AAs- ANNUAL REPORT 2016-17
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Message from the Secretary

AAs as an organisation believes that protection of children and women empowerment are the two major aspects to ensure holistic development of any society. A child protection is can only be possible if a women is empowered. We believes that these areas are imperative to bring a long lasting change in the society. Since child protection and women empowerment cannot work in silos - children, their families and the community is collectively targeted for AAs Organization’s activities. We also observed that there are different cross cutting issues which affects the well being of child development and women. Hence we are also extended our efforts to ensure proper heanth care services, livelihood initiatives especially for women and making efforts to ensure basic services in the communities.

This year we have supported more than 25000 children and 22376 women in our intervention areas. This could be possible due to support of different organisations and individuals in Indore. I would like to express my sincere gratitude to our funding partners like Childline India Foundation, Shree mahadeo Shahara Trust, Armman Organisation, commonwealth for making faith in us and provided opportunity to serve for the women and child development. I would express my gratitude to the employees of AAs, representatives of Integrated Child Protection Scheme, Police Department, Labour department, 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 valuable contribution towards betterment of AAs and the citizens of Indore city for their kind help and cooperation.

We are on the journey of making women and child friendly cities and we need all of yours support and cooperation to make this dream come true very soon.

I hope that the Annual Report 2016-17 helps people acquire all the necessary information pertaining to AAs.

Regards,

Waseem Iqbal
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Email- info@AAsindore.org,
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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.

Organisation’s values

- **Accountability**
  
  We take personal responsibility for using our resources efficiently, achieving measurable results and being accountable to our 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.
About AAs

AAs - which in Hindi means “Hope”- was incorporated in May 2005 to establish the hope for positive change in the society. It was initiated by seven like-minded youths, in Indore, Madhya Pradesh with an aim to spread awareness towards diverse social problems. On 05-05-2005, this informal group registered itself as a not for profit organization under Madhya Pradesh Societies Registration Act with Name “AAs–Aim for the Awareness of society”. (Registration No:03/27/3/0431/05)

AAs is also registered under FCRA, 12A and 80G. AAS believes 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. These stakeholders lend a hand towards maintaining credibility in all the projects of the organization. Organisation initiated its interventions in year 2005 by creating awareness on HIV/AIDS, Drug De-addiction and water and sanitation. After three years we realized that children and women in the community are the major stakeholder who faces vulnerabilities in various areas. Therefor we decided to target women and children for our each and every interventions.

Initial activities in the year 2003 were on:
- HIV/AIDS
- STI
- Drug De-addiction
- Blood Donation
- Water & Sanitation

Presently working on Projects related to:
- Child Development
- Women Empowerment

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 marginalised 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.
1. Current Projects

1.1 Child Development

1.1.1. 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 organisations for long term rehabilitation services with planned follow-ups. Thus, it assists the child to fight with the difficult circumstances of her/his life. With the help of CHILDLINE, it has become possible to lay the foundation for proper psychological, physical and social development of the children. CHILDLINE has helped in achieving co-ordination of policy and implementation amongst the various departments to promote child development. CHILDLINE 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.

The CHILDLINE works for the children who are ...
- Street children living alone on the Street.
- Missing children
- Children abandoned by parents/guardians.
- Children in need of medical help
- Child labourer
- 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.

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

1. Intervention:
CHILDLINE first gathers information about the cases from the caller, checks the authenticity of the information and then intervenes if they find the case details to be 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 from local authorities and government departments.

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

3. Advocacy:
CHILDLINE also makes advocacy efforts to sensitize government and non-government departments for the child protection issues. AAS organized a range of rescue operations of child baggers, child labours and child marriages with the help of advocacy efforts with government. A very first child begger task force formed in indore by the distric collector due to our active advocacy efforts.

Childline Indore statistics:
AAs initiated CHILDLINE project in Dec 2011 in Indore and till March 2017, toal 4151 cases have been registered. This year total 907 cases have been registered in the financial year 2006-17. The types of cases registered in this year is showing in the table and graph mantenioned as below.

