



ANNUAL CSR REPORT 2015-16

Prepared by: Jana Urban Foundation

JFS has completed its CSR program for the second consecutive year. The CSR program has grown substantially in terms of size and scope in the following ways: -

2014	2015
CSR CORPUS	
₹ 46, 60,758	₹ 1,37,37,784
STRATEGY	
Focus on NGOs only	Focus on NGOs and Employee Engagement
DIVERSE SOCIAL ISSUES	
Food and nutrition, education, safety and protection	Food and nutrition, education, safety and protection, disability, HIV/AIDS, gender based discrimination and violence
ZONAL EXPANSION	
1	5
NGO PARTNERS	
4	8
BENEFICIARIES COVERED	
320	1941

Impact Assessment of Partner NGOs

Name of NGO Partner	APSA (Association for Promoting Social Action)
Social issue identified	Food security and malnutrition
Total funds disbursed	Rs. 11,70,000 for provision of food and nutrition
Project Description	<ul style="list-style-type: none"> ● During 2014, the program covered 150 children. During 2015,130 children benefitted from this program ● 3 meals high on nutritive value were provided everyday
Impact	<p>Direct</p> <ul style="list-style-type: none"> ● A total of 178 children (including floating population), 66% of whom were girls received adequate food and nutrition. These were children of migrant workers, minorities and children in distress ● Children who were underweight and anemic were provided extra care through additional nutrition and special meals <p>Indirect</p> <ul style="list-style-type: none"> ● Due to increased immunity, children’s attendance at APSA’s Dream School continues to be consistent ● Due to improved health status, 142 children have been enrolled under 7th and 10th standards, pre-primary classes and bridge courses and 14 children have been mainstreamed into the formal school system
JUF’s Partner Experience	It has been a very satisfying experience working with APSA as they are very organized, punctual and are excellent with their communication and reporting skills

Name of NGO Partner	GRACE (Grass Root Action on Community Empowerment)
Social issue identified	Neglect of basic child rights for children below 5 years of age
Total funds disbursed	Rs. 14,66,000 for 6 day care centers (crèches) and 2 tuition centers
Project Description	<ul style="list-style-type: none"> ● During 2014, the program covered 60 children in 4 crèches. During 2015, 153 children benefitted from this program ● One-time nutritious meal, basic education and recreational activities were provided to 100 children between 2-6 years of age ● 53 school going students between 6-16 years of age received additional academic coaching
Impact	<p>Direct</p> <ul style="list-style-type: none"> ● The education imparted was regularly monitored through exams, where the children performed well ● Children aged 6 years will be referred to formal schools in June 2016 ● Malnourished children were able to get access to better quality food <p>Indirect</p> <ul style="list-style-type: none"> ● Polio vaccinations were provided to all the 100 children below 5 years of age ● Children's psycho-social development was recorded by the teachers ● During the monthly parents-teachers meetings, it was observed that parents' attitudes towards their children's upbringing was changing for the better, leading to reduced incidents of child labour
JUF's Partner Experience	During the field visit one of the 6 crèches was found to be very cramped. In spite of this, the teacher looked determined and the children looked engaged. Soon, as the rag pickers will move to another location, the crèche might not have a role to play anymore. The temporary nature of the locations is one of the challenges that GRACE faces in the community. Apart from this, there has been an improvement in GRACE's communication and reporting skills

Name of NGO Partner	SVVS (Shamala Vidya Vardhak Sangh)
Social issue identified	Drop-out students from Below Poverty Line families
Total funds disbursed	Rs. 13,82,000 towards sponsorship of education for 70 students and mid-day-meals for 150 students
Project Description	<ul style="list-style-type: none"> ● During 2014, the program covered 70 drop-out students (41 girls and 29 boys). During 2015, the same children were able to continue their education and received uniforms, books along with excursion trips ● Mid-day meals comprising of nutritious meals, eggs, fruits and milk were provided to all students in the school
Impact	<p>Direct</p> <ul style="list-style-type: none"> ● Due to continued educational support, there is a positive behavioral change among the 70 students ● The mid-day-meals program increased the total school strength from 120 to 150, the attendance rate was 96%, and the height and weight of the students increased <p>Indirect</p> <ul style="list-style-type: none"> ● A major component of the project revolves around raising awareness among parents on educating their children. As a result, SVVS managed to bring back 16 more children in 2015 who had dropped out ● Due to the mid-day-meals, 39 single mothers were able to go out and work to sustain the family
JUF's Partner Experience	During the field visit, parents seemed very happy with the mid-day-meals being served to the children and they would like this to continue. The staff are qualified and well trained. The food quality and kitchen is satisfactory. Mr. Manjunath is systematic in his approach and constantly engages the parents for suggestions

