



Sundesh

संदेश

Annual Report 2020-21





MAKING THE DIFFERENCE

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From the Chairperson's Desk



I am happy to present our 2020-21 Annual Report, covering not just the activities undertaken by us during the year but also a snapshot of the positive impact that our initiatives and projects have had in the lives of people we work with.

It was a tough year with the world around us in unprecedented turmoil from the COVID outbreak in early 2020. The nationwide lockdown period severely impacted lives and livelihood, resulting in understandable anxiety and stress. Our team of dedicated development professionals and volunteers rose to the occasion, working against all odds to ensure that rural communities in the villages of Uttar Pradesh had access to all basic necessities like health and safety kits, dry ration and medical support for their well-being.

We worked alongside our frontline warriors like health workers, police personnel and sanitation staff to ensure the health and safety of the most vulnerable populations during this period of turmoil. We also quickly recrafted our community interventions to protect the livelihood of rural communities by engaging them in preparation of reusable face masks.

As the ground situation improved, we recommenced and strengthened our development initiatives aimed at creating a healthy, vibrant, educated and inclusive India. It is highly satisfying to see our development programmes expand and meet the emerging needs of our communities.

As we step into the 28th year of our establishment, SUNDESH has outlined a series of new initiatives that will further enhance the quality of life for thousands of urban and

rural poor in our operational areas within Uttar Pradesh. From providing basic healthcare to the needy to distributing nutritional food products to millions of malnourished children, from organising free cataract operations to upgrading the skill sets of rural youth, our development projects have been planned with the larger aim of building the foundation for a stronger India.

It gives me great pride to inform you that our relentless efforts have helped positively impact lives of over **1.78** lakh people over the past one year.

- Till date, a total of over **1,12,939** patients have been treated at our Health Post and also through Mobile Health Services
- **6,968** women have become self-reliant and are contributing to their household income after undergoing training through our Skill Development centres
- Our Sanitation Project has helped **57** villages become Open Defecation Free with the construction of **3,916** household toilets
- Under our School Support Program, we have supported **108** government schools and improved the learning environment for **14,738** students
- **2,578** out-of-school children have been linked with formal schools through our Non-Formal Education programme
- Our Adult Literacy Centers have helped **4,717** women become literate
- More than **1800** women & adolescents have benefited from our Menstrual Health & Hygiene Project

What started for us as a small step towards lending a helping hand to the underprivileged way back in 1994 has today transformed into a journey towards improving and enhancing the lives of rural and urban poor. But there still miles to go. As we move forward, I assure you that SUNDESH is committed to broaden the scope of its Community Development programmes and work towards putting a smile on every face.

I would like to express my sincere gratitude to our donors and supporters who have walked with us in this journey. I am also grateful to our Executive Council members for their dedication, commitment and support that inspires us to remain focused and to deliver on our commitments.

Thank You,

Indira Burman
Chairperson
Sundesh

About Sundesh

SUNDESH (Sustainable Development Society) is a not-for-profit non-governmental organization registered under:

- Social Registration Act 1860, Meerut
- Foreign Contribution Regulatory Act
- Registered under 80G of Income Tax Act for tax benefit to the donor

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

These noble words of Dabur India Ltd founder Dr. S K Burman were the foundation stones on which **SUNDESH** was established on 19th November 1993. The society was formed with the objective of holistic development of rural areas through Integrated Community Development programmes.

Over the past 28 years, **SUNDESH** has crafted and executed various

need-based projects aimed at improving the living conditions of rural populace and enhancing the quality of life of poor and most vulnerable sections of the society, particularly adolescent groups and women. We have joined forces with like-minded organisations, government functionaries and concern line departments in bringing to life our vision of sustainable socio-economic development of the community.



Goal, Mission, Vision

Goal

Overall socio-economic development of the rural poor on a sustainable basis.

Vision

To actively contribute to the socio-economic development of the communities where we operate and to ensure their participation in the sustainable development process.

Mission

Ensuring socio-economic development of the rural community through different, participatory and need-based initiatives.





Broad Objectives

- To design and implement integrated rural and slum development programmes with a focus on Health, Education, Improved Nutrition and Socio-Economic Upliftment.
- To promote better awareness and understanding about Environment, Household Hygiene, Health and Sanitation.
- Improve access, acceptability, affordability and quality of health services and expand medical facilities to rural areas.
- Empower communities through capacity building programmes and by promoting income-generating skill development training programmes.
- To use participatory research methodology for assessment, analysis and action related to activities and programmes and also seek feedback from the beneficiaries & communities to modify the programme.

Strategic Approach

- Participatory and Facilitator
- Coordination and Professionalism
- Bottom to Top approach



Core Focus Area

- Education
- Rural Health Care service
- Social Reform and Women Empowerment
- Skill Development and Vocational Training
- Animal Husbandry Management

Core Strengths

- Infrastructure
- Integrity and Teamwork
- Accountability and Transparency
- Coordination & Networking
- Participatory approach



Transforming Lives

SUNDESH has been relentlessly pursuing a focused agenda of improving the quality of life in rural India and creating an inclusive, self-reliant society. Our need-based projects and Integrated approach has, over the years, positively impacted millions of lives.



Fighting COVID-19

21,000 Masks and Soaps distributed



Sanitation

3,196 families provided access to household toilets



Swasthya aur Suraksha

3,116 students benefited



Menstrual Health & Hygiene Management

4,764 women & adolescents benefited





Health

1,12,939 Individual benefited from our integrated community health initiatives benefited



Education

38,398 kids, women and youths benefited



Livelihood & Vocational Training

10,415 rural women, farmers and youths benefited

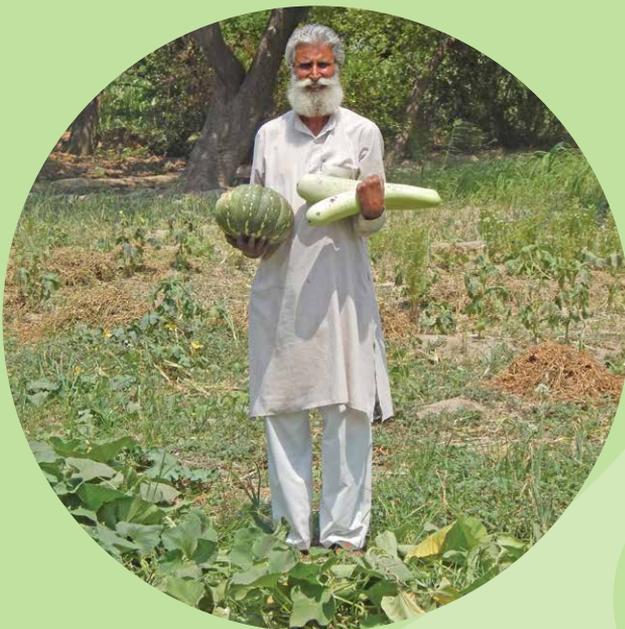


Environment Sustainability

4,080 beneficiaries under our plantation drive

357 Solar Street Lights installed in 15 ODF Villages

Supporting **5,545** families



Community Development Initiatives



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 in line with the changing needs and sensitivities of the community and its members. SUNDESH started operations in Uttar Pradesh in 1994 and has, over the years, extended its scope of operations to Uttarakhand and Himachal Pradesh. Our development initiatives in Uttar Pradesh cover 47 villages in Hapur, Ghaziabad and Gautam Buddha Nagar districts. Ensuring socio-economic development of the community through a variety of participatory and need-based initiatives in the best Interest of the vulnerable sections has helped us make communities in the region self-reliant and empowered enough to build a better tomorrow for themselves.

SUNDESH extended its operations to Rudrapur (Uttarakhand) in 2008 and Baddi (Himachal Pradesh) in 2010, successfully implementing community need-based projects in and around Dabur's manufacturing units. We withdrew from both these states in 2019 and handed over these projects to Jivanti Welfare and Charitable Trust.

Today, we have more than 30 dedicated staff working on various community development initiatives in areas like:

- **Fighting COVID-19**
- **Sanitation**
- **Swasthya aur Suraksha**
- **Menstrual Health & Hygiene Management**
- **Integrated Community Healthcare**
- **Education**
- **Skill Development**
- **Livelihood Promotion**
- **Environment**





FIGHTING COVID-19



COVID-19 impacted lives and livelihood across the globe, exacerbating historic social and economic divisions. The underserved sections of the society, particularly the daily wage workers, felt the brunt of this pandemic and the resultant nationwide lockdown with most members of this section having neither access to adequate protective gear nor daily grocery and medicines. Our frontline warriors, particularly the Health Workers across Primary Health Centres (PHCs), Community Health Centres (CHCs) and District Hospitals; Police personnel and Sanitation workers, emerged as high-risk groups as they worked through the pandemic and the lockdown to keep the citizens safe.

Recognising the pressing crisis at hand, Sundesh rolled out a series of relief measures along with Chunni Lal Medical Trust and supported by Dabur India Ltd, Mobius Foundation and other NGO partners to lend a hand to the Government's efforts to endure the social and economic impacts of

the Coronavirus pandemic as well as protecting vulnerable populations by enabling access to food and essential supplies. Taking the 'People First' approach, SUNDESH prioritised Health and Well-Being of citizens while continuing to create jobs and opportunities for the vulnerable sections of the society. Working closely with our partners and local authorities, SUNDESH extended support to landless farmers, workers and vulnerable communities with basic livelihood requisites such as the supply of dry ration kits, protective and sanitising kits and Ayurvedic immunity-boosting medicines.

Special Safety kits (with Hand Sanitizer, Latex Examination Gloves, Face Masks, Disposable Shoes Cover, Disposable Cap and Sodium Hydrochloride solution etc) were created and donated to government CHC Dhaulana, District Hapur and CHC Hapur, Uttar Pradesh. SUNDESH also distributed Face Mask, Sanitizers, Disposable Gloves & Caps among Housekeeping Staff, Security Personnel, Police Personnel, ANM, ASHA, Community Health workers, Vegetable vendors, villagers, bankers and Volunteers.

With livelihood opportunities limited in the rural pockets, SUNDESH engaged the women trained at our Cutting & Tailoring

centres and Self-Help Group (SHG) members for stitching Face Mask to create an alternate source of income. SUNDESH volunteers also stitched Face Mask using cut-piece cloth and distributed 800 face masks free of cost among the youth, women, elderly and farmers engaged in Pyawali, Jadopur, Karanpur Jatt, Nagla Chajju and Dahirpur villages of Dadri and Dhaulana blocks. Our Cutting & Tailoring centre trainers pitched in as well, purchasing cloth from local shops to stitch face masks and distribute them free of cost in their villages. We also organised cleanliness drives in villages and distributed specially created pamphlets to drive awareness about social distancing and COVID-appropriate behaviour. We also undertook special Wall Paintings across villages to spread the message on COVID-appropriate behaviour.

