

Sundesh



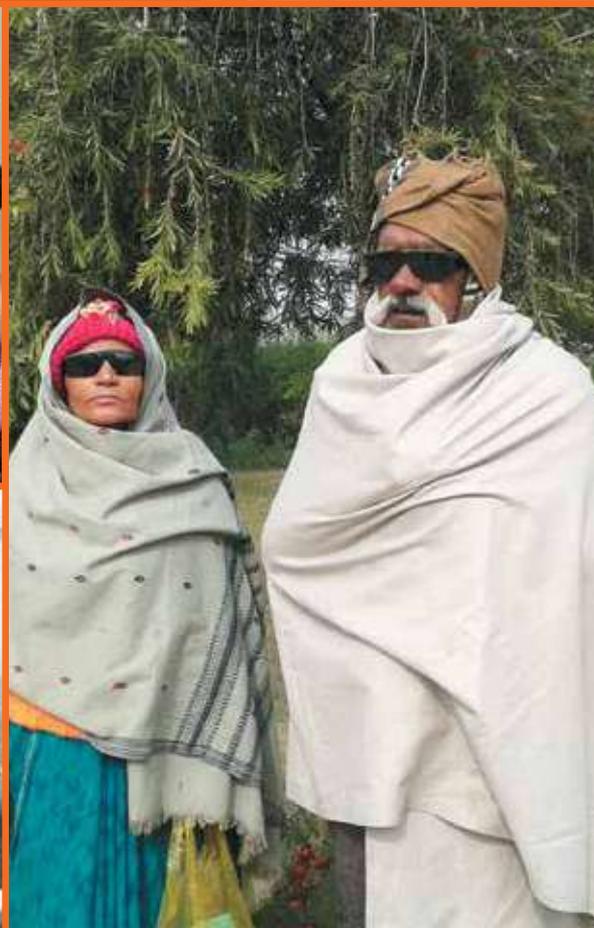
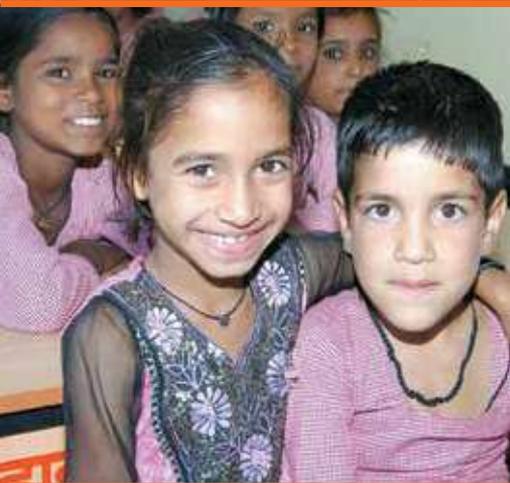
Sustainable Development Society

Sundesh

संदेश

Annual Report 2014-15

MAKING THE DIFFERENCE





संदेश
वह जीवन ही क्या,
जो दूसरों के काम न आये।

Sundesh



संदेश

डा. एस. के. यमन



Sundesh

संदेश





*What is that life worth
which cannot bring comfort
to others?*”

- Dr. S K Burman, Founder, Dabur India Ltd.

About **Sundesh**

Sustainable Development Society, popularly known as Sundesh, is a registered Non-Governmental Organization that has been working towards enabling the socio-economically marginalised members of the community to become self-reliant.

An outcome of the vision of Dabur India Ltd. Founder Dr. S.K Burman, Sundesh was established on 19th November 1993 and has been tirelessly working towards holistic development of rural areas and urban populace through Integrated Community Development Programmes.

Our team of dedicated, hardworking development professionals have been implementing and executing various need-based projects across Uttar Pradesh, Uttarakhand and Himachal Pradesh to improve the standards of living of both

urban and rural poor in these states. In order to give greater visibility and visual impact to community development programmes, Sundesh has established a resource center SIRUC that offers its entire package of community development services from a single door.

At Sundesh, we believe in pooling the strengths and expertise from like-minded organisations, government functionaries and concern-line departments to uplift the most vulnerable, underprivileged and deprived sections of the community, particularly adolescent groups and women. We believe that community development is not a publicity vehicle or a PR exercise, but a way of life. Our programmes provide social, environmental and economic benefits for the communities and help them in improving their quality of life.





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Sundesh
स्वच्छता जागरूकता कार्यक्रम
(स्वच्छ भारत अभियान के अर्न्तगत)

स्थान - कोपा, जिला - उधम सिंह नगर, उत्तराखण्ड
सौजन्य से - सस्टेनेबल डेवलपमेन्ट सोसायटी (संदेश)





The Journey called Sundesh

Sundesh started operations in Uttar Pradesh in 1994 and has progressively extended the scope of its operations in three districts of Ghaziabad, Hapur and Gautam Budh Nagar.

Sundesh started its operations in Rudrapur in the year 2008, and is presently working in 7 villages and urban slums in the state of Uttarakhand.

In the year 2010, Sundesh broadened its community development initiatives to Baddi in Himachal Pradesh to the nearby villages of Dabur Baddi manufacturing plant and is presently working in 5 villages in the region.

Today, Sundesh has more than 73 dedicated staff working on various community service initiatives across these three states. Sundesh has built comprehensive community development programmes in the field of Health care, Education, Livelihood Promotion, Environment and Village Development Plan (Model Village).



Our Vision

Through sustainable measures, actively contribute to the Socio-Economic Development of the community in which we operate and ensure participation from the community in creating value for the nation.



Our Values

Our success is based on the core values of Trust, Care, Honesty, Integrity & Responsibility.



Our Mission

Ensuring socio-economic development of the community through different participatory and need-based initiatives in the best interest of the poor so as to help them to become SELF-RELIANT and build a better tomorrow for themselves.

Enable the community members to be self-reliant and enjoy a healthy, dignified and sustainable quality of life. And to that end, act as a resource to and collaborate with other agencies – both governmental and/or non-governmental – to develop programmes and strategies for the benefit of the communities.



Our Objectives

- To undertake and organise Integrated Rural & Slum Development programmes
- To promote and organise educational programmes for children and women
- To run Vocational Training Programmes
- To activate the Rural as well as urban people to take-up Rural & Slum development work
- To promote Sanitation and work towards protecting the dignity of women
- To study, undertake, conduct, carry out research and collect data for Social Development

Strategy & Roadmap

Sundesh conducts regular surveys and meetings with community representatives and members to understand their specific needs. Based on these, social intervention programmes are devised to serve the communities in its areas of operation.

Sundesh also takes utmost care to create rural awareness on the importance of hygiene and the crucial role people, particularly women and youth, can play to make that a reality.

Sundesh, an outcome of the vision of Dabur founder Dr. S.K Burman, was formed to reach out to the weaker and more vulnerable sections – such as women and children, illiterate and unemployed – of our society. Sundesh works towards sustainable development in 3 key areas – Environment, Economy and Community. We have been involved in the social development sector for about 22 years, starting with health care services and slowly – but steadily – expanding the scope to cover various other activities related to rural development on a sustainable basis. Over the years, it has contributed to many worthy causes, addressing children’s literacy, improving healthcare services, skill development, and environment, to name a few.

The four focus areas of our Community Development strategy are:

- Health
- Education
- Livelihood & Vocational Training
- Environment Sustainability

Our long-term goal & roadmap is to create value for all stakeholders and foster rural prosperity.



Executive Council

An Executive Council has been put in place to suggest programmes and strategies for SUNDESH's community development initiatives. This Council comprises:

- Mr. Pradip Burman (Chairman)
- Mr. Partho Ganguly (Secretary)
- Mr. Ashok Bahl (Treasurer)
- Mr. S K Dhawan (Member)
- Mr. A Sudhakar (Member)
- Dr. Gautam Vohra (Member)
- Mr. Kuldeep Seth (Member)
- Mrs. Shiromani Vijay (Member)





Transforming Lives



Health

3,52,900

individuals benefitted from our Health initiatives



Education

9,100

kids benefitted from our Education initiatives



*Livelihood &
Vocational Training*

6,600

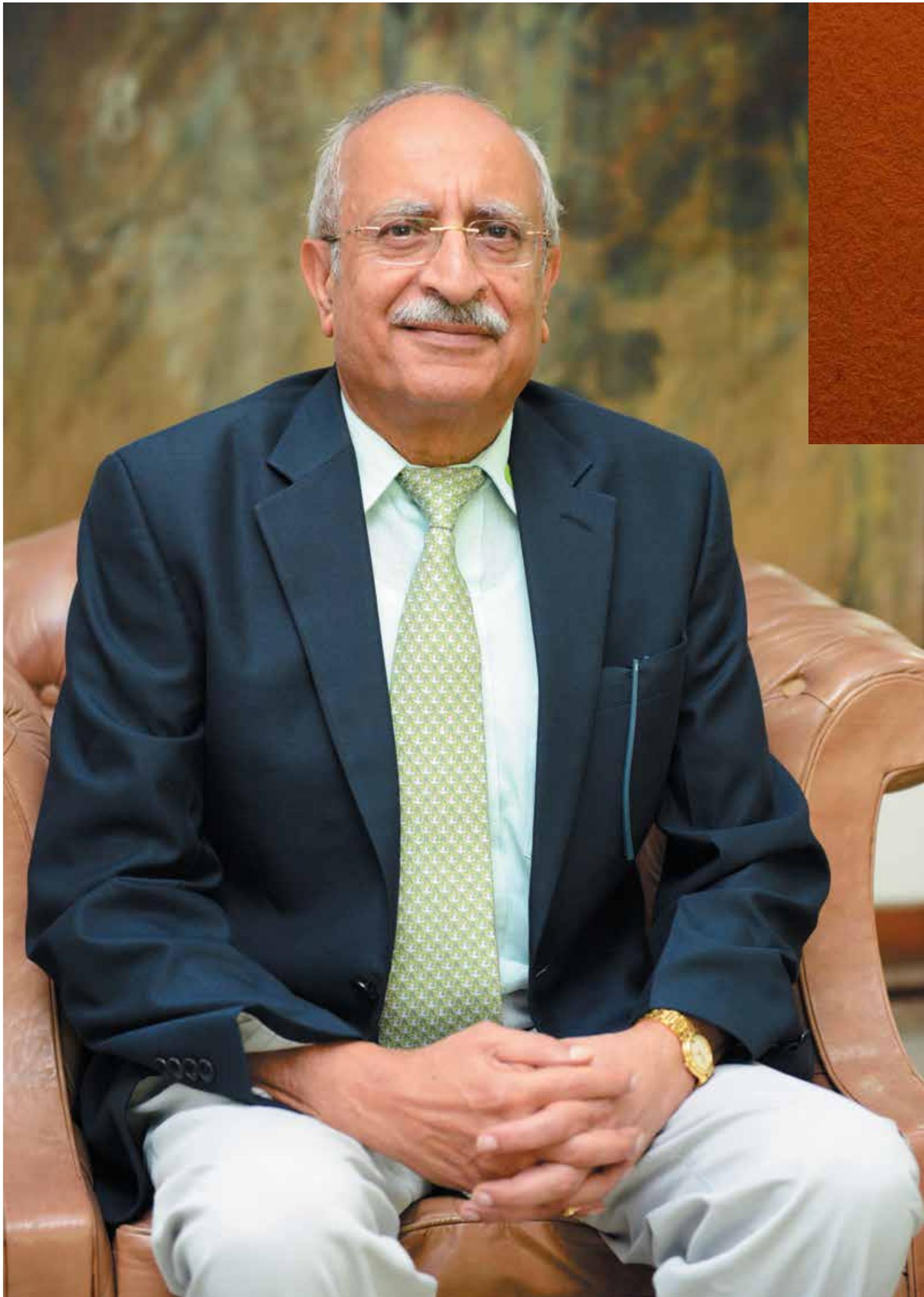
rural women & youth gained from our Livelihood programmes



*Environment
Sustainability*

460

beneficiaries of our Agronomical initiatives



From the Chairman's Desk

I am delighted to present our Annual Report for 2014-15. Let me begin by thanking our partners and volunteers for their unflinching support in our mission to improve the lives of members of vulnerable sections of the society. Without your selfless support and guidance, our efforts would not have been complete and would not have borne the desired fruit.

The year 2014-15 marks the completion of 21 years of our existence. Over the past two decades, we have been promoting mother and child healthcare, enhancing educational levels, creating livelihood opportunities among women and girls from the most marginalised communities in India. We have covered an estimated 38.25 lakh direct beneficiaries and 25.30 lakh indirect beneficiaries across the three states of Uttar Pradesh, Uttarakhand and Himachal Pradesh. As we step into the 22nd year of our establishment, we have outlined a series of new initiatives that will further enhance the quality of life for thousands of urban and rural poor in India, with a strategic focus on improving nutrition, fostering healthy communities and promoting diversity.

Social Change, they say, is constant and inevitable. The past year saw an atmosphere of civic and political engagement developing in our nation towards community development with the government preparing norms for Corporate Social Responsibility (CSR) by Companies. The year 2014-15 saw Sundesh cover new ground in community development – from providing basic healthcare to the needy, to constructing toilets in rural households, from offering primary education to upgrading the skill sets of rural populace. This report will give you details of the various initiatives under taken by Sundesh during the year. It gives me great pride to be associated in changing for the better the lives of children, who were illiterates or denied of their fundamental rights, and transforming them to become educated,

skilled, employed, self-reliant and contributing to their families and communities.

As the Chairman of Sundesh, I am pleased to report that we have continued to make a positive impact in the communities that we operate in. Till date, a total of over 67,000 patients have been treated at the Health Post established by Sundesh. In addition, a total of almost 1,900 children have been linked with formal schools through our Non-Formal Education programmes. Over 3,400 women have become literate through our Adult Literacy initiative, while over 4,200 women have become self-reliant and contributing to the household income after being trained at our Vocational Training centres.

Our efforts for Community Development have not gone unnoticed and Sundesh was bestowed with several CSR recognitions for its continued contributions to social responsibility over the years. The Society was awarded the CSR Excellence Award – ‘We Care 2014’ – for its social initiatives in the field of Skill Development and Livelihood Programmes for Rural Development. The Amity CSR Award 2014 was presented at a function organised at Confederation of Indian Industry (CII), Chandigarh.

We have covered a lot of ground, but there are still miles to go before the huge disparity is bridged and a better future delivered to every child. Our ultimate aim is to put a smile on every face. As we set out to achieve our goals, I would like to once again thank you – our supporters, partners and volunteers, for your support and encouragement.

Sincerely,

Pradip Burman
Chairman
Sundesh



जीते जीते रक्तदान जाते जाते नेत्रदान



नेत्र जाँच एवं मोतियाबिन्द ऑपरेशन शिविर
 प्रत्येक माह की 14 तारीख,
 समय - प्रातः 9.00 से सां.पहर 1.00 बजे तक
 ग्राम-छोना, पो. नंगला, तालुका-... विकास...
 ...दरी, जिला-गंगमधुद नगर (उ.प्र.)
 लार...
 पुव...





Activities, Achievements & Performance

Sundesh strives to address the needs of local communities by developing programmes and initiatives keeping their specific needs in mind. Services and initiatives are also tweaked from time to time, in line with the changing needs & sensitivities of the community and its members in mind.

Our work is two-pronged: We work at the community level to empower its members, particularly women and children, to be the catalysts of change in their own right. We also collaborate with existing public health systems, health care providers and our donor partners to create sustainable improvements in the lives of both urban and rural poor.

As a development agent, the level of trust that the society has in us is a crucial measure of our success. At Sundesh, we strive to improve and enable the communities where we function by nurturing and supporting projects encompassing public health, education, women empowerment, livelihood, community development and social welfare, to name a few.

The following sections will provide a detailed view of the various initiatives undertaken by Sundesh across the three states under its four focus areas of:

The four focus areas of our Community Development strategy are:

- Health
 - Education
 - Livelihood & Vocational Training
 - Environment Sustainability
- 

को अपना है,
र भगाना है।

संदेश



Sundesh

ईको

क्र.सं.	छात्रका नाम	पद	कक्ष
1		अध्यक्ष	
2		उपाध्यक्ष	
3		सचिव	
4		महासचिव	
5		सदस्य	
6		सदस्य	
7			
8			





Health

Despite several growth-orientated policies adopted by the government, the widening economic, regional and gender disparities are posing challenges for the health sector in the country. All over the country people are dying of diseases that should not kill them. Contagious, infectious and waterborne diseases, such as diarrhoea, typhoid, malaria, tuberculosis etc. dominate the rural landscape. Even non-communicable diseases, such as cancer, diabetes and HIV/AIDS are on the rise. Add to that the poor life expectancy, high infant and maternal mortality rates in the country, and rural India seems to be grappling with a health epidemic.



At Sundesh, we believe that Health Care is a right, not a luxury. It is vital to break the cycle of poverty. Our mission is to provide quality services to the needy and the underprivileged to enable them to live life with dignity.

The objective of our rural Health Care services is to mobilize the community and build awareness, equipping them with adequate information, skills and confidence to access health services. At Sundesh, we seek to improve health of the communities in which we operate. Towards this end, we provide curative and preventive healthcare services through Static OPD, Mobile OPDs, Women Well Clinic, Community Health Workers, Health Awareness Camps, Eye Camps with free Cataract Operation.

Lack of access to sanitation facilities is as big a problem. The United Nations estimates that 2.6 billion people, including 700 million in India, do not have the luxury of a household toilet or the privacy of a secluded latrine. According to estimates by two UN agencies, around 2 million children die every year from diarrhoea or diseases resulting from poor sanitation.





The government has launched an ambitious Swachh Bharat Abhiyaan to end Open Defecation. We believe that the government’s Swachh Bharat Abhiyaan will only succeed if communities participate in the construction of sanitation facilities, use toilets once they are built, and embrace hygienic habits and behaviours. Just ahead of the launch of government’s Swachh Bharat Mission, Sundesh launched its sanitation initiative in the hinterland.

The various health-related initiatives undertaken by Sundesh across the three states are:

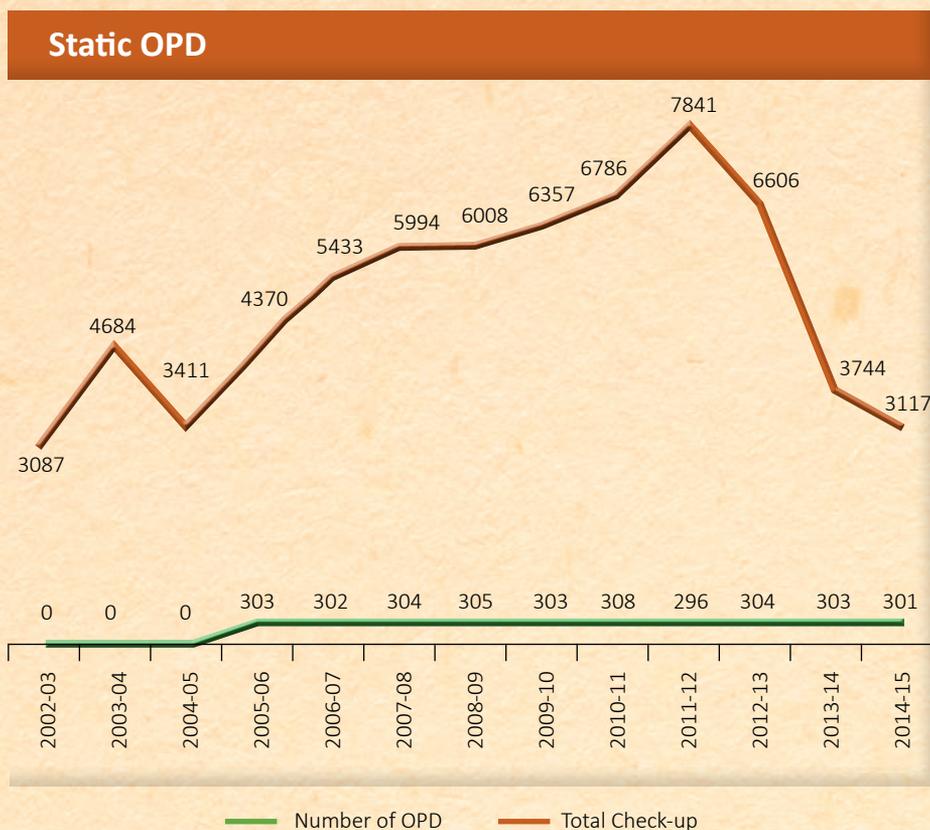
Static Health Post

Sundesh, in association with Chunni Lal Medical Trust (CLMT), provides Primary Health Services to the poor and the marginalised rural people through its Health Post at village Chauna, Gautam Budh Nagar district of Uttar Pradesh. Through the Health Post, we provide quality OPD services, treatment & medicines to poor families at highly subsidised rates.