<table>
<thead>
<tr>
<th>Type of cases</th>
<th>Number of cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child Labour</td>
<td>133</td>
</tr>
<tr>
<td>Child bagger</td>
<td>176</td>
</tr>
<tr>
<td>Child Lost</td>
<td>148</td>
</tr>
<tr>
<td>Physical abuse</td>
<td>84</td>
</tr>
<tr>
<td>Sexual abuse</td>
<td>9</td>
</tr>
<tr>
<td>Parent asking help</td>
<td>147</td>
</tr>
<tr>
<td>Child Marriage</td>
<td>37</td>
</tr>
<tr>
<td>Education support</td>
<td>46</td>
</tr>
<tr>
<td>Other Referral services</td>
<td>7</td>
</tr>
<tr>
<td>Shelter</td>
<td>48</td>
</tr>
<tr>
<td>Medical support</td>
<td>34</td>
</tr>
<tr>
<td>Human Trafficking</td>
<td>1</td>
</tr>
<tr>
<td>Guidance and counselling</td>
<td>34</td>
</tr>
<tr>
<td>Drug addiction</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>907</strong></td>
</tr>
</tbody>
</table>

THE WAY FORWARD
We intend to build Indore into a child friendly city. We have charted out a step by step approach to automatically achieve this goal i.e. by building:

**Step 1:** Child friendly houses  
**Step 2:** Child friendly lanes  
**Step 3:** Child friendly communities  
**Step 4:** Child friendly offices, police stations, railway stations

Finally achieving a child friendly city and eventually a child friendly nation.

In our view child labour, child sexual abuse and child begging are the major problems faced by kids. Our aim for the next year would be to curb this problem in a huge way and have a target base of at least 50000 kids. To execute the same we aim to:

- Provide requisite training to the kids and other stakeholders associated to the issues.
- Conduct an action research to understand the core of the problems and seek support from organisations on the same.
- Come up with campaigns solely targeting child friendly environment.
- Innovate: Creating videos and creative games to enhance the impact of the efforts.
- Seek help from senior citizens of Indore city by encouraging them to volunteer.
- Establish 20 more child friendly police stations.

Success Story

AAS in association with Indore GRP police established a very first child friendly police station at Indore Railway station. There was a rest room for the Thana incharge in the police station which has been developed as a child friendly rooms. This room has toys, awareness material for child protection. Any child seeking help is offered to sit in the room and play. The AAs team also linked its counselor with this police station so that if children needs a psychological support than a counseling could be provided to the child. The dream of child friendly police station could possible only due to the great leadership of additional S.P. shree Manoj Ratnakar and Thana Incharge who sacrificed his rest room and permitted AAs to develop it as a child friendly room. AAs is now planning to make more police station in Indore as child friendly police stations.
1.1.2 Project SEWA

AAS has associated itself with Shree Mahadeo Shahra Trust for the implementation of child development projects at Manglia area, Indore. It has identified about 50 children consisting of 25 boys and 25 girls in four villages who are brought up by single parent or belong to 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.

Major activities

Some success stories under this project

Hiralal Bare:

His mother is a housemaid and his father died some years back. He has an 18 years old sister who works in a factory. He was a school dropout due to various socio-economic reasons. AAS identified him and linked with the Sewa project and now he has re-enrolled in school and continue his education in 7th standard. He also goes for coaching after school and taking participation in each and every activity of the project. He wants to become a policeman and he’s keen to study hard for that.