In all, over 21,000 cotton face masks and pamphlets were distributed. Of these, 11,000 face masks and 1,636 Dabur Sanitizer Soaps were given to individual residents in six villages.

SUNDESH, with the support of ANCHAL Charitable Trust, Delhi, distributed a range of Dabur's nutritious products with the food packets arranged by ANCHAL among migrant labourer and poor/needy families near Anand Vihar, Sahibabad Industrial area, Kaushambi, Indrapuram and Vaishali, Ghaziabad.





SANITATION: Making India Open Defecation Free

Taking a step forward towards protecting the dignity of our less fortunate sisters and daughters, SUNDESH and Dabur had rolled out the '700 Se 7 Kadam' initiative to help construct household toilets in rural India. This, we feel, will also go a long way in reducing the risk to their safety as they had to travel long distances to the outskirts of the village early in the morning to relieve themselves. The programme also sought to bring about a behavioural change within the community and inculcate Health and Hygiene practices in the project villages.

SUNDESH supported construction of individual household toilets in the villages of Ghaziabad, Hapur and Gautam Buddha Nagar districts of Uttar Pradesh, besides Udham Singh Nagar in Uttarakhand and Solan district in Himachal Pradesh. We also mobilised the community and built awareness, equipping them with adequate information, skills and confidence to access health services.



Process Adopted:

- **Need Assessment**
- **Support in construction of individual household toilets**
- **Behaviour change through awareness programmes**
- **Impact Assessment by Third-Party agency**

This intervention commenced in February 2014, in villages of Dhaulana block of Hapur district in Uttar Pradesh. **As a pilot project, financial support was given to 70 families for construction of individual household toilets besides repair of existing toilets.** Soon, this project was extended to villages of Udham Singh Nagar (Uttarakhand) and Solan (Himachal Pradesh), with financial support from Dabur India Ltd.

When this project was initiated, only 45% households were equipped with toilets. The SUNDESH team interacted with block level departments and conducted joint village meetings to create awareness about the issue by involving local panchayats, opinion leaders and SHG members. A detailed baseline study was also conducted. This project has been a huge success as now 99% families not only have

access to household toilets but are also regularly using and maintaining them. This has completely eradicated Open Defecation from these villages. Our efforts have helped 52 villages achieve Open Defecation Free status.

We hold regular awareness sessions to educate people about proper use of toilets, regular cleaning of toilets and the need for proper handwashing. Special Sanitation Kits, consisting of a cleaning brush, toilet cleaner and air freshener, are also distributed among the households as a token of appreciation and to inculcate the habit of regular cleaning and maintenance of household toilets. **In 2020-21, 2,589 families were provided Sanitation Kits in five ODF villages of Uttar Pradesh.** Till date, 10,290 Sanitation Kits have been distributed in 27 ODF villages in the state. We have also erected special signboards at each common entrance of 14 villages, acknowledging their ODF status and also listing out the series of CSR interventions undertaken in these villages.

Details of Individual Household toilets constructed under '700 se 7 kadam'

Details of Individual Household toilets constructed under '700 se 7 kadam'

S. No.	Location	No. of Villages Covered	No. of Toilets Constructed						
			2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	Total
1.	Uttar Pradesh	35	51	891	1,009	636	774	14	3,375
2.	Uttarakhand	12	16	105	185	58	-	-	115
3.	Himachal Pradesh	12	3	26	60	26	-	-	115
Total		59	70	1,022	1,254	720	774	14	3,854



SWASTHYA AUR SURAKSHA



Discrimination against girls in India is rampant even today after over seven decades of India's independence. As part of its efforts to nurture the girl child and provide her equal opportunities, Dabur India Ltd has crafted an integrated programme for improving her Health & Nutrition, besides ensuring her safety. SUNDESH is the implementing partner for this programme in Uttar Pradesh. This project seeks to give the girl child the right chances to nurture her talent and skills and help her excel in different areas of life. The programme operates on four key pillars of:

- **Safe and Nutritious Food**
- **Promoting Kitchen Garden**
- **Self-Defence Training**
- **Promoting Health Care**

With schools remaining closed and social distancing norms in place due to the COVID pandemic, we were unable to roll out all the activities of this programme in 2020-21. Only two activities could be undertaken during the year:

PROMOTING KITCHEN GARDEN >>

SUNDESH organised a special workshop in Government Junior High Schools and distributed vegetable seeds among 251 students in Kakrana, Nangla Udairampur, Chauna, Dehra and Nidhawali villages. We also educated the kids on sustainable cultivation of these vegetables, besides creating awareness on the need to add green vegetables in their diet to fight malnutrition. Our efforts have resulted in an increase in consumption of organic vegetables in the villages with the beneficiary students even distributing the extra produce to adjoining families free of cost.

Special vegetable gardens have also been developed within the campus in Sun Rising Intelligence Public school (Village Kakrana), Government Junior High School (Nangla Udairampur) and Government Junior High School (Narayanpur Baska). The fresh organic produce from these vegetable gardens is being used by the school in preparing the mid-day meal for their students.

To encourage villagers to consume fresh vegetable and fruits, SUNDESH also distributed vegetable seeds among 344 families in Shahpur Faguata, Shaulana, Jadopur, Chauna, Tatarpur, Dehra, Nagla Udairampur, Kakrana, Kamruddin Nagar and Siwaya.

PROMOTING HEALTH CARE >>

A special 5-day Yoga and Pranayam workshop was organised in January 2021 in Sun Rising Public School (Village Kakrana) with Mr. Ved Priya Sashtri from Yog Jagriti Mission and Mr. Mohan Singh Saini, Project Coordinator, SUNDESH, jointly conducting the session. A total of 175 students, teachers and members of the community attended the workshop in Kakrana village.

A similar Yoga and Pranayam workshop was organized at SUNDESH Integrated Rural Upliftment Centre (SIRUC) in Village Chauna in March 2021 which was attended by 125 villagers. Special T-Shirts made from recycled PET bottles were distributed among the participants by Dabur India Ltd.





MENSTRUAL HEALTH & HYGIENE MANAGEMENT

Menstrual health is crucial to the overall well-being of every woman. It is also amongst the most challenging development issues today, particularly in the developing world, with lack of awareness, old mindsets, customs and institutional biases preventing women from getting the menstrual health care they need.

Statistics suggest that women in the unorganized sector are more susceptible to menstrual infections due to poor sanitation facilities and lack of awareness. To bridge this need gap, SUNDESH Chairperson Mrs. Indira Burman had spearheaded a special initiative on Menstrual Hygiene Management, specially for women from rural India and underprivileged sections of the society.

Our Approach:

- **Create Awareness on Menstrual Health & Hygiene Management**
- **Procure Sanitary Pads from SIRUC and distribute them among women and adolescent girls**
- **Improve accessibility of Eco-Friendly Sanitary Pads**
- **Ensure safe disposal of Sanitary Pads**
- **Develop Alternate source of income for poor & needy women and promote Hygiene Practice**
- **Engagement with VYOMINI Social Enterprise**

SUNDESH, with the support of VYOMINI, organised an awareness workshop in schools and also with women Self Help Groups (SHGs) to discuss issues related to menstrual cycle, besides addressing the various

taboos and stigma related to menstruation. The workshops cover:

- **Scientific facts of menstruation and healthy body**
- **Healthy body and menstruation**
- **Yogic exercises and menstruation**
- **Experience sharing by participants**
- **Easy management of Menstruation and Mobility**
- **Family planning and Reproductive Health**

These interactions revealed that not only was the overall awareness about menstruation poor among the participants, but they also never consulted any doctor for treating menstrual-related infections. Almost 55% of the women were found to be non-users of sanitary pads due to high cost. Almost all the participants shared social taboos that they have encountered, which has impacted their menstrual health. Our experts conducted personalised counselling sessions to address their concerns in private. Special AV-based awareness sessions were also organised to help them understand the importance of family planning and its impact on a woman's reproductive health. Menstrual pads were also distributed among all participants along with IEC (Information, Education,

Communication) material. Two follow-up sessions were later conducted in each village, and we noticed that the participants were now far more comfortable in discussing menstrual-related issues. Special Health Camps were organised at SUNDESH's Health Post in SIRUC where the rural women and adolescents consulted a gynaecologist to seek help for menstrual issues.

While the COVID lockdown prevented us from holding any physical awareness camps in the villages in the initial part of 2020-21, our volunteers continue to reach out to women and adolescent girls in the target villages and support them with sanitary pads. A total of 1,626 sanitary pads were distributed among 1,210 women in 18 villages. As the lockdown restrictions were lifted, we organised four awareness sessions in 4 schools, which was attended by 240 girls.

Till date, 4,764 girls and women have benefited from our 54 awareness camps. Besides, 4,820 women have been provided sanitary pads arranged by SUNDESH through VYOMINI. More than 1,500 women and adolescent girls are now regularly being supplied sanitary pads.





PINK ROOM >>

Under the Menstrual Health & Hygiene Management Project, SUNDESH has set up the first-ever 'Pink Room' in Sun Rising Intelligence Public School in Village Kakrana, Block Dhaulana, in Hapur (Uttar Pradesh). The idea of a 'Pink Room' was conceptualised during a sensitisation workshop, which brought to the fore the need for a safe and friendly place for girls to manage their menstrual hygiene at school during their periods. This 'Pink Room' is equipped with menstrual hygiene facilities such as a safe changing place, biodegradable sanitary pads, safe disposal of used sanitary pads, hot water bags to ease their pain along with soap and clean water for washing their hands. IEC material was also placed inside the Pink Room, which is today being managed by a team of six girl students from the school.

Since then, SUNDESH has received requests from more than 15 educational institutions (Schools, Inter-colleges and B. Ed colleges) for establishing a similar Pink Room within their campuses.

SANITARY PAD PRODUCTION UNIT >>

In view of the growing demand for safe sanitary pads in the villages and with the larger purpose of creating a social enterprise involving women SHG members, SUNDESH decided to work towards helping set up a manufacturing unit for biodegradable sanitary pads under its Menstrual Hygiene Management (MHM) project.

