AIM FOR THE AWARENESS OF SOCIETY

ANNUAL REPORT 2015-16

Abstract

Annual Report 2015-16 of AAs encapsulates the successful journey of the organization and the Projects undertaken during this financial year.

AAs
www.AAsindore.org
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AAs organisation believes that education is both the means as well as the end to a better life: The means because it empowers an individual to earn his/her livelihood and The end because it increases one's awareness on a range of issues – from healthcare to appropriate social behaviour to understanding one's rights – and in the process helps him/her evolve as a better citizen. Education is the most effective tool which helps children build a strong foundation; enabling them to free themselves from the vicious cycle of ignorance, poverty and disease. AAs Foundation extended its thematic areas of intervention by supporting family health, livelihood, and women empowerment. Children, their families and the community become the target group for AAs Foundation’s activities as child protection cannot be done in isolation and nothing else but education for children which can bring long lasting change in the society.

Our several schemes focus on the welfare and development of women and children and other disadvantaged groups. Very often, due to lack of awareness on the programmes and policies, many eligible persons and institutions cannot access the schemes meant for them. I trust that this Annual Report 2015-16 will help such persons with information relating to AAs.

I would like to express my sincere gratitude to the employees of AAs, representatives of Integrated Child Protection Scheme, Police Department (Indore District), Ministry of Labour, Women and Child Department, Child Welfare Committee, media and the entire team of CHILDLINE for their constant support to achieve our objectives throughout the year.

We would also like to thank our volunteers and interns for their hard work and commitment towards the activities undertaken by AAs.

We are extremely thankful to the citizens of Indore city for their kind help and cooperation.

Regards,

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VISION
To establish a national footprint in child development and women empowerment

MISSION
To work in collaboration with community, government and private sector for the welfare of children, women and other deprived sections of society.

OUR VALUES

➢ **Accountability**
  we take personal responsibility for using our resources efficiently, achieving measurable results, and being accountable to supporters, partners and, most of all, children.

➢ **Ambition**
  We are demanding of ourselves and our colleagues, set high goals and are committed to improve the quality of everything we do for children.

➢ **Collaboration**
  We respect and value each other, thrive on our diversity, and work with partners to leverage our global strength in making a difference for children.

➢ **Creativity**
  We are open to new ideas, embrace change, and take disciplined risks to develop sustainable solutions for and with children.

➢ **Integrity**
  We aspire to live to the highest standards of personal honesty and behaviour; we never compromise our reputation and always act in the best interests of children.
1. ABOUT AAS

AAs - which in Hindi means “Hope”-was established in May 2005 to establish the hope for positive change in the society. It is the endeavour of AAS to serve the society and make it more capable to face challenges of deprived groups especially women and children. AAs works for child development, women empowerment and improvement of society.

“AAs” was initiated by seven like-minded youths who came together to spread awareness towards diverse social problems. In the year 2003 they formed a group which initiated many social activities for spreading awareness on different social issues like HIV/AIDS, STI, drug de-addiction, blood donation, water & sanitation etc.

On 05-05-2005, this informal group registered itself as a formal organization under Madhya Pradesh Societies Registration Act with name “AAs – Aim for the Awareness of society”. (Registration No: 03/27/3/0431/05)

Presently the organization is working for the women empowerment and child development through various projects like CHILD LINE (supported by ministry of women and child development department), Conjunctive Water management (supported by TARU Pvt. Ltd) and entrepreneurship development of women in slums. In addition to this AAs has also been involved in various research assignments in Indore city such as traffic volume count, informal water market research, community context analysis etc. While most of the NGO’s activities have taken place within the district of Indore, Madhya Pradesh, it aspires to achieve a national footprint in the coming years.

AAs believe to work with a theme of Knowledge and Resource partnership. It runs different projects in close coordination with different government departments such as Indore Police, Municipal Corporation, Labour department, Women and Child development department etc.

