



Annual Report 2014-15

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From the Founder & Board of Director's Desk



On behalf of PraveenLata Sansthan team, I would like to thank you for encouraging us in our journey to be a part of change for Child Welfare & Empowerment of Girls. We are diligently moving toward our goal to improve access and quality of education for children living in underserved communities & working hard to build up a Safer City and a Place to live in Rajasthan and trying our best in closing the gender gap.

You will be pleased to know that this year, our efforts and your support have been appreciated and recognized. We won consistently **two time National Award "JIYO DIL SE AWARD SEASON 2 – 2014 under Child Welfare Category at Indore & "JIYO DIL SE AWARD SEASON 3 -2015 under Women Empowerment Category at Ahmedabad by MYFM Radio Station & Dainik Bhaskar Group..**

In addition we were the **2nd Runner Up in South Asia eNGO Challenge Award for Category Usage of Social Media in 2014 at Delhi, In addition we were appreciated by eNGO Team and Facebook team for using Social Media to Promote Women Safety through a Certificate of Appreciation in 2014. Another Feather was when we Certificate of Appreciation by UNEP for World Environment Day 2014. Also we were Finalist in South Asia eNGO Challenge and were appreciated with Certificate of Appreciation to Raise Funds for Women Empowerment through Facebook in 2015.**

Our Achievements through the last 2 years have been possible due to the efforts of all our team members, Friends, Volunteers & Corporates who were engaged at the grassroots and who have dedicated their time and effort to help us bring about the change that we are committed to.

"A Belief, a strong voice in the right direction can make all the difference". Take for instance. Children of Aaya ,Taxi Drivers, Daily Wage Workers could not afford to provide their children a platform to learn, grow and groom and today these parents have taken an oath to provide their children best platform to educate and give their child a better life.

Mission JAGRITI to Respect SHE was the eye catcher to the society – An Awareness Program to educate the nation about importance of Girls, Education & Safety reflects the success of our innovative model which changed life of many girls, which stresses the importance of community participation in building a society where all children have equal access and opportunities, also Proud to announce that we are now the Partner with World Urban Campaign (UN Habitat) where we will be working in association to Build a Safer Place.

With These accomplishments we enter 2014, which will be a year full of hope. A year, where we will achieve even bigger Mile Stones.

Thanks for reading,

Bharti Singh Chauhan
Founder & Chairperson

Who are We & Our Focus Area?

AREA

Jaipur (Rajasthan) based Non-Governmental Organization

REGISTRATION

Registered under society Registration Act 1958 as on 10th April 2013 (Registration No 19/Jaipur/2013-14)

MISSION

Holistic development of Under privileged children.
Empowerment of Women & Rural Development

VISION

A SMALL STEP CAN “ MAKE A BIG DIFFERENCE”

LEGAL STATUS

Registered under IT Act 1961 12AA Reg No 16/2014-15 & ,80G (5) (VI) under order no. 12/2014-15

CHILD WELFARE & DEVELOPMENT

To work for the need of each child to learn, grow and develop to realize their full potential

WOMEN EMPOWERMENT

Promote Gender Equality & Women Empowerment to Build a Safe & Respectful Place to Live