The Objective

- Provide skill to the women for production of sanitary pad
- Help women SHG members set up a sanitary pad production unit
- Provide additional source of income to the SHGs
- Improve available of sanitary pads in remote villages

Project Plan:

The project was planned for residents of block Dhoulana and Dadri, in districts of Hapur and Gautam Budh Nagar respectively. It was decided that the project would be funded through a no-interest loan. Of the total project set-up cost of Rs 12 lakhs, Rs 10 lakhs was offered as loan to the partner SHG members, who invested Rs 2 lakhs from their own funds. The loan amount was to be returned within 3-4 years of setting up the micro-enterprise. Also, the infrastructure cost, including the maintenance cost and electricity bill, was to be borne by the SHG members operating the unit.

A series of meetings were held with the SHG members in Jadopur, Chauna, Nandpur and Tatarpur villages in August 2020. The meetings were headed by Mrs. Poonam Parihar (Mobius Foundation) & Mrs. Manju Joshi, Project Coordinator. The concept was discussed with Radha SHG (Jadopur), Utarksh, Jai Bheem, Jai Durga, Khushi SHG (Chauna), Mahalaxmi SHG (Tatarpur), Jai Shree SHG (Nandpur). Our team provided a detailed outline of the proposed project and the loan scheme that was being offered to set up the manufacturing unit, besides discussing all the possible outcomes, threadbare.

Despite the several rounds of meetings and sharing of technical knowhow, the project did not find any takers as most of the SHG members did not want to take up any fresh project during the COVID year. Since they were already saddled with loans and some were even facing unemployment due to the COVID pandemic, they were unable to raise the funds required for setting up the project. Also, they did not want to give up their daily wage work to go out and sell the final product in the market. Hence, the proposed project has been put on hold for the time being.



INTEGRATED COMMUNITY HEALTHCARE

SUNDESH, along with Chunni Lal Medical Trust, runs an Integrated Community Healthcare Project in rural Hapur and Gautam Buddha Nagar districts of Uttar Pradesh. This project was implemented in response to a need assessment survey which revealed that a majority of the villagers belonging to either the minority or marginalised communities, do not have proper access to health care facilities. As a result, a growing number of pregnant women were going for home deliveries and also infant mortality rates were high in these villages. Absence of medical personnel, dilapidated sub-centres and poor health-seeking behaviour were the other issues that needed immediate and regular attention.

This project sought to Improve Reproductive and Child Health status in these villages and also build the capacity of the healthcare team to help motivate and encourage the residents of these villages to avail the various services being offered both by the Health Post at SIRUC, Village Chauna, as well as by the Government Health Department.

Objective:

- Ensure availability of healthcare team and required medicines
- Availability of General Physician & Gynaecologist at the camps
- Promotion of Health Camp in the surrounding villages
- Door-to-door visit by team members and awareness generation by SHG members
- Consultancy & Proper Check-up of patients by Medical Consultants
- Regular OPD
- Mobile OPD in selected villages
- General and Women Health Check-up Camps

REGULAR OPDS AT STATIC HEALTH POST

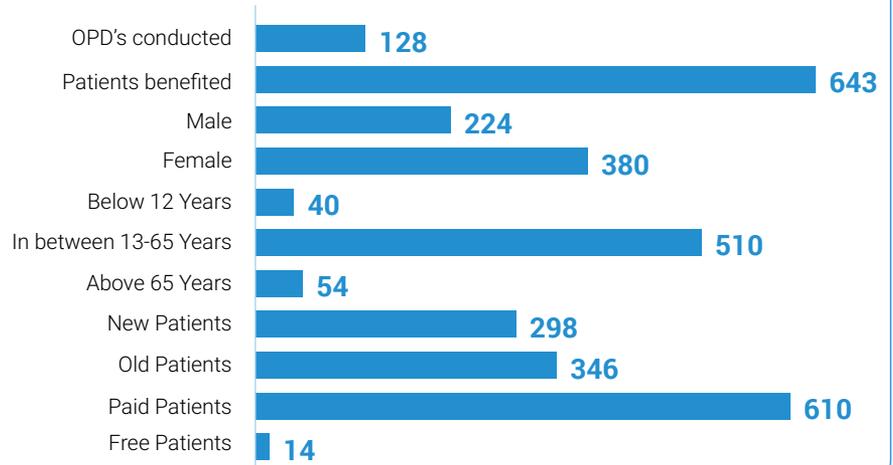


In several rural pockets of Uttar Pradesh, patients, particularly women, do not have access to proper medical services, forcing them to travel long distances (usually 8 to 12 km) to Dadri or Dhaulana for treatment. To address this need, SUNDESH started offering regular Health services through a Health post set up in village Chauna, block Dadri, Gautam Budha Nagar, Uttar Pradesh, on 26th June, 2002. At this Health post, patients were offered health services at a nominal registration fee of Rs. 10 for 30 days. We offered free medical consultancy and highly subsidised medicines to the poor and needy. Some of the economically backward patients were even treated free of cost. Till the end of March 2021, 82,897 patients from 40 villages have benefited from this Health Post.

SUNDESH and Chunni Lal Medical Trust jointly organise General & Women's Health Camps on the 24th of every month at SIRUC in Village Chauna.



Patients treated at regular OPD at the Static Health Post, Village Chauna





General and Women Health Check-up Camps organized on the 24th day of every month, where patients were provided three-days medicines and lab investigation for a nominal fee of Rs. 20. Follow-up check-ups were conducted in the regular OPD either at the static Health Clinic of Chunni Lal Medical Trust in Village Chauna or by the Community Health Workers and ASHA workers.

Regular General and Women Health Camps are also organised for economically weaker sections of the society who could not afford to pay for these health services. Till March 31, 2020, 1,327 patients have been screened at these camps. Due to COVID-19, the Antenatal cases were treated at our daily OPD in 2020-21.

ANTENATAL CARE >>>

Seeking to address women's healthcare needs, SUNDESH planned a series of interventions through its Health Post. These included:

- Ensuring Antenatal Care (ANC)
- Ensuring Postnatal Care (PNC)
- Ensuring safe delivery by promoting institutional deliveries
- Ensuring proper treatment of RTIs
- Ensuring safe abortions
- Promotion of family planning and spacing methods
- Provide nutritional advice
- Immunization of pregnant women as well as immunization of children along with growth monitoring
- Health awareness on health issues and counselling of women, their husbands and in-laws

and coordinators to enhance their knowledge on the subject. As many as 25 Antenatal cases were treated regularly.

LAB INVESTIGATION >>>

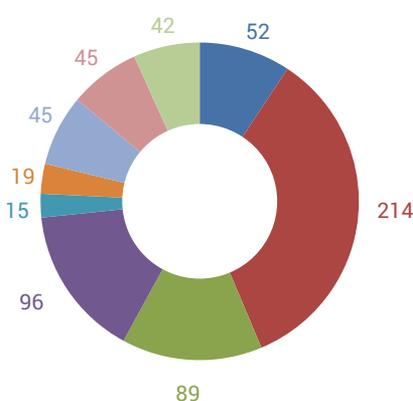
Lab testing facilities are offered to patients visiting the static Health Post and the Eye Screening camps at a nominal charge. These included Blood Sugar tests and pregnancy test. Blood Sugar tests were, in fact, conducted free of cost for the 247 patients screened for Cataract operation at the Eye camp.

MOBILE HEALTH SERVICES >>>

SUNDESH initiated doorstep delivery of healthcare through its Mobile Health Services in far-flung villages, which do not have access to Government Primary Health Centres or Government Community Health Centres, to reduce their dependence on local quacks. The Mobile Health Service was initiated in 1994-95 with the rollout of a Mobile Health Van in the villages of Dhaulana and Dadri blocks. Till March 31, 2020, 25,256 patients have benefited from this service. Due to COVID-19, the Mobile Health Services was put on hold in 2020-21.



Disease Pattern prevailing in villages



- | | |
|-----------------------|-------------------------|
| ■ Fever, Cold & Cough | ■ Hormone Deficiency |
| ■ Sugar | ■ Liver Infection |
| ■ Blood Pressure | ■ Eye Infection |
| ■ Antifungal | ■ Urine Tract Infection |
| ■ Asthma | |

The main objective of these interventions was to reduce child and maternal mortality rates in rural pockets of the state. Regular interactions were held with women across villages, and they were advised to visit the medical practitioner at the static Health Post or through our Mobile Health Post at least six times during the course of her pregnancy. Based on the diagnosis, the doctor would prescribe appropriate medicines, prepare a proper daily nutritional diet chart and even recommend exercises, wherever required. The medical practitioner also offered training to the field staff

EYE SCREENING CAMPS & CATARACT OPERATION

SUNDESH, along with Chunni Lal Medical Trust and Lions Eye Hospital, Kavinagar, Ghaziabad, have been organising regular Eye Screening Camps at the Health Post, SIRUC, since 1998 to provide affordable eye care services to residents of nearby villages. After a proper screening, some cases are then referred to Lions Eye Hospital for Cataract Operation. The Cataract operations and follow-up medicines are provided free of cost to the patients, with our team members and volunteers continuing the post-operative follow-up with the patients.

Over the years, we have seen patients visiting the camp not just from our operational villages but also from nearby villages like Salarpur, Aligarh, Meerut, Sikandrabad, Bulandshahar, Siyana, Partapur, Atrouli, Awalpur, Khera, Gulawati, Dhanuvas, Rasoolpur and Khatana. Till March 31, 2021, 2,274 Cataract cases have been operated successfully.



WORLD DIABETES DAY

On the occasion of World Diabetes Day, a special camp was organised at our Health Post where 40 cases were screened and free medicines provided to the patients. Free Blood Sugar tests were conducted, which helped identify 32 new cases of Diabetes.

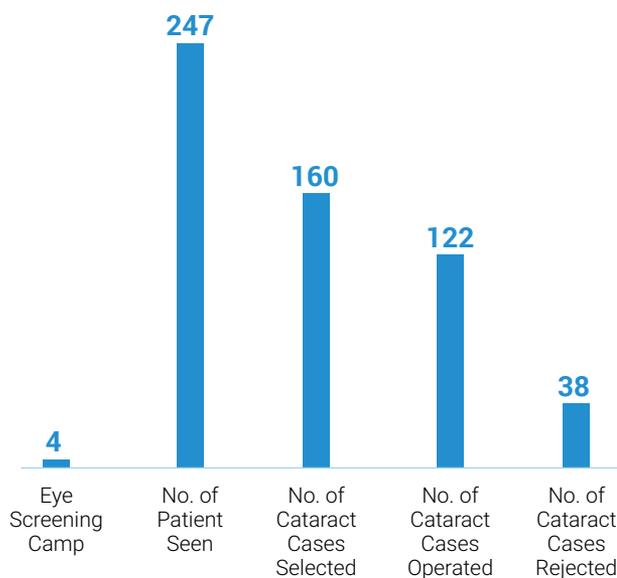
conducted at the District Hospital and Community Health Centres. Villagers were also motivated to adopt family planning measures and contraceptives distributed in the villages.