2. OBJECTIVES

- To associate with different government schemes for the improvement of Schedule Caste and Tribes, women, children and other deprived sections of the society.
- To conduct awareness programs in rural and urban areas to improve physical and mental health of people.
- To establish linkages with health department for imparting health services to the vulnerable.
- To develop and demonstrate sustainable systems for the environment, sanitation and waste recycling.
- To work for the communal harmony in the society.
- To work for the rehabilitation of physically or mentally disadvantaged, female sex workers and other marginalized groups of society.
- To build sustainable livelihood resources, infrastructure and enhance accessibility of the resources for poor community.
To conduct training programs on new, advanced and affordable technologies for the rural farmers to increase the production.

3. CURRENT PROJECTS

3.1 CHILD DEVELOPMENT PROJECTS

3.1.1 CHILD LINE

CHILD LINE is a national 24-hour free phone emergency outreach service for children in need of care and protection. The phone number 1098 (toll free), responds to needs of children by providing emergency assistance and linking them to specific resource organizations for long term rehabilitation services with planned follow-ups thus assisting the children to fight with the difficult circumstances of her/his life.

It is a project of the Ministry of Women and Child Development, Government of India, in partnership with Non-Government Organizations (NGOs) and the corporate sectors. It is a 24-hour free of cost service provided by Bharat Sanchar Nigam Ltd. (BSNL), Department of Tele communications. Any child who is in any crisis or any person who is aware of such a child can dial 1098 for immediate professional assistance 24-hour a day.

With the help of CHILD LINE it has become possible to lay the foundation for proper psychological, physical and social development of the children. It has led to the improvement in the nutritional and health status of children resulting in reducing incidence of child mortality, morbidity, malnutrition and school dropout. CHILD LINE has helped in achieving co-ordination of policy and implementation amongst the various departments to promote child development.

CHILD LINE works with children in need of care and protection with the view to ensure their basic right. Usually it works with children up to 18 years of age but in special circumstances it also assists girls and boys of upto 25 years of age. Commonly, the following children come in contact with CHILD LINE.

- Street children living alone on the street
- Missing children
- Children abandoned by parents/guardians
- Children in need of medical help
- Child labourers
• Domestic help, especially girl domestics
• Children who have been abused (Whether mentally/physically/sexually/economically within the family or by others in their environment)
• Children who need emotional support and guidance
• Child victims of flesh trade and children of sex workers
• Child addicts
• Children in conflict with law
• Children in institutions
• Mentally ill children
• Children affected by conflicts and disasters
• Children whose families are in crises.
• Such children who are denied of their basic rights.

CHILD LINE conducts various outreach programs according to a predetermined schedule so as to know the problems faced by children in community. It also conducts open house with the help of residents of areas so as to spread awareness about CHILD LINE and other child related issues like child labour, child marriages, child sexual abuse etc. using street and role plays, cultural programs, debates, puppet shows, etc. as tools.

CHILD LINE team deals with various types of cases so as to make the community child friendly. It majorly classifies its operations into three categories as

• **Intervention:** In intervention, CHILD LINE first gathers information about the cases from the caller checks the authenticity of the information and then intervenes in between if they find that the case is authentic. CHILD LINE rescues the child from the unsuitable condition and also provides him/her proper counselling. During intervention, CHILD LINE also takes the help of local authorities and government departments.

• **Awareness:** CHILD LINE conducts various awareness programs in slums, schools, communities etc. It takes the help of its volunteers and spread awareness through posters, skits, marathons etc. CHILD LINE thinks that creating Awareness among people is very important in order to curb the injustice done against children from the root level. AAs has recently also come across a case where people have reported child abuse who were made aware through awareness campaigns conducted by CHILD LINE.