We also give special focus to Women Health Care, providing regular check-ups during pregnancy and encourage them to go for Institutional deliveries.

In year 2014-15, 301 days of OPD were conducted at the Sundesh Health Center where 3,117 patients were examined. Since 2002-03, a total of 67,438 villagers have benefitted from our Health Center.

“
At
Sundesh,
we believe
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Care is a
right, not a
luxury
”



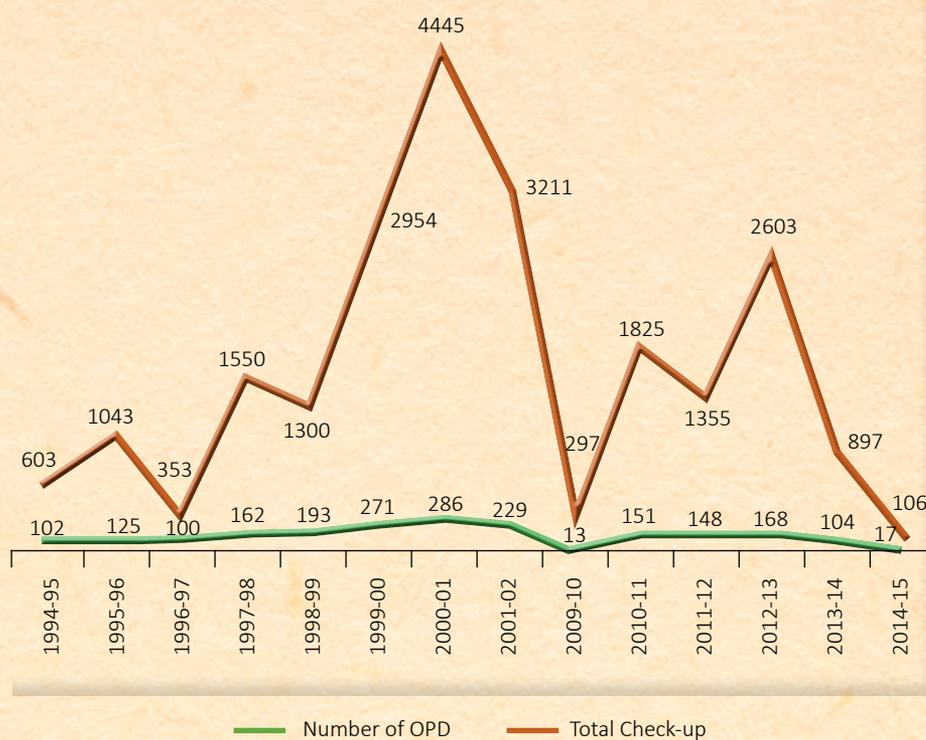
Mobile OPDs

Sundesh provides rural folk with curative health care services at their doorsteps through its mobile medical vans. Equipped with a qualified doctor, the mobile OPDs visit under-served and un-served villages offering the villagers Health Care services at their doorstep. We have covered around 23 villages of three districts of Hapur, Ghaziabad and Gautam Buddha Nagar District of Uttar Pradesh.

The Mobile OPD service was started by Sundesh in 1994-95 and till date 22,542 patients have benefitted from this.



Mobile OPD





Health Camp and Awareness Programmes

Health needs vary as per age and gender within a community. Sundesh has been devising programmes to meet the specific needs of each community member. Mother and child health care continues to be the focus of our community health interventions.

We regularly organise awareness camps and vaccination drives to help the community members ward off a variety of ailments. General health check-up camps are also organised with the support of Chunni Lal Medical Trust. Eye Care Camps are organised at the Health Post in Village Chauna (Ghaziabad) with the support of Chunni Lal Medical Trust, Sundesh & Lions Eye Hospital (Kavi Nagar, Ghaziabad). These camps are held in rural areas to maximise benefits to villagers. The needy patients are checked and suitable treatment suggested, including medicinal support at a nominal price. In addition, Puse Polio Support programmes were organised in Village kheda of Rudrapur (Uttarakhand), and Malnutrition Control & Advocacy Programme organised in village Kopa Lal Singh and Kopa Dhainumber in Udham Singh Nagar (Uttarakhand) targeting pregnant women, new mothers and children. Several HIV-AIDS awareness camps were also organised in Uttar Pradesh and Uttarakhand during the year.



Malnutrition Camps

Despite improvements in food production, implementation of poverty alleviation programmes and nutrition programmes, malnutrition continues to stalk the children across the hinterland. Sundesh has taken the onus of spreading awareness about malnutrition and educating the rural populace on fighting malnutrition among kids.

Uttar Pradesh

Sundesh conducted a camp to identify malnourished students at its Non-Formal Education (NFE) centres in Nidhawali, Dehra, Nidori and Dhoulana villages. Out of the 186 students examined during this drive, 61 (32.8%) students were found to be





malnourished. To overcome the deficiency, doctors from Sundesh advised the family members about the nutritional diet and distributed Spirulina free of cost among the malnourished students.

Regular checkups of malnourished children were conducted at all the NFE centres. Sundesh also distributed 15 tablets of Spirulina to each student at Primary & Middle Government school in Chouna village of Dari Block, Gautam Budh Nagar district, Uttar Pradesh.

Uttarakhand

Sundesh implemented a project 'Addressing Malnutrition Among children' in village Kopa Lal Singh and Kopa Dhainumber of Gadarpur Block in Udham Singh Nagar District of Uttarakhand with an aim to control childhood malnutrition in these villages. Sundesh closely works with pregnant women, lactating mothers and mothers of malnourished children and ensures that women and children get sufficient amount of minerals and vitamins that can substantially reduce child mortality and nutrition-related problems. In all, 26 malnourished children were identified from village Kopa Lal Singh and Kopa Dhainumber and treated through various nutritional interventions. The project organised a set of activities to address the malnutrition-related issues among children. It included health & nutrition education to mothers, providing nutritious capsule to malnourished children, ensuring regular weighing of children and capacity building of grassroots-level workers like Aanganwadi workers, ANM & ASHA workers.

Regular counseling and home visits were also conducted to ensure early initiation of breast-feeding, exclusive breast-feeding, age appropriate complementary feeding, regular weighing of malnourished children and also ensuring consumption of spirulina capsules provided by Sundesh.

Project Outcome

- Out of the 26 malnourished children, 18 children improved their grade
- Capacity built for grassroots-level workers like AWWs, ASHA worker and ANM
- Mothers have become more capable of taking care of their children in terms of community-based nutritional care
- Death in early childhood prevented through nutritional interventions
- Maternal Mortality Rate (MMR) and Infant Mortality Rate (IMR) reduced

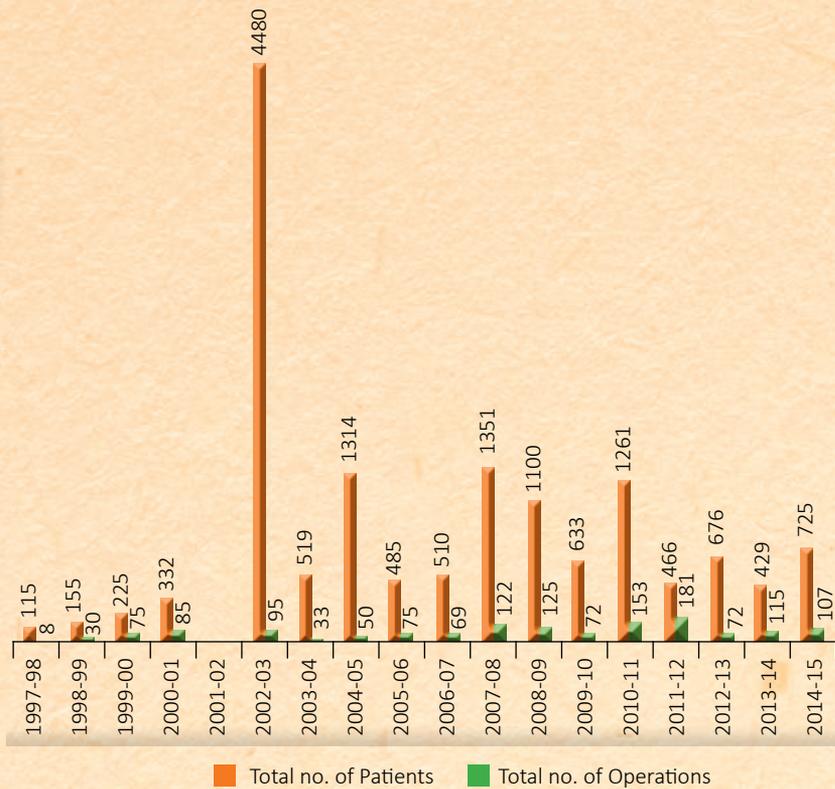


Eye Camps

Sundesh has been working with the elderly suffering from eye-related problems like Cataract. An eye camp is held every month to help the elderly who are suffering from any eye-related issues. The patients detected with Cataract problem were referred to Lions Eye Hospital, Ghaziabad and free-of-cost services provided for all cataract operations. In the year 2014-15, a total of 725 patients were examined and 107 cataract patients were operated on. Since its inception, 14,776 patients have been examined at these camps and 1,467 cataract operations have been done free of cost.



Eye Camp





Antenatal Care (ANC) Camps

Sundesh started its ANC camp programme in the year 2013-14 and continued this initiative in 2014-15. This year, 20 camps were organised in Kakrana, Tatarpur, Chouna, Dahirpur and Hassanpur villages including SIRUC. A total of 165 pregnant women were examined and advised by the female doctor at these camps.

Awareness meetings and Pathological tests were also conducted. The pregnant women with deficiencies were given Fezolina and Calcium tablets with other medicines at subsidised rates. Demonstration and advice for a balanced diet (including grams, jaggery and other nutritious food for pregnant women) were given to the patients.

Sundesh representatives followed up with 91 patients till their successful delivery. Till date, 178 pregnant ladies have benefitted from our ANC camps.



Pulse Polio Support Programme

Sundesh has been consistently supporting the government's Pulse Polio Drive in village Kheda with its initiatives. Village Kheda is a slum area of Rudrapur and is considered as high risk for polio cases. As part of its initiatives to eradicate Polio, Sundesh has formed Bulawa Toli (a group of school children), who mobilise parents of 0-5 year-old children, especially belonging to those families who have shown resistance towards Polio drops. Due to their active support, the coverage of Pulse Polio Drive has been increased by 60-80% in each round and around 3,000 children covered during each round.





World Breast Feeding Week

Sundesh observed World Breast Feeding Week at village Kopa Dhainumber in Uttarakhand. Key information on early initiation of breast-feeding, exclusive breast-feeding for the first six months from childbirth and importance of breast milk for both mothers and children was shared during the programme. Around 50 expecting mothers and lactating mothers took part in the programme and were made aware about the importance of breast milk. This programme, we are confident, will be helpful in reducing IMR and MMR.



National Nutrition Week

Sundesh celebrated National Nutrition Week at village Kopa Dhainumber and Kopa Lal Singh in Uttarakhand and spread awareness among villagers about the need for IFA consumption during pregnancy, breastfeeding, vaccination of children and pregnant women, and age appropriate complementary feeding. Around 70 caregivers participated in the programme and were made aware about the best practices related to health and nutrition.



HIV-AIDS Awareness

Uttar Pradesh

Sundesh observed World AIDS Day on 5th December 2014 and implemented awareness programmes the entire month, covering the three villages of Dhoulana, Dahirpur and Nidhwali. A variety of activities were conducted and various tools like puppet shows, rallies etc. deployed in the villages to sensitise the population about prevention of HIV/AIDS.

The villages covered under the awareness programme with details of activities are as follows:

Date	Place	Activities	Key Attendees
10 Dec 2014	Pakki Choupal, Dhoulana in District Hapur, Uttar Pradesh	Aids awareness through Puppet and Magic show	Dr. Naveen (Medical Superintendent Dhoulana), Dr. Balwant, Ms. Rajni Sharma (Counselor Integrated Counseling and Testing Center, ICTC), CMC and VMC (community mobilizer) UNICEF, SHGs Member, Anganwadi workers, ASHA worker, Female Students of Champa Balika Inter College and Villagers
13 Dec 2014	Dahirpur in District Hapur, Uttar Pradesh	Aids awareness through Puppet and Magic show	Pradhan, SHG members, Anganwadi worker, ASHA worker and villagers
18 Dec 2014	Nidhawali Village in District Hapur, Uttar Pradesh	Sensitising the villagers through Rally (banners, posters and slogans)	Women Adult Literacy Center, male and female Students of Ambedker Junior High School

Uttarakhand

World AIDS Day 2014 was also observed in Uttarakhand and various activities were organised on the occasion to create awareness on HIV/AIDS related issues and their appropriate management. Target groups, particularly migrant workers, were sensitised through one-to-one interaction, group meetings, rally and puppet-cum-magic shows. Health Department of Uddham Singh Nagar, Local School, College and other NGOs actively participated in the programme.

Around 5,000 people, including employees, adolescent groups, truckers, rickshaw pullers, and migrant labourers were sensitised for better management of HIV/AIDS related issues.





Rural Sanitation Programme

Sanitation, or the lack of it, is a major problem in rural India. According to estimates, more than 60 percent of all open defecation in the world takes place in India. Villagers are using open space to defecate, which is posing a serious threat to their health and nutritional status, in addition to endangering the safety of women and girls. Due to their low income, the families in rural India are unable to construct toilets in their households.

Due to open defecation, the cases of diarrhea, cholera, typhoid and hepatitis A are also rising at an alarming rate in these villages. Various studies have shown that open defecation also causes stunting of growth among children.

Lack of hygienic sanitation facilities in schools is another cause of embarrassment for girl students, particularly in rural India. As a consequence, they leave school on average at an earlier age than their male contemporaries. At Sundesh, we are committed to improving the sanitation facilities for the girl child, both in their households and at their schools. Building toilets and bathing rooms, we believe, is half the battle won when it comes to improving health conditions of the rural communities. The other, and more crucial half, is motivating people to use them and adopt hygienic practices.

Sundesh conducted a detailed baseline study, along with Self-Help Groups (SHGs) in villages and realised that over 50% of the households do not have access to toilets. Given this grim scenario, Sundesh decided to address this issue by financially supporting the poor families in constructing toilets in their households. We also sought to educate them about proper use of toilets, regular cleaning of toilets and washing of hands after using it. Sundesh also provided a cleaning kit, consisting of cleaning brush, toilet cleaner and air freshener, as a token of appreciation to the families constructing toilets in their households.

We have taken the onus of constructing both household and school toilets in villages covering Uttar Pradesh, Uttarakhand and Himachal Pradesh in a bid to put an end to open defecation.





Construction of Toilets

Through the village meetings involving SHG and Kisan club members, Sundesh representatives motivated the villagers to change the habit of open defecation. Sundesh suggested construction of toilets in their household and offered to fund 50% of the total construction cost.

To ensure complete participation, Sundesh decided to involve the woman of the household in this initiative. The financial support was given to the woman through a cheque. The financial support was released in two installments, with the first part being given once the pit digging was completed and second part at the end of the construction.

The women who agreed to construct toilets were asked to submit their identity card and bank account details along with a request letter and Ghosna Patra. To further authenticate the request of the beneficiary, every stage of the toilet construction was duly photographed and recorded. When the toilet construction was completed, a message related to health and sanitation along with a unique ID was painted on the wall of toilet. At the end, the cleaning kit was presented to the beneficiary household.

Uttar Pradesh

Sundesh conducted a detailed survey of the following 11 villages in Uttar Pradesh to identify the number of households that do not have individual toilets. The survey is shown in the table below:

S.No	Village Name	Village Population	Number of Households	Number of Households that do not have Toilets
1	Nandpur	1,705	260	134
2	Nagla Gajju	1,179	185	104
3	Dahirpur	1,060	214	148
4	Chouna	2,313	377	145
5	Naraina	1,968	442	276
6	Nidhawali	2,271	498	158
7	Tatarpur	1,656	287	100
8	Domatikri	1,150	183	124
9	Jadipur	897	156	80
10	Hassanpur	3,871	689	59
11	Saulana	3,170	563	180
TOTAL		21,240	3,854	1,508

Sundesh has targeted to saturate most of the villages mentioned in the above chart over the next 3-4 years and intends to ensure that every rural household in these villages will have individual toilets.

In 2014-15, Sundesh financially supported 82 households in the Ghaziabad region towards construction of individual toilets.





Uttarakhand

While assessing the sanitation needs in villages of Uttarakhand, Sundesh found that numerous schedule caste and schedule tribes families do not have access to individual toilets and were using open space to defecate. While they were aware of the problems open defecation created, lack of appropriate funds held them back from constructing toilets in their households.

The survey of villages in Rudrapur showed the following results:

S. No.	Village Name	Number of Households	Number of Households that do not have Toilets
1	Buksaura	487	117
2	Kopa Lal Singh	72	61
3	Kopa Kripali	215	173
4	Kopa Basnta	48	39
5	Kopa Chhidha	115	93
6	Kopa Dhainumber	113	100
TOTAL		1,050	583

During the year 2014-15, Sundesh supported 16 poor families in constructing individual household toilet and motivated them for proper maintenance and use of toilets.

Himachal Pradesh

In the villages of Baddi (Himachal Pradesh), more than 50% families belonged to schedule caste and backward communities, and many of them do not have sanitation facility/toilets in their homes. Through our Rural Health and Sanitation Programme, Sundesh decided to provide financial support to these villagers for constructing individual household toilets.

S. No.	Village Name	Number of Households	Number of Households that do not have Toilets
1	Akanwali	63	20
2	Jattimajra	50	12
TOTAL		113	33

With the objective of making these villages open defecation free, Sundesh launched the sanitation drive in two selected villages. In 2014-15, Sundesh supported construction of three toilets at village Akanwali and Jattimajra.





Cleanliness Drive

In line with the government's Swachh Bharat Abhiyaan, Sundesh initiated a new drive towards cleaning villages in Uttar Pradesh and Uttarakhand.