Sunil Tatpal:

Both of his parents are labourers. He has three siblings, two sisters and a brother. All of them work. 2 years back he had no motivation to do anything good with his life, always wandered out of home and a year hence he even dropped out of school. AAS took him in a project and different sessions of counseling provided to him. AAS re-enrolled him in school and now he gives proper time for his studies, does homework and takes coaching. He sees his future with positivity now. He gets better food and has a defined daily routine now.
Vinita Ganguly:

Her mother works as a security guard at a local factory. Her father has died some years ago. Vinita’s studies and hobbies were limited to her curriculum and didn’t have much exposure. AAS linked her in Sewa project and she again initiated for her studies. Now she is a regular school going girl with the support of Sewa Project. She has envision her goal to become a doctor in the future. Now she’s open to learning new things. She likes to study general knowledge and also takes regular coaching and is very enthusiastic. She takes part in activities like yoga, craft work, dance etc. She has a better lifestyle now and she’s very positive about the change. She is happy to be a part of the trust.

Proud Moments

On 1st Feb 2016, which is been celebrated as the foundation day of Ruchi group of industries. The children from Shri Mahadev Sahara trust presented the yogic exercises that they learn on a regular basis. All the efforts taken by AAs and kids under the trust finally fructified as the kids received a lot of appreciation from corporate and all the guests who witnessed their performance. Now children are planning to perform on different big platforms to showcase their talents.
1.1.3 SARTHI

The word “Sarthi” (सारथी) means the one who drives us in the right direction. True to its name, this mission is one such guiding force that propels change in the lives of people through constructive interventions. Sarthi is one of the biggest CSR initiatives of Zee Media Corporation Limited that seeks to create a nation where citizens are well informed about their rights and duties; empowered enough to raise their voices against the problems faced by them, which are then effectively addressed and resolved. Sarthi is a technology based platform that aims to build a well – informed and empowered nation. It has been developed to serve the underserved and under privileged by putting the needs of the Citizens First. Sarthi is a robust platform of Not for Profit institutions, individuals, civil societies, Local government bodies and communities all working towards one common goal of making India, a better nation.

This platform acts as a bridge between Change Seekers (beneficiaries) and Change Makers (NGO/Corporate Foundation/CBO Partners). It enables people to RAISE and escalate their issues, and Sarthi CONNECT Change Seekers (the citizens) with Change.

RAISE – CONNECT – RESOLVE

AAs is a partner of Sarthi for implementing child protection and women empowerment services with the help of call centre called empowerment center based in Delhi. Any person seeking help calls to the Delhi call center and it transferred to the concerning partner organisations. AAs take cares of the cases of Indore, Madhya Pradesh.

Case Study

A girl named Prachi Lodhi belonged to a low income group family and was suffering from a problem of eye swelling for years. Her parents despite taking her to several doctors for her treatment had lost hope as doctors claimed that the problem was associated to her kidney. Due to ill health she had also dropped her school. One fine day they contacted Sarthi and from there the case was transferred to AAs. AAS very quickly started the girls treatment by linking her parents to Choithram hospital. At the hospital all her medical records were verified and after her sonography and tests, it was found out that the problem was not at all related to kidney and it was found out that other doctors had been misleading them all this while. Now, Prachi is going through the requisite eye treatment and is in a much better state as compared to before. AAs has taken up the responsibility of providing Prachi with all the necessary documents. Now Prachi is enjoying good health and going school on a regular basis.
1.2. Women Empowerment

1.2.1 LIVELIHOOD PROMOTION OF URBAN WOMEN

The initiative to promote livelihood options among urban women was started by AAs in the year 2012. 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. Organisation 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. Women are trained and provided with raw material for making Diyas during Diwali season, Rakhi during Rakshabhandhan season and Jewellery which is made throughout the year. Women from slums are divided into groups and whole responsibility is assigned to them so as to make them responsible and independent.

MAIN OBJECTIVES

‣ Freely live their life with a sense of self-worth, respect and dignity,
‣ Have complete control on their lives, both within and outside 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 opportunities without any gender bias,
‣ Get a safe and comfortable working environment

Handmade Jewellery-making
A handmade 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. The organization uses different online platforms to sell jewellery. The women are given the raw materials to make jewellery and then they are also trained on making jewellery. Often a skilled person is called from outside to train the women to make different designs and patterns. About a 100 women have 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.