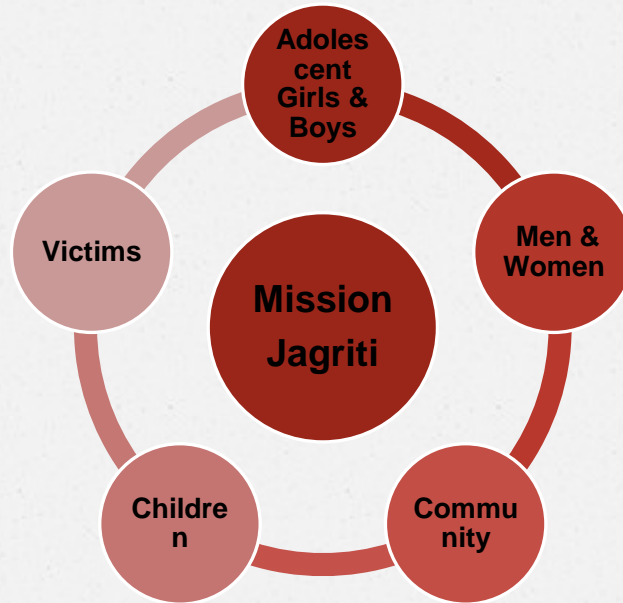
RURAL & URBAN DEVELOPMENT

Working for Overall Development of Rural & Urban Communities

Role & Segments Addressed

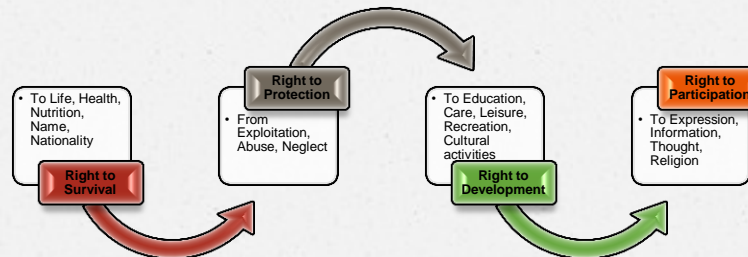
BELIEF

To Promote Gender Equality & Empowerment to create a Safe & Respectful Place for each person to live in.

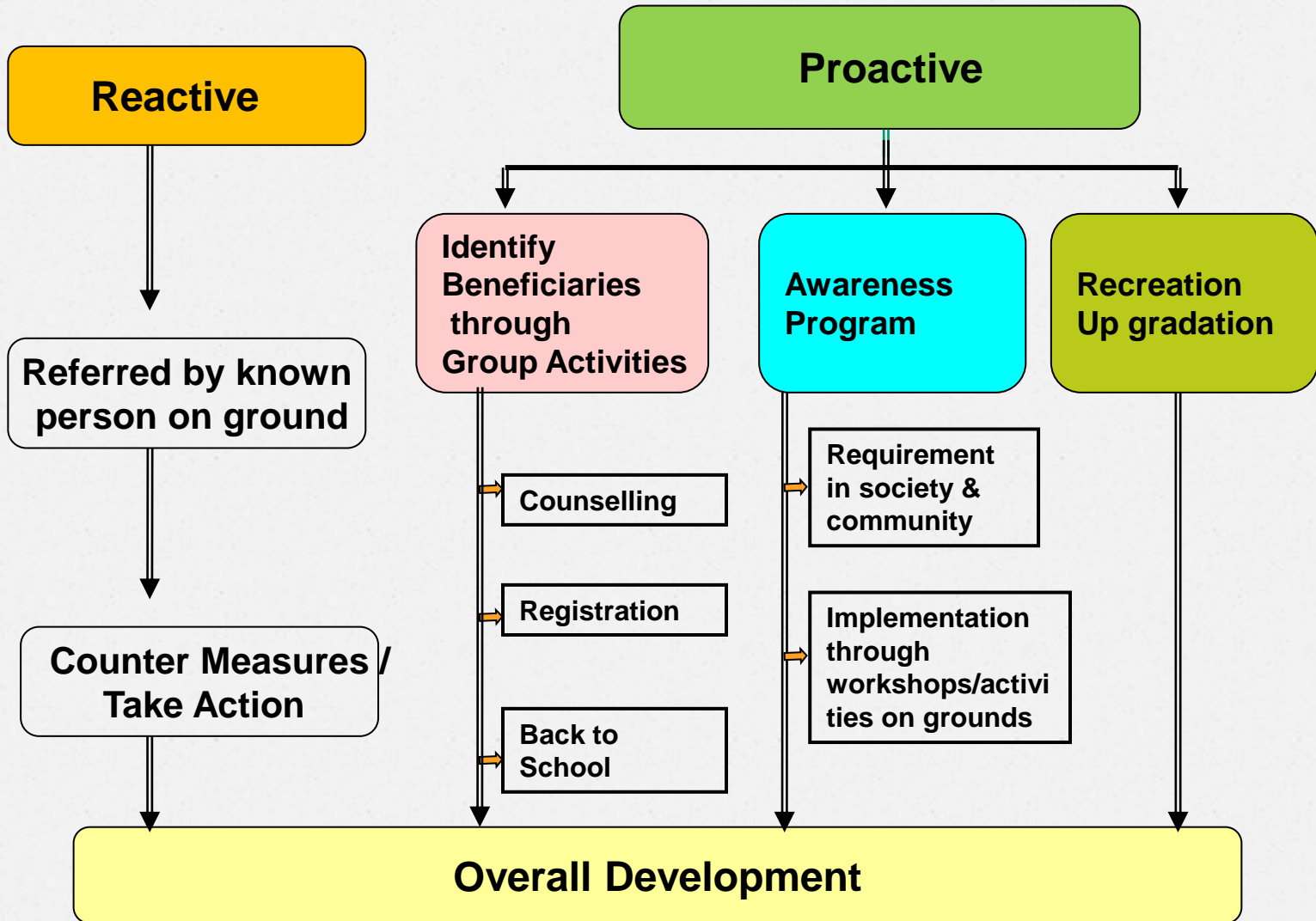


ROLE

We say, Our role is of an enabler, a catalyst between two groups of people.