Uttar Pradesh

Cleanliness awareness drives were organised in Nagla Gajju, Naraina and Nandpur villages of Uttar Pradesh. Awareness meetings were held and street and drainage system cleanliness drives undertaken in villages as part of efforts to sensitise the villagers to keep their villages clean.

Sundesh also provided dustbins to government schools and sought to inculcate among children the habit of using dustbins for disposing garbage. The children were informed about the need to keep their classrooms and school premises clean. This programme was initiated with the support of school teachers and the Head Master.

Sundesh distributed dustbins to Primary and Upper Primary government schools of Basatpur, Nidhawali, Nandpur, Chouna, Nagla Gajju, Naraina, Nagla Udayrampur, Siddipur and Tatarpur Villages in Uttar Pradesh.



Uttarakhand

As the part of its Sanitation Programme, Sundesh organised a goshti and rally in Kopa village of District Udham Singh Nagar to sensitise residents and villagers about proper disposal of household waste. Villagers were also informed about the need for washing hands before eating and after using toilet, and cutting nails on a regular basis. Around 5,000 people were covered under this initiative and urged to adopt appropriate sanitation and cleanliness practices to make their village neat and clean and help control the spread of diseases.

Taking this forward, a similar goshti and rally was organised in village Buksaura and the villagers informed about the need to promote cleanliness in their village and surrounding areas.

Himachal Pradesh

With the objective of creating awareness about sanitation and cleanliness, special programmes were organised in schools in Baddi. Awareness was generated among the school children about the benefits of keeping their homes, village and school clean through a drawing competition.



Success Stories of *Health*



BUNDLE OF JOY

“*RENU was all of 17 when she got married to Malkhan, a contract labourer in a factory near village Hasanpur in Hapur district of Uttar Pradesh. Two years after her marriage, Renu gave birth to twin boys. Her delivery was conducted by a trained birth attendant at her home.*”

However, the kids suffered from low birth weight and tragedy struck the family when one of two babies passed away within a week. When health workers from Sundesh heard about the tragedy, they approached Renu and persuaded her to visit their Health Post in village Chauna to ensure that both the second baby and the mother got proper medical assistance and guidance.

Proper treatment was given to the kid, while the new mother was advised about baby care and the benefits of regular breastfeeding to increase the child's weight. Regular follow-ups were also done and the kid's progress monitored. Today, both Renu and her son are living a healthy life.

BRINGING JOY TO HER LIFE

“The 24-year-old Savitri Devi, wife of Mr. Sohan Pal, belonged to schedule caste. A resident of Chouna village, her husband is a daily wage earning mason and was unable to earn enough to provide a decent living for his family. He was suffered from health issues, which further disrupts their household finances, forcing the family to sell off half their house.”

During these financially tough times, she became pregnant, which further strained her finances. As a result, she was not able have a proper diet that is recommended for pregnant women and, at times, could not even get her daily meal required to keep herself healthy. Though her neighbours pitched in at times with food, it was insufficient for a pregnant woman.

During these troubled times, she came into contact with the community health workers of Sundesh, who found her very weak and suffering from pain in her legs. She could not have survived a delivery in this condition.

The Sundesh team (with its center run by Chunni Lal Medical Trust) took up the case on priority and put her under proper care, giving free medical check-up and subsidised medicine. She was also provided TT injections and the required iron tablets from Government local health center. With due care, her condition improved and she was admitted to the District Government Health hospital in Ghaziabad for institutional delivery. Savitri delivered a beautiful and healthy girl, and also received Rs. 1,400 post-delivery under the NRHM scheme.





Education

The importance of education is undeniable for every single person. At Sundesh, we believe that education is both the means as well as the end to a better life... It is key to ensure overall development of the society. It is a big factor in helping poor families move up the social ladder while broadening leadership potential of rural communities.

Our education programme – run in association with Dabur India Ltd. – forms a key pillar of the development agenda set by founders. Sundesh has endeavored to sensitise the need of education among the children and their parents living in villages and slums, both in urban and rural India. Through our various initiatives ranging from Non-Formal Education, Remedial Education, Adult Literacy, School Support Programme, BALA Painting and Life Skill Training, we have positively impacted the lives of thousands of children and women who have come under our fold.

Sundesh Gyan Deep Kendra (Non-Formal Education Centre)

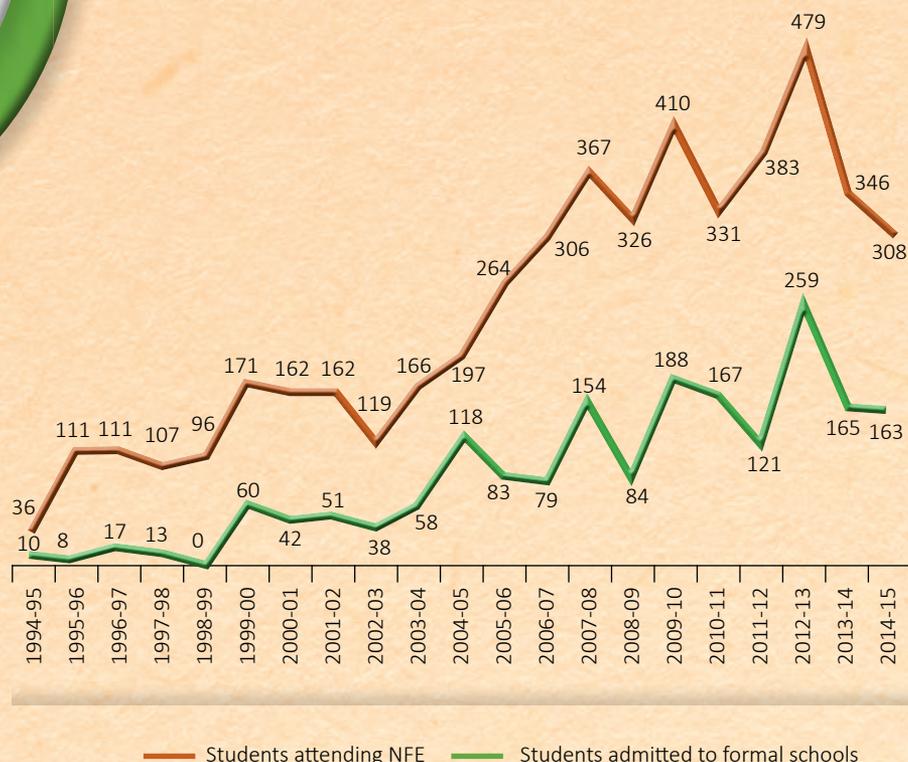
Sundesh's education initiative is aimed at providing Non-Formal Education (NFE) to out-of-school children in the 6-14 year age group from the underprivileged sections of the society. We firmly believe that providing a strong foundation in primary education for these children is a big leap forward towards ensuring sustainable development of the community as a whole. Every year, children from rural areas drop out of the formal education system either to help their families in the farm or due to abject poverty. Our representatives work with the community members and encourage them to enroll these kids, who are either school drop-outs or have never seen a school from inside, at our NFE centres. After completing their basic education at these centres, the children are encouraged to get enrolled in formal schools to continue their education.

Sundesh today runs NFE centres in Uttar Pradesh and Uttarakhand.





Non Formal Education



“
 At
 Sundesh,
 we believe
 that
 Education
 is both the
 means as
 well as the
 end to a
 better life



Uttar Pradesh

Sundesh Gyan Deep Kendra was first established in Uttar Pradesh in the year 1994-95 and the number has now grown to seven (7) centres. A total of 1,819 students have till date been admitted to formal education centers. In the year 2014-15, a total 149 students from 7 centers were admitted to formal schools.

Uttarakhand

Shivnagar is categorised as a slum area in Rudrapur. Given the migratory nature of people residing in this slum area, children could never afford education and were usually forced into child labour. Sundesh assessed the problem of this group and opened a Gyan Deep Kendra within this slum area with the objective to provide basic education to slum children and encourage them to join formal schools.

This programme has helped overcome the barriers to some extent in the day-to-day lives of children and adults residing in this slum area. A total of 180 people, including children, women and adolescent girls, have become literate following this intervention by Sundesh.

Till date, 59 children have been integrated with formal schooling system. In the year 2014-15, 14 children have been integrated with formal schooling system after completing their basic education at our NFE centre.

Sundesh Gyan Arjan Kendra (Remedial Education Centre)

The idea behind opening remedial education centres was to support weaker students by offering them tuition classes. The centre has helped in bridging the knowledge gap and improving the quality of education for the school-going children from weaker sections of the society.

Uttar Pradesh

This programme was initiated in Uttar Pradesh in the year 2013-14. Sundesh now runs 4 Remedial Education Centres with total enrollment of 97 students in the villages of Hapur district of Uttar Pradesh. A total of 208 students were benefitted from the programme till date.

Uttarakhand

Sundesh started its remedial education programme in Uttarakhand at village Bindu Khatta in October 2013. It was found that some children are poor performers in schools because of the low literacy level of their parents, impacting their self-confidence. To mitigate these issues, Sundesh started the Remedial Education Center, which has helped solve the problems faced by these children, enhanced their ability to comprehend things being taught and improved their confidence and their grades.

In 2014-15, 15 children have attended the classes at the remedial centre. Till date, 31 kids in Rudrapur have benefitted from the programme.

Bahno Ki Paathshala (Adult Literacy Centre for Women)

Basic literacy is essential for eradicating poverty, reducing child mortality, curbing population growth, achieving gender equality and ensuring sustainable development. Illiterate adults, especially women, struggle to find a voice in their communities, and suffer severe gender discrimination. Even with their maximum efforts, they are unable to contribute to their family without education.





Sundesh is dedicated to empowering women and adolescent girls, particularly those belonging to weaker sections of the society, through various interventions and initiatives. At Sundesh, we are committed to empowering every female member of the underprivileged sections of the society with functional literacy and an understanding of their basic rights and responsibilities.

With the planned interventions and sustained efforts, we have made considerable progress in improving the literacy levels among women in the villages of Uttar Pradesh, Uttarakhand and Himachal Pradesh.

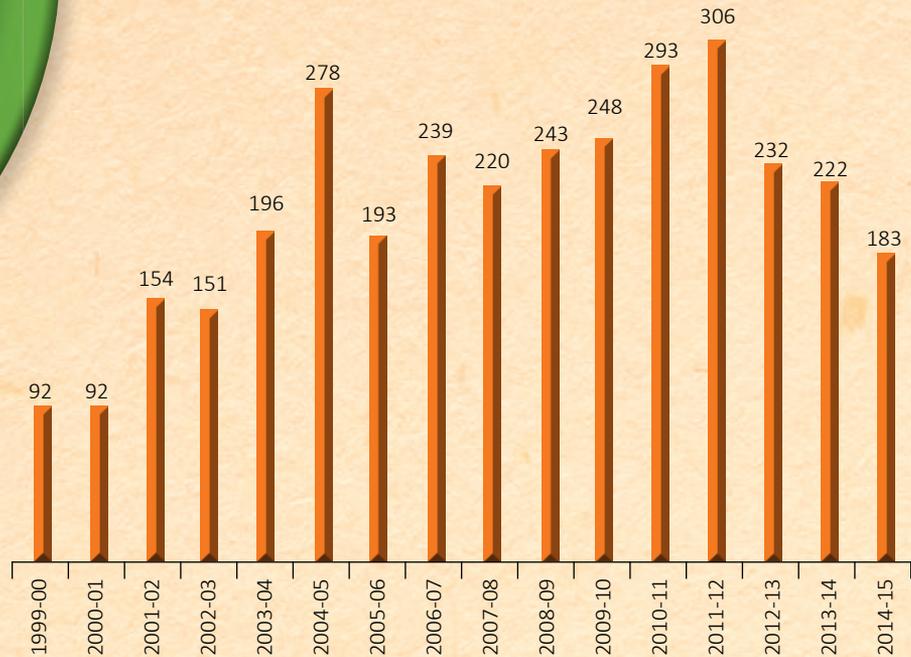
Under our adult literacy programme, Sundesh operates centres – christened Bahno Ki Paathshala – which seek to increase basic literacy levels among women in the villages. This one-year course is targeted at women in the age group of 15-35 years. At these centres, we conduct regular classes for Hindi, English and Mathematics through a planned curriculum.

The programme has improved the self-confidence among woman in the villages and enabled them to read & write, calculate their expenses and even operate their own bank accounts and sign cheques.

Till date, 3,434 women have become literate through this initiative.



Adult Literacy



■ Total no. of Women Beneficiaries

Uttar Pradesh

Sundesh operates seven (7) adult literacy centers in the villages of Uttar Pradesh for illiterate girls and women. The activity was started in the year 1998-99 and in year 2014-15, a total of 130 women benefitted from this activity.

Uttarakhand

Working towards empowering rural women, Sundesh initiated the adult literacy programme at village Kopa Lal Singh of District Udham Singh Nagar. The programme sought to improve the status of underprivileged women through literacy, knowledge and developing confidence. A total of 27 rural women have been made literate through this intervention this year.

Himachal Pradesh

The Baddi region in Himachal Pradesh has many villages with low literacy rates among adults, which leads to their low status and lack of opportunity in the society. Considering the need of this community, the Sundesh team has been restlessly involved in empowering them through motivation and education. Taking this forward, Sundesh achieved a new milestone in June 2014 by opening its first adult literacy centre, Bahno Ki Pathshala, in Baddi.

Our team identified the illiterate women from the village and organised them through Aanganwadi workers and village stakeholders. A focussed group discussion was also organised with the needy women of the community in the target villages of Malku Majra and Kondi. It emerged that while the women in these villages were keen on studying and gaining basic literacy, lack of opportunity and paucity of time (given the fact that most women travelled for work) have been the big stumbling blocks.

Considering the need of the community, Sundesh hired a local woman tutor and opened its adult literacy centre at their doorstep in Malku Majra and Kondi Villages to run for 3-6 months as per need. During this period, women were equipped with basic education in reading and writing, free of cost.



After six months of continuous efforts, more than 50% of the women who had enrolled for the course have become literate. It is heartening to see the improved confidence level of the women in this group, who have now started reading newspapers. During the year 2014-15, Sundesh operated two batches at this centre, imparting basic education to 27 women.

Adarsh Paathshala–Ek Nai Pahal *(School Support Programme)*

The recent years have seen a marked improvement in primary school enrolments in the villages. But a bitter reality staring in the face of these positive numbers is the fact that government-run schools also register huge drop-outs. The reason: poor infrastructure in most of these schools.

Given this, Sundesh – with the help of Dabur India Ltd. – has taken up the responsibility of creating an environment conducive to learning by changing the face of the school and improving the infrastructure in these schools to uplift the overall learning experience for school going kids.

Uttarakhand

In the hilly regions of Uttarakhand, most government-run schools do not have solid desk-benches for kids. Even during extreme winters, children are forced to sit on cemented floors, resulting in illness and an increase in the number of school drop-outs.

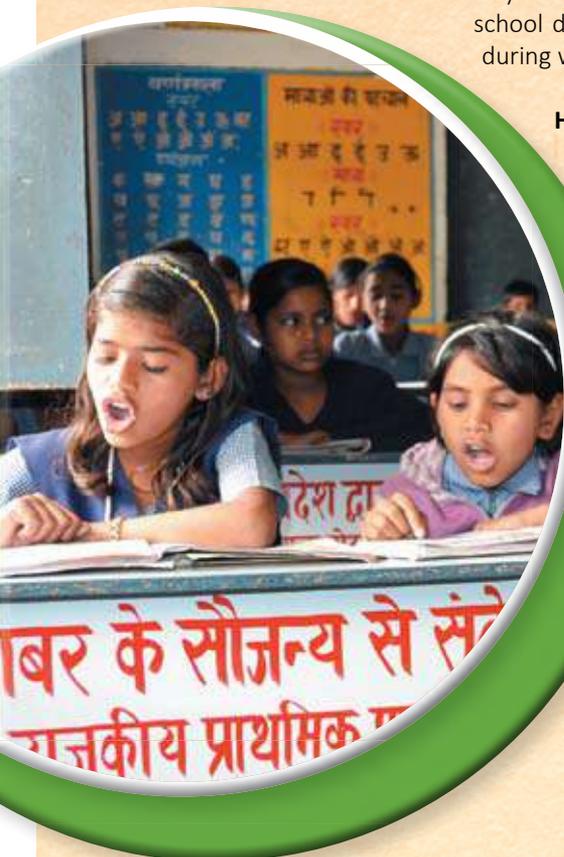
Sundesh, on behalf of Dabur, handed over 100 sets of desks and benches to Government Primary School at village Kheda in slum area of Rudrapur. This programme goes a long way in improving the learning environment in schools and also helps in minimising the school drop-out rate among children while protecting the children from severe cold during winters. Around 300 school children benefitted from this initiative.

Himachal Pradesh

A similar situation was noticed in Baddi, where a number of government-run schools did not have access to proper desks and benches for kids. It was found that school children were sitting on the ground, which led to health problems for these kids during extreme winters.

Sundesh (along with Dabur) assessed the needs of Government Primary School, Kishanpura (Baddi) in the month of June 2014, and donated 45 sets of desks and benches at a handover ceremony held on 26th February 2015. The desk-benches were handed over to the school's Head Teacher Mr. Indu Awasti in the presence of Block Elementary Education Officer Mr. Ajmer Singh. A total of 135 students, 60% of them girls, of the village and nearby slum area benefited from this initiative.

The following Dignitaries also contributed during the event – Mr. Ritesh Singh (DGM – HRM, Dabur India Ltd. Baddi), Mr. Sushil Kumar (Manager – Rural Development/CSR), School Teachers and Staff, School Committee Members and Mr. Sanjay Kumar Sah (Project Coordinator –CSR).



BALA Painting

Bala (Building And Learning Aid) Painting is an initiative undertaken by Sundesh to educate school children through charts, diagrams and other information painted on their school walls. The painting of walls is done in a systematic manner and the information is related to their course.

During the year 2014-15, three (3) schools – Primary School at Chouna village, Junior High School Chouna village and Primary School of Sidipur village – were covered under this programme, benefitting 379 kids. Till date, 1,632 kids across schools in Uttar Pradesh & Uttarakhand have benefitted from this initiative.

Life Skill Training

The lack of awareness and knowledge among adolescent kids about the physical, mental and emotional change that their body undergoes during their transition to adulthood leads to uninformed decision being taken by them. This, many a times, creates social as well as physical issues for these young girls.

Understanding this need, Sundesh undertook Life Skill Training programme for these young girls to help them make informed decisions about themselves. The Life Skill Training programme was organised with the following purpose:

- Educate 14 to 18-year-olds about reproductive and sexual health issues and challenges
- Educate them about physical, emotional and mental changes during adolescence
- Equip adolescents with the skills to enable them for making informed choices
- Sensitise the community on issues related to adolescents, including HIV/AIDS
- Give a new thought and safe life

This activity has been underway for five years now and has benefitted 463 female and male students in Uttar Pradesh. In the year 2014-15, Life Skill Training programmes were conducted at Junior High School of Kakrana and Nandpur villages, covering 93 students.





UDAAN Project

The UDAAN project was initiated by Sundesh to help support good and needy students towards continuing their education. Under this project, we identified students from economically backward families in the villages of three districts – Hapur, Ghaziabad and Gautam Budh Nagar – in Uttar Pradesh and awarded them scholarships.

