we are setting new benchmarks with strategic endeavours in the field of Commercial Real Estate. Our dynamic portfolio includes over 20.7 million sq. ft. office space of which 13.87 million sq. ft. is fully operational. They are successfully running five IT/ITES campuses located in prime micro-markets of Gurugram, Noida, and Kolkata.

Every office space is unique and comes with its own nuances of infrastructure specifications, and that is why Candor TechSpace is committed towards creating and providing a workplace solution keeping you at the center. They are large and have integrated campuses that match the international working environment of operations at every level of the business value chain. Thus, they create a workplace experience which gives more reasons to enhance your productivity and is built around you.

Kohler India

Since 1873, Kohler Co. has been improving the level of gracious living by providing exceptional products and services for our customers' homes and their lifestyles. They believe better business and a better world go hand-in-hand. Fueled by the passion of more than 36,000 associates worldwide, they strive to enhance the quality of life for current and future generations through design, craftsmanship and innovation.

Sajita Bakery

Sajita Bakery in Bhubaneswar is one of the leading businesses in the Bakeries. Also known for Bakeries, Bakery Product Retailers, Bakery Biscuit Dealers and much more. A self-service outlet, Sajita Bakery in Rasulgarh welcomes customers between the hours of operation from 10:00 - 22:00 on all days of the week. Upon entering this eatery, be greeted by the warm and polite staff manning the counters, eager to serve you. From basic and simple cakes, this bakery also showcases its expertise in the skillful art of designing artisanal and bespoke cakes. Easily pay for your purchase using Cash View the 'Menu' to know about their complete list of offerings and make an informed choice prior to your visit here.

Ravish Kapoor Design

Ravish Kapoor is a New Delhi, India based designer of Invitations. Their clients come from all over the globe knowing that Ravish Kapoor's name is synonymous with 'elegance' and 'style'. From weddings to anniversaries, baby showers to birthdays, and inaugurations to parties, our innovative-designed, personalised cards can add a touch of warmth and style to any and every occasion.

Moon Steel and General Industries Pvt. Ltd.

Moon Steel and General Industries Pvt. Ltd. is one of the leading real estate companies. They build commercial complexes for companies like Wipro, Standard Chartered bank.