FAMILY PLANNING

Special awareness sessions are held in villages to educate newly married couples about the need to adopt birth spacing tools for the overall Health and Well-Being of women and children. Birth spacing tools were provided and tubectomy operations



Cataract Cases Operated





EDUCATION



Education plays an important role in the life of every individual. We understand that children are the future of a nation. In a country like India, education of underprivileged children holds the key to its progress. In fact, their education is vital for addressing issues related to Health Care, Poverty, Population Control, Unemployment and Human Right.

NON-FORMAL EDUCATION (SUNDESH GYAN DEEP KENDRA):

Children from underprivileged communities usually drop out of the formal education system to support their family income due to poverty. SUNDESH has been working towards bringing these kids back into the formal education system through its Non-Formal Education Centres, which caters to children between 6 to 14 years of age.

Our first Non-Formal Education Centre was established in 1995. Till date, 7,023 children have been

provided basic literacy at these centres and 2,578 kids linked to the formal education system. Our students have not only successfully completed their schooling but have even pursued graduation and taken up technical training in a variety of fields like Nursing, Computer Education etc and are today contributing to their household income. With the COVID outbreak in March 2020, the NFE Centres were temporarily suspended. While these centres could not be operated for the entire year, we motivated some of our senior students to run private classes in their villages to hold special classes for children from their respective villages.

REMEDIAL EDUCATION CENTRE (SUNDESH GYAN ARJAN KENDRA):

SUNDESH started operating a Remedial Education Centre to support weak students through special tuition classes. Our first Remedial Education Centre was operationalised in 2013 in Nidhawali village. This was soon extended to four centres.

Due to COVID-19 pandemic, all these were closed, and we restarted one Remedial Education Centre in village Chauna following all the necessary COVID protocols. A total of 30 students from class 4 to class 8 are enrolled at the centre. Till date, 1,088 students have benefited from this initiative.

COMMUNITY LIBRARY

SUNDESH established its first set of Community Libraries in 2012 in the villages Naraina, Chauna, Nandpur and Siwaya, with the support of NABARD. These libraries were set up to give local youth access to education material to prepare for government competitive exams. The competitive books and furniture were donated by SUNDESH. Even after NABARD's exit from this project, SUNDESH continues to support this initiative and is even promoting group study through this community library.

A new Community Library was set up at Nagla Udairampur village's Panchayat Bhawan in September 2018. A total of 55 local youth have benefited from this initiative. Since the opening of this library, seven local





youth have cleared the competitive exam for government jobs with four of them joining the Uttar Pradesh Police Force and another three being inducted in PAC (Armed Police of Uttar Pradesh).

Responding to the growing community need, another library was set up in village Chauna in June 2019. Since then, two village youth who were part of the study group at this library, have gained employment with the Uttar Pradesh Police and are currently undergoing training. In addition, 11 members of the group from Naraina village have joined the Education Department as teachers.



In all, 834 local youth have benefited from these five community libraries with 20 of them joining government jobs.

Responding to requests from local youth and village Pradhan, community meetings were conducted in Kakrana village of Dhaulana block, Hapur district, and a new Community Library was set up. A group of 20 youth preparing for government exams enrolled for group study at this library.

Currently, 110 students are regularly attending group study sessions at the Community Libraries in Nagla Udairampur, Chauna and Kakrana. The Community Library in Narayan village is now run independently by the local students.

ADULT LITERACY (BAHNO KI PATHSHALA):



Under its Education initiatives, SUNDESH has been promoting Adult Literacy in villages with a focus on improving literacy levels among rural women. We encourage unlettered rural women in the 14 to 40 age group to join our Adult Literacy Centres to gain basic literacy, which we feel is essential for eradicating poverty, reducing child mortality, curbing population growth, achieving gender equality and ensuring sustainable development. Through our Adult Literacy programme, SUNDESH seeks to equip women with basic reading and writing skills. After completion of this basic literacy course, these women have witnessed a significant improvement not only in their quality of life but also their self-confidence.

This need was first noticed during our regular SHG meetings, where a lot of women members found it difficult to read and understand the decisions documented in the minutes register. This led to the setting up of our first Adult Literacy class to provide basic education to the members of our SHGs.

SUNDESH set up formal Adult Literacy Centres in seven villages of Dhaulana block in Hapur district. While these centres were not operational during the COVID year, the women continued their learning with the support of their kids and SUNDESH volunteers. Till date, 4,717 women have become literate through these efforts.

Village	Year	No. of Students Enrolled	No. of Students Selected for Gov. Jobs	Job Description
Naraina (Hapur)	2002	25	13	UP Police – 02, Teacher in Inter college- 11
Nagla Udairampur (Hapur)	2018	24	8	BSF-02, CISF-01, UP Police-05
Chauna (G.B. Nagar)	2019	20	2	BSF- 01, UP Police - 01
Kakrana (Hapur)	2020	20	-	
		Total	23	

COMPUTER LITERACY: >>

Computers and computer literacy today play an increasingly important role in our day-to-day lives. Basic computer literacy has, in fact, become the basic requirement for most employers today and rural youth are often deprived of this essential knowledge due to lack of avenues and options.

During our regular interactions with the village community, the local youth and their parents expressed their interest towards becoming computer literate but rued about the lack of computer learning centres in their vicinity. Since villages surrounding SIRUC are located 25 to 40 km away from the main Ghaziabad town, it was nearly impossible for local youth to travel to the city daily to attend computer classes. They sought SUNDESH's intervention and help in setting up a Computer Literacy centre in their neighbourhood.

SUNDESH proposed this to its funding agency Dabur India Ltd, which reached out to NIIT Foundation, the CSR arm of computer giant NIIT Ltd, and established the first Computer Literacy Centre at SIRUC in December 2017. NIIT Foundation conducted Certificate Course in Active Basic IT training for the teacher identified by SUNDESH, and soon regular computer classes were rolled out for the local youth. We started with a basic 6-month course on MS Office where the students learned how to operate MS Word, MS Excel

and MS PowerPoint, besides surfing the Internet. A total of 55 students (41 girls and 14 boys) were enrolled for the first session.

With positive word spreading about this initiative and more students from neighbouring villages expressing interest in joining this course, SUNDESH set up its second Computer Education Centre in Village Dhaulana was opened on December 31, 2020. This centre was inaugurated by Mrs. Nisha Tirki, Branch Manager, Punjab National Bank, N.T.P.C, Dadri. A total of 27 kids (12 boys and 15 girls) enrolled for classes at this centre, of which 23 students successfully completed the 6-month course after undergoing an online test conducted by NIIT Foundation, and were awarded certificates. Till date, 219 local youth have successfully completed their course.

SCHOOL SUPPORT PROGRAMME (ADARSH PAATHSHALA: EK NAI PAHAL) >>>

At SUNDESH, we believe that quality education is the key to shaping a better future for scores of children, particularly in rural India. We have been working towards identifying and removing barriers to education for those most in need by creating a better learning environment for children in the hinterland. Under this, SUNDESH, along with Dabur India Ltd and Northern Aromatics Ltd, has been investing in improving the infrastructure in schools to uplift their learning experience under a programme called Adarsh Paathshala.

The development work includes:

- **Construction of separate Toilet Blocks for Boys & Girls, and even Teachers.**
- **Construction and Repair of overall existing infrastructure i.e. school buildings, boundary walls, class rooms, floors, kitchens, play grounds etc.**



- **Complete whitewash of the school building as well as painting of all doors & windows.**
- **Ensuring uninterrupted supply of good quality potable water within the school premise.**
- **Separate Drinking Water & Hand Wash Stations where students can drink water and clean their hands before and after having their Mid-Day meal.**
- **Distribution of Fans, Almirahs, Dustbins, Desk-benches etc.**
- **Building as Learning Aid (BaLA) Paintings on classroom and school walls to raise interest in children by means of entertainment and visual appeal.**

Till date, 4,863 sets of desk-benches have been donated to 108 Government schools and 14,738 students have benefited from this programme. Similarly, 112 Toilet units have been constructed in 112 government schools, providing a hygienic environment for 3,463 students.

In 2020-21, BaLA painting work was undertaken in 12 government schools and one Anganwadi centre, benefiting 2,216 students. These schools are Primary School, Bighepur, Kapoorpur, Nandpur, Sikheda No. 1 and 2, Khichra, Dhaulana No. 1, Government Junior High School Bighapur, Kapoorpur, Nandpur, Sikheda, while the Anganwadi Centre is located in village Bighapur. Till date, BaLA Painting has been done in 45 government schools, benefiting 5,893 students.

As per request from government schools, 78 ceiling fans were donated to 18 government schools, benefiting 1,943 students.





LIVELIHOOD & VOCATIONAL TRAINING

Skill Development is a powerful agent for improving social mobility, particularly in a country with an enormous population of underprivileged people who do not possess the right skills due to lack of education and guidance. SUNDESH has been working towards helping this underprivileged section, particularly girls in rural India, empowering them with skills that can help them earn a sustainable livelihood. We run Vocational Training Centres in rural pockets of Uttar Pradesh to create a pool of self-reliant young girls. These skills help them find employment in the fast-emerging services sectors or even emerge as social entrepreneurs in their respective villages.

CUTTING & TAILORING TRAINING >>

Tailoring training is offered to women between the age group of 15 and 35 years. We commenced this initiative in 1994-95 with the opening of our first Cutting-Tailoring Training Centre in village Shaulana. This has since been extended to cover several villages in the vicinity.

The women and girls trained at our centre are supplementing their household income by taking up stitching assignments within their villages. In 2020-21, 286 women underwent training in Dahana, Kandola, Kammruddin Nagar, Kalonda, Dehra, Shualana, and Piyawali Cutting & Tailoring Training Centres. A total of 137 women successfully completed the 6-month training programme and were awarded certificates. The 179 women are continuing their training from the seven Cutting & Tailoring Training Centres operational today.

On November 1, 2020, a new Cutting & Tailoring Training Centre was set up at Kamruddin Nagar in village Samana, Block Dhaulana, Hapur, Uttar Pradesh, and 30 local women enrolled for classes at the centre.

Till date, 4,894 women have undergone training at our Cutting & Tailoring Training Centres, with most of them earning between Rs. 2,000 and Rs. 15,000 a month from this skill.