Many of the families in these three districts are poor and can't afford the expenses towards educating their children, leading to school drop-outs despite the fact that a lot of these kids are bright and have immense potential. Children who are bright and need support to pursue their education have been identified by Sundesh from these villages with the help of community-based organisations. The UDAAN project motivates the needy and poor students by offering them financial support in pursuing and completing their education. The project has been beneficial for poor students by the way of:

- Encouraging the poor families to give better education to their children
- Supporting meritorious students towards purchasing better quality study materials etc.
- Supporting the student to pay their tuition or coaching fees

In the year 2014-15, 23 meritorious students, with a special focus on the girl child, were given financial support to pursue education.



Apna Tech Tree (Digital Literacy Programme)

In order to empower the rural women and youth, Sundesh has started a Digital Literacy Programme in association with Connecting Dreams Foundation in three of its intervening villages – Nangla Gajju and Saulana villages of Hapur district and Chouna village of Gautam Budh Nagar district – of Uttar Pradesh. The Apna Tech Tree (ATT) centres were started in these three villages and each centre equipped with a computer system and a large monitor connected with high-speed internet for video conferencing. To monitor the classes, an IP camera was also connected at each center.

Objectives of the programme:

- Provide affordable access and use of ICT resources to rural communities in a sustainable manner
- Provide training and awareness to the rural population in Health care and Sanitation, Education, Agriculture and other Livelihood options through internet and multimedia
- Promote entrepreneurship at the village level through ICTs; and
- Provide quality coaching from professionals through ICTs to the students preparing for competitive examinations

This programme has emerged as one of the most essential need-based programme in the intervening villages. The programme provided computer and internet literacy; health and sanitation awareness; English and competitive exam coaching; entrepreneurial development training and other need-based training to the rural women and youth. In the year 2014-15, Sundesh conducted classes on awareness programmes for maternal and child health & nutrition, sanitation, computer and internet literacy, financial literacy, vermi-composting, Dairy and many other important topics.

A 3-month computer and literacy programme, which comprised of applications of basic computer hardware and software, MS Office (Word, Powerpoint & Excel) and Internet tools like search engines, Facebook, YouTube, emails and Skype etc., was also conducted as a pilot project. Eight rural women in Saulana village (Dhoulana Block, Hapur District, Uttar Pradesh) were trained through this initiative.

Literacy Week

Sundesh observed Literacy Week between September 1 and September 8, 2014, in four villages of Dhoulana, Dehra, Nidori and Nidhawali in the Hapur district of Uttar Pradesh. These are the four villages where Sundesh currently operates its Non-formal Education and Adult Literacy centers. The main objective of organising Literacy Week was to create awareness about the importance of 'Education for All'. The other important issue raised during the week was encouraging literacy among women.

The following events were organised by Sundesh during the Literacy Week:

1. Literacy Meetings:
 - a. Informed women about the role education plays in helping them with their day-to-day work
 - b. Spread information among youth and students about choosing a better career path
2. Writing Competition and Quiz on general knowledge for students of the NFE centres and nearby schools
3. Experienced senior government teachers offered training to teachers of the Non-Formal Education and Adult Literacy centres
4. Literacy Rally in Dehra village for promoting women education in the village. This turned out to be the most attractive event of the week, as women and students came out on the streets to promote the importance of education in the whole village



Success Stories of Education



A JOURNEY FROM IGNOMINY TO DIGNITY

“Sunita Devi, a resident of village Malku Majra, a remote village in Baddi Tehsil, belonged to an economically backward family. Due to abject poverty and lack of encouragement at home, Sunita Devi was deprived of even primary education and so, was unable to perform any day-to-day work related to reading or writing.”

She was not able to even help her children with their education, which took a toll on this 45-year-old's self-esteem. But one thing it failed to kill was her eagerness to learn. During one of the community meetings with Sundesh representative Sanjay Kumar Sah, Sunita got to know about the Adult Literacy Programme being run by the society in Baddi. Sensing an opportunity to becoming functionally literate, Sunita joined the Sundesh Bahno Ki Pathshala at Malku Majra village in the month of June 2014. She attended classes regularly and was one of the most active and inquisitive learners at the centre.

Within a few months, started reading, writing and making basic calculations. Now she can read letters, newspapers and is even able to help her children with their homework. We are happy to be the reason behind her smile and her pride.

LEARNING AND EARNING

“An unlettered Hashreen was born in village Dehra and moved to Nidhawali village in Uttar Pradesh after her marriage with Gulsher Mohammed at the tender age of 14. Her first four kids died soon after birth, pushing her to the verge of depression.”

That is when she met representatives from Sundesh, who were in the process of setting up an Adult Literacy Centre in her village. Motivated by the representatives, Hashreen took up the basic education programme on health & nutrition at our centre. Armed with this education and knowledge, she decided to go in for institutional deliveries rather than rely on the village midwife and has since given birth to three healthy babies.

With her family expanding, Hashreen decided to supplement her household income and opened a cosmetic and bangles shop in her village. Today, she earns around Rs 4,000 per month from this shop and is contributing towards educating her children.

As part of their efforts to bring about financial literacy in the community, Sundesh representatives motivated her to open a savings account in a bank and encouraged her to save for the future. Today, she is happy to have moved from being an illiterate girl to a shopowner who signs her own cheques today.



Success Stories...



REALISING A LONG-CHERISHED DREAM

“Born into a poor family of agriculture labourers, Shehnaz always wanted to study. However, the financial condition at her household never let her pursue this dream. Studying remained an unfulfilled dream for her. Soon, she got married and moved in with her husband Fazruddin and his family in Rawli Kala. It was here that she first saw the opportunity to live her long-cherished dream.”

Her husband had studied till Class 8 and his other family members had also completed their basic education. They encouraged Shehnaz to pursue education. Soon, Shehnaz enrolled at Sundesh's Adult Education Centre and completed her basic education. She used to go back to her maternal village and appear for exams there. Within a few years, she cleared her Class 8 exams and it was this basic education that helped her land a job as an Aanganwadi worker in 2009. Today, she has ensured that her kids get proper education. After completing their basic education at Sundesh's Non-Formal Education Centre, all her four children have been aligned with formal schools.

REVIVING HOPE & DREAMS

“Chandni had given up all hopes of ever attending school when her father passed away suddenly when she was just six. Her step mother, with her leather repairing shop, could not earn enough to feed the family of six and also provide for their education. As a result, she could never see a school from inside.”

That is when, during one of their routine visits to the slum area, Sundesh representatives met Chandni and she told them about her dream to study. They encouraged Chandni to join Sundesh's non-formal education centre.

They even spoke to her mother and motivated her to let Chandni study at the centre. A bright student, Chandni completed a year at the centre and was soon enrolled to a formal school where she was admitted in Class 1 of Aastha Public School in Rudrapur. She now dreams of becoming a doctor.



Sundesh



संदेश

कटाई - सिलाई प्रशिक्षण

नारी शक्ति केंद्र

ग्राम - धर्मपुर, पोस्ट ठाणा, जिला सोलन
सौजन्य से : सस्टेनेबल डेवलपमेन्ट सोसाइटी





Livelihood & Vocational Training

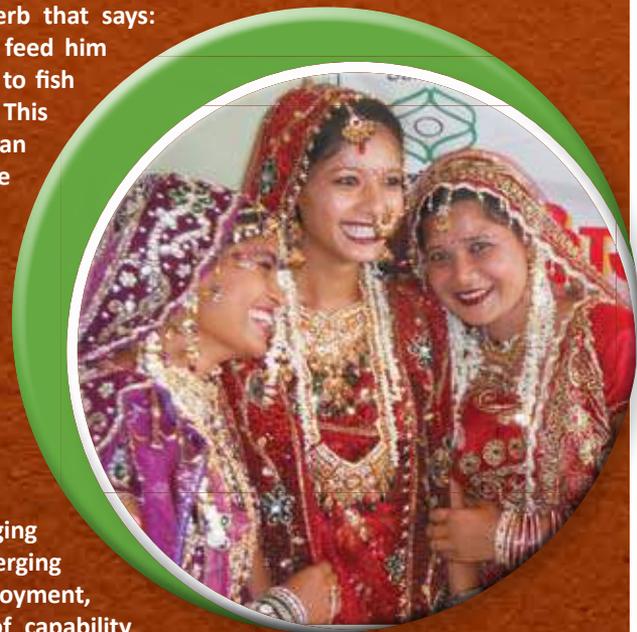
There's an old Chinese proverb that says: 'Give a man a fish and you feed him for a day. Teach a man how to fish and you feed him for a lifetime'. This proverb holds true for the Indian rural landscape where skill sets are low and therefore, the income generation opportunities scarce.

Sundesh seeks to arm the rural youth, particularly women, with skills that will enable them to earn extra income for their families, giving them a chance to manage their finances better.

Taking into account the changing employment scenario and emerging opportunities of self-employment, Sundesh has introduced a host of capability enhancement programmes in villages across the three states, offering vocational training to improve the knowledge and skill sets of rural women and help them seek out better income generation opportunities.

Sundesh seeks to create livelihoods for rural women by offering them skill training in various vocations. The vocations are chosen with a clear focus on women empowerment because we believe they hold the key to long-lasting social change in communities. These initiatives have helped in empowering the rural women and have gone a long way in reducing gender-based discrimination.

Vocational Training was initiated in 1994-95, to provide skills and confidence to women from economically backward families and help them achieve economic and social independence. After completion of their training, the women are certified. Many of them have been able to open small business units of their own at their homes and earn money, while some others become trainers and empower other women in their villages.





Nari Shakti Kendra (Skill Development Centres for Women)

As part of its plans to empower and train rural women through skill development and small enterprise promotion, Sundesh has established Nari Shakti Kendra or Skill Development Centres for women across all three states of Uttar Pradesh, Uttarakhand and Himachal Pradesh.

At these centres, Sundesh provides skill development training on various vocations, like cutting & tailoring training, beautician training, mehendi application training, weaving training, handicraft training and food preservation training.

These courses were chosen based on consultation with the community members and with a clear focus on women empowerment. With these skills, they are now eligible for a variety of jobs close to their house or even within their homes.



Cutting & Tailoring Training

In 1994-95, Sundesh started its Cutting & Tailoring (C&T) programme, which offered training to women between the age group of 18 and 35 years. The success of this initiative can be gauged by the fact that several women trained at our institute have set up their own mini-boutiques in their native villages and are even hosting similar training sessions for other women in their villages, along with Sundesh.

“
Sundesh seeks to create livelihood for rural women by offering them skill training in various vocations
”

Cutting & Tailoring





Uttar Pradesh

Sundesh started its first Cutting & Tailoring Training centre in Uttar Pradesh way back in 1994-95. Till date, 2,627 women have successfully completed training in this craft from our various training centres in the state.

The training programme is for 6 months and covers all aspects of cutting and tailoring training and the successful candidates were certified at the end of the programme. In year 2014-15, 142 women have successfully completed their training in this craft from the Nari Shakti Kendra.

Uttarakhand

Sundesh today runs two Cutting & Tailoring training centres in Rudrapur where a total of 459 women have been trained as yet while another 54 women are currently undergoing their training. In the year 2014-15, Sundesh trained 65 women in this craft. Sundesh has been running this training programme in villages like Bindu Khatta of Nainital district and Sirauli Kala, Kopa Kripali, Kopa Dhainumber, Kopa Lal Singh and Buksaura of district Udham Singh Nagar, where women are encouraged to take up income-generation training programme and recognised with a completion certificate by Sundesh.

During our impact assessment, it was found that some women, after completing their training from our centres, have started their own mini enterprise while others are using this skill as an alternate source of income and supplementing the household income.

Himachal Pradesh

Being a semi-hill area, villages in Baddi suffer from lack of proper road connectivity. Due to this low accessibility of transport, girls of these villages are not able to go to colleges which are situated some distance away. So after completing their education, they don't have any additional skills or opportunity and usually spend their time at home attending to the household chores.

To meet this unmet need of the community, Sundesh runs regular skill development activity in these villages and seeks to empower these girls. Sundesh today runs two Cutting & Tailoring centres in the villages in Baddi. During the year 2014-15, Sundesh completed four batches at its Cutting & Tailoring centre, in which 84 women were trained and awarded certificates.



Beautician & Mehandi Training

The Beautician Training centres run under our Nari Shakti Kendra provide 6 months of intensive training to women in the art and craft of beauty care. The programme, introduced on the request of community members, was designed to train women and impart the skill of beautician and then support them in opening their own beauty salons in their villages and become independent.

Uttar Pradesh

Since its inception in 2010-11, the beautician training programme has played a crucial role in providing a productive skill to the women in the hinterlands of Uttar Pradesh. A total of 150 women have been trained at these centres till date. In the year 2014-15, 41 women were trained in this craft.

Uttarakhand

Sundesh believes in overall development of women and adolescent girls from the deprived communities by arming them with knowledge and skills. Sundesh started the beautician training programme in villages like Bindu Khatta, Buksaura and Kopa Lal Singh. Two Beautician Training centers are currently operational in the state, where 246 women have been trained in this skill while 40 others are continuing their training. In the year 2014-15, Sundesh trained 93 women in the art and craft of beautician and mehndi application skills. It was found that most trained women are using their skill in generating small income from their homes, while some of them have become social entrepreneurs and are earning around Rs. 5,000-20,000 using this new skill.

Himachal Pradesh

Sundesh opened an additional beautician training centre in Baddi during the year, adding to the one centre that's already operational in the state. During the year, Sundesh conducted three batches of beautician training in which a total of 47 women completed their courses successfully.





Handicraft Training

Following detailed discussions with community members, Sundesh has been adding newer courses to its skill developmental training programmes for women. A new addition to this list was the course on handicraft making under which women and girls from underprivileged sections of the society were trained in the art and craft of macram work, cushion work and soft toy making.

Uttarakhand

The course on handicraft making was first introduced at the Sundesh Nari Shakti Kendra in village Bindu Khatta and Kopa Lal Singh. This course has been a big hit with the girls in these villages, who have successfully completed training in this craft and are now using their skill as an alternate source of income.

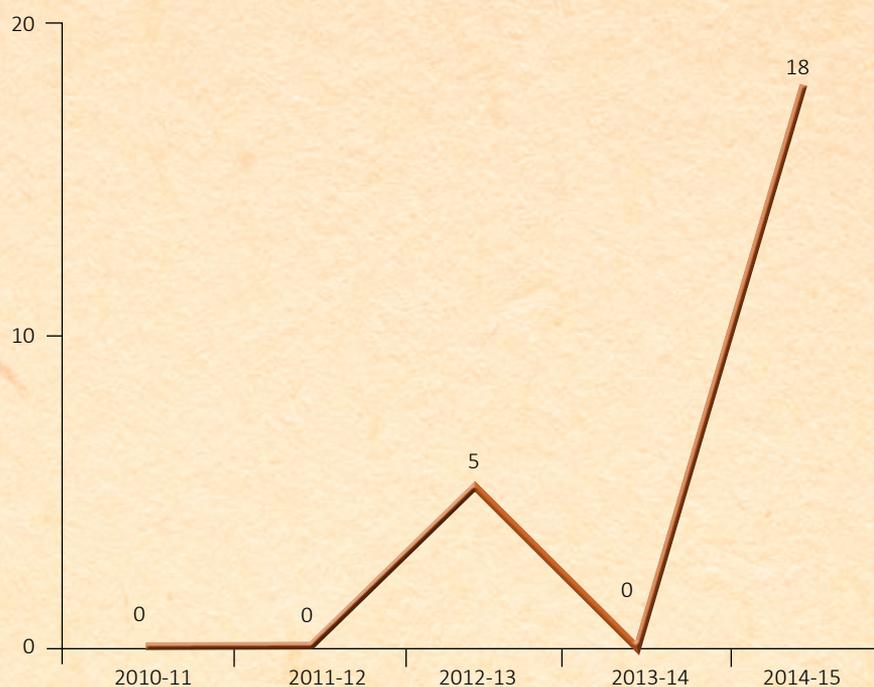
Till March 2015, 94 women have been trained on this skill. In the year 2014-15, 46 women were trained in this craft in Uttarakhand.

Himachal Pradesh

The course on handicraft making was introduced at the village Akanwali training center in Baddi during the 2014-15 financial year. A total of 18 candidates were enrolled for this programme, of which 12 successfully completed the 3-month training.



Handicraft Training



Financial Year

— Total no. of Beneficiaries



Training on Food Preservation

Moving forward on its mission to empower women in the hinterland, Sundesh – with the support of District Horticulture Department, Udham Singh Nagar – organised a 3-day training programme on Fruit Preservation at village Kopa Lal Singh in Uttarakhand.

A total of 40 women and adolescent girls actively participated in this programme and were trained in making of different kinds of pickles, jams, jelly, squashes, and murabba. This training programme will help convert the surplus fruit and vegetable available in the villages into value-added products like pickles, jams, jellies, squashes, and murabba, and become an alternate source of income for these villagers.

Swawlamban: Industrial Skill Development Training for Rural Youth

In order to create job opportunities for youth in Hapur, Ghaziabad and Gautam Budh Nagar districts of Uttar Pradesh, Sundesh – in association with IL&FS Skills Corporation limited – started an Industrial Skill Development Training-cum-Placement Programme named Swawlamban, in October 2013. The programme has been designed to provide 45-day residential training in the trades of Industrial Fitter and Computer Numerical Control (CNC) operator.

Till date, three batches – one of Industrial fitter training and two of CNC operator – have been completed. Total 35 rural youth have been trained under this programme, 14 in Industrial Fitter training and 21 in CNC operator. After successful completion of training, all the candidates were placed in leading companies like Amtek Auto Limited (Haryana), Maxop (Haryana), Kalco (Ghaziabad) and Nipon-Shubham Enterprise (Haryana).

The project was started to support the Government's Skill India Initiative and also empower the village youth who were seeking employment. The youth, who have completed Class 10 but were not able to study further, were selected for the training. Special preference is given to candidates from poor backgrounds.

The process of candidate selections is as follows:

Sensitisation

In this process, Sundesh representatives visited the villages and using a variety of communication tools, conveyed the message about the programme. FGDs and announcement were done in the villages and to ensure better flow of idea, various community-based organisations are roped in.

Aptitude test & Counselling of Candidates

Once the list of candidates was prepared, the selection process started with a simple written test on basic Mathematics and English. The selected candidates were then briefed by the representatives of Sundesh and IL&FS regarding the training programme and its benefits. This counselling process is a regular practice that takes place at regular intervals all through the training programme.



Briefing & Consent from Parents

The selected candidates and their parents were invited to the Sundesh office SIRUC at Chouna village. The candidates were given a final detailed briefing about the training programme and the important issues related to it at a session taken by the trainers themselves.

The parents were also included in this whole process and their consent sought for the final selection of their children for this training programme.

Document Verification & Final Selection

After checking all the relevant documents of the candidate, their selection process was completed. The candidates were then enrolled in the training programme and transferred to the training area.

We have trained 15 youth as Fitter in 2013-14 and in the year 2014-15, 21 youth successfully completed their training of CNC operator at Okhla Industrial Area in Delhi.

Helping Hands Programme (Training of Village Women Entrepreneurs)

Sundesh, in partnership with Connecting Dreams Foundation and team4tech, trained 60 village entrepreneurs through a 7-day training programme at the field office of Sundesh, SIRUC (Sundesh Integrated Rural Upliftment Center) in Chouna village, Dadri, Uttar Pradesh. Conducted between November 11, 2014 and November 17, 2014, this programme was implemented in India through collaboration of three NGOs – one from the US (team4tech) and the other two from India (Sundesh and Connecting Dreams Foundation) with the help of 16 employees of Intuit WCGB BOLD from countries like the US, the UK and Canada as trainers. Students from Delhi University also participated in this programme as volunteers.