Name of NGO Partner	Vidyanikethan
Social issue identified	Sexual abuse and exploitation of children
Total funds disbursed	Rs. 22,70,800 for running a hostel in Hosur, Tamil Nadu
Project Description	<ul style="list-style-type: none"> ● During 2014, the program covered 40 children. During 2015, 50 children benefitted from this program ● Basic developmental components like education, nutrition, counselling and recreation were catered to ● A four wheeler was provided for safe transportation of the children
Impact	<p>Direct</p> <ul style="list-style-type: none"> ● 5 girls completed standard 10th and there were no cases of drop – outs ● Children who passed out of Vidyanikethan, are currently pursuing higher studies ● Due to a good diet, adolescent girls particularly are able to cope with the demanding conditions of menstruation ● The child counselor enables the young children to open up about their past and share their thoughts and concerns. Most of the girls residing here have been victims of sexual abuse ● The hostel is not well connected and this makes timely transportation a challenge. A minivan helps the children during times of emergencies <p>Indirect</p> <ul style="list-style-type: none"> ● Vidyanikethan ensures that cases are filed and appropriate action is taken against perpetrators of sexual abuse ● The mothers of these children who are Commercial Sex Workers are also sensitized and can hope for a better future for their children
JUF's Partner Experience	During the field visit it was observed that the Vidyanikethan staff are trying to ensure that the girls who have been abused are able to lead a normal and carefree life, through counselling and care

Name of NGO Partner	Anchal Charitable Trust
Social issue identified	Exclusion of children with special needs
Total funds disbursed	Rs. 13,62,000 for 50 differently-abled children living in slums of Delhi
Project Description	<ul style="list-style-type: none"> ● Establishment of a model care centre for children with disabilities where rehabilitation and referral services will be provided ● Creating an inclusive environment by sensitizing parents, teachers and the larger community
Impact	<p><u>Direct</u></p> <ul style="list-style-type: none"> ● A total of 101 children are enrolled in the centre for services ranging from schemes to provision of mobility aids ● 30 children with disabilities were getting special education ● 63 teachers were sensitized and trained ● 132 parents and care givers were reached out to and sensitized ● Home modification was carried out for 10 children in the form of providing corner chair and standing frame ● Inclusive education from a rights based approach (RTE Act) is being promoted <p><u>Indirect</u></p> <ul style="list-style-type: none"> ● Creating an inclusive environment for all children where children with and without disabilities connect with each other – Celebration of World Disability Day in collaboration with Department of Social Welfare ● Efforts are being made to mainstream these children through information dissemination
JUF's Partner Experience	The field visits have been good. Anchal went a step ahead by carrying out an event on the same lines for our customers' children. Their communication and reporting skills are good

Name of NGO Partner	Sambhav Social Service Organization
Social issue identified	Violence Against Women
Total funds disbursed	Rs. 21,26,000 for 600 women and 600 adolescent girls in 20 slum areas of Gwalior
Project Description	<ul style="list-style-type: none"> ● Capacity building of women and girls on gender based violence through trainings, interface meetings with stakeholders and information dissemination ● Provision of legal support through a panel of lawyers
Impact	<p><u>Direct</u></p> <ul style="list-style-type: none"> ● Through 9 training sessions, 436 women and girls have gained awareness on gender based discrimination, violence, types of laws and avenues for support ● 115 community level meetings have been conducted where 2650 women and girls got a platform to discuss and raise issues pertaining to rights, violence and safety ● 9 interface meetings were attended by 320 beneficiaries where they got an opportunity to meet service providers such as police, protection Officers, Anganwadi workers and health service providers ● 9 legal camps were organized where 338 women were provided legal support and counselling <p><u>Indirect</u></p> <ul style="list-style-type: none"> ● Absence of toilets for women in these slums leads to eve-teasing and sexual harassment. As a result, women's sanitation and personal hygiene suffers leading to ill health. Therefore, sanitation becomes a key focal point that requires attention when working on violence against women ● 2 health camps were organized where 102 girls were sensitized on menstrual hygiene and reproductive health which is a basic health right ● Youth and men were also included in the program for sensitization as they have a direct role to play in this issue
JUF's Partner Experience	The field visits have been satisfactory. Sambhav has a good understanding of the local scenario and is very passionate about the cause. They are well connected in the area and have the resources in place. They are excellent with their communication and reporting skills