BEAUTICIAN TRAINING >>

Responding to a need expressed by girls from the villages, SUNDESH initiated a Beautician Training programme in 2010-11 in Ghaziabad. In 2020-21, 33 women successfully completed the six-month course and were awarded certificates. In addition, 74 women are still undergoing the training programme in three villages: Kakrana, Piyawali, Samana.

Till date, 1,429 women have been trained in beauty Care and some of them have become social entrepreneurs by setting up their own beauty parlours and cosmetic centres and are earning around Rs. 5,000 to Rs 15,000 a month with this acquired skill.

MUSHROOM CULTIVATION TRAINING >>

Responding to requests from the SHG members and youth, SUNDESH organized a three-day training on Mushroom Farming at SIRUC. A mushroom cultivation trainer from Nizampur village Mr. Vinod was roped in for the session, which was attended by 60 people, of which 32 participants purchased Mushroom bags developed at SIRUC for practical exposure. A small demonstration unit was also developed at SIRUC and the produce from this unit was sold to the staff and villagers at a nominal price of Rs. 100/- per Kg.

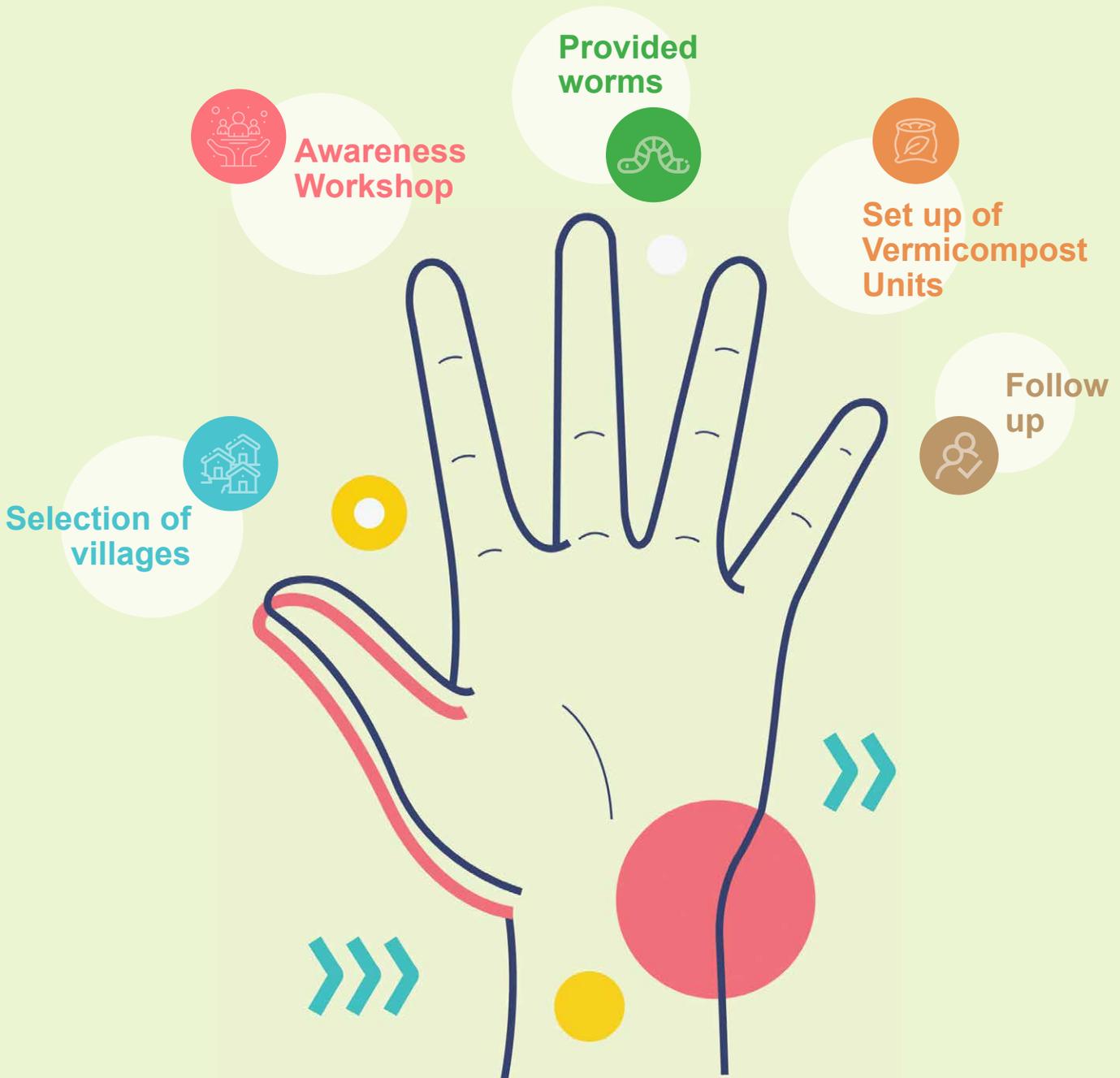




ORGANIC FARMING: A SUSTAINABLE SOLUTION >>

SUNDESH has been promoting Vermi-composting in our operational villages to drive awareness about the benefits of organic farming and the ill-effects of chemical fertilisers. A demonstration unit has been set up at SIRUC.

To promote the concept, SUNDESH provided 5kg of worms to each farmer who was interested in adopting this concept. Today, 9 farmers in three villages (Chauna, Tatarpur & Sidhipur) have set up their own individual units. A total of 10 farmers have now adopted the concept of Vermicompost.



STRAWBERRY CULTIVATION >>

As suggested by SUNDESH Chairperson Mrs. Indira Burman, a small Strawberry cultivation unit has been developed at SIRUC with 20 saplings to encourage local farmers to take up Strawberry farming.

EMPOWERING WOMEN THROUGH SELF-HELP GROUPS >>

SHGs or Self-Help Groups are novel and innovative organizational set-up in India for women upliftment and welfare. This set-up forms the second important pillar of our women empowerment programme. Coming from conservative backgrounds, most of these women have faced social sanctions all their lives, and have little or no knowledge about the formal banking system.

SUNDESH, along with Dabur, has been providing financial literacy to these women, organizing them into SHGs and Joint Liability Group (JLGs), and even organizing training and capacity-building programmes for these groups. These training 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 micro-plans for business development and undertake credit planning.

Members of these groups make small regular savings contributions over a few months until there is enough capital in the group to begin lending. Funds may then be lent back to the members or to others in the village for any purpose.

SUNDESH has implemented poverty alleviation projects in partnership with District Rural Development Agency, Ghaziabad, under the Swarn Jayanti Gram Sawrojgar Yojna for 120 SHGs formed for below poverty line families in the villages of Dhaulana block. Similarly, with the support of NABARD, more than 150 SHGs were formed and linked with the bank for financial support.

In 2020-21, 94 SHGs were functioning and 1,128 women members have benefited from this initiative. A total of 32 SHGs received CCL limits in the bank. Two SHGs were given finance of Rs. 1.25 lakh each. With the financial support, these SHGs have set up small businesses such as cosmetic shops, beauty parlours, glossary soap units, flour mills, dairy farming and goat rearing among others.

On December 31, 2020, a Community-Banker interface meeting was organised at SIRUC where Ms. Nisha Tirki briefed the participants about the functioning of a bank and about the various services and loans like Education Loan, Agriculture Loan, Business Loan, KCC etc, being offered by the bank.

VETERINARY SERVICES >>

SUNDESH has also been offering health care services for livestock and provides medical facilities for the same at SIRUC since 2011-2012. The facilities include daily OPD, treatment through home visit, artificial insemination to help villagers improve the breed of higher yields. As per the guideline issued by the Government, SUNDESH also regularly conducts vaccination for Foot & Mouth disease & HS (Haemorrhagic Septicaemia) with the support of the Government Veterinary Department. We have also been driving awareness by hosting cluster meetings with the farmers on food and fodder management.

Till date, we have organised 210 vaccination camps and 591 artificial inseminations and health check-up and awareness meetings in surrounding villages.



Year	Cattle Treated	Cattle vaccinated	Artificial Insemination	Meeting Conducted	Farmers attended meeting
2015-2016	1378	660	171	33	630
2016-2017	1253	200	245	49	251
2017-2018	1197	60	342	32	152
2018-2019	1250	50	278	22	137
2019-2020	1014	65	251	25	177
2020-2021	547	70	156	2	24
Total	6639	1105	1443	163	1371



ENVIRONMENT SUSTAINABILITY



Our Environment Sustainability programmes are aimed at preserving and promoting healthy ecosystems that not only help drive our economy but also help us cope with the impacts of climate change.

Shaulana, Dhaulana, Domatikri, Siwaya and Narayanpur villages. Plantation drives were also organised in Government schools in Dhaulana Tehsil.

Given the success of this initiative, we took this project to the next level and started installing solar street lamps in villages in Uttar Pradesh. During the year 2016-17, SUNDESH and Dabur first established a demo site with 12 solar street lamps in SIRUC to help the nearby villages experience the benefits of the system and also understand the maintenance requirements. Following the establishment of this demo site, several neighbouring villages approached us for installation of these street lamps in their villages.

PLANTATION DRIVE >>

Over the years, SUNDESH has been sensitising schools and the community about the importance of Tree Plantation. The objective of this project is to create awareness on environmental issues and help villagers understand the importance of a clean and pollution-free environment. Towards this end, plantation drives are organised with the active support and participation of villagers, SHG members and Panchayat.

More 2,500 fruit tree and shadow tree saplings were planted by families in Sidipur, Karanpurjatt, Chauna, Nidhawali, Nagla Udairampur,

PROMOTING SOLAR ENERGY >>

At SUNDESH, we understand that generating clean renewable electricity is crucial for India, where nearly 300 to 400 million people live without access to electricity. In the year 2015-16, SUNDESH and Dabur undertook a pilot project to provide high quality, affordable solar solutions in 683 households in seven villages of Uttar Pradesh, for their daily use. These lamps, equipped with LED lighting technology, can be fully charged by sunlight in 8 hours and can be used the whole night by individual households. To ensure proper care and maintenance of these lamps, the beneficiary households were asked to contribute a token amount towards their procurement.

It was mutually decided that SUNDESH will provide a solar street light in ODF (Open defecation Free) villages in Dhaulana and Dadri block of Hapur and Gautam Budha Nagar districts of Uttar Pradesh. Installation of these Solar Street Lights not only ensures the safety of women after sunset, but has also resulted in a significant drop in cases of cattle theft.

In 2020-21, 65 Solar Street Lights were installed in three ODF villages: Nidhawali, Meerapur and Shaulana, benefiting 1,379 families residing there. Till date, 377 Solar Street Lights have been installed in 15 villages, benefiting 5,491 families.