• **Advocacy:** CHILD LINE also makes non-government and government departments aware of their duties and responsibilities by writing letter or making report in the situation when it sees that the child rights have been snatched. For example, CHILD LINE recently wrote letter to Education department so as to implement RTE act which was not strictly followed in the city.
3.1.1.1 CASES INTERVENED

CHILD LINE has intervened 1023 cases in the year 2015-2016. The details of the cases are as follows:

<table>
<thead>
<tr>
<th>Total no of cases</th>
<th>Boy</th>
<th>Girl</th>
<th>Child labour</th>
<th>Child Bagger</th>
<th>Guidance and counselling</th>
<th>Missing</th>
<th>Protection from abuse</th>
<th>Orphan</th>
<th>Need care and protection</th>
<th>Medical help</th>
</tr>
</thead>
<tbody>
<tr>
<td>1023</td>
<td>626</td>
<td>397</td>
<td>199</td>
<td>159</td>
<td>43</td>
<td>215</td>
<td>242</td>
<td>09</td>
<td>103</td>
<td>41</td>
</tr>
</tbody>
</table>

3.1.2 SMT PROJECT

With the strict implementation of Company’s Act, companies have become more responsible towards the society. Under the CSR activities, AAs has associated itself with Shree Mahadeo Shahara Trust for the implementation of child development projects at Manglia area in Indore. It has identified about 50 children consisting of 25 boys and 25 girls in four villages who belong to single parent or below poverty line families. These children were selected with the help of an intensive need assessment exercise conducted by AAs. Care is taken for the holistic development of children by concentrating on their health, Nutrition, Education and Skill Development. The major activities conducted by AAs includes following:

- Education development: Identify the need of Educational material i.e. (Books, copies, stationary etc.) and monitor the academic progress of children
- Facilitate transport facility for children
- Sports activities: Organize extracurricular activities
- Vocational skill building
- Individual and family counselling
- Health activities: Identification of children suffering from learning disability i.e. dyslexia, dyscalculia etc. and organising regular health check-up camps
- Nutrition activities: Identification of need of nutrition food i.e. sprouted foods etc.
- Yoga
- Life skill development

3.2 WATER AND SANITATION SECTOR

AAs has operated various projects addressing water and sanitation issues. AAs has hands on experience in the community managed water supply in urban areas and it has successfully completed conjunctive water management project with the support of Taru organization. AAs has worked for toilet construction in the urban areas with the help of community mobilization. It has also organized mass awareness programmes on the occasion of World
Water Day, World Toilet Day, Global Hand Washing Day etc. In addition to this, AAs has diligently organized social research assignments on water and sanitation for various international organizations such as ISET, Taru etc.

3.2.1 ROOFTOP RAIN WATER HARVESTING

AAs knows the importance of water and how it is vital for society irrespective of the social sector to which people belong. Hence, AAs constructed Roof top Rain Water Harvesting systems in Rahul Gandhi Nagar and Silicon City in 2015. It first identified the communities which desperately needed pure water. After conducting various tests on water and measuring water level in bore wells, a necessity was felt to implement Rooftop harvesting system in those areas. The harvested water was drained to the bore wells hence recharging them and increasing the ground water level. In this way, AAs helped the communities which were not having access to pure and sufficient water.

3.2.2 WATER PURIFICATION

The local water resources are no longer able to support the growing demands of Indore. The water supply is intermittent and people face acute water shortages during summers. Water quality is also a major issue for the city as studies indicate that 70 percent of the tube wells in Indore is contaminated. A community managed R.O. water purification system was set up in Rahul Gandhi Nagar, Indore. It is one of the communities selected for an intervention under the Conjunctive Water Management (CWM) project supported by the Rockefeller Foundation. In the project, AAs collaborated with TARU Leading Edge Pvt. Ltd and Asian Cities Climate Change Resilience Network (ACCCRN).
3.3 SOCIAL RESEARCH SECTOR

Organization has successfully completed various research projects in Indore covering various development issues such as water and sanitation, Traffic, Wet market, Local economic development etc. Organization conducted all these research assignments for different national and international organizations like Taru, ISET, Commonwealth, Asian Development Organization, Shree Mahadeo Shahara Trust etc.