The training started with a day-long field visit for the foreign trainers to three villages – Nangla Gajju, Nandpur and Naraina – to understand the business practices of women entrepreneurs in the villages. The main agenda was to teach the women about the best practices of doing business.

For the 3-days classroom sessions, the women, trainers and volunteers were divided into three teams. Special training of additional one hour was given to the 10 master trainers selected from the group of 60 women. The training comprised of interactive classes on topics such as:

- Product Innovation
- Marketing Business Strategy
- Financial Literacy

On the last day of training, a closing ceremony was held at SIRUC where all the participants of the training programme assembled and shared their experiences. Certificates were distributed to the candidates at the ceremony, which also saw cultural performances by village women as well as by the trainers and volunteers.

Linkages with Welfare Activities of Himachal Pradesh Government

Sundesh has been working with the Welfare Department of the Himachal Pradesh Government for providing Sundesh beneficiaries access to the various development schemes of the state government. After subsequent discussions with the villagers and the Welfare Department, a number of benefit schemes of the state government were provided to the beneficiaries of Sundesh.



ATMA Project (Tagging village farmers group with Agriculture department)

Sundesh organised a Focused Group Discussion (FGD) with Gram Vikas Samiti in Jatti Majra village in Baddi and recognised the effectiveness and proper operation of the group. During the discussion, the farmers evinced interest in enhancing their capability through government support and funding. The matter was discussed and it was realised that the farmers can get greater benefits in agriculture once the group is tagged with the ATMA (Agricultural Technology Management Agency) project.

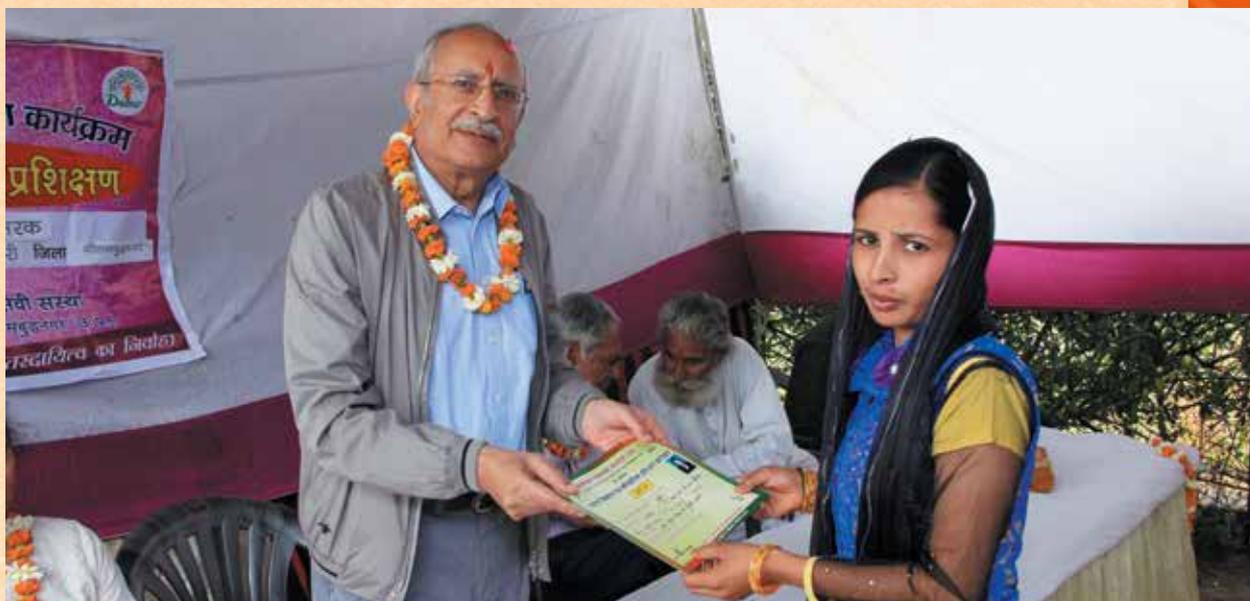
After several rounds of meetings with ATMA at Nalagarh Agriculture department, the authority recognised the effectiveness and maturity of the group and decided to support it for further development.

Outcome

After completion of group analysis and documentation work, agriculture department decided to support group by:

- Capacity Building – Rs. 5,000
- Revolving Fund – Rs. 10,000





Sewing Machine Distribution

Sundesh has been training women and girls from scheduled castes and other backward castes on various crafts at its Nari Shakti Kendra. With the joint effort of Sundesh and the Village Pradhan of Dharampur village in Baddi, 10 of these beneficiaries who had completed the Cutting & Tailoring training from our Sundesh center were given sewing machines from the Welfare Department of Government of Himachal Pradesh.

Empowering Women with Financial Literacy

At Sundesh, we feel that providing financial literacy education to India's poor, particularly women, is critical for their and their household's prosperity. We have been working towards educating women on how to manage their incomes, debt and expenditures. Financial empowerment, we feel, is one of the key factors in determining the success of development in the status and position of women in the society. We put a special focus on empowering women as they hold the key to long-lasting social change in communities.

Sundesh has been organising women from the hinterland in Self-Help Groups (SHGs) and Joint Liability Group (JLGs), and even organising training and capacity-building programmes for these groups. These sessions help women analyse their potential and the role they can play within the community. The women are also trained to identify business opportunities, prepare microplans for business development and undertake credit planning.

Uttar Pradesh

Sundesh has taken the initiative to promote, support and design a number of poverty eradication programmes in collaboration with District Rural Development Agency (Ghaziabad) through the 'Swarn Jayanti Gramin Vikas Sawrojgar Yojna' for Below Poverty Line people. A similar initiative is run for the general families in the targeted villages with National Bank for Agriculture and Rural Development (NABARD).

Under these twin programmes, Sundesh helps the villagers achieve a reasonable level of economic well-being, especially those who are below the poverty line. We seek to empower these villagers to manage and use the natural resources sustainably. Women are also encouraged to take up income generation activities. With the help of Self-Help groups (SHGs), we promote saving and the concept of loans among the group members, which eventually make them independent and financially literate.



The concept was initiated to provide adequate and timely credit or capital to SHGs in a flexible, hassle-free and cost-effective manner, and help these villagers set up small enterprises. The loans are utilised for productive purposes like setting up dairy units, grocery shops, mobile repair units, medical stores, poultry units, dhabas, shoe-making units, adhesive units, bangle shops and petty outlets.



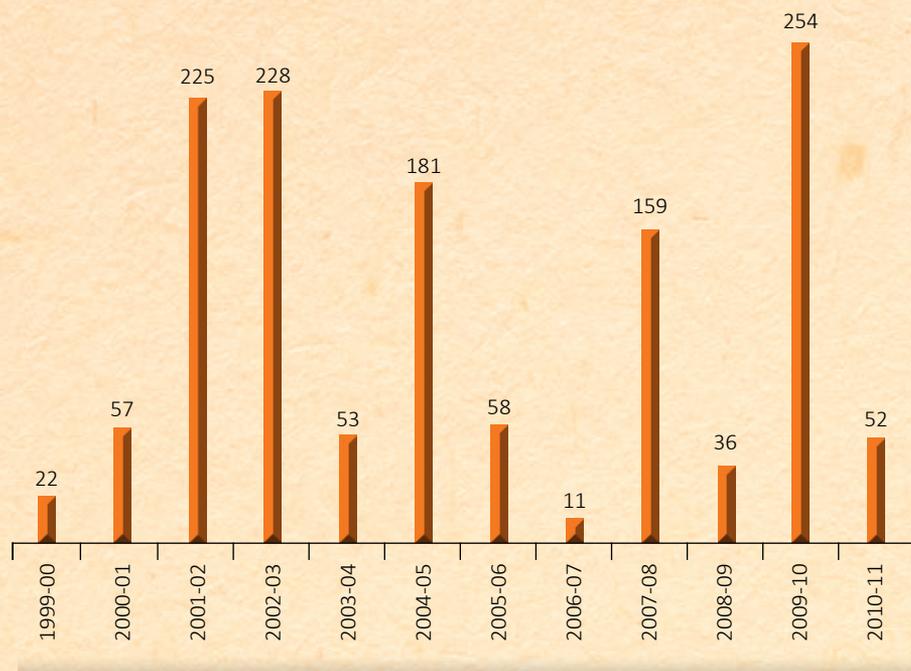
In the year 2014-15, Sundesh formed 30 SHGs with 336 female members in Nandpur, Fagota, Dhoulana, Soulana, Tatarpur, Piyawali, Narayanpur Milak and Domatikri villages. Sundesh also monitored its entire network of 200 SHGs that have already been established, through group meetings and helped build their capacity through financial and management trainings. Sundesh started this project in 1999-2000 and has successfully formed 120 SHGs of Below Poverty Line members and 261 SHGs of Above Poverty Line members in Ghaziabad.

With JLGs, Sundesh has been organising groups of five landless marginal workers/ farmers and assisting them in seeking loans from banks to undertake farming activity on leased land. Sundesh has been promoting the activity since 2011-12 in Ghaziabad. Till date, Sundesh has formed 140 JLGs. In the year 2014-15, Sundesh formed 16 JLGs in Nagla Gajju village.

Uttarakhand

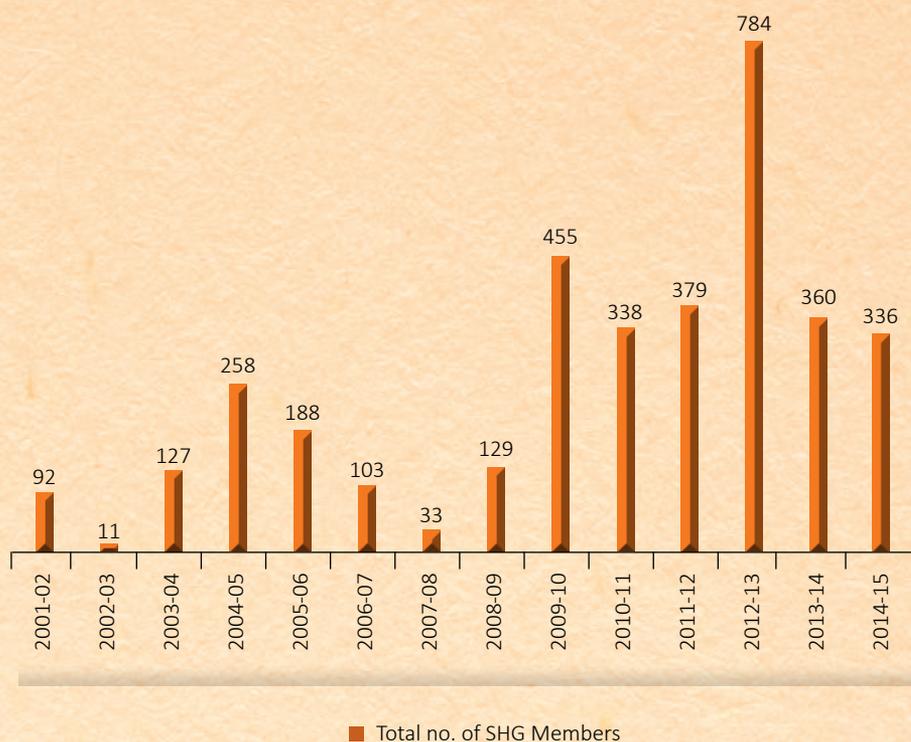
Sundesh has also organised women in Rudrapur in Self-Help Groups (SHGs) and Joint Liability Groups (JLGs), and has been holding training and capacity-building programmes for these groups.

Below Poverty Line SHGs



■ Total no. of SHG Members

Above Poverty Line SHGs



Veterinary Services

Sundesh provides livestock health and medical facilities at the Sundesh Integrated Rural Upliftment Center (SIRUC) in village Chouna. Through this programme, Sundesh organises vaccination and animal health check-up camps in the villages. Medicines are provided at subsidised rates to the villagers. Sundesh also provides the facility of artificial insemination to help the villagers to increase the yield of milk from high breeds.

The services offered under our Veterinary Services are:

- Daily OPD Services in villages
- Services at the door-step by the Veterinary Professional
- Distribution of medicine
- Awareness campaign and village meetings
- Workshop & seminars, Networking with other stakeholders

Sundesh initiated its veterinary services programme in 2011-12 and we have, till date, conducted 210 camps for vaccination, health check-up and awareness building. Sundesh has also carried out 453 artificial inseminations in the various villages in Ghaziabad. In the year 2014-15, Sundesh conducted 39 camps and 138 artificial inseminations in the villages.



Success Stories of Vocational Training



WHERE THERE'S A WILL, THERE'S A WAY

“*Shashi Devi, wife of Prabhu Dayal could only complete her schooling till class 9. A resident of village Naraina in Hapur district, Shashi Devi and her family, which included three kids, belonged to the weaker section of the society.*”

Due to their low household income, managing the family, providing for the food and education was always a difficult task.

She may have lacked finances, but what Shashi Devi had in abundance was her will and desire to supplement her household income. After a detailed meeting with our representatives, she joined the Cutting and Tailoring Centre, which Sundesh was running in collaboration with NABARD. After completing her training, she started taking up tailoring jobs at her home and is today earning around Rs. 3,000 every month.

FROM UNEMPLOYED TO A SMALL ENTREPRENEUR

“Furkan Mohammed, a resident of Nidori village in Uttar Pradesh, was an unemployed youth. He attended school till class 12 and got married at a very young age. With no other skill or employment opportunity, Furkan started working as a farmer and helping his father. However, he wasn't satisfied with himself and kept seeking opportunities outside, which never fructified because of his being unskilled.”

Furkan's wife Shahjahan discussed her family problem with Sundesh coordinator Manju Joshi, who suggested that he should attend the self-employment training programme organised by the RUDSETI (Rural Development and Self Employment Training Institute). Sundesh even helped him by referring his case to RUDSETI and encouraged him to get enrolled in the institute.

After completing the screening test, he joined the one-month mobile phone repairing training programme under RUDSETI's Entrepreneurship Development Programme.

After successfully completing the training, Furkan set up a small mobile phone repairing and recharge shop in his village and is today earning between Rs 4,000 and Rs 5,000 a month.

He now wishes to expand his shop and has submitted a financial support proposal (prepared by RUDSETI) to the bank. We wish him all the success in his life.



Success Stories...



OVERCOMING HANDICAP WITH SKILLS

“*Lakshmi Gangwa was always a highly spirited kid and felt that her speech and hearing-impairment would never be a stumbling block in her path to leading a normal life. However, lack of requisite skills was turning out to be a big impediment for this 8th class school drop-out.*”

At a regular community meeting, our representatives got to know about Lakshmi and decided to meet her parents and encourage them to let her pursue vocational training courses at our Nari Shakti Kendra at Kopa Lal Singh, Uttarakhand.

Lakshmi was enthusiastic and joined the Cutting & Tailoring course at our Centre. After completing this course, she also underwent the Beautician training course, besides training in Handicraft making. She has never felt happier. Now she takes up stitching jobs at home and has been adding to her household income. In addition, she also does make-up for girls and women in the village during the wedding season. She has also been making bags and stuffed toys and selling them in the village, and is now financially independent.

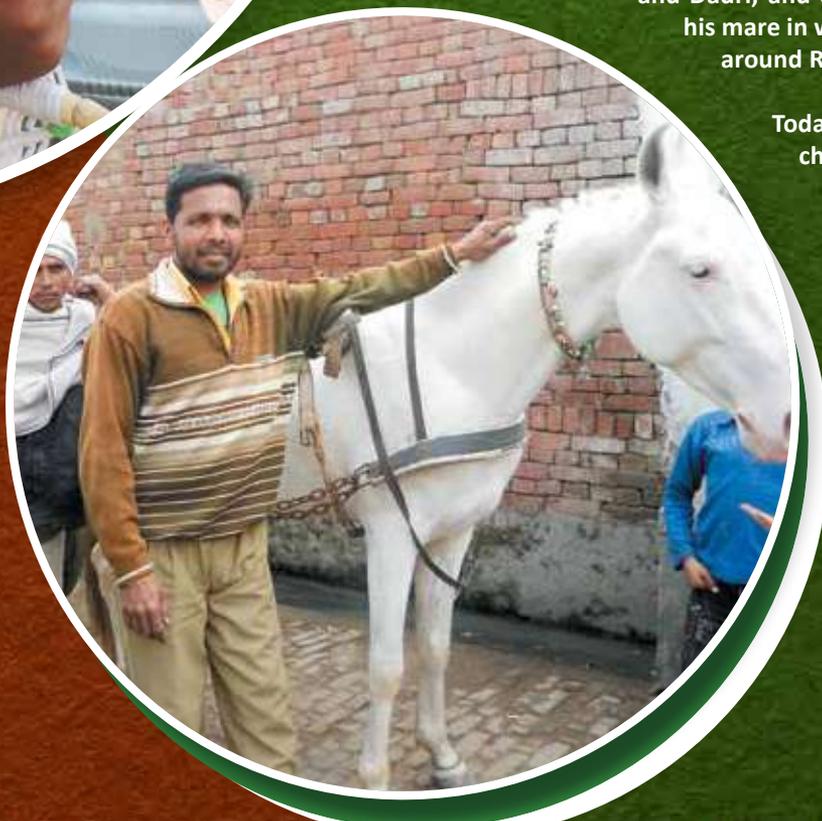
THE MAGIC OF SHGS

“*Mohammad Anees lives in village Dhoulana with his family. He worked as a street vendor, selling potatoes in the neighbourhood. Given the fact that he was a small retailer, he had frequent fights with the contractor of vegetables, who used to take away all the profit leaving Anees with barely anything at the end of the day.*”

During one of her routine meetings with the community, Mrs. Manju Joshi of Sundesh met with 10 BPL families and found that almost all the families were suffering from the same problem. After detailed discussions and understanding their issues, she organised these families into a Self-Help Group named Diamond and helped them to open an account with Syndicate Bank and even procure a loan of Rs. 5,25,000.

Anees took a loan of around Rs 70,000 from the SHG and bought a mare and tonga, and quit working for the contractor. Now, he himself goes to the market, buys potatoes and sells them in villages Dhoulana and Dadri, and earns all the profit too. He also uses his mare in weddings in the village. Now, he earns around Rs 1-1.5 lakh a year.

Today, Anees lives in a pucca house, his children go to school to study, his old mother gets proper treatment and the household is well fed. There is a twinkle in his eyes as he is no longer helpless. Instead, he is a strong man now and this is the magic of SHG.







Environment Sustainability

Environment is not merely the most talked about topic these days, it's everything that makes up our surroundings and affects our ability to live on this planet. At Sundesh, we understand the need for increasing environmental awareness amongst the masses and involving them in our quest for Environmental Sustainability.

Sundesh has been undertaking a host of initiatives involving community members in creating a cleaner and greener environment for future generations. These initiatives, which involve Environmental Education, Biodiversity Conservation and Information Dissemination, also go a long way in improving the quality life of people in the hinterland by giving them an avenue to earn additional income.