Events & Celebrations

INTERNATIONAL WOMEN'S DAY

A function was organised at SIRUC on the occasion of International Women's Day with 300 of our SHG members, trainees of our Vocational Training Centres and SUNDESH volunteers. Ms. Divya Saral, Branch Manager of Canara Bank (Dehra) and Ms. Nisha Tirki, Branch Manager of Punjab National Bank (NTPC, Dadri) encouraged the youth trained at our Vocational Training Centres to start their own micro-enterprises. They even assured financial support from their respective banks to the women for setting up such ventures.

On the occasion, completion certificates were awarded to 162 girls who completed their training at our Vocational Training Centres.

Women also shared their views on the importance of education for the girl child, besides talking about the current health status of females, female foeticide, importance of entrepreneurship and skill development.



WORLD ENVIRONMENT DAY

On the occasion of World Environment Day, 101 saplings were planted at Dhaulana Tehsil, Chauna and Nagla Udairampur village. The objective of this intervention was to create awareness about the importance of plants in our day-to-day life.

WORLD POPULATION DAY

SUNDESH organised sensitization group meetings in village Chauna, Tatarpur and Nagala Udairampur on World Population Day. Focus Group Discussions were conducted separately with men and women to underline the importance of small families, besides discussing family planning measures and tools.



INTERNATIONAL HAND WASH DAY

Proper washing of hands with soap and water has been one of the simplest and most effective ways of fighting the spread of COVID pandemic. The Global Handwashing Day was held under the cloud of the growing COVID pandemic with the theme 'Hand Hygiene for All'. On the occasion, SUNDESH held special awareness camps across its operational villages to educate the masses about good handwashing practices and techniques. Special sensitisation workshops were also organised in Nangla Udairampur and Chauna villages.

INDEPENDENCE DAY

The SUNDESH team and members of the community celebrated India's Independence Day at SIRUC with a flag hoisting ceremony.



Success Stories



THE SWEET TASTE OF HEALTH >>

Life was a living hell for **Rabiya**, a resident of Sardana village in Meerut. With her blood sugar levels constantly remaining high and her health deteriorating, she was unable to even pursue her daily chores at home. Despite regularly visiting hospitals

and incurring huge expenses on travel and check-ups, there was little relief from her sufferings.

During one of our community meetings, SUNDESH volunteers motivated Rabiya to get herself checked at the Chunni Lal Medical Trust Health Post. Taking their advice, Rabiya visited the health post and was diagnosed as suffering from Diabetes Mellitus, a metabolic disorder characterised by decreased ability or complete inability of the tissues to utilize carbohydrates accompanied by changes in the metabolism of fat, protein, water and electrolytes. She was immediately prescribed proper medicines and treated under the supervision of Dr. H K Verma.

Within a week of being on medication, Rabiya started showing signs of improvement with her blood sugar levels dropping and reaching the normal level. She is now leading a healthy life and is able to do the household chores as well. She is thankful to Chunni Lal Medical Trust for helping her lead a healthy lifestyle through right treatment.



JOY OF MOTHERHOOD >>

Babita, a resident of village Bisada in Gautam Budha Nagar, led a happy married life but would often feel depressed. Even after two years of marriage, she was unable to become a mother. In fact, every time she conceived, she suffered a miscarriage within three months.



Babita and her husband Krishna visited several doctors and spent a lot of money on treatments, with little success. This began to severely affect her mental health and reached a situation where she started thinking of visiting godmen for solutions.

One day, when she was one-month into her pregnancy, she visited the Chunni Lal Medical Trust Health Post for a routine check-up. During the check-up, she informed Dr. Suman Gupta about her past miscarriages and her fear of suffering another miscarriage this time round.

Dr. Suman Gupta ran a detailed diagnosis, but before commencing treatment, she first sought to take out her fear of miscarriage and fill Babita's heart with positivity through counselling. After several rounds of counselling and regular treatment, Babita gave birth to a healthy baby. She later visited the Health Post

with her baby to thank Chunni Lal Medical Trust and Dr. Suman Gupta for their support and for helping her experience the joy of motherhood.

LET THERE BE LIGHT



Jagriti, a resident of village Domatikri in Hapur district, had been leading a colourful happy life till Cataract struck. Cataract slowly began to take away her vision and she could not even afford the cost of treatment and operation.

She got to know about the free Eye Camps being organised by Chunni Lal Medical Trust along with Lion's Eye Hospital, and visited the camp seeking help with the treatment for Cataract. After a detailed diagnosis and tests, she was referred to Lion's Eye Hospital, Kavi Nagar, for free Cataract operation.



She underwent a successful operation and is now back to leading a healthy life. The darkness that had swept into her life due to Cataract has been completely wiped out. She expresses her gratitude towards Chunni Lal Medical Trust for helping bring back light into her life. SUNDESH could not have achieved this without the contribution of Northern Aromatic Ltd.

THE LIGHT OF KNOWLEDGE



Sundesh has been operating Non-Formal Education centres under the name Gyandeeep Kendra to help children from underprivileged section of the society gain easier access to formal education. As the name suggests, Gyandeeep Kendra works towards lighting the lamp of knowledge in the lives of these underserved children.

Komal Singh, d/o Raj Singh, is one such beneficiary of Sundesh Gyandeeep Kendra. A resident of Nidhawali village in Hapur district of Uttar Pradesh, Komal joined the centre in April 2007. She was a keen learner and a very good student. After completing her elementary education at the centre, she joined formal schooling at S.D.M. Public School, Shoulana. This gave her new wings to chase her dreams and soar to newer heights. She has completed her school education in 2019-20 and secured good marks in her 12th grade.

Komal is thankful to Sundesh for being the guiding light in her quest for education.



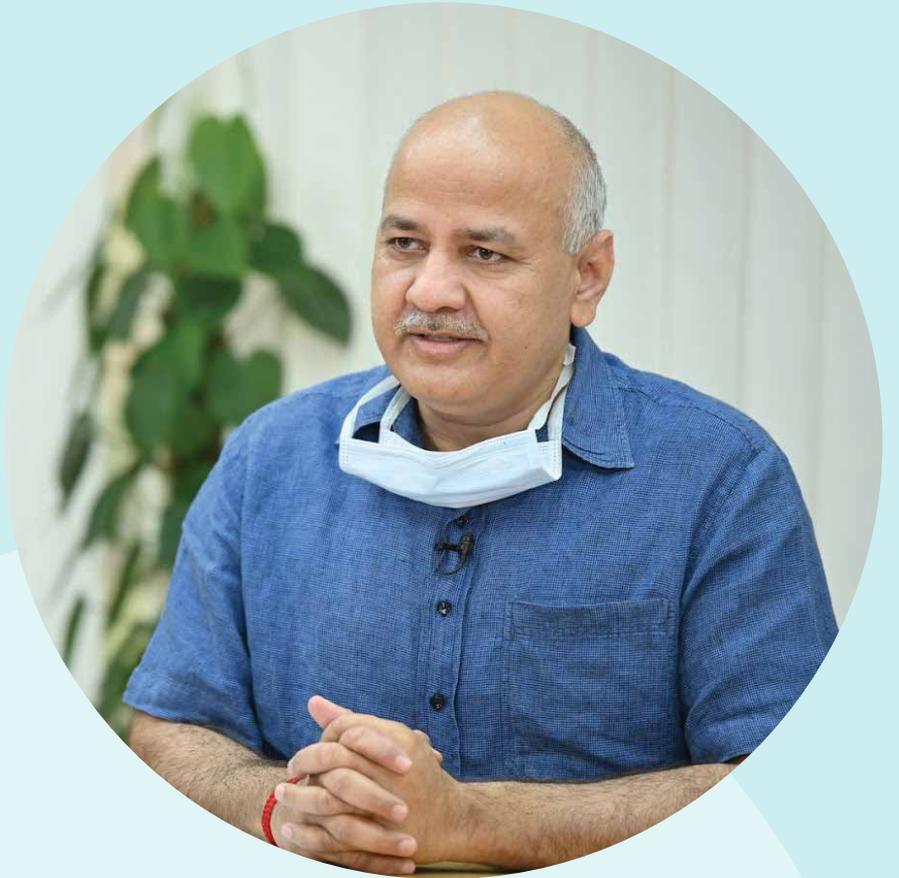
GIVING WINGS TO DREAMS



Sana, d/o Akbar Ali, had always wanted to pursue schooling. Despite belonging to a conservative Muslim family where educating the girl child was never a priority, her father always wanted his children, including girls, to be educated. He got Sana enrolled at the Sundesh Gyandeeep Kendra in April 2007. After completing her basic education at the centre Kendra, she took admission in D.K.S.H. Devi Public School, UnchaAnipur, Gautam Budh Nagar, U.P. She completed her schooling in 2019-20 and now wants to pursue Graduation in B. Com.

A resident of Nidhawali village in Hapur district of Uttar Pradesh, Sana is thankful to Sundesh for helping her in this journey.





Visit by Delhi Deputy Chief Minister Mr. Manish Sisodia

Delhi's Deputy Chief Minister Mr. Manish Sisodia visited his village Shahpur Phagauta on November 14, 2020. Mr. Sanjeev-Community Organiser, SUNDESH, briefed Mr Sisodia about the various CSR interventions undertaken by Dabur and SUNDESH in the village and showcased the success stories of our beneficiaries.

The projects showcased included:

- **Household Toilets in ODF village Shahpur Fagauta**

- **Bala Painting, School Toilet, Desk-Benches, Ceiling Fans and Tree Plantation under the School Support Programme**
- **Installation of Solar Street Lights**
- **Self- Help Groups**
- **Ghar ki Bagiya**

Mr. Sisodia appreciated the CSR interventions and wished Dabur and SUNDESH success with their future endeavours.

Rewards & Recognitions

- Dabur India Limited received Good Corporate Citizen Award from PHD Rural Development Foundation
- Dabur was awarded the Aaj Tak Care Award for Environment initiatives
- Dabur was honoured with the Amity Global Business School CSR Award for its efforts towards Poverty Alleviation
- Dabur was awarded the CII Excellence Award for Integrated intervention
- Dabur also bagged the CRY Child Rights Champion Award for protecting child right of education through Non-Formal education for school drop-outs
- SUNDESH received the Award of Excellence in the field of MHM Promotion at the MHM India Summit 2019, organized by Gramalaya
- The Education Department, District Hapur, appreciated the interventions by SUNDESH in converting Government Schools of Dhaulana Block into Model Schools.
- BEO (Khand Shiksha Adhikari) presented an Appreciation Letter to SUNDESH at a function, organised by the education department.



Affiliations

SUNDESH is a member of several committees at the District Level in Ghaziabad and Hapur. These include:

- District Literacy Mission
- District Child Labour Eradication Society
- Kasturba Awasiya Balika Vidyalaya
- Shyama Prasad Mukherjee Rurban Mission (SPMRM)

Acknowledgement

We extend our gratitude to our donors, supporters and partners for bringing our dream to life.

- Dabur India Limited
- Dr. S. K. Burman Charitable Trust
- Northern Aromatic Limited
- CARE India
- CARE India Trust
- Chunni Lal Medical Trust
- NABARD
- DRDA
- District Child Labour Eradication Society
- Asutosh Dawar Trust
- Modicare Foundation
- PHCs, CHCs, District Hospital
- Lion's Eye Hospital, Kavi Nagar
- District & Block Education Department
- ICDS
- Veterinary Department
- District Horticulture Department
- National Rural Health Mission
- Mobius Foundation
- VYOMINI
- Aanchal
- Ambuja Cement Foundation, Dadri
- Branches of Nationalised Banks (PNB, Syndicate Bank, SBI)



Media Coverage

डाबर इंडियन लिमिटेड के द्वारा 700 से 07 कदम परियोजना के अंतर्गत डहाना ग्राम में चेक वितरण किए

हापुड़। मनोज तोमर

हापुड़ क्षेत्र के डहाना ग्राम में आज डाबर संदेश ने शौचालय निर्माण के लिए चेक वितरण की गई इस मौके पर संस्था के प्रबंधक सुशील कुमार ने चेक वितरण का कार्य प्रारंभ किया और स्वच्छता के प्रति उन्होंने विशेष जानकारीयां प्रदान की ग्रामवासियों को ग्राम डहाना, विकास खण्ड हापुड़, जिला हापुड़ में स्वच्छ भारत मिशन के तहत संदेश स्वयंसेवी संस्था एवं डाबर इण्डिया लिमिटेड के 700 से 07 कदम परियोजना के अंतर्गत शौचालयों का निर्माण किया जा रहा है। जिसके तहत 37 शौचालयों का निर्माण किया जा चुका है। संस्था के प्रबंधक श्री सुशील कुमार के कर कमलों से 37 शौचालयों के चेक वितरण



किये गये। इस अवसर पर ग्राम प्रधान डहाना श्री जगपाल सिंह, संस्था के परियोजना निरीक्षक शरत चन्द्र ओझा, ओमकिरण सिंह एवं लगभग 150 से अधिक ग्रामवासी उपस्थित थे।

मोबियस फाउंडेशन ने किया कोरोना संक्रमण से बचाव के लिए सामग्री का वितरण



वेलकम इंडिया

हापुड़। कोरोना संक्रमण के केस पूरे देश में लगातार बढ़ते जा रहे हैं। सूबे की सरकार भी युद्ध स्तर पर कोरोना से बचाव के उपाय कर रही हैं। लेकिन इस कार्य में भी सामाजिक संस्थाओं का सहयोग बढ़-चढ़कर प्राप्त हो रहा है। इसको दृष्टिगत रखते हुए कोरोना से बचाव के लिए स्वास्थ्यकर्मियों एवं उनके सहयोग में अन्य कर्मियों की लगातार ड्यूटी लगी रहती है। जिसके लिए उन्हें संक्रमण से बचाव के सुरक्षा उपकरण व सामग्री की अत्यंत आवश्यकता होती है। इसी को ध्यान में रखते हुए धौलाना क्षेत्र के लोगों की सुरक्षा को ध्यान में रखते हुए मोबियस फाउंडेशन के सहयोग से सामाजिक संस्था संदेश द्वारा सामुदायिक स्वास्थ्य केंद्र प्रभारी राकेश कुमार को कोविड 19 से सुरक्षा हेतु सैनिटाइजर, हैंड ग्लव्स, शू कवर, डिस्पोजेबल कैप एवं सैंडियम हाइड्रोक्लोराइड निशुल्क वितरित किया गया। जिससे कि कोविड 19 से क्षेत्रवासियों को सुरक्षित रखा जा सके। इस सुरक्षा सामग्री को राकेश कुमार ने प्राप्त किया व संस्था का आभार प्रकट किया। इस अवसर पर संस्था के प्रबंधक सुशील कुमार ने कहा कि हमारी संस्था इस तरह के कार्य में सहयोग कर रही है तथा आगे भी इस प्रकार की सामग्री का वितरण करती रहेगी।

घर की बगिया को बढ़ावा देने हेतु संदेश संस्था द्वारा किया गया जागरूक



पिलखुवा (करंट क्राइम)। डाबर की सहयोगी स्वयंसेवी संस्था संदेश द्वारा संचालित स्वास्थ्य व सुरक्षा परियोजना के अंतर्गत स्वास्थ्य एवं सुरक्षा परियोजना के मद्देनजर घर की बगिया को बढ़ावा देने के लिए जहरीलेपेस्टसाइड और

रासायनिक खाद से तैयार बाजार की महंगी सब्जियों से निजात दिलाने के लिए इन दिनों एक अनूठा अभियान चलाया जा रहा है। ओर इतना ही नहीं संदेश संस्था द्वारा ग्रामीण क्षेत्र में घूमकर लोगों को घर की बगिया में सब्जी उगाने को प्रेरित करने के साथ-

साथ सब्जियों के बीज भी ना मात्र शुल्क में वितरित किया जा रहा है। शिवराज रावत ने बताया कि पहले वुजुर्ग महिलाएं अनाज और सब्जियों के बीज घरों में सुरक्षित रखते थे लेकिन अब यह परंपरा समाप्त-प्रायः सी हो गई है।

इसलिए डाबर की सहयोगी स्वयंसेवी संस्था संदेश द्वारा संचालित स्वास्थ्य व सुरक्षा परियोजना के अंतर्गत एक जैविक बीज बैंक बनाने का निश्चय किया है, ताकि यह घर-घर सब्जी उगाने का अभियान निरंतर चलता रहे।

कोरोना वायरस को मात देने के लिए आगे आयी महिलाएं, ग्रामीण क्षेत्र में किये मास्क वितरण



पिलखुवा (करंट क्राइम)। संदेश संस्था द्वारा डाबर इंडिया लिमिटेड के सहयोग से संचालित कटाई सिलाई केन्द्र ग्राम प्यावली, विकास खण्ड दादरी, जिला गौतमबुद्धनगर की अनुदेशिका मीनू देवी के द्वारा कोरोना वायरस से बचाव हेतु मास्क सिलाई की जा रही है जिसके बाद अब तक 400 मास्क सिलाई कर ग्रामीण क्षेत्र में निःशुल्क वितरित कर चुकी है।



महिलाओं द्वारा कोरोना वायरस को मात देने के लिए आयी महिलाओं के द्वारा किये गए कार्य ग्रामीण क्षेत्र में चर्चा का विषय बना हुआ है जो कि एक सराहनीय व प्रशंसनीय है। मीनू देवी ने बताया कि सिलाई केन्द्र पर तैयार कर मास्क लोगो मे निःशुल्क वितरण किये जा रहे है और मास्क सिलाई का कार्य निरंतर चल रहा है।

संदेश नारी शक्ति केंद्र पर महिलाओं को किये प्रमाण पत्र वितरित



हापुड़ (करंट क्राइम)। बुधवार को डाबर इंडिया लिमिटेड की सहयोगी संस्था संदेश द्वारा संचालित संदेश नारी शक्ति केंद्र द्वारा कटाई सिलाई में प्रशिक्षण प्राप्त कर चुकी महिलाओं को प्रमाण पत्र वितरित करने के लिए कार्यक्रम का आयोजन ग्राम डहाना, विकास खण्ड व जिला हापुड़ में हुआ। कार्यक्रम का शुभारंभ संदेश संस्था के परियोजना समन्वयक मंजु जोशी व प्रधान प्रतिनिधि जगपाल सिंह के द्वारा किया गया। कार्यक्रम के दौरान प्रशिक्षण प्राप्त कर चुकी 25 युवतियों व महिलाओं को

प्रमाण पत्र वितरित किये गये। संस्था के परियोजना समन्वयक मंजु जोशी ने बताया कि संदेश नारी शक्ति केन्द्र का मुख्य उद्देश्य महिलाओं को स्वावलंबी व आत्मनिर्भर बनाना है। महिलाओं को स्वरोजगार के लिए प्रेरित करना तथा व्यावसायिक कुशलता के बेहतर उपयोग करना है। कार्यक्रम के दौरान मुख्य प्रशिक्षक जसवंत सिंह, ग्राम प्रधान पति जगपाल सिंह ग्रामवासियों आदि का सराहनीय योगदान रहा। कार्यक्रम के दौरान सामाजिक दूरी का विशेष ध्यान रखा गया।

संदेश संस्था द्वारा स्वास्थ्य व सुरक्षा परियोजना के अंतर्गत चलाया शुद्ध सब्जी उगाओ अभियान

बुलंद खोज/संवाददाता

गौतमबुद्धनगर। डाबर की सहयोगी स्वयं सेवी संस्था संदेश द्वारा संचालित स्वास्थ्य व सुरक्षा परियोजना के अंतर्गत डाबर की सहयोगी स्वयं सेवी संस्था संदेश ने स्वास्थ्य एवं सुरक्षा परियोजना के अंतर्गत घर की बगिया को बढ़ावा देने के लिए जहरीलेपेस्टसाइड और रासायनिक खाद से तैयार बाजार की महंगी सब्जियों से निजात दिलाने के लिए डाबर की सहयोगी स्वयं सेवी संस्था संदेश ने इन दिनों एक अनूठा अभियान छेड़ रखा है। संदेश संस्था ने स्वास्थ्य एवं सुरक्षा परियोजना के अंतर्गत ग्रामीण क्षेत्र में घूमकर लोगों को घर की बगिया में सब्जी उगाने को प्रेरित करने के साथ-साथ सब्जियों के बीज भी नामात्र शुल्क में वितरित कर रहे हैं। (अब तक 30 गांव में इन्होंने भिंडी, तोरई और लोको पेटा, मूली, गाजर, बाखला, बैंगन के बीज बांटकर ग्रामीणों को अपने अभियान से जोड़ा है।