Rakhi making

During Rakshabandhan season, women are trained and raw materials are supplied to them for making Rakhi. These Rakhi are then sold in malls, in campuses of companies etc.
1.3 Water and Sanitation

1.3.1 ROOFTOP RAINWATER HARVESTING

AAs knows the importance of water and how it is vital for the 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. Last year we took up this project only for a few individual houses, but this this year in 2016, many multi-storey buildings were targeted. AAs provides all the technical support required for this project i.e. on the basis of the infrastructure study, a house/building is suggested the most applicable model. We have set up 31 rainwater harvesting units in the year 2016-17. 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 which led to charging them and increasing the ground water level. In this way, AAs helped the communities which were not having access to pure and sufficient water.

1.4 Health

1.4.1 mMITRA

mMitra is a free mobile voice call service that provides culturally appropriate comprehensive information on preventive care and simple interventions to reduce maternal and infant mortality and morbidity in urban India. The voice calls are in the local dialect, specific to the women’s gestational age or the age of the infant and are contacted weekly/twice a week free of cost directly to pregnant women and mothers with infants. These voice calls deliver to the mother from the second month of pregnancy till the 1st year of her child’s life.

AAs with a support of Armman organization, is implementing mMitra Project in the 45 Municipal wards of Indore. AAs is identifying the women who are seeking ANC and PNC care in the urban areas. A team of 15 SAKHIS identifying women in their respective wards. As on date toal 22376 women members have been enrolled under the project and they are taking benefits of voice call services.
Success stories.

Story 1
I got enrolled in mMitra when my baby was 2 months old. From then this journey has been amazing and 6 months have passed listening to mMitra’s voice calls. It all started after I had delivered a baby girl when a sakhi from mMitra came to my house for my enrolment. She explained everything in detail to me about how it will work and what all I need to do. The process to get enrolled was very simple and I faced no difficulty. The calls describe every minute action of the child in great detail as his body movements and when he will walk, smile and everything. I am very thankful to AAs and mMitra that they knocked my door and made me a part of their extended family.

Sonam Tomar

Story 2
I enrolled for mMitra when I had just completed 9 months. From then this journey has been amazing and months have passed listening to mMitra’s voice calls. It all started 5 days after I had delivered a baby boy, when a sakhi from mMitra came to my house for my registration. She explained everything in detail to me about how it will work and what all I need to do. The process to get enrolled was very simple and I faced no difficulty. Initially, when I had conceived there was no one to guide me and tell me what all precautions are to be taken but after these calls I get every advice sitting at home and there is no requirement of rushing to hospital every now and then. The calls describe every minute action of the child in great detail as his body movements and when he will walk, smile and everything.

Vandana Kushwah

1.4.2 MEDICAL CAMP
Shekhar nagar, a slum in Indore was located very near to a sewer because of which people living there were exposed to diseases and flooding during rainy season. Due to these issues people were rehabilitated to Bangdara where the livelihood was expected to better. But due to inefficiency on the part of contractors the houses build in this area were of a very poor quality, again leading to severe health problems like scabies, poor life conditions. 61 people were found to have some or the other health related issue. To support and help people stuck in this situation AAs in association with IDSSS organised a health camp where they provided facilities like eye checkups, blood tests, urine tests, basic medical facilities for skin diseases and in cases where the problem was severe, cases were routed to hospitals which were continually followed up by us.
1.4.3 BLOOD DONATION

Blood has played a central role in the development of many aspects of our culture, folklore, spirituality, and religion. Blood is not only vital to life but also complex and downright frightening when it ceases to function normally. So while you may never worry about having enough blood to function, plenty of others aren’t as fortunate. Many of those who cannot afford blood have to give up on their lives due to this. Doing good for others is one way to live a longer life. Hence, AAs every year organises a blood donation camp where donors from all walks of life come and donate blood for those who truly need it. AAS also facilitate blood seekers with the donors and hundreds of lives are saved every year because of such initiatives. It helps in bridging the gap between service providers and service seekers. The benefits are majorly targeted towards women and children who especially travel to Indore to get their treatment done. This year total 39 patients have been facilitated with donors for the blood. AAs would like to express gratitude to all the donors who support us for the blood donations. Our two main donors who are the Rakt Mitra this year is mentied below.

