

# **ANNUAL REPORT 2023-24**

**SHOHRATGARH ENVIRONMENTAL SOCIETY**



### **Dr. B.C .Srivastava**

Founder, SES  
(1952-2022)

Late Dr. B.C. Srivastava, the founder of Shohratgarh Environmental Society (SES), firmly believed that education is the only key to empower girls. Besides that, Dr. Srivastava was synonymous with environmental issues in Uttar Pradesh. Being a teacher, the subject of education was very close to his heart. To keep his ideologies alive, SES has started

“Dr. B.C. Srivastava Student Assistance Initiative” to provide financial support to dropout girls, with regular school education back again. Though, he is not physically with us, he will remain guiding force to SES and his spirit will live on in our work. A large section of the young girls contributes to the population of India and their inability to attend regular school, due to poor economic condition, undeniably has implications on societal growth and prosperity of India. Realizing his fact, Shohratgarh Environmental Society (SES) has decided to connect the dropout girls from poor background, It shall enable them to continue regular school education again so that there is no obstacle in their learning process. The initiative will pay school tuition for these girls to let them continue their education without any interruption. We supported five girls throughout the year, covering their tuition fees. This initiative intends to promote the spirit of education and inspire others to support the cause of girl child education. To continue Dr. B.C.Srivastava's legacy of community service and humanity and to keep reaching out to vulnerable population in different parts of the Uttar Pradesh, we seek your support and urge you to make contribution for this noble cause. Your donation to this initiative will create lasting change in the lives of girls.



**Dear Esteemed Members and Supporters,**

It is with immense satisfaction that I share with you the Shohratgarh Environmental Society's (SES) Annual Report for the fiscal year concluding on 2023-24.

The past year has been a landmark period for SES, marked by substantial strides in community empowerment, environmental stewardship, and advocacy for the underrepresented.

Highlighted Achievements of the Year:

**Empowerment of Girls and Women:** Our initiatives, including Udaan, Glow, and the Girl Boss Professional Program, have successfully equipped numerous girls and women with vital skills, leadership training, and business acumen. This empowerment has not only bolstered their self-esteem but also paved the way for enhanced economic prospects.

**Revival of Indigenous Agriculture:** The Kalanamak Rice initiative has triumphantly resurrected a nearly lost rice strain. By bridging the gap between farmers and consumers and endorsing eco-friendly methods, we've guaranteed equitable compensation for farmers and delivered a distinctive rice variant to consumers.

**Organizational Capacity Building:** We launched a comprehensive capacity enhancement program aimed at bolstering our environmental mission's efficacy. This initiative has broadened our funding base, refined our communication tactics, and optimized our operational procedures.

These milestones reflect the unwavering commitment and industrious efforts of our staff, leadership, volunteers, and philanthropic partners. As we look to the future, we are filled with zeal to further our endeavors in sustainable agriculture, social justice advocacy, and the upliftment of marginalized groups.

Your ongoing support is the cornerstone of our ability to enact meaningful change. Together, we stand poised to amplify our impact in the forthcoming years.

On behalf of the SES team, I extend our heartfelt gratitude for your trust in our vision.

Yours sincerely,

**Sandeep Srivastava**  
Secretary

**Dear Family,**

As we set sail on this inspiring voyage, it's with great enthusiasm that I offer a prelude to our collective narrative. Our objective is clear: to illuminate and mobilize efforts addressing a spectrum of societal challenges. It's a privilege to lead the charge in this significant pursuit.

We are more than a gathering of individuals; we are a dynamic movement poised to reshape our future. By joining forces, we can spark inspiration and forge a path toward impactful change. With each action, we move closer to a vision of a more equitable and compassionate world.

Anticipate a series of engaging initiatives as we progress. Your participation is not just welcome—it's essential. Together, let's craft a legacy of positive transformation and hope. The journey ahead is ours to define, and every step counts in our mission to uplift and unite.

As we draw this message to a close, I, Piku, along with