Name of NGO Partner	Shiksha Seva Foundation
Social issue identified	Discrimination of girls for education
Total funds disbursed	Rs. 8,56,496 for education of 47 girls across 2 projects in Mumbai
Project Description	<ul style="list-style-type: none"> ● Enrolment of girls into private English medium schools and provision of all facilities like uniforms, books, bags and refreshments ● Enrolment of pre-primary girl children into day care center to gain access to basic education
Impact	<p>Direct</p> <ul style="list-style-type: none"> ● 22 girls in the age group of 10-16 years were able to receive quality education in two credible English medium schools ● Their class attendance increased ● 25 girls were enrolled into the day care centre (Balwadi) ● All the girls belong to low-income households and some of them have lost either one or both parents. As a result, they cannot afford their education <p>Indirect</p> <ul style="list-style-type: none"> ● Through the awareness campaigns, 50 parents are seeking support towards their children from the NGO. This shows that people's mind sets are changing and this may go on to reduce gender discrimination in the area
JUF's Partner Experience	The field visits have been satisfactory and Mr. Manikant Tiwari, the founder is passionate about the cause. Shiksha Seva Foundation is comparatively a new organization and due to that many aspects such as team size, resources and know-how are lacking at the moment. They need to improve their communication and reporting skills

Name of NGO Partner	OFFER (Organization For Friends, Energies and Resources)
Social issue identified	Absence of highly recommended diagnostic tests by government agencies for children living with HIV/AIDS
Total funds disbursed	Rs. 13,57,010 for 69 orphan children living with HIV/AIDS in a residential facility in Kolkata
Project Description	<ul style="list-style-type: none"> ● Provision of medical support to every child in the residential facility, in order to manage the HIV infection and counter the disease progression which will ultimately result in a longer and healthier lifespan of the affected children
Impact	<p>Direct</p> <ul style="list-style-type: none"> ● 591 diagnostic tests were arranged as per physician's recommendation. 406 were related to vital organ functioning while 185 were to detect opportunistic infection ● Due to effective interventions there were no cases of mortality or hospitalization during this period <p>The diagnostic profile of the children is as below: -</p> <ul style="list-style-type: none"> ➤ During this period CD-4 counts were measured for 23 children at government facility ➤ 56 children went through vital organ functioning tests and hepatitis screening as prescribed by the Calcutta Medical College doctor's board. ➤ 34 children went through vitamin B-12 testing ➤ 36 children went for thyroid level testing ➤ Of 22 children with chest infection, all went through Sputum AFB smear testing and 9 had chest PA x-ray done ➤ All 3 TB affected residents went through AFB smear tests monthly and chest PA x-ray once ➤ All residents with skin related infections (including herpes), and eye infections had VLDR test performed at least once (multiple tests for persistent/ recurring infections) ➤ There has been 0 drug related toxicity reported during this period

	<p>Indirect</p> <ul style="list-style-type: none"> ● As all the 69 children are orphans, OFFER is trying to provide them with a normal childhood ● Due to OFFER's interventions in the fields of education, skilling and provision of jobs for the HIV affected children, it is trying to create a society that is free of social stigma
JUF's Partner Experience	<p>The field visits have been good. OFFER's Founder, Mr. Kallol Ghosh is an Ashoka Fellow and is well known in the field of social service. He is a visionary and has a dedicated team to support him. The team has a good understanding of the various social issues which they work on. They are well connected with doctors and medical colleges. Their communication and reporting skills are excellent</p>

Name of Employee Engagement Program	Jana Shakti
Aim	To create a conducive environment for Janalakshmi's employees where they can become active agents of change in the society
Total funds disbursed	As of 31st March, the company was able to spend ₹ 2,48,480 of the total allocated amount on 16 applications. A total amount of ₹ 17,47,478 was allocated to this program. As it is an ongoing program, the remaining balance of ₹ 14,98,998 has been carried forward to F.Y. 2016-17 and will be disbursed as the applications come in
Project Description	<ul style="list-style-type: none"> Program is open to approximately 10,000 employees across India for supporting social issues pertaining to extreme poverty, hunger, education, medical treatment, housing, etc.
Impact	<p>Direct</p> <ul style="list-style-type: none"> As of 31st March, 16 employees volunteered to improve the quality of lives of people from economically and socially deprived backgrounds Out of the 16 beneficiaries, 14 students were able to get admitted into schools and colleges, 1 cancer patient was able to get medical treatment and 1 single mother was able to provide her four children with a better house <p>Indirect</p> <ul style="list-style-type: none"> The word is spreading and more number of employees are coming forward to support such causes JFS can go on to make a bigger impact if the employees show active involvement in this initiative
JUF's Partner Experience	A systematic process for the initiative is in place where JUF is collaborating with the JFS Human Capital team. Timely disbursements have been carried out. Through this program JanaNayaks are able to connect with the beneficiaries at an individual level