**Our Rakt Mitra of the year 2016-17**

Currently pursuing his PHD, Yash Parashar is an extremely driven soul and has been in association with us for many years for blood donation. He is closely attached to the cause and understands the problems of those in need.

Mr. Rahul Gothawal is among the highest blood donors associated with us. Every year he comes with a group of friends volunteers and supports the ones in need.

*We thank them for their contribution and constant support.*
2. Campaigns

2.1 MASTI KI PAATHSHALA

In March 2012, AAS initiated the concept of "Masti ki Pathshala" for deprived children. The campaign aims to target children from the deprived sections who are school dropouts and engaged in economic activities. AAs identified 40 children and started evening classes for these children.

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.

All the identified children first provided opportunity to play in the premises of AAs. After the reasonable rapport establishment, AAs initiated the series of informal education on a daily basis. Children used to come to the AAS office everyday in the evening during 4:30 to 6:30 and participated in various sessions like hygiene, child protection, safe and unsafe touch etc. all these trainings were provided by the volunteers mobilised by the organisation. In every phase 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 children issues.

Now this project is under its fourth phase and is running very successfully by fulfilling all the aims with which it was started. Till date about 300 children got benefited with the help of these classes.

Expansion plans

- We are currently operating in our office premises but in the near future we wish to conduct these activities at a bigger place.
- We also intend to extend this programmes benefits to near about 5 communities.
- Keeping a target of 250 kids.
2.2 Indori Subah

It is a programme under district administration and every Sunday from 6am-9am several activities are conducted on a street in Vijay Nagar, Indore. People from different departments - aanganwadi workers, people associated to child development, social justice, women empowerment etc collaboratively undertake these activities. AAs took the charge of these activities on a few Sundays. Their activities mainly concentrated on a certain themes like - Anti child labour day, women empowerment day, etc. One such activity was putting up an empty flex on which every one wrote a one word description about, what a woman stands for or means to them. Many women volunteers working for various noble causes were felicitated for their contributions by the chief guest.

2.3 Mini Marathon

AAs in association with WorldvisionIndore organised a Mini Marathon called “Run for Children” on 12th June 2016 on the occasion of World Day Against Child Labour. Indore’s collector Mr. P Narhari graced the occasion as the Chief Guest of the event. The aim of the event was to raise awareness against Child Labour in the society. Other NGOs working in indore also facilitated and aided the event to make it a great success. Approximately 500 children from 25 slums and other local citizens participated in the Marathon to
support the cause and make the event successful. The event also included street plays and acts to make people aware about the theme- Child Labour and gained tremendous attention. The marathon was incentivised and children were awarded prizes for first and runner up positions. Marathon was organised on a large scale gathering participants from various backgrounds. There was a prize distribution ceremony in which people were awarded and motivated for protection of children against child labour to the workers of Indore School of Social Work, DAVV volunteers, Special Juvenile Police Unit, TI GRP and Labour inspector Mr Manoj Mandloi by the Chief Guest, Mr. P Narhari. At the end of the event, Mr Narhari addressed the gathering and encouraged everyone to support District Administration movement against child labour and congratulated the social activists who worked for the cause. He ensured complete support to Child Line for future events and talked about several plans for Child Welfare.

2.4 Awareness Sessions on sexual abuse in school

AAS organized different school awareness session for addressing child sexual abuse in Indore. All the training sessions were covered important sessions like child rights and child sexual abuse. The training programmed contained presentations, movie by which children aware about the safe and unsafe touch.