Tree Plantation

Each year, Sundesh organises tree plantation programmes and promotes organic farming practices in its intervening villages. It plants trees and promotes creation and usage of vermi-compost with the community in rural areas of Ghaziabad District (Uttar Pradesh), Rudrapur (Uttarakhand) and Baddi (Himachal Pradesh).

Through this programme, run on a partnership basis with the community, Sundesh first creates awareness about the importance of trees, which leads to demand for plant saplings. Sundesh arranges these saplings as per the need of the community and gets the community members to contribute to fund part of the cost towards these saplings. Fixing contribution from the community ensures that the saplings reach the needy people.

Trees are important for maintaining the ecological balance, purification of air, natural resources management, preventing soil erosion, habitat for fauna, providing nutrients to the soil among other reasons. Sundesh promotes plantation of trees through a variety of projects.





Poplar Tree Plantation

Poplar trees are used for a variety of products ranging from plywood, ply board, packaging cases and pulp for paper, to wood, sports goods, match splints, artificial limbs and structural uses. Its leaves can be used as fodder and is also used as fuel wood in rural India. Some clones are also used as tonic, stimulant and blood purifier. It is also said to be good for fighting cold, cleaning teeth, and is reportedly effective in the cure of haemorrhoids.

Given these number of benefits, Poplar trees have emerged as a big draw for villagers who are seeking an additional source of income from their land.

Uttar Pradesh

The Poplar tree has several benefits, which has increased its economic value in the eyes of the rural folk. Besides these obvious benefits, the major motivating factor which encouraged villagers in Uttar Pradesh to take up its plantation was the favourable atmosphere with fertile land, plenty of ground water and irrigation facilities. This tree is being viewed as an alternate source of income and employment by farm household in addition to fulfilling their requirement for firewood and vermi-composting. The villagers are planting these trees either on the boundaries of their fields or even within the fields with the existing crop.

The project was implemented along with SHGs and Farmers Clubs. Sundesh representatives held meetings in villages and spread the message regarding distribution of tree saplings. The farmers who evinced interest in taking up this plantation were asked to contact these SHGs and Farmers club members with their requirement and other information.

Sundesh provided the saplings of best variety Poplar tree to the farmers on a cost sharing basis where the farmers were asked to bear half the cost while the balance was paid by Sundesh.

We have already planted 12,000 Poplar trees in Ghaziabad till date. In the year 2014-15, Sundesh planted 4,125 Poplar trees in the region.



“
Sundesh
has
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initiatives
towards
creating
a cleaner
and greener
environment
for future
generations
”

Uttarakhand

Sundesh extended support towards Environmental Sustainability in Uttarakhand and planted 1,500 saplings of Poplar tree in village Buksaura and Kopa. Going forward, this tree will be helpful in generating alternate income for the farmers and create employment opportunities for beneficiaries while also meeting their requirement of firewood and vermi-composting. Sixteen (16) families from village Buksaura and Kopa have benefited from this initiative.



Fruit Tree Plantation

Plantation of fruit trees in villages offers a plethora of benefits for the farmers. The fruits from the trees can be a source of income and also be instrumental in improving the health of the entire family because of the diverse nutritional values that each fruit offers.

Fruits are low in calories and fat, and a source of simple sugar, fiber and vitamins, which are essential for optimising our health. They provide plenty of soluble dietary fiber, which helps ward off cholesterol and fat from the body and help in smooth bowel movements as well as offer relief from constipation ailments. Fruits also comprise many anti-oxidants and help the body develop the immunity to fight against many ailments.

Sundesh has initiated a project under which it encourages farmers and villagers to plant fruit trees as a source of health and additional income. The additional motive for initiating this project was to inculcate the habit of eating fruits and fighting malnourishment among rural kids.

Uttar Pradesh

The fruit tree plantation project in Ghaziabad was also initiated with the help of SHGs and Farmers Clubs. This project too was undertaken in a participatory manner with farmers bearing half the cost of the fruit tree while the balance was paid by Sundesh.

A total of 517 saplings of Mango, Jack Fruit, Litchi, Guava, Lemon, Pomegranate and Jamun trees are given to 46 farmers of Ghaziabad in 2014-15.

Himachal Pradesh

The year 2014-15 saw Dabur Sundesh initiate fruit tree plantation drive in Baddi. Christened Anar Dana, this drive saw Sundesh distribute and plant sapling of Pomegranate in this hilly region.

Pomegranate is a nutrient dense, anti-oxidant rich fruit that has been revered as a symbol of health, fertility and eternal life. Sundesh organised Focused Group Discussions (FGDs) among the beneficiaries at its Skill Development Centres with lead farmers from the region participating in this discussion. We targeted the ongoing batch of students at our Nari Shakti Kenra and the progressive farmers in the villages for this drive.





Once the participants were informed about the health and economic benefits of the programme, they evinced interest in being part of this plantation drive and agreed to partially contribute towards the cost of the sapling. After discussions, it was agreed that each farmer would contribute Rs. 10 per plant while Sundesh would contribute Rs. 15 per plant.

On the eve of Independence Day, Sundesh inaugurated the Pomegranate Plantation Drive at Nandpur Village. In the initial phase, Sundesh asked the villagers to plant at least one Pomegranate plant per person to gauge the success rate of the project in the region. It was decided that bulk plantation would be undertaken later after assessing the success rate of this initial drive. Accordingly, in the first phase this year, Sundesh planted 100 Pomegranate saplings in four villages – Nandpur, Jattimajra, Dharampur and Dhela.

Ghar Ki Baghiya (Promotion of Kitchen Garden)

As part of the Health projects being undertaken across villages in Uttar Pradesh, Sundesh has been regularly analysing different health indicators of the villagers. Through pathological tests, it emerged that 16.52% pregnant women had hemoglobin between 4.01 -7.00 grams while 63.78% pregnant women had hemoglobin in between 7.01-10.00 grams. Almost similar reports came in for school-going children and adolescent boys and girls. A majority of them were even found to be anaemic.

Armed with this information, we went out to understand the daily diet of families in these villages and held discussions regarding the daily food intake behavior of families from different social groups. We found that most of the families do not usually include healthy vegetables in their daily meal, and the reason for the same was the high price of these vegetables which put them beyond the reach of these poor villagers. Also, since they don't grow these vegetables in their fields, their chances of consuming these healthy vegetables were further reduced.

Families were also under the impression that they were getting all their essential nutrients from cow milk, rice, wheat and pulses, which they usually consumed.

We sensitised the SHGs, Kisan Club and JLGs about this situation during our regular monitoring meetings. Our health workers engaged these families during home visits and created awareness about nutrition and the need to add vegetables to their daily diet.

During these interactions, Sundesh suggested that the villagers can adopt the concept of Ghar Ki Baghiya to become self-sufficient. Sundesh motivated the villagers to grow vegetables in their nearby small land where they can easily take care of their plantation. We also promoted the use of compost or vermi-compost for the same. Growing vegetables themselves would ensure that it becomes part of their daily diet.

This project, we felt, would play a vital role in providing a well-balanced diet to the villagers and help fight malnourishment among the children and adults in these villages.

Under this project, seeds of various plants like ridge gourd, lady finger, bitter gourd, brinjal, bottle gourd, cucumber, cantaloupe, beans, tomato and chilly were distributed among 88 farmers in 9 villages i.e., Nagla Gajju, Nandpur, Siwaya, Nidhawali, Dahirpur, Naraina, Chouna, Siddhipur and Tatarpur from Hapur and Gautam Budh Nagar.



Herb Plantation (Demonstration Centre)

In the year 2014-15, Sundesh, with the help of Dabur, developed a herbal plants demonstration unit at SIRUC, Chouna. The unit was set up to promote herbal plantation in nearby villages of Ghaziabad, Gautam Budh Nagar and Hapur Districts. It acted as a resource centre for farmers where they would get training on planting and maintaining herbs, in addition to planting material like seeds and other facilities related to herb plantation.

The herbs planted included Brahikand, Mandook Parni, Cantella, Prishniparni, Salparni, Anantmul, Chitrakmul, Jeevanti Katchur, Mulathi, Pipali, Eupotarium and Kalmegh.

Promoting Vermi-Composting/Organic Farming

Vermi-compost is a 100% pure eco-friendly organic fertiliser. This organic fertiliser has nitrogen phosphorus, potassium, organic carbon, sulphur, hormones, vitamins, enzymes and antibiotics which help improve the quality and quantity of yield.

It has been observed that due to continuous misuse of chemical fertilisers, the soil loses its fertility and gets salty. To overcome such problems, natural farming is the only remedy and vermi-compost offers the best solution.

Sundesh has been consistently promoting vermi-composting in our project villages in Uttarakhand. It has been training farmers and encouraging them to take up vermi-composting, both to be used in their own fields and also to sell it to greenhouses and other farm-related entities to earn additional income.

Awareness drives are also held at regular intervals in villages to promote the use of vermi-compost in their fields.





World Environment Day Celebrations

World Environment Day celebration act as a catalyst for our environment sustainability activities. A host of meetings, awareness camps and plantation activities are undertaken on this day across all geographies and centres.

The objective is to make people aware about the importance of Environment and also spread awareness about tree plantation.

Uttar Pradesh

On the occasion of World Environment Day, Sundesh works with its existing Self Help Group (about 3,000 members, mostly women) and Kisan Club (Farmers Club with 140 members) and encourages them to plant trees and create awareness among others in their respective villages. A number of activities are undertaken in the villages, which include:

- Plantation of trees in common places in the villages
- Awareness building on the use of vermi-compost as against chemical fertilisers
- Monitoring of existing plantation
- Drawing competition

Uttarakhand

Sundesh observed World Environment Day in Rudrapur too and organised various activities to promote the idea of safe and clean environment. To mark the occasion, Sundesh kicked off an environmental awareness programme from village Buksaura,





which was attended by farmers, children, SHG members, Aaganwadi workers, trainees from our Beautician Training Center and ASHA worker.

Various initiatives like awareness generation meetings, tree plantation, poster making competition were organised and people recognised for their exemplary work towards environmental sustainability.

On the day, 34 sapling of fruit trees were planted and around 400 people sensitised about the need to make our environment safe and clean.

Himachal Pradesh

World Environment Day was celebrated in Baddi and awareness generated about environmental sustainability and the need to leave a greener planet for future generations. On the occasion, a drawing competition was organised in a school on the topic of 'Save Environment', and the best two paintings from each class were awarded. A 'Save Environment' message writing competition was also organised and the top three messages were awarded.

In another activity organised on the occasion, students of Class 5 were assigned the task in advance to search and bring saplings of any plant from their locality. The three students who organised the best plant saplings, its handling and care, were given awards. Further to ensure sustainability, this sapling was planted in the nearby areas or respective homes of these students and they were motivated to take care of these plants. In addition, ten saplings of shadow-cum-flower trees were also planted in school premises.

These initiatives helped us reach out to and spread awareness among 200 students, 20 school teachers and 100 parents.

Success Stories of Environment Sustainability



FOR A HEALTHIER TOMORROW FOR OUR KIDS

“Brijbala lives in village Tatarpur with her husband Kanchi Singh and their three children. Despite feeding them good quantity and quality of food as per their means, her children remained unhealthy and were not active at all.”

During one of our regular health care meetings in the community, Brijbala raised this matter with the Sundesh representatives, who asked her about the food habits of her children. After a detailed discussion, we realised that their daily diet included only wheat, rice and milk. Vegetables, given their high prices, were consumed rarely by the family.

The Sundesh representatives encouraged her to take up growing vegetables in their field. Worried about the health of her children, Brijbala agreed to set up a small kitchen garden in her house premises. Sundesh provided her with seeds of different vegetables like ridge gourd, lady finger, bitter gourd, brinjal, bottle gourd, pumpkin, beans and chilly. This year, she has already grown about 20 kg of ridged gourd, 15 kg of lady finger and 20 kg of pumpkin. Given this good yield, vegetables have become a regular part of the daily diet for her kids. Brijbala is now a very happy parent, watching her children glow with health.

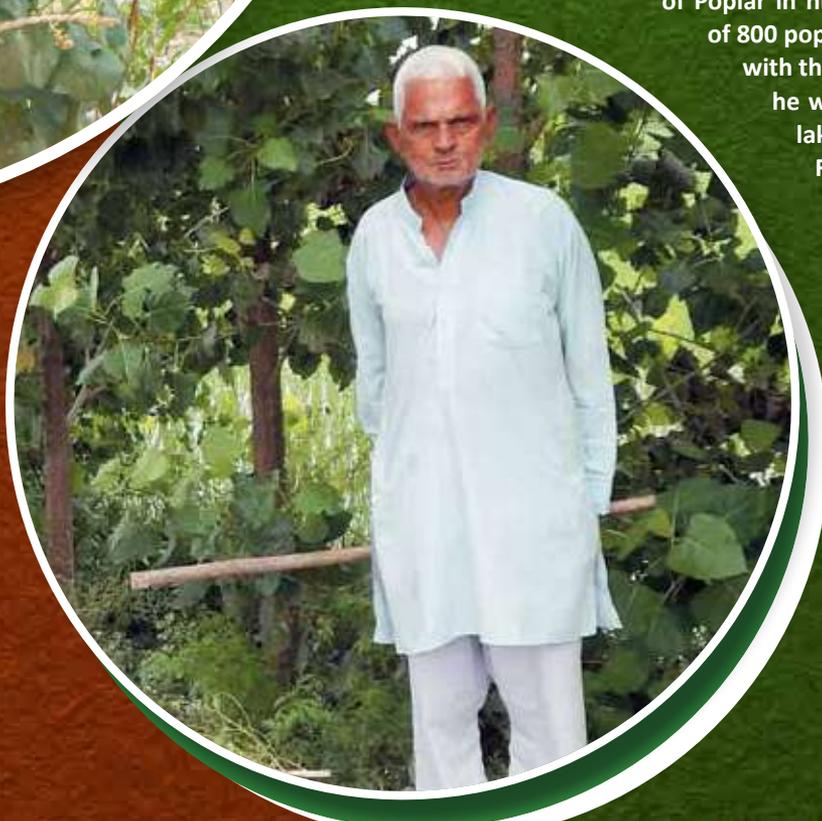
A NEW GREEN FIXED DEPOSIT

“ Each year, Sundesh promotes tree plantation programmes and organic farming practices in its intervening villages of Hapur, Dadri Districts (UP), Rudrapur (Uttarakhand) and Baddi (HP). ”

Under this programme, Sundesh creates awareness about the importance of trees and thereby generates demand for plant saplings. Sundesh arranges these saplings as per the needs of community and encourages community contribution towards the cost of the plant.

One such initiative was promoting Poplar plantation. Poplar soon gained popularity in the villages due to availability of fertile land, plenty of ground water, irrigation facilities and the economic importance of these trees. This tree contributes towards generating alternate source of income and employment to farm households, besides meeting the household's requirement for firewood. Poplars are planted with crops either on the boundaries or within the field.

One of the progressive farmers Ramveer, a resident of village Siwaya, block Dhaulana, Hapur plants 200 poplar saplings of Poplar in his agriculture land every year. A total of 800 poplar saplings have been planted by him with the support of Sundesh. After two years, he will get an additional income of Rs. 12 lakh just from the sale of matured plant. For Ramveer, Poplar plantation is akin to a fixed deposit.



Success Stories...



DELIVERING TWIN BENEFITS OF HEALTH & SAVINGS

“ Sundesh, through its health workers, SHGs, Kisan Club and JLGs, have been hosting village meetings and encouraging villagers to grow their own vegetables in their small land using compost or vermi-compost. This would help them take care of the plantation easily and also promote organic farming. ”

Enthused by the idea, Jitendra, a small farmer from village Tatarpur, decided to set up a Ghar Ki Baghiya near his house. He had earlier grown vegetables in his field, which was some distance away from his home and he had not been able to take care of them. As a result, the produce was destroyed by wild animals and his yield had been low.

Sundesh gave him seeds of different vegetables like Ridge Gourd, Lady Finger, Bitter Gourd, Brinjal, Bottle Gourd, pumpkin, Beans and Chilly, and he started growing them in his kitchen garden. With proper care and organic farming, he was able to grow 15-20 kg of Lady Finger, 8-10 kg of Ridge Gourd and 10 kg of pumpkin in the first season itself. Jitendra is a happy farmer today as his Ghar ki Bhagiya has not only given him and his family fresh and healthy vegetables, but also resulted in huge cost savings as he no longer has to buy vegetables from the market.



A GREEN ENTREPRENEUR

“Like most farmers in his village, Mahendar Kumar had always been using chemical fertilisers for his crops. An educated person, Mahendar had read about the ill-effects of these chemicals and decided to look at more organic ways of farming.”

With no access to information on such products, Mahendar approached Sundesh’s community representatives and sought their help in learning organic farming techniques. Through the representatives, he learnt about vermi-compost and decided to start adopting it. He set up a small unit for vermi-compost in his backyard and soon produced enough compost to use in his fields. Later, he started selling it to other farmers in the community and earning good money from this. Sundesh representatives also helped him market it outside to other farmers and organisations. Today, he earns nearly Rs 4-5 lakh a year just from selling vermi-compost..



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ग्राम विकास योजनान्तर्गत चयनित ग्राम बुक्सौर

स्थान - पंतनगर विश्वविद्यालय, पंतनगर
दिनांक - 30 जुलाई 2014

आयोजक - सस्टेनेबल डेवलपमेन्ट सोसायटी (संदेश)

सहयोगी संस्था - राष्ट्रीय कृषि एवं ग्रामीण विकास बैंक (नाबार्ड) ऊधम सिंह नगर

Sardar
Cloth House & Boutiques

Village Development Plan Project

(A NABARD supportive Programme)

Sundesh is committed to ensure socio-economic and livelihood advancement of the rural communities it works with. Moving forward on this path, Sundesh has been organising a host of activities for villagers in Uttarakhand, involving a host of financial institutions like National Bank for Agriculture and Rural Development (NABARD) officials. These activities are aimed at both educating and empowering the villagers, helping them get enhanced credit support, besides ensuring financial inclusion of all families in the village.

We believe that adoption of villages in backward regions with a proper Village Development Plan would go a long way in ensuring holistic and integrated development of the villages concerned.

Information Sharing Workshop

Sundesh organised an Information Sharing Workshop at village Buksaura as part of its Village Development Plan (VDP) project. At this workshop, held on July 28, 2014, villagers were informed about the key schemes and services offered by Rural Self-Employed Training Institute of Bank of Baroda (RSETI-BOB), NABARD and other Financial Institutions. RSETI-BOB Director, DDM-NABARD, Branch Manager-IDBI and the Gram Pradhan of village Buksaura shared the information about the various schemes and services with the villagers.

Over 200 people, including SHG members, progressive farmers, youth, adolescent girls, Aaganwadi workers, school teachers and Mahila Mandal members participated in the workshop and gained awareness about the schemes and services of various developmental agencies. The efforts of Sundesh towards inclusive development of village Buksaura with such programmes were appreciated by all.





Exposure Visit of Farmers

As part its Village Development Plan for village Buksaura, Sundesh organised an exposure visit of progressive farmers to the G.B. Pant University of Agriculture & Technology on July 30, 2014.

Twenty four (24) progressive farmers from the village participated in this training programme and were rovided exposure on dairy, production and cultivation technologies of vegetables, nursery preparation and other farm related activities.

The activity sought to enhance their knowledge and encourage them to take up newer activities like setting up dairy units and small enterprises in their village.