Our Approach



2014-15 at a Glance

2014-15 was a combination of several accomplishments for PraveenLata Sansthan on the programmatic front, In Rajasthan the organization has entered the first phase of its program, progressively transitioning its activities creating an huge impact given below:



BALSABHA – A Platform to Learn, Grow & Play

- About – Identifying Underprivileged Kids & Enrolling them for Overall Development Grooming Program
- **Impact – Registered 150 underprivileged Kids & Providing Educational Support**



MASTI KI PATSHALLA- Platform to Learn & Experience a New Phase of Life

- About – Outdoor Activity for Kids to provide entertainment and fun filling learning's
- **Impact - 6600 underprivileged children benefited from Masti Ki Patshalla**



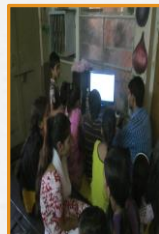
MAHATVA - Promote Education

- About – Providing Educational Support to Underprivileged Kids
- **Impact - +550 Kids Benefited**



JAGRITI -Awareness Program for Children, Girls & Community

- About – Awareness Program on **SAVE GIRLS, EDUCATE GIRLS & SAFETY OF GIRLS**
- **Impact - 9500 Adolescent Girls** educated about Personal Safety
- **+50000 community** people approached through various activities
- Personal Counseling provided to more than **120 girls** who approached personally for specific issues



TITLI –Learn & Earn Vocational Training Program

- About – Vocational training program for **Girls & kids**
- **Impacted Trained +250 Girls**

Campaign at a Glance



JOY OF GIVING WEEK – APKA DAAN, KARE KALYAN CAMPAIGN

- About – Providing Nutrition & Healthy food for Underprivileged Kids
- **Impact – Registered 600 underprivileged benefited**



VASTRASAMMAN

- About – Old & new Cloth Collection Drive
- **Impact – More than 5000 people living on streets & Slums Benefited during winters**



INTERNATIONAL ASIAN GIRL CAMPAIGN

- About – Awareness & Pledge Program on Girls Rights
- **Impact - +1500 Girls Pledged and Joined the campaign to support**



INTERNATIONAL ORANGE YOUR WORLD CAMPAIGN

- About – Awareness Program on Say no to Domestic Violence
- **Impact - +2500 girls joined to pledge and support the campaign through signature campaigns, road shows and nukkad nataak**



CAMPAIGN RESPECT S.H.E –

- About - Awareness program for Mens & Adoscent Boys
- **Impact - +1000 Trained & Pledged to support women**



JAIPUR MARATHON CAMPAIGN

- **About – Fundraising activity**
- **Impacted Trained +250 Girls**

Highlights @ Masti Ki Patshalla



Highlights @ Mahatva



Highlights @ Jagriti



Jagriti @ Schools



Jagriti in Community & Slums



Highlights @ Jagriti

Sensitized More than +50000 community people through Road shows, Street Plays, Events etc.



Round table Talk, Seminars, Personal Health Camps for Women etc.



Road Shows

Nukkad Nattak

Highlights @ Jagriti

Trained +1500 Girls on Self Defense Workshop in Rural Areas. Girls who travel Kasbas & Dhanis for Education with help of volunteers



Highlights @ PLS Ambassadors

11 Pragati Sakhi's were identified from the trained group of Girls who joined us to Sensitize the Community & educate the Importance of Save Girls Child, Educate Girls through Nukkad Nattaks & Road Shows.



Highlights @ Titli



Campaign Update @ Respect SHE

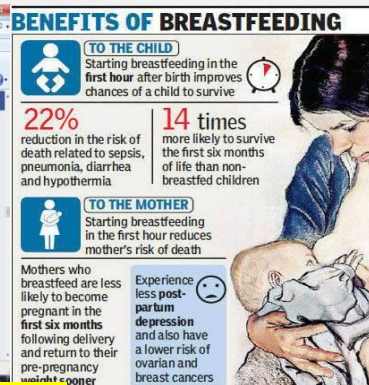


Highlights @ online Campaigns

Social Media Campaigns on Facebook were the Main attraction for the audions which was appreciated across like Breast Feeding, Save Girls, Educate Girls, Personal Safety Tips, Orange Your World, Say No to Domestic Violence , etc