The primary objective of these events was to help children differentiate between ‘safe touch’ and ‘unsafe touch’. AAs representatives also made efforts to sensitize school teacher to develop their school friendly for children so that children in case of any hard situation can report to their concerning teachers. Total 110 sessions covering around 27000 children held this year.

2.5 Advocacy Initiatives

Every year AAs make efforts to sensitize district administration on various issues related to child protection. This year too, AAs represented in various forums and shared different challenges faces by the deprived children in the city. A circular was issued by the district administration which talked about rescue operations to be conducted twice a week- Wednesday for cases involving child labour and Saturday for child beggary related cases. Child line task force along with SJPJ, women and child development department and social justice department helped in conducting rescue operations. The results of advocacy efforts could be seen in the below mentioned table were various children could be securedin last three years.
## 2.6 Swachh Bharat Abhiyana

AAS team took an initiative by conducting a rally to generate awareness about cleanliness in the surroundings of different localities of Indore. This initiative was taken under the “Swachh Bharat Abhiyan” to sensitize residents to keep their surrounding clean and support Municipal corporation to make city clean.

About 50 children were a part of the rally which proceeded from Sanjay Gandhi Slum towards other colonies and slum, during which all the children held slogan placards in their hands and shouted out awareness messages. This gained attention of all the residents in nearby areas and other children started joining the rally. While walking in the rally, children cleaned the roads and picked up garbage lying around along with AAS team.

Later, they met the road cleaners and sweepers and thanked them to keep their locality clean and healthy. The rally then proceeded further covering other colonies and fulfilling the aim of generating awareness for cleanliness and its importance.

At the end, AAS team took the children to Anganwadi hall to address them and show short clips for importance of cleanliness and hand wash. Children were shown the video issued by UNICEF India. Proper steps were demonstrated to make our hands germs free. The team also provided the insights of the scientific explanations behind this technique as it has been scientifically recognised by the doctors and scientists. The children were told to promote these techniques among their adults, neighbours and friends also. The event was joyful and knowledgeable for both the children and the team and together everyone took a step towards Making India Clean.

### Category

<table>
<thead>
<tr>
<th>Category</th>
<th>Number of cases dealt with in the years 2014, 2015 &amp; 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child labour rescue</td>
<td>428</td>
</tr>
<tr>
<td>Child beggars rescue</td>
<td>324</td>
</tr>
<tr>
<td>Missing children rehabilitate</td>
<td>608</td>
</tr>
<tr>
<td>Child marriages stopped</td>
<td>158</td>
</tr>
<tr>
<td>Child abuse cases dealt with</td>
<td>400</td>
</tr>
<tr>
<td>Medical support</td>
<td>106</td>
</tr>
<tr>
<td>Education Support</td>
<td>190</td>
</tr>
<tr>
<td>Shelter provisions</td>
<td>99</td>
</tr>
</tbody>
</table>
3. Innovation of the year

3.1 Surakshit Bachpan Module -

This year a module on safe and unsafe lounched by the organization. This module is specifically designed to help children differentiate between safe and unsafe touch and help to curb sexual abuse. Children should differentiate between the touches as good or bad depending upon how the touch makes them feel. If it induces happiness, it is a ‘safe touch’ otherwise it is a ‘unsafe touch’. It talks about four parts of our body that children shouldn’t let anyone touch. These four parts are:

1. Our lips
2. Our chest
3. The area between our legs
4. The area below our waist

It also tells children about what shall be done if a situation arises where they feel to have an unsafe touch. They should shout NO and run away just like a butterfly does and then they should seek help from an elder until they get help from them. Then it also says that kids should not shy away from telling their parents about such incidents. Most of the children believe that they have done something wrong if such incidents happen. But this module makes them feel confident that they are nowhere at fault in such situations. Only the abusers are the wrongdoers in such cases. It also talked about making a safe circle containing people in their notebooks whom they can contact trustfully in need. AAs has shared this module with many other such organisations in states like Tamil Nadu, Bihar, Maharashtra and Rajasthan. Near About 15 organisations make use of this module today, benefitting 100000 children across India.
3.2 Snakes and Ladders