Papad Se Swarojgar (Training Programme on Papad Making)

In continuation of the VDP project with NABARD, Sundesh organised a 6-day training programme on papad making at village Buksaura in September 2014. Total 25 women participated in this training programme and were trained in the craft of making different kinds of delicious papad, like aaloo (potato), chawal (rice), urad and moong (pulses) etc.

This programme sought to empower the women from the villages with a new skill and encourage them to take it up as an income generation activity. They were also informed about the oppportunity behind developing home-based enterprise on papad making.

Advanced Training in Cutting & Tailoring

Sundesh, with the support of NABARD, organised a 3-day advanced training programme on Cutting & Tailoring in village Buksaura. Total 23 women and adolescent girls from the village participated in this training programme and enhanced their knowledge and skill in stitching tailoring. They also gained knowledge about market-oriented business skills during this programme. The participants were also encouraged to start their own small business enterprise in this trade.



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”



Advanced Training in Beautician

Sundesh, along with NABARD, organised a 2-day advanced training programme on Beautician course in village Buksaura. Total 24 women and adolescent girls participated in this programme and gained new skills in the art of beauty and salon care. They were also given training on market-oriented business skills and encouraged to set up their own beauty parlours and salons.

Other Activities

Some other activities undertaken under the Village Development Plan included:

- Opening of 300 savings bank accounts in village Buksaura
- Helped establish a dairy unit by getting five farmers to avail loan of Rs. 5 lakhs from IDBI Bank
- Nine farmers offered training on Food Grain Storage

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तो
कल है
SUNDESH

संदेश
बचाओ BETI

बहन चाहिए, पत्नी चाहिए... फिर बेटे
सामाजिक उत्तरदायित्व





Events & Celebrations

Sundesh regularly conducts various events and activities as a way to empower communities whom we serve and also to give them a platform to showcase their talent and skills.

Exhibition Stalls

Sundesh has been working towards empowering women and adolescent girls by hosting a variety of skill development training programmes. In addition to the training programme, we seek to provide an avenue and platform to these women and girls to showcase their skills and also earn additional income.

Uttar Pradesh

Sundesh set up a display-cum-sale stall at Dabur India Ltd's annual family get-together for employees 'Utsav'. We used the platform to showcase the community development work being undertaken by Sundesh across the country and also sold products developed by the community members.

Uttarakhand

This year, Sundesh set up a stall in the premises of Titan in Rudrapur during the Diwali festive season. Women from our training centres were encouraged to take up space in this stall to display and sell hand-made products to around 400 employees of Titan. Besides generating demand for these handicraft items, the stall also offered us an opportunity to showcase the community development initiatives of Sundesh in the region. A similar stall was set up at the annual family get-together organised by Dabur in Rudrapur. Sundesh showcased its activities and also displayed and sold handicraft items made by underprivileged women & Self Help Group members.

Himachal Pradesh

Sundesh also participated in the Dabur Utsav family get-together in Baddi and showcased its activities through an exhibition stall at the venue.





Play & Workshop on Gender Equality

A host of activities undertaken by Sundesh have been aimed at promoting gender equality and raising awareness to prevent female foeticide. As part of this programme, Sundesh organised a theme-based play on 'Beti Bachao' (Save the girl child) at the Dabur Utsav annual get-together. The play was performed by a group of volunteers of Sundesh Nari Shakti Kendra from village Kopa.

The objective of this initiative was to bring about a change in people's mindset towards the girl child. We reached out to around 500 people through this beautiful initiative, which was highly appreciated by all.

Moving forward on this agenda, Sundesh organised a theme-based play on 'Prevention of Female Feticide' at village Kopa Lal Singh on November 26, 2014. The event sought to raise awareness and reduce gender bias in the hinterland. A group of adolescent girls from the community we operate in performed this play, which sent out the message about avoiding gender discrimination and promoting gender equality.

This event helped us reach out to 150 local community and community-based volunteers.

Awareness Programme on Pradhan Mantri Jan Dhan Yojna

Sundesh organised an awareness programme on Pradhan Mantri Jan Dhan Yojna (PMJDY) at village Kopa Lal Singh on December 26, 2014. The objective of this initiative was to disseminate information about the scheme and services offered under PMJDY, which includes availability of savings bank account, access to need-based credit, remittance facility, insurance and pension to the excluded group/population. Around 100 people benefitted from this initiative.



“
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”

Awareness Programme on Joint Liability Group

Sundesh, with the support of National Bank for Agricultural and Rural Development (NABARD), organised an awareness programme on Joint Liability Groups (JLGs). The objective of this initiative was to inform the community members, particularly landless workers and farmers, about the JLG mechanism and how it can help them. Thirty (30) people, including SHG members, benefitted with this programme.

Republic Day Celebration

Uttar Pradesh

A Republic Day function organised at our Non-Formal Education centres in four villages – Dehra, Dhoulana, Nidhawali and Nidori of Hapur district of Uttar Pradesh. The Tricolour was hoisted by Head Master of Government School, followed by the National Anthem. The Head Master motivated the students and teachers to become good and well-educated citizens of the country. Cultural programmes were also organised on the occasion at the Nidhawali centre.

Sundesh also organised a certificate distribution programme for the successful candidates of our Beautician Training programme.

Uttarakhand

Sundesh celebrated Republic Day at its Gyan Deep Kendra, Cutting & Tailoring Training Centre, Beautician Training Centre and Adult Literacy Centre in Rudrapur. Flag hoisting and cultural activities were organised on the occasion.

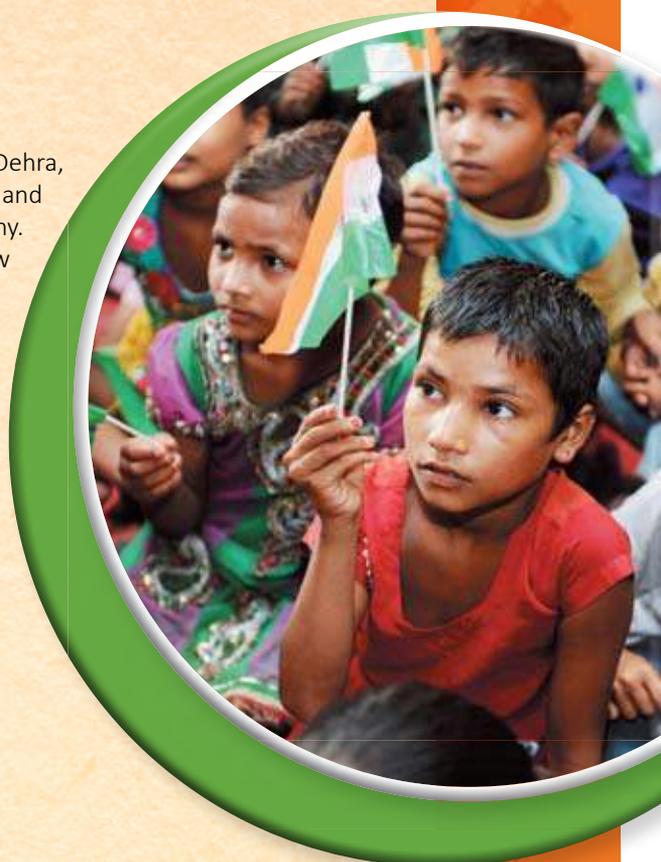
Independence Day Celebration

Uttar Pradesh

Independence Day was celebrated at four villages – Nidhawali, Dehra, Dhoulana and Nidori. The Village Pradhan, SHG members, children and Sundesh representatives were present during the flag hoisting ceremony. Cultural Programmes were also organised on the occasion, which saw children from the village singing patriotic songs.

Uttarakhand

Sundesh celebrated Independence Day at its Non-Formal Education Centre, Cutting & Tailoring Training Centre, Beautician Training Centre and Adult Literacy Centre in Rudrapur. Flag hoisting and cultural activities were organised on the occasion.





International Women's Day Celebration

On the occasion of International Women's Day on March 8, Sundesh organised various motivational and theme-based activities at village Kopa, a remote village of District Udham Singh Nagar of Uttarakhand. A series of activities like Rangoli & Mehandi competition, Slogan & Poster making competition, theme-based play on Beti Bachao, motivational song, motivational speech & stories and other cultural programmes were held with the active support of volunteers from the village. On the occasion, Sundesh recognised those women who were initially associated with us as volunteers and later went on to become social entrepreneurs and a role model for other women in the community. Around 200 women participated in the programme.



Financial Report

SUSTAINABLE DEVELOPMENT SOCIETY
22, SITE IV, SAHIBABAD, GHAZIABAD (UP)
BALANCE SHEET AS ON 31ST MARCH 2015

PARTICULARS	SCHEDULE NO.	CURRENT YEAR	PREVIOUS YEAR
A. SOURCES OF FUNDS			
RESERVE FUND	1	11,047,145	10,000,967
CORPUS FUND	2	11,035,000	11,035,000
CURRENT LIABILITES & PROVISIONS	3	49,449	35,170
	TOTAL	22,131,594	21,071,137
B. APPLICATION OF FUNDS			
FIXED ASSETS	4	3,718,993	3,816,432
INVESTMENTS	5	14,000,000	10,609,645
CURRENT ASSETS, LOANS & ADVANCES	6	4,412,601	6,645,060
	TOTAL	22,131,594	21,071,137

ACCOUNTING POLICIES & NOTES TO THE ACCOUNTS: SCHEDULE "A"
IN TERMS OF OUR SEPARATE AUDIT REPORT OF EVEN DATE

FOR YOGESH KUMAR AGARWAL & CO.
CHARTERED ACCOUNTANTS
(Y.K.AGARWAL) FCA
PROPRIETOR

DATE : 27/07/2015
PLACE: GHAZIABAD


CHAIRMAN


CHIEF PROJECT
COORDINATOR


SECRETARY

TREASURER

SUSTAINABLE DEVELOPMENT SOCIETY
22, SITE IV, SAHIBABAD, GHAZIABAD (UP)
INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31ST MARCH 2015

PARTICULARS	SCHEDULE NO.	CURRENT YEAR	PREVIOUS YEAR
A. INCOME			
1. Annual Membership Fee		808	808
2. Donation		7,520,000	4,925,000
3. Interest Received		1,267,770	1,041,007
4. Tailoring & Training Fee		103,405	91,230
5. Training Fee-Beautician		214,550	184,600
6. Training Fee-Weaving		2,100	-
7. School Support Programme		6,400	-
8. Plantation		238,145	96,750
9. Receipt-Skill Trainee ILFS		33,500	22,500
10. Veterinary Services		75,595	70,965
11. Remedial Education		45,520	22,460
12. Kitchen Gardening		1,760	750
13. Receipt from Jute Bag		45,441	14,025
14. Receipt from Exhibition		26,160	16,550
15. Lease Rent		1,000	1,000
16. Receipt NABARD-VDP		-	106,724
17. Receipt from Health Camp		-	120
18. Receipt from SHG Pass Book		760	2,370
19. Receipt from SHG		250	-
20. Misc. Receipts		200	-
21. Receipt from Magazine		100	340
22. Food Preservation Training		1,750	500
EXCESS OF EXPNEDITURE OVER INCOME		-	-
TOTAL		9,585,214	6,597,699
B. EXPENDITURE			
1. Health	A	108,236	265,156
2. Sanitation	B	641,259	-
3. Literacy	C	247,375	136,779
4. Non Formal	D	652,343	395,668
5. Remedial Education	E	188,129	75,264
6. Rural & Urban Livelihood Programme	F	3,235,913	1,039,842
7. Self Help Group	G	494,141	177,788
8. Veterinary Services	H	197,805	280,246
9. Office Expenses	I	1,101,884	2,190,171
10. Other Project & Other Expenses	J	1,457,875	915,179
11. Depreciation		214,076	218,918
EXCESS OF INCOME OVER EXPENDITURE		1,046,178	902,688
TOTAL		9,585,214	6,597,699

ACCOUNTING POLICIES & NOTES TO THE ACCOUNTS: SCHEDULE "A"
IN TERMS OF OUR SEPARATE AUDIT REPORT OF EVEN DATE

FOR YOGESH KUMAR AGARWAL & CO.
CHARTERED ACCOUNTANTS
(Y.K. AGARWAL) FCA
PROPRIETOR

DATE: 27/07/2015
PLACE: GHAZIABAD

[Signature]
CHAIRMAN

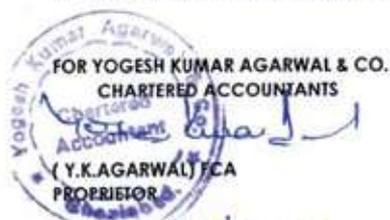
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CHIEF PROJECT
COORDINATOR

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SECRETARY
[Signature]
TREASURER

SUSTAINABLE DEVELOPMENT SOCIETY
22, SITE IV, SAHIBABAD, GHAZIABAD (UP)
RECEIPTS & PAYMENTS ACCOUNT FOR THE YEAR ENDED 31st MARCH 2015

PARTICULARS	CURRENT YEAR	PARTICULARS	CURRENT YEAR
Opening Balances		Payments	
Cash in Hand	24,944	Health	108,236
Punjab National Bank	3,937,082	Sanitation	641,259
Syndicate Bank	750,178	Literacy	247,375
		Non Formal	652,343
		Remedial Education	188,129
		Rural & Urban Livelihood Programme	3,235,913
		Self Help Group	494,141
		Veterinary Services	197,805
		Office Expenses	1,101,884
		Other Project & Other Expenses	1,457,875
Receipts			
Annual Membership Fee	808		
Donation	7,520,000		
Interest Received	1,267,770		
Tailoring & Training Fee	103,405		
Training Fee-Beautician	214,550		
Training Fee-Weaving	2,100		
School Support Programme	6,400		
Plantation	238,145		
Receipt-Skill Trainee ILFS	33,500		
Veterinary Services	75,595		
Remedial Education	45,520		
Kitchen Gardening	1,760		
Receipt from Jute Bag	45,441		
Receipt from Exhibition	26,160		
Lease Rent	1,000		
Receipt from SHG Pass Book	760		
Receipt from SHG	250		
Misc.Receipts	200	Fixed Assets Purchased	116,636
Receipt from Magazine	100	Increase in Investments	3,390,355
Food Preservation Training	1,750	Increase in Debtors	534,608
		Closing Balances	
		Cash in Hand	21,500
Decrease in Stock	4,768	Punjab National Bank	1,796,680
Increase in Current Liabilities	14,278	Syndicate Bank	131,725
TOTAL	14,316,464	TOTAL	14,316,464

ACCOUNTING POLICIES & NOTES TO THE ACCOUNTS: SCHEDULE "A"
IN TERMS OF OUR SEPRATE AUDIT REPORT OF EVEN DATE



DATE: 27/07/2015
PLACE: GHAZIABAD


CHAIRMAN

CHIEF PROJECT
COORDINATOR


SECRETARY

TREASURER

STATEMENT SHOWING COMPUTATION OF TOTAL INCOME

Name of the Firm : Sustainable Development Society
 Address : 22, Site-IV, Sahibabad, Ghaziabad (UP)
 PAN Number : AABTS1329R
 Status : Society, Registered under Society Registration Act 1860
 Previous Year : Ending on 31.03.2015
 Assessment Year : 2015-2016

Deemed Income U/S 11:

Total Income Received as per Income & Expenditure A/c (Total Income Received)	<u>95,85,214</u>	
Less: Amount allowed to be accumulated U/s 11(1)(a) 15%	<u>14,37,782</u>	81,47,432
		<u>81,47,432</u>
Less: Income applied for charitable Purpose (Expenditure)		
Total Revenue Expenditure	85,39,036	
Less: Depreciation on Capital Expenditure Incurred during the Year	<u>17,111</u>	
	85,21,925	
Capital Expenditure	<u>1,16,636</u>	86,38,561
		<u>(4,91,129)</u>
Taxable Income		Nil
Tax		Nil
Less: TDS		1,11,950
REFUND DUE		1,11,950

For Sustainable Development Society

For Sustainable Development Society

(Authorized Signatory)


 Authorised Signatory

SUSTAINABLE DEVELOPMENT SOCIETY
22, SITE IV, SAHIBABAD, GHAZIABAD (UP)
SCHEDULE - 4 OF FIXED ASSETS

DESCRIPTION OF ASSETS	BALANCE AS ON 1.4.2014	ADDITION BEF. 30.9.14	ADDITION AFT.30.9.14	DELETION	TOTAL AMOUNT	DEP. RATE%	DEP. DURING THE YEAR	W.D.V. AS ON 31.3.2015
BUILDING	1,100,307	-	-	-	1,100,307	10	110,031	990,276
BOXES	5,622	-	-	-	5,622	10	562	5,060
FIRE EXTINGUISHER	17,636	-	-	-	17,636	15	2,645	14,991
COMPUTER	1,039	-	-	-	1,039	60	623	416
ELECTRICAL INSTALLATION	62,569	-	-	-	62,569	15	9,385	53,184
FURNITURE	109,203	2,600	37,487	-	149,290	10	13,055	136,235
GRASS CUTTER	12,176	-	-	-	12,176	15	1,826	10,350
LAND	2,143,488	-	-	-	2,143,488	-	-	2,143,488
EMBROIDERY MACHINE	2,684	-	-	-	2,684	15	403	2,281
INVERTOR SETUP	39,822	29,800	-	-	69,622	15	10,443	59,179
SCANNER	426	-	-	-	426	60	256	170
TAILORING MACHINE	219,401	4,169	17,000	-	240,570	15	34,811	205,760
FAN	15,325	14,980	-	-	30,305	15	4,546	25,759
COOLER	16,736	-	-	-	16,736	15	2,510	14,226
SUBMERSIBLE PUMP SET	6,978	-	-	-	6,978	15	1,047	5,931
CATTLE CRUTCH	1,592	-	-	-	1,592	15	239	1,353
CAMERA	42,256	-	-	-	42,256	15	6,338	35,918
PRINTER	9,862	-	-	-	9,862	60	5,917	3,945
HARD-DISK	-	5,200	-	-	5,200	60	3,120	2,080
WATER HAND PUMP	268	-	-	-	268	15	40	228
WATER PURIFIER	2,405	-	-	-	2,405	15	361	2,044
LPG STOVE	1,500	-	-	-	1,500	15	225	1,275
UPS	1,669	1,800	-	-	3,469	60	2,081	1,388
TALLY ERP 9	2,209	3,600	-	-	5,809	60	3,485	2,324
UTENSILS	1,256	-	-	-	1,256	10	126	1,130
TOTAL	3,816,432	62,149	54,487	-	3,933,065		214,076	3,718,993



YOGESH KUMAR AGARWAL & CO.
Chartered Accountants

2793906 (O)
9810128160 (Mob)
206, Express Market,
Ambedkar Road,
Ghaziabad.

SUSTAINABLE DEVELOPMENT SOCIETY

SCHEDULE - A

Significant Accounting Policies and Notes on Accounts:

- 1) The accounts have been prepared using historical cost convention and on the basis of going concern concept with revenue recognized and expenses accounted on accrual basis.
- 2) Depreciation has been provided on Written down value method and at the rates as prescribed under Income Act, 1961.
- 3) Figures for the previous year have been rearranged/ regrouped as and where necessary in terms of current year's grouping.

For: **YOGESH KUMAR AGARWAL & CO.**
CHARTERED ACCOUNTANTS



(Y.K. Agarwal) F.C.A
Proprietor


CHIEF PROJECT
COORDINATOR


SECRETARY

Date: 27/07/2015
Place: Ghaziabad

Acknowledgements

We extend our gratitude to our donors, supporters and partners for keeping our dream alive:

- Dabur India Ltd.
- Dr. S K Burman Charitable Trust
- Northern Aromatic Limited
- Care India
- Care India Trust
- Chunni Lal Medical Trust
- NABARD
- DRDA
- District Child Labor Eradication Society
- Medicare Foundation
- PHCs, CHCs, District Hospital
- ICDS (Ghaziabad))
- Veterinary Department
- District Horticulture Department
- District Education Department
- National Rural Health Mission
- RUDSETI, GZB, etc.
- IL& FS Skill School
- Ayurved Limited
- Sanat Products Limited
- NTPC, Dadri
- Ambuja Cement Foundation, Dadri
- Humana People To People
- Udyan Care, Delhi
- Blind Relief Association, New Delhi
- Uttarkhand Jan Kalayan Samiti
- Nav Jeevan Jyoti Siksha & Sewa Sansthan
- Mosebear Trust
- CIHD, Ghaziabad
- SOS Childers Village of India
- National Confederation for Dalit Organisation (NACDOR)
- SAMARTH New Delhi
- Setu Foundation
- Kislay, Delhi
- Raasta
- Shape India
- Grameen Development Society
- Eklavya Society
- Aanchal



बददी : नंदपुर में महिलाएं अनारदाना कार्यक्रम के तहत अनार संयुक्त चित्र में।

नंदपुर में अनारदाना कार्यक्रम आरंभ
बददी, 22 अगस्त (स.ह.): नंदपुर गांव में नारी शक्ति ने गांव में अनारदाना महिलाओं ने सांझा तौर पर गांव में 200 पौधे अनार के लगाए। इस कार्यक्रम में...

दैनिक जागरण
'एड्स से बचाव के व सही जानकारी'
प्रकृति कौशल पर एड्स जागरण कार्यक्रम आयोजित
घोलाणा : प्रकृति कौशल पर एड्स जागरण कार्यक्रम के आयोजक प्रशासनिक केंद्र प्रचारी डा. सुदीप ने कहा कि एड्स जाननेवाले हैं और इसका बचाव केवल इसमें जानकारी ही है। जिसके सहारे ही बचाव जा सकता है। परामर्शदाता देवे ने कहा कि नंदपुर स्थानागत भी लेकिन यह कितने के घूने से नहीं है या अनुसूचित क्षेत्र संबंध, संक्रमित होने का जोखिम बढ़ाती है।



संदेश ने नंदपुर में सुखर लीकालन के दिने अनुदान देते संदेश संस्था के कार्यकर्ता।

दैनिक जागरण
संदेश ने चलाया कई गांवों में सफाई अभियान
घोलाणा : क्षेत्र की प्रमुख समाज संदेश ने प्रधानमंत्री नरेन्द्र मोदी के सा से महिलाओं, बच्चों व बुजुर्गों का उद्देश्य से क्षेत्र के कई गांवों में सफाई चलाया। इस अवसर पर संस्था की वरि मंजू जोशी ने कहा कि यह अभियान त हो सकता है जबकि हर नागरिक इसमें स जिसमें बुजुर्ग, बच्चे व विशेष रूप से महिला शामिल होना आवश्यक है। संजीव कुमार ने कहा कि महिला शक्ति यह ताकत है बार उन लेती है वह करके दिखाती अवसर पर शरतचंद्र ओझा, लोकेश सिंह सेनी, यशपाल सिंह...

दैनिक भास्कर
18 महिलाओं को दिए
सौजन्य डाबर इंडिया लिमिटेड ने अपनी सामाजिक संस्था संदेश के साथ से धर्मपुर गांव में नारी शक्ति केंद्र (सिलबाई-कुर्बंदी प्रशिक्षण केंद्र) की महिलाओं को प्रमाण पत्र दिए। संदेश संस्था पिछले कई वर्षों से अ विभिन्न ग्रामीण विकास कार्यक्रम के साथ-साथ महिलाओं के हुनर विकास भी काम करती है और उन्हें स्वावलंबन के लिए सहयोग करती। कार्यक्रम समन्वयक संजय कुमार साह ने बताया कि संदेश संस्था तीन नारी शक्ति केंद्र चला रही हैं, जिसमें महिलाओं को सिलबाई, कड़ा कार्यक्रम के छह माह के प्रशिक्षण कराए जाते हैं। उन्होंने बताया कार्यक्रम अनार दाना के तहत संस्था ने किसानों व प्रशिक्षण के साथ धर्मपुर गांव में 50 अनार के पौधे लगाए। इससे पूर्व में भी संस्था 35 पौधे अनार के लगा चुकी है। इस मौके पर डाबर लिमिटेड के वरिष्ठ महाप्रबंधक व संदेश संस्था के सचिव महिलाओं को शककमानाएं दी और स्वावलंबन के लिए...

सशक्त किशोरी सम की जरूरत : सीता सिसौदिया

किशोरी सशक्तिकरण प्रशिक्षण कार्यक्रम
घोलाणा : स्वयंसेवी संस्था डाबर मकाना में आयोजित किशोरी सशक्तिकरण शिबिर कार्यक्रम के दौरान अभ्यासिक शिक्षा सिस्टिम ने किशोरियों में नव ऊर्जा प्रसार करते हुए कहा कि सशक्त किशोरी मात्र को सकारात्मक दिशा देकर विकास पथ पर अग्रसर कर सकती है। इस दौरान सा के उपप्रबंधक सुशील कुमार ने भी प्रस्ताव करते हुए विचार रखे। संस्था की रवीय मंजू जोशी ने बताया कि यह दो रवीय प्रशिक्षण कार्यक्रम था। जिसके व किशोरियों को स्वयं अपने पैरों पर खड़े एक सशक्त समाज की नींव डालने में भूमिका निभाने के लक्ष्य रखे। नि बताया कि जब किशोर अवस्था से ही सशक्त हो जायेंगी तो वे परिवार की लेती हैं।



प्रकृति के प्रति जागरण करने संस्था के सदस्य।

संदेश ने किया एड्स के प्रति जागरण
घोलाणा : क्षेत्राधिकार एड्स जागरण अभियान के तहत संदेश संस्था ने क्षेत्र के गांव नंदपुर में शिबिर लगाकर जागरण किया। संस्था की ओर से संदेश संस्था के सदस्य डा. सुदीप ने कहा कि एड्स से बचाव के लिए ही किशोरी सशक्तिकरण की जरूरत है। यह सशक्तिकरण में अत्यंत महत्वपूर्ण है। नंदपुर गांव में संदेश संस्था के तहत नंदपुर में शिबिर लगाकर जागरण किया। संस्था की ओर से संदेश संस्था के सदस्य डा. सुदीप ने कहा कि एड्स से बचाव के लिए ही किशोरी सशक्तिकरण की जरूरत है। यह सशक्तिकरण में अत्यंत महत्वपूर्ण है। नंदपुर गांव में संदेश संस्था के तहत नंदपुर में शिबिर लगाकर जागरण किया।

पशुओं के लिए लगा निःशुल्क टीकाकरण
घोलाणा : क्षेत्र की स्वयंसेवी संस्था संदेश ने घोलाणा के गांव दहीरपुर में पशु लिए निःशुल्क टीकाकरण शिबिर लगाया, जिसमें 100 पशुओं को टीका लगाया गया। संस्था के कार्यकर्ता शरतचंद्र ओझा ने बताया कि गांव में सुबह 11 बजे शिबिर का आयोजन किया गया, जिसमें मंगलचौक टीकाकरण किया गया। आगे बताया कि इन दिनों में इस बीमारी के संक्रमण को रोकना जाना आवश्यक है। इस अवसर पर विकिसका की टीम के अलावा राजीव कुमार व डा. शरतचंद्र ओझा...

8 | दैनिक जागरण
'संदेश' ने दिया स्वच्छता का संदेश
हल्द्वानी, 9 अक्टूबर
सुखरमोहन : क्षेत्र की स्वच्छता प्रकृत आरंभ करने में नंदपुर गांव में नारी शक्ति केंद्र (सिलबाई-कुर्बंदी प्रशिक्षण केंद्र) की महिलाओं को प्रमाण पत्र दिए। संदेश संस्था पिछले कई वर्षों से अ विभिन्न ग्रामीण विकास कार्यक्रम के साथ-साथ महिलाओं के हुनर विकास भी काम करती है और उन्हें स्वावलंबन के लिए सहयोग करती। कार्यक्रम समन्वयक संजय कुमार साह ने बताया कि संदेश संस्था तीन नारी शक्ति केंद्र चला रही हैं, जिसमें महिलाओं को सिलबाई, कड़ा कार्यक्रम के छह माह के प्रशिक्षण कराए जाते हैं। उन्होंने बताया कार्यक्रम अनार दाना के तहत संस्था ने किसानों व प्रशिक्षण के साथ धर्मपुर गांव में 50 अनार के पौधे लगाए। इससे पूर्व में भी संस्था 35 पौधे अनार के लगा चुकी है। इस मौके पर डाबर लिमिटेड के वरिष्ठ महाप्रबंधक व संदेश संस्था के सचिव महिलाओं को शककमानाएं दी और स्वावलंबन के लिए...



संदेश ने नंदपुर में सुखर लीकालन के दिने अनुदान देते संदेश संस्था के कार्यकर्ता।



बददी : धर्मपुर गांव में नारी शक्ति केंद्र की महिलाओं को प्रमाण पत्र दिए।

प्रशिक्षण पूरा होने पर प्रमाण-पत्र
घोलाणा : स्वयंसेवी संस्था संदेश ने गांव धर्मपुर में किशोरी सशक्तिकरण कार्यक्रम के तहत प्रशिक्षण की पूर्णता को प्रमाण पत्र दिए। संस्था के कार्यकर्ता शरतचंद्र ओझा ने बताया कि गांव में सुबह 11 बजे शिबिर का आयोजन किया गया, जिसमें मंगलचौक टीकाकरण किया गया। आगे बताया कि इन दिनों में इस बीमारी के संक्रमण को रोकना जाना आवश्यक है। इस अवसर पर विकिसका की टीम के अलावा राजीव कुमार व डा. शरतचंद्र ओझा...

छात्रों को जमीन पर बैठने से मिलेगी निजात
बददी/सोना माला : क्षेत्र की स्वयंसेवी संस्था संदेश ने किशनपुरा स्कूल को बेंच व डैस्क दिए। संस्था के कार्यकर्ता शरतचंद्र ओझा ने बताया कि गांव में सुबह 11 बजे शिबिर का आयोजन किया गया, जिसमें मंगलचौक टीकाकरण किया गया। आगे बताया कि इन दिनों में इस बीमारी के संक्रमण को रोकना जाना आवश्यक है। इस अवसर पर विकिसका की टीम के अलावा राजीव कुमार व डा. शरतचंद्र ओझा...

निबंध लेखन में जोगिंद्र अव्वल
सोनी/सोना माला : क्षेत्र की स्वयंसेवी संस्था संदेश ने सोनी/सोना माला में निबंध लेखन प्रतियोगिता का आयोजन किया। प्रतियोगिता में सोनी/सोना माला के छात्रों ने भाग लिया।



बददी : नंदपुर स्कूल में स्वच्छता प्रशिक्षण में अग्रणी रहे बच्चों को प्रमाण पत्र दिए।

योजना के तहत आठों ऋण केंद्र का शुभारंभ
घोलाणा : क्षेत्र की स्वयंसेवी संस्था संदेश ने आठों ऋण केंद्र का शुभारंभ किया। संस्था के कार्यकर्ता शरतचंद्र ओझा ने बताया कि गांव में सुबह 11 बजे शिबिर का आयोजन किया गया, जिसमें मंगलचौक टीकाकरण किया गया। आगे बताया कि इन दिनों में इस बीमारी के संक्रमण को रोकना जाना आवश्यक है। इस अवसर पर विकिसका की टीम के अलावा राजीव कुमार व डा. शरतचंद्र ओझा...

हरियाली के लिए उठा हर हाथ

सामाजिक व शिक्षण संस्थाओं और अदालत परिसर में हुआ पौधारोपण



आईजील में पौधे रोप लिया संकल्प
हरियाली के लिए हर हाथ उठाया गया। अदालत परिसर में पौधारोपण कार्यक्रम का आयोजन किया गया।

अमर उजाला

ब्यूटीशियन प्रशिक्षण के प्रमाण पत्र बांटे

रुद्रपुर। सस्टेनेबल डेवलेपमेंट सोसायटी (संदेश) संस्था के तत्वावधान में आयोजित ब्यूटीशियन प्रशिक्षण कार्यक्रम का समापन हो गया है।

समापन अवसर पर 26 प्रशिक्षणार्थियों को प्रमाण बांटे गए। साथ ही उनसे स्वरोजगार स्थापित करने का आह्वान किया गया। कार्यक्रम में सहायक परियोजना प्रबंधक आरपी सिंह, बड़ौदा स्वरोजगार संस्थान निदेशक केआर पंकज, नावाई डीडीएम विशाल

पर्यावरण संरक्षण पर किया मंथ

सदरमंडल। एक हरियाली डेय कार्यक्रम में शिक्षण संस्थाओं के अध्यक्षों का सम्मेलन किया गया। पर्यावरण संरक्षण पर चर्चा की गई। कार्यक्रम में प्रमुख अतिथि के आ.पी. सिंह ने कहा कि पर्यावरण को सुरक्षित रखना ही हमारे विकास का आधार है।



6 | दैनिक जागरण मेरठ, 6 जून 2014

'एक वृक्ष देता है दस पुत्र के बराबर फल'

धौलाना : स्वयं सेवी संस्था संदेश द्वारा पर्यावरण दिवस पर आयोजित पौधारोपण कार्यक्रम में किसान कल्याण के उप-समन्वयक किसान सिंह विरहिया ने कहा कि एक वृक्ष देता है दस पुत्र के बराबर फल देता है।



20 महिलाओं को बांटे ब्यूटीशियन के प्रमाण पत्र

बददी (स.ह.): बी.बी.एन. की डाबर कंपनी ने अपनी सामाजिक संस्था संदेश के नारी शक्ति केन्द्र में आयोजित ब्यूटीशियन प्रशिक्षण कार्यक्रम में 20 महिलाओं को प्रमाण पत्र बांटे।



बददी : डाबर की संदेश संस्था द्वारा संचालित नारी शक्ति केन्द्र में महिलाओं को प्रमाण पत्र बांटने के बाद उद्योग प्रबंधक व महिलाएं सांभूहिक चित्र में।

अमर उजाला

महिलाओं की पाठशाला शुरू

गुलरभोज। डाबर इंडिया लिमिटेड की सामाजिक संस्था संदेश ने ग्रामीण क्षेत्रों में महिलाओं को साक्षर बनाने



पाठशाला का शुभारंभ किया है। इस कार्यक्रम में महिलाओं को साक्षर बनाने का उद्देश्य है।

पापड़ बनाने की प्रशिक्षण शिविर का समापन

दिनेशपुर। संदेश सामाजिक संस्था एवं राष्ट्रीय कृषि एवं ग्रामीण विकास बैंक ने सयुक्त रूप से ग्राम बुक्सौर को माडल गांव बनाने के लिए चयन किया है। इसमें गांव के महिलाओं

डाबर ने 16 महिलाओं को बांटे प्रमाण पत्र

बददी, 14 जनवरी (स.ह.): औद्योगिक क्षेत्र बददी की डाबर कंपनी ने अपनी संदेश संस्था के तहत संचालित नारी शक्ति केन्द्र में आयोजित ब्यूटीशियन प्रशिक्षण कार्यक्रम में 16 महिलाओं को प्रमाण पत्र बांटे। इस मौके पर प्रबंधक संजीव के. इटली सहित एवं प्रमुख रिसेप्टिवा सिद्ध व परियोजना अधिकारी संजय राह के अलावा कई अन्य मौजूद थे।

युवा जागरण

साक्षरता जागरूकता रैली निकाली

धौलाना : क्षेत्र की स्वयं सेवी संस्था संदेश ने मंगलवार को क्षेत्र के कई गांवों में साक्षरता जागरूकता रैली निकाली। इसमें संस्था के प्रबंधक सुशील कुमार ने कहा कि जब हम शत प्रतिशत साक्षर हो जायेंगे तो निश्चित तौर पर हमारा देश एक विकसित देश बन जायेगा। इसलिये हमें एकजुट होकर शिक्षा व साक्षरता पर ध्यान देना चाहिये विशेष रूप से महिलाओं व किशोरों की शिक्षा हमारा निराधार है। संदेश ने क्षेत्र के गांव देहरा, धौलाना, निखोरे, निधावली में 3 रैलियां निकालीं। संदेश ने क्षेत्र के गांव देहरा, धौलाना, निखोरे, निधावली में 3 रैलियां निकालीं। संदेश ने क्षेत्र के गांव देहरा, धौलाना, निखोरे, निधावली में 3 रैलियां निकालीं।



वेणीताल। बुधवार। 3 दिसंबर 2014

अमर उजाला

संदेश संस्था ने महिलाओं को बांटे प्रमाणपत्र
गुलरभोज। डाबर इंडिया लिमिटेड की संस्था संदेश ने महिलाओं को स्वास्थ बनाने का उद्देश्य रखते हुए नारी शक्ति केन्द्र में आयोजित ब्यूटीशियन प्रशिक्षण कार्यक्रम का समापन कर दिया। कार्यक्रम में प्रमुख अतिथि के आ.पी. सिंह ने कहा कि नारी शक्ति केन्द्र का उद्देश्य है कि नारी को साक्षर बनाने के साथ ही उनके स्वास्थ्य को भी सुरक्षित रखना है।

Awards & Accolades

Our efforts towards Community Development and Environment Sustainability have been lauded by many. These Awards & Accolades are recognition of our sustained efforts towards improving the quality of life of members of the underprivileged sections of the society.



CRY Child Rights Champion Award

Dabur India Ltd. and Sundesh bagged the CRY Child Rights Champion Award 2013–14 for their various joint initiatives aimed at improving the lives of children from the underprivileged sections of the society. 'CRY Child Rights Champion' awards - the first-of-its-kind in India - was instituted by CRY (Child Rights and You). The award sought to recognise organisations who have demonstrated their commitment to children. It recognises companies who have ensured that their business policies and practices include children as an integral stakeholder.



Aaj Tak Care Award

Dabur India Ltd. and Sundesh were awarded the Aaj Tak Care Award for their joint initiatives towards Environment Sustainability and involving the community in the same. Dabur and Sundesh were recognised as the industry leaders for the various initiatives towards appreciating the value of the environment and its conservation. Aaj Tak Care Award is an effort to felicitate, amplify and publicise the efforts taken by the corporate sector for striving towards inclusive & sustainable development with a 'society-centered' purpose.



Amity We Care Award

Sundesh was awarded the CSR Excellence Award, 'We Care 2014', for its social initiatives in the field of Skill Development and Livelihood Programs for Rural Development. These programmes are run for Dabur India Ltd. The Amity CSR Award 2014 was presented at a function organised at Confederation of Indian Industry (CII), Chandigarh. This marks the third successive year that Dabur has bagged this award.



Join/Support ***Sundesh***

FOR MORE DETAILS, VISIT OUR WEBSITE:
www.sundesh.org

FOR QUERIES, SUGGESTIONS AND SUPPORT, CONTACT:
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