3.3.1 EVALUATION OF PROCEDURE OF CHILDREN REHABILITATION

AAs once again proved its mettle by doing successful rehabilitation of children who were left in lurch after shutting down of shelter homes. There was a shelter house at Ujjain in which children who belonged to families suffering from Epilepsy were admitted. After the Ministry of Woman and Child Development declared that disease like Epilepsy has been uprooted, all the shelter homes were shut down. The one at Ujjain was converted to children’s home and children were sent back to their respective homes. AAs did baseline survey of the condition and prepared a report stating the consequences of the shutting down of shelter home. This report was submitted to CSA(Catalysts for Social Action) for conducting proper rehabilitation of the displaced children.

3.3.2 LED (LOCAL ECONOMIC DEVELOPMENT SUPPORT BY COMMON WEALTH LOCAL GOVERNMENT FORUM)

The Commonwealth Local Government Forum has developed a pilot project which focuses on local economic development within the framework for the implementation of National Urban Livelihoods Mission (NULM). The NULM is a four year mission working to improve the livelihood of the urban poor in urban local bodies (UBLs) with a population over 100,000. The pilot is being developed in partnership with the MPUUIP Project of Urban Administration and Development Department, Government of Madhya Pradesh and focuses on the cities of Indore and Jabalpur. AAs, as a local NGO partner with its extensive experience in community mobilization has been involved in this project for baseline survey.

Objectives: The general objective is to define baseline conditions of Indore city of Madhya Pradesh, which includes:

- Household socio-economic scenario, livelihoods, labour, income
- General awareness and satisfaction of citizens towards Municipal services
- Factors affecting livelihood of the poor
- Impact of municipal services on livelihood
- Citizens’ perception for the participation in the betterment of Municipal services.

3.3.3 SOCIAL AND POVERTY ASSESSMENT FOR THE ASIAN DEVELOPMENT BANK
AAs conducted quantitative and qualitative (including Mapping and PRA FGD, KII) Survey work for the social poverty and gender assessment for Asian Development Bank (ADB) RBL-Madhya Pradesh Urban Services Improvement Program (MPUSIP) in 2015. AAs successfully completed this survey under the guidance of Social and Gender Specialist engaged by ADB. The information regarding Urban Local Body towns to be surveyed, sample size and survey tools were provided by them.

In this assignment, AAs was asked to collect household level data on the provided questionnaire. AAs performed Slum mapping/safety audit with micro plan showing existing water supply, existing drains, streetlights, households without in house toilet, community toilet, open defecation sites and area where women feel unsafe due to water supply and lack of toilets. Having completed the gathering of data meticulously, AAS performed Data Analysis on that data after doing data cleaning, validation checks and tabulation.

This is among the most prestigious projects assigned to AAs and AAs met the expectations as made by MPUSIP. The report prepared by the organisation will be of immense help to MPUSIP for taking necessary steps to improve the living conditions of people in urban local townsand providing them with the basic civic amenities in order to upgrade their style of living.

3.4 SLUM IMPROVEMENT PROJECTS

AAs has implemented conjunctive water management project in two slums in Indore named Rahul Gandhi Nagar and Devshrinagar. Organization has hands on experience in community mobilization on water and sanitation, water conservation and development of community based systems for water management. Besides this, organization has its volunteer’s network in the 50 slums of Indore and with the help of these volunteers, organization implements various social awareness programmes on a regular basis.

3.4.1 MASTI KI PATHSHALA: DONATE YOUR SKILLS

In March 2012, CHILD LINE Indore initiated the concept of “MastikiPathshala” for deprived children. The campaign aims to gather children from the nearby areas and motivate them to spare some time for recreational, educational and vocational activities. Initially the team selected some major areas and identified 30 – 40 children. They were motivated to come and play games, sports and other recreational activities for two hours in evening. Sometimes movies, cartoons etc. are also shown to children to educate them about child issues. It gathers and mobilizes volunteers from all over the city using Facebook and word of mouth. The campaign receives good response from social workers, students, alumni of various colleges and other people.