It was an initiative by NMIMS interns where in they redesigned the game of snake and ladders. The game was made on a 10*10 flex to enable kids walk on the game while playing. The game had redefined the meaning of its components i.e. snakes would mean all the bad habits/ activities that bring us down in life like dropping out of school, begging, consuming drugs etc. and ladders here would mean all the good habits/practices that make us grow and succeed in life. A sense of good and bad things was inculcated in kids via games like this. This game was circulated to all the child development centres in collaboration with AAs.

3.3 VIDEO DOCUMENTATION

AAs has a youtube channel by the name AAs India where it shares videos and increases awareness for child protection and highlights the realities faced by the kids today. Videos made by us till now are based on themes like Child sexual abuse, Child baggery ,Child Labour and Maternal Health. Our videos got a lot of recognition and have a wide reach. Mr. Parikipandla Narahari is an Indian civil servant and collector of the Indore district. He shared a video made by us as an initiative to curb sexual abuse on his Facebook wall and the video had a reach of close to 15000 people.

3.4 Notebooks for child protection

AAs had specifically designed notebooks to raise awareness for child abuse and protection. For this purpose it printed the front cover page with all the contact details of AAs and the back cover page was printed with pictures of those people and places kids can seek help from in case of any emergency i.e. child line, police stations/ inspectors, parents, grand parents, teachers etc.
4. Moments to be proud of...

AAs has maintained its legacy ever since it began in 2005, by providing the best quality efforts and offering their helping hands to the most needful children and giving them a ray of hope for their bright future. The NGO was recognized as the best NGO in the year 2013.

Organization representative won The brave woman award in the year 2014, Monika waghaye and Sunita rai were presented the greenland foundation certificate for their dedication and hard work, Manju choudhary received the best counselor award by the Woman Empowerment Department in the year 2016. The determination of the organisation’s best work was appreciated on the 26th January 2017 by the district administration and was awarded with an appreciation certificate for the same.

The details of the awards is mentioned in the table below.

<table>
<thead>
<tr>
<th>Name of the Representative</th>
<th>Award Name</th>
<th>Award given by</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waseem Iqbal</td>
<td>Best NGO</td>
<td>District Administration Indore</td>
<td>26-01-2017</td>
</tr>
<tr>
<td>Waseem Iqbal</td>
<td>Best NGO</td>
<td>District Administration Indore</td>
<td>26-01-2013</td>
</tr>
<tr>
<td>Manisha Payak</td>
<td>Brave women award</td>
<td>District Administration Indore</td>
<td>22-01-2014</td>
</tr>
<tr>
<td>Monika Waghaye</td>
<td>Brave women award</td>
<td>District Administration Indore</td>
<td>08-03-2015</td>
</tr>
<tr>
<td>Sunita Rai</td>
<td>For Active participation in social activities</td>
<td>Greenland Foundation</td>
<td>08-03-2016</td>
</tr>
<tr>
<td>Monika Waghaye</td>
<td>For Active participation in social activities</td>
<td>Greenland Foundation</td>
<td>08-03-2016</td>
</tr>
<tr>
<td>Waseem Iqbal</td>
<td>For Active participation in social activities</td>
<td>Lions Club Indore</td>
<td>27-12-2016</td>
</tr>
<tr>
<td>Waseem Iqbal</td>
<td>For Active participation in social activities</td>
<td>Reliance Group</td>
<td>11-02-2014</td>
</tr>
<tr>
<td>Govinda</td>
<td>For Active participation in social activities</td>
<td>Late Shree Lakshmansingh ji Chauhan Manch Indore</td>
<td>30-01-2017</td>
</tr>
</tbody>
</table>