Say No to Domestic Violence



BreastFeeding Benefits



Importance Of Nutrients



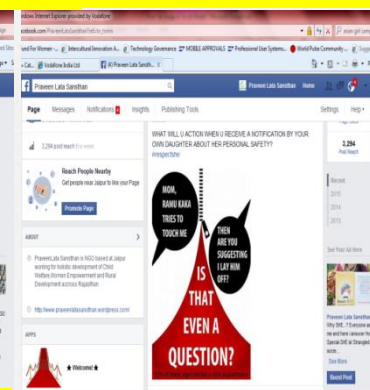
Unite for Education



Orange Your World Campaign



Stop Child Marriages



Say NO to ChildAbuse



Save Girl Child

Beneficiary Feedback



Back to School – 25 Girls who had dropped education because of Old Myths & Trends of Girls Not to be sent to school are now going to school, and have delivering the best results for the session.



Pooja Sharma

From Kitchen to School was a dream for me but today I am happy I have the Right to go to School



Laxmi Tarande

From Being a House Maid to getting back to school was a biggest challenge for me But now my life has changed



Suman Meena Rao

Due to being a girl I was not sent to school, as First Preferene was my Brothers, But now I go to school Along with My Brothers

Beneficiaries Say - How their Life Changed!

Campaign Update

Jaipur Marathon @ Success Story

- CEO Jaipur Marathon Approached th Facebook to Conduct NGO Fundraising Summit
- More than 75 NGO's Participated i
- 11 Ngos Finalized who raised Funds upto 10 Lakh Rs
- PLS promtoed Save Girl & Educate Girl Campaign to Raise Funds of FB .



International Asian Girl Campaign – Save Girl Child & Raise Awareness

- Jagriti Association with the Campaign through Facebook
- Distributed Pink Scarfs & Educated about Campaign to +250 Girls
- Media Coverage, Facebook Promotions was appreciated



International Campaign Orange Your World - Say No to Domestic Violence

- Signature Campaign organized where 250 Women from various Clubs Joined to support the Campaign
- Free Movie Screening of Laxmi a Movie on a Girl laxmi who was the Victim of Trafficking, Prostitution, & Violence) with Support of Cinepolis Organized to Create Awareness
- Media Highly Appreciated to take a step ahead to talk about the Sensitive issue



Awards & Recognition



Feb 2014 - Winner of Jivo Dil Se Award Season 2 for Balsabah Category Child Welfare by 94.3 MY FM & Dainik Bhaskar Group received at Indore



June 2014 – Recognized by Certificate of Appreciation by UNEP for contribution to Raise Your Voice Not the Sea Level on World environment Day



Nov 2014 - Recognized by Certificate for Appreciation for using Best Practice of Social Media for Promoting Girls Safety by eNGO South Asia Challenge Award across 7 Countries from South Asia (International level) at New Delhi received through Facebook Public Policy manager Karuna Naian.



Nov 2014 – Winner of Second Runner Up eNGO South Asia Challenge Award Category Best Usage of Social Media across 7 Countries from South Asia (International level) received through Amir Ullah Khan Senior Policy Advisor Bill & Melinda gates Foundation at India Habitat Centre, New Delhi

Awards & Recognition



Feb 2015 - Winner of **Jiyo Dil Se Award Season 3** for **Mission Jagriti Category Women Empowerment** by **94.3 MY FM & Dainik Bhaskar Group** received through **Cabinet Minister Saurabh Bhai Patel** at **Ahemdabad**



Mar 2015 – **Bharti Singh** Founder & Chariperson Recognized as **Most Inspiring Women on Women's Day** by **Vodafone Inclusivity Network Team** received through **Smt Mamta Sharma** Chairperson **National Commission For Women** Member and **Vodafone COO Amit Bedi** at **Jaipur**



Nov 2014 - Recognized by **Certificate of Appreciation** by **eNGO South Asia Challenge Award** for **Best Practice Fundraising through Social Media** for **Women Empowerment** across **7 Countries** from **South Asia (International Level)** at **Inhabitat Centre New Delhi** received through **Deepti Vikas Dutt** Leader – **Government & Smarter Cities, IBM Global Business Services**

Income & Expenses



o Statement of Revenue

Revenue from Donations : 1,60,950/- Rs

Other Income : 371/- Rs (Interest)

Total Revenue : 1.61,321/- Rs.

o Statement of Expenses

Total Expenses 167,082/- Rs

* Values Mentioned are in INR

2014-15 Income Tax Return

PRAVEENLATA SANSTHAN
INCOME & EXPENDITURE ACCOUNT FOR THE PERIOD 01 APR.2014 TO 31 MAR.2015

EXPENDITURE	AMOUNT	INCOME	AMOUNT
To Advertisement Exp.	10,630.00	By Donation	160,950.00
To Professional Fees	17,416.00	(As per Annexure-A)	
To Food Exp.	1,919.00		
To Telephone Exp.	1,122.00	By Bank Interest	371.00
To News Paper Exp.	2,650.00		
To Printing & Stationery	3,785.00		
To Cloth Distribution Exp.	1,400.00		
To Gift Exp.	2,780.00		
To Medical Exp.	670.00		
To Apka Daan Kare Kalyan JGW Activity	4,830.00		
To Bal Mela Activity	2,000.00		
To First Anniversary Day Activity	400.00		
To International Wish Day Activity	1,700.00		
To Jagriti Activity	17,685.00		
To Joy of Giving Activity	1,100.00		
To Mahatva Project	10,565.00		
To Masti Ki Pathshala Activity	5,750.00		
To Tilti Project	3,780.00		
By Donation to other NGO	250.00		
To Surplus	70,889.00		
TOTAL	161,321.00	TOTAL	161,321.00

Verified with the trial balance provided
For H.C. Bothra & Associates
Chartered Accountants

H.C. Bothra
H.C. Bothra
Partner
M. No. -070537

Place: Jaipur
Dated:

For Praveenlata Sansthan

Praveenlata Sansthan
PRAVEENLATA SANSTHAN
Secretary President

PraveenLata Sansthan

PRAVEENLATA SANSTHAN
RECEIPT & PAYMENT ACCOUNT FOR THE PERIOD 01 APR.2014 TO 31 MAR.2015

RECEIPTS	AMOUNT	PAYMENTS	AMOUNT
To Balance b/d		By Advertisement Exp.	10,630.00
Cash	2,013.00	By Professional Fees	17,416.00
Bank	3,748.00	By Food Exp.	1,919.00
		By Apka Daan Kare Kalyan JGW Activity	4,830.00
To Donation	160,950.00	By Bal Mela Activity	2,000.00
(As per Annexure-A)		By Donation to other NGO	250.00
To Bank Interest	371.00	By First Anniversary Day Activity	400.00
		By International Wish Day Activity	1,700.00
		By Jagriti Activity	17,685.00
		By Joy of Giving Activity	1,100.00
		By Mahatva Project	10,565.00
		By Masti Ki Pathshala Activity	5,750.00
		By Mobile	6,800.00
		By Telephone Exp.	1,122.00
		By News Paper Exp.	2,650.00
		By Printing & Stationery	3,785.00
		By Cloth Distribution Exp.	1,400.00
		By Tilti Project	3,780.00
		By Gift Exp.	2,780.00
		By Medical Exp.	670.00
		By Bal. c/d	4,482.00
		Cash	65,368.00
		Bank	
TOTAL	167,082.00	TOTAL	167,082.00

Verified with the trial balance provided
For H.C. Bothra & Associates
Chartered Accountants

H.C. Bothra
H.C. Bothra
Partner
M. No. -070537

Place: Jaipur
Dated:

For Praveenlata Sansthan

Praveenlata Sansthan
PRAVEENLATA SANSTHAN
Secretary President

PraveenLata Sansthan

Goal

Open a Shelter Home for Underprivileged Children by 2016

Building Free Life Skill Development Centers for Children and Women Living Below Poverty Line who are uneducated across each State of India linking it up with Educational System where Dropped out & Uneducated Women can Join in to do Short term Educational Courses. The Centers will be tied up with Manufacturing Industries, Small Scale Industries, Corporates who will provide them Opportunities to Work from Home and earn their Living to make them Independent and design Entrepreneurs from Urban and Rural Areas

Develop easiest App to report unreported cases , & Map it to Google Maps. Provide Online Help & Support including Personal Counseling across the globe through e education E learning Modules on various issues which can be accessed globally , on the original case Studies & Resolutions which will help more Trainers origin from NGOS's Communities who can take up this work at Next Level to Build A Safer Place across the Globe.

Promote Jagriti through Signature Campaigns, Road Shows, Nukkad Nataak, Marathon etc to Sensetize the Community

24*7 Call Centre to provide Immediate Support for adolscent Girls

Campaign Respect S.H.E Designed and Launched on 31st March 2015 to educate +10000 Adolescent Boys & Men to sensitize about the issues and its circumstances and help build a Safe & Respectful Place to Live for girls & women.(Work in Progress)

GOAL SETTING

S SPECIFIC
M MEASURABLE
A ATTAINABLE
R RELEVANT
T TIME-BOUND

Special Thanks to Supporters