Now this project is under its fourth phase and is running very successfully by fulfilling all the objectives with which it was started. CHILD LINE has formed about 12 children groups across different communities which it has named as “Child Friendly Community”. AAs plays a very important role in making children aware about their rights, Child Sexual Abuse and Child Line. It trains children and gives them responsibilities so as to make the community
Child Friendly. The child groups informs Child Line if they see anything bad happening to children. They keep an eye over cases such as children being dropped out from school, children forced into marriages, rights being snatched from children etc. and accordingly file complaint at CHILD LINE. Recently, AAs came across a case in which a student from Masti Ki Pathshala informed it about the child marriage happening at one place.

3.4.1.1 MAIN OBJECTIVES

1) To develop capacity of children in participatory and pedagogy approach.
2) To convert their negative energies into positive energies through life skills and physical activities like yoga, sports and dance.
3) To educate them about hygiene and cleanliness
4) To develop children as responsible citizens.
5) To make them conscious about child labor, drug intake, harassment and similar issues.
6) To train them to protect themselves in difficult/vulnerable environment.
7) To demonstrate the importance of education and skill development for future pursuits.
8) To build their (especially girls) capacity by providing vocational or occupational training

3.4.1.2 LIMITATIONS

One major obstacle encountered by CHILD LINE team was the poor economic condition of children. Some of them had one or no parent and it was not easy to take them out from their routine and persuade them towards development. The other obstacle was lack of fund availability for hiring skilled manpower, necessary goods and other resources.

3.5 LIVELIHOOD PROMOTION OF URBAN WOMEN

This initiative to promote livelihood options among urban women was started by AAs in 2005. AAs has always been working towards its mission of bringing about sustainable improvements in the lives of urban community by improving their livelihood options and exploring innovative livelihood options for slum women. Organization is conducting various
livelihood training programmes for the urban women in Indore. The main objective of this programme is to increase availability of good livelihood options for the urban women at their door steps and support communities in market development.

3.5.1 MAIN OBJECTIVES
- Freely live their life with a sense of self-worth, respect and dignity,
- Have complete control on their life, both within and outside of their home and workplace,
- To make their own choices and decisions,
- Have equal rights to participate in social, religious and public activities,
- Have equal social status in the society,
- Have equal rights for social and economic justice,
- Determine financial and economic choices,
- Get equal opportunity for education,
- Get equal employment opportunity without any gender bias,
- Get safe and comfortable working environment,

3.5.2 LIVELIHOOD OPTIONS CREATED
Women are trained and provided with raw material for making Diyas during Diwali season, Rakhis during Rakhsabhandhan season and Jewelleries which are made throughout the year. Women from slums are formed into groups and whole responsibility is assigned to them so as to make them responsible and independent.

- **Jewellery-making**
  A jewellery-making program was started in order to make them financially stable so that they can earn for themselves. The women of nearby communities were contacted and explained about the concept. The main objective behind this project was to facilitate marketing and business strategies to community women. AAs provides support to the women by helping them to sell their product and contacting potential buyers. To sell the jewellery the organization uses E-Bay India. The women are given the raw materials to make jewellery. They are also trained on making jewellery. A skilled person is called who trains the women to make different designs and patterns. About a 100 women has been a part of the project.

- **Diya Making**
  During diwali season, women of the slum are provided with raw materials for making diyas. These Diyas are then sent to the exhibition for selling. This activity enhances the livelihood of the women.

- **Tailoring**
  Women are taught how to sew clothes so that they can set up their own businesses and can support their families without depending on others.

- **Rakhi making**
  During Rakshabandhan season, women are trained and raw materials are supplied to them for making Rakhis. These Rakhis are then sold in malls, in campuses of companies etc.
3.6 AWARENESS ACTIVITIES

AAS organized various awareness programs. These have been conducted through mass programs, street plays, rallies, mimes etc. to bring awareness among people.