Stories of our beneficiaries

❖ **Story of Tara on Domestic Violence - Sambhav, Gwalior**

Tara (name changed), a 60-year-old woman from the slum Gudi Guda Ka Naka in Madhya Pradesh, was very comfortable defending the issue of domestic violence. She was under the belief that husbands beating their wives is a normal course of life. During the initial workshops organized by Sambhav, she was extremely vocal on how violence against women should be accepted in the society and was of the opinion that since this learning came from her elders as part of her upbringing, this belief cannot be wrong. After attending few training sessions of Sambhav, she realized for the first time that domestic violence is actually an issue and that this should not be encouraged or tolerated. Tara's daughter has been married for 5 years. Her husband used to beat her almost every day. Her daughter left her in-laws house and came to Tara numerous times for help, but Tara could never provide her daughter with the required assurance, as she believed that this was the life her daughter had to lead without any alternative options. Recently in March, Tara's daughter came back home again and did not want to go back to stay with her husband. This time there was a change in Tara's response to her daughter. She reacted by confronting her son-in-law on his abusive behavior. She told him that 'she had given him her daughter, not an animal, and violence against her daughter will not be tolerated anymore'. Her son-in-law was shocked on hearing this. Tara demanded an apology from him and a promise that he would never repeat this again. She also warned him and his family, that if this incident occurs again, she will approach the police. Her son-in-law apologized and so far he has not raised his hand on her daughter. This story shows that things can change for the better if women's mindsets are open to it. Once this happens, such issues will be dealt with in the right way.

❖ **Mohit's story, a special journey - Anchal Charitable Trust, Delhi**

8 years old Mohit (name changed) lives with his mother, an elder brother and maternal grandmother. His parents have been separated and his mother, who is an Anganwadi worker, is the sole earning member of the family. Mohit has spastic cerebral palsy with intellectual disability and speech impairment. He communicates usually through gestures and is unable to walk. He is dependent on his mother for his day-to-day activities. Mohit's mother came to know about Anchal Charitable Trust through her community members and visited the rehabilitation centre to seek guidance for Mohit's condition. The Anchal team provided guidance on welfare services such as the disability pension. Mohit's mother went on to apply for the pension, which would be utilized for his welfare and care. Mohit is now able to hold crayons and do coloring. He shares every activity he learns with his mother. Mohit's teacher finds him to be very active and obedient. He loves coming to the center and spend time with his fellow mates and teacher.

Mohit's mother expresses: 'Mohit ki progress se bahut khush hoon, coloring kar leta hai ab, main chahti hu ki yeh ab paise bhi ginna shuru kar de' - (I am very happy to see the progress my son is making. Currently he is able to colour. Soon, I would like him to be able to count notes and coins).

A child attending the creche at Grace, Bangalore



Mid-day-Meal Program at SVVS



Child with disability with adaptation (standing frame provided)



Children with disability performing Bhangra, Delhi



Nutrition Program at APSA Bangalore



Rabia with new Colers set - Anchal Charitable Trust - Delhi



Women attending a session in Gwalior - Sambhav



Students of SVVS



Mid-day-Meal Program at SVVS



Safe transportation for children of Vidyanikethan, Hosur



Girls at Vidyanikethan- Hosur, Tamil Nadu

Mohit at the Centre - Anchal Charitable Trust, Delhi



A special child engaged in activity, Delhi



One of the young girls residing at Vidyanikethan



Food given to the children at SVWS - Bangalore



Anandaghar children with the Janalakshmi Team at Kolkata



Engaged in activity - Anchal Charitable Trust - Delhi



Awareness session for the parents on inclusive education - Anchal Charitable Trust - Delhi



Children of SVWS enjoying excursion trip in Mysore



Safe transportation for children of Vidyanikethan



Girls of Shiksha Seva Foundation with Janalakshmi staff in Mumbai



Performance by children of Anandaghar at OFFER, Kolkata



Teachers being trained at SVWS, Bangalore



Training Program on Violence Against Women - Sambhav, Gwalior



World Environment Day at Gwalior