इसकाय्य व सुरक्षा परियोजना के अंतर्गत घर की बगिया अभियान से जुड़कर लोगों ने अपने घर और खेतों में बटुई संख्या में सब्जियों के बीज बोये हैं। डाबर की सहयोगी संदेश संस्था की टीम के द्वारा चलाया जा रहे इस शुद्ध सब्जी उगाओ अभियान के बारे में संदेश संस्था के प्रबंधक सुरशील कुमार ने बताया कि घरों, गांव की चौपाल और मॉडिया में अक्सर सब्जियों और फसलों के उत्पादन में जहरीले रसायनों के प्रयोग और इसके दुष्प्रभाव के बारे में सुनते हैं। इनसे बचने का एकमात्र उपाय है, हम अपने घर में उपयोग होने वाली सब्जियां स्वयं पैदा करें। और साथ ही दूसरों को भी जागरूक किया जाए। शिवराज रावत ने बताया कि पहले बुजुर्ग महिलाएं अनाज और सब्जियों के बीज घरों में सुरक्षित रखते थे लेकिन अब यह परंपरा समाप्त-प्रायः ही हो गई है। इसलिए डाबर की सहयोगी स्वयं सेवी संस्था संदेश द्वारा संचालित स्वास्थ्य व सुरक्षा परियोजना के अंतर्गत एक जैविक बीज बैंक बनाने का निश्चय किया है, ताकि यह घर-घर सब्जी उगाने का अभियान निरंतर चलता रहे। उन्होंने बताया कि वे बीज वितरित करते समय लोगों से आग्रह करते हैं कि भिंडी, तोरई, पेटा, लोको आदि सब्जियों को घर की बगिया में उगा कर अपने परिवार के स्वास्थ्य को सुरक्षित बनाएं।

गांव डहाना के सभी 993 परिवारों को स्वच्छता सफाई किट का निःशुल्क वितरण किया गया

हापुड़।। सोशल डिस्टेंसिंग और मास्क का उपयोग करते हुए डाबर की सहयोगी संदेश संस्था द्वारा ग्राम डहाना, विकास खण्ड हापुड़, जिला हापुड़ 3090 में शौचालय सफाई किट वितरण कार्यक्रम का आयोजन किया गया। जिसके मुख्य अतिथि संदेश संस्था के प्रबन्धक सी०एस०आर० सुशील कुमार, परियोजना पर्यवेक्षक शरत चंद्र ओझा एवम् सुमित कुमार उपस्थित थे। डाबर इंडिया लिमिटेड के 700 से 07 कदम परियोजना के अंतर्गत संस्था के अथक प्रयास से ग्राम पंचायत डहाना में 212 शौचालय बनवाने में आर्थिक मदद देकर गांव को खुले में शौच मुक्त गांव घोषित किया गया। कार्यक्रम के दौरान 993 परिवारों को स्वच्छता किट प्रदान किये गये। इस कार्यक्रम के अध्यक्ष सत्यपाल सिंह राणा, भूतपूर्व ग्राम प्रधान जगपाल सिंह,



उपस्थित थे। प्रबन्धक सुशील कुमार ने उपस्थित महिला व पुरुषों को बताया कि प्रधानमंत्री नरेंद्र मोदी के सपनों को साकार करने वाली स्वच्छ भारत मिशन योजना को साकार करते हुए संदेश संस्था द्वारा 700 से 7 कदम परियोजना के तहत हापुड़ ब्लॉक में 01 गांव को खुले में शौच मुक्त किया जा चुका है। गांव डहाना के सभी 993 परिवारों को स्वच्छता सफाई किट का निःशुल्क वितरण किया गया

। संदेश संस्था एवं डाबर के सहयोग से गांव डहाना में 212 व्यक्तिगत शौचालय निर्माण करवाये गये। ग्राम प्रधान पति जगपाल सिंह शिशोदिया द्वारा संदेश संस्था के प्रबन्धक सी०एस०आर० सुशील कुमार, परियोजना पर्यवेक्षक शरत चंद्र ओझा, पत्रकार रामवीर सिंह, पत्रकार मनोज तोमर, पत्रकार अंकित गौतम, ग्राम प्रधान नरेना ओमकिरण सिंह का स्वागत किया गया तथा सम्मान प्रतीक व बुके देकर सम्मानित किया गया। कार्यक्रम में प्रधान पति जगपाल सिंह शिशोदिया ने संस्था द्वारा किये गए कार्यों की सराहना करते हुए आभार प्रकट किया। कार्यक्रम की अध्यक्षता सत्यपाल सिंह राणा ने की तथा मंच संचालन शरत चंद्र ओझा ने किया। इस अवसर पर अध्यक्ष सत्यपाल राणा सिंह ने इस कार्य में सहयोग के लिये सभी ग्रामवासी व ग्राम प्रधान पति जगपाल सिंह शिशोदिया एवं अमित कुमार को धन्यवाद दिया। इस अवसर पर काफी संख्या में महिला व पुरुष तथा राहुल कुमार, मोहित राणा, राजीव शिशोदिया, पवन राणा, मोनू राणा आदि मौजूद थे।

कोविड-19 को मात देने के लिए आगे आयी संस्थाएं, किया सहयोग



पिलखुवा (करंट क्राइम)। मोबियस फाउंडेशन के सहयोग से संदेश संस्था द्वारा सामुदायिक स्वास्थ्य केन्द्र सी०एच०सी० धौलाना, विकास खण्ड धौलाना जिला हापुड़ (3090) को कोविड-19 से सुरक्षा हेतु सेनेटाइजर, ग्लब्स, डिस्पोजेबल सू कवर, डिस्पोजेबल कैप एवम् सोडियम हाइड्रोक्लोराइड निःशुल्क वितरित

किये गये जिससे कोविड-19 से ग्रामीणवासियों को सुरक्षा मिल सके। इस दौरान डा० राकेश सिंह ने वितरित करने वाली टीम का आभार प्रकट किया। इस अवसर पर संस्था के प्रबन्धक सुशील कुमार ने बताया कि संस्था इसी प्रकार के सहयोग समाज के हित में निरंतर करती रहेगी।

Financial Report

SUSTAINABLE DEVELOPMENT SOCIETY
22, SITE IV, SAHIBABAD, GHAZIABAD (UP)
BALANCE SHEET AS ON 31ST MARCH 2021

PARTICULARS	SCHEDULE NO.	CURRENT YEAR	PREVIOUS YEAR
A. SOURCES OF FUNDS			
RESERVE FUND	1	241,80,047	671,95,330
CORPUS FUND	2	149,35,000	149,35,000
CURRENT LIABILITES & PROVISIONS	3	1,69,228	14,67,020
	TOTAL	392,84,275	835,97,350
B. APPLICATION OF FUNDS			
FIXED ASSETS	4	33,69,830	475,71,657
INVESTMENTS	5	250,00,000	250,00,000
CURRENT ASSETS, LOANS & ADVANCES	6	109,14,445	110,25,693
	TOTAL	392,84,275	835,97,350

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

FOR SETHIA NAVEEN & ASSOCIATES
CHARTERED ACCOUNTANTS

Naveen
(NAVEEN SETHIA) FCA
PROPRIETOR
Membership No. 517585



DATE : 07.01.2022
PLACE: GHAZIABAD
UDIN : 22517585AAAAAB5628

[Signature]
CHIEF PROJECT
COORDINATOR

[Signature]
SECRETARY
[Signature]
TREASURER

SUSTAINABLE DEVELOPMENT SOCIETY
22, SITE IV, SAHIBABAD, GHAZIABAD (UP)
INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31ST MARCH 2021

PARTICULARS	SCHEDULE NO.	CURRENT YEAR	PREVIOUS YEAR
A. INCOME			
1. Annual Membership Fee		808	808
2. Donation		92,00,000	184,00,000
3. Grant Recd. from Northern Aromatics Limited		-	32,42,000
4. Misc. Receipt		8,440	885
5. Interest Received		19,94,427	23,66,669
6. Tailoring & Training Fee		48,700	93,830
7. Training Fee-Beautician & Embroidery		24,100	1,37,500
8. Receipt from Remedial Education		2,550	35,130
9. Receipt from Plantation, Kitchen Gardening, Vermi Compost & Solar Light Project		2,17,412	1,39,999
10. Veterinary Services		45,530	88,077
11. Receipt from Jute Bag, Handicraft & Exhibition		-	7,800
12. Receipt-Sanitary Pad		31,680	27,550
13. Lease Rent		1,000	1,000
14. Receipt from Computer Literacy		28,750	46,800
15. Receipt from Mushroom Training		4,190	-
16. Receipt-Menstrual Health & Hygiene Management		1,57,973	-
		117,65,560	245,88,048
EXCESS OF EXPNEDITURE OVER INCOME		430,15,283	-
	TOTAL	547,80,843	245,88,048
B. EXPENDITURE			
1 Health	A	15,48,493	35,43,945
2 Sanitation	B	3,74,102	25,78,257
3 Literacy	C	3,20,431	5,66,433
4 Non Formal Education	D	3,22,431	6,28,635
5 Remedial Education	E	3,42,531	6,15,564
6 School Support Programme	F	13,51,461	67,24,975
7 Rural & Urban Livelihood Programme	G	18,20,849	45,46,127
8 Other Project & Other Expenses	H	467,36,997	28,77,485
9 Self Help Group	I	7,59,361	9,53,279
10 Veterinary Services	J	2,92,705	3,38,355
11 Office & Administration Expenses	K	7,15,363	9,50,434
12 Depreciation		1,96,119	2,41,512
		547,80,843	245,65,001
EXCESS OF INCOME OVER EXPENDITURE		-	23,047
	TOTAL	547,80,843	245,88,048

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

**FOR SETHIA NAVEEN & ASSOCIATES
 CHARTERED ACCOUNTANTS**

Naveen
**(NAVEEN SETHIA) FCA
 PROPRIETOR
 Membership No. 517585**



**DATE : 07.01.2022
 PLACE: GHAZIABAD
 UDIN : 22517585AAAAAB5628**

[Signature]
**CHIEF PROJECT
 COORDINATOR**

[Signature]
SECRETARY

[Signature]
TREASURER

Executive Council



Mrs Indira Burman
Chairperson



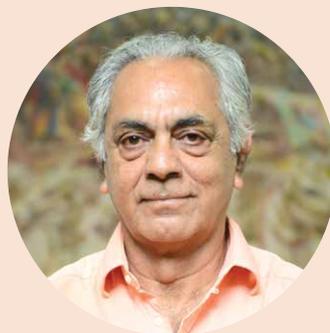
Mr. Partho Ganguly
Secretary



Mr. Ashok Bahl
Treasurer



Mr. Pradip Burman
Member



Dr. Gautam Vohra
Member



Mrs Shiromani Vijay
Member



Mr. A Sudhakar
Member

Notes :

Notes :



Sundesh



संदेश