4. OTHER INITIATIVES

4.1 CHILD BEGGING RESCUE

The CHILDLINE team along with representatives from Integrated Child Protection Scheme (ICPS), Child begging centre and policemen rescues children, who are involved in begging, on every Saturday. The rescue operations had been held at Mhow, Vijaynagar circle, railway station and bus stands. We are planning to expand it in other areas of Indore. The children caught are taken to CHILDLINE centre or a shelter home where they are counselled. After this they are taken to CWC where their families are counselled. Then the kids are handed over to the respective families and they have to take an oath that they will not let their children indulge in begging in the future.

4.2 CHILD LABOUR RESCUE

CHILDLINE Indore along with representatives from Integrated Child Protection Scheme (ICPS), Labour Department and policemen rescues children below the age of 18 years who are working. It is conducted on every Wednesday. The team investigates whenever it receives any tip off about child labour. If the news is correct then CHILDLINE Indore team along with other representatives of government goes to the place and takes those children into custody. The child is then handed over to Child Welfare Committee (CWC). CWC summons
child’s owner and child’s parents. It enquires from the parents about why the child is being made to work and orders the owner to make a Fixed Deposit in child’s name. The team has carried out this activity at different places in Indore. It also frees domestic labours from there owners.

4.3 CHILD MARRIAGE RESCUES

CHILDLINE team along with members from Integrated Child Protection Scheme (ICPS), visit the place where child marriage is taking place. They counsel the girl and boy along with their parents, explaining them the bad effects of child marriage and possible legal actions. They take a letter of confirmation from parents mentioning that they will not marry their child until they reach the legal age of getting married.

4.4 CHILD SEXUAL ABUSE AWARENESS

The CHILDLINE team undertakes school awareness programs to involve maximum students and spread awareness about CHILDLINE. Various issues related to children are taken up during the awareness programs. Child sexual abuse (CSA) is an increasing crime and to make children aware they are told what CSA is and how they can protect themselves from it. They are told about the ‘good touch’ and ‘bad touch’ during the program. Different activities like storytelling, poem recitation, debates and discussions are also held to help children understand the issues more effectively. AAS through CHILDLINE project has covered 1,180 school children. CHILDLINE children’s groups were also formed to teach children something new and involve them in fun activities.

4.5 ONLINE JEWELLERY PROMOTION

AAS initiated a project for the women of the community. A jewellery making program was started in order to make them financially stable so that they can earn for themselves. The women of nearby communities like Ektanagar, Jeetnagar, Rahul Gandhi nagar were contacted and explained about the concept. The women in slums are provided the raw material and the required skills to make the jewellery and AAS will help them to sell it. The main objective behind this project was to facilitate marketing and business strategies to community women.

The organization provides support to the women group by helping them to sell their product and contacting potential buyers. To sell the jewellery the organization has contacted E-Bay India. It also helps the group in designing the jewellery. The designs that are in vogue are selected and the group asked to make them. The new and in
demand designs are made and provided to the group.

5. ACHIEVEMENTS

- Received the best NGO award from District Administration for active participation and work on child rights issues.
- Conducted various rescue operations and rescued around 100 children who were illegally brought to Indore for work.
- Rescued various domestic child labourers along with the WCD and police department.
- Addressed around 10,000 children through various child centric activities at different places.
- Undertook several child related advocacy issues.
- Organised Blood Donation Camp and collected 50 units of blood for MY hospital for the welfare of children and senior citizens.
- Our team members, Mrs Sunita Rai and Mrs Monica Waghaye received bravery award from Greenland Foundation on 8th March 2016 for women empowerment.
- More than 1000 children in need, care and protection were supported in the year 2015-16.
- Bravery award received by the representative of the organization in the year 2015 on the occasion of Women’s Day.
- Bravery award received by the representative of the organization in the year 2014 on the occasion of Women’s Day.
- AAs received “BEST NGO” award on 26 Jan, 2013 by the district administration for rescuing various children from the vulnerable places.
- Organization rescued 150 children who were organized for the child begging in different places of Indore.
- Indore district admiration formed the very first committee in Indore for addressing child begging issues as a result of the advocacy efforts made by the organization.
6. AAs IN NEWS

[Images of newspaper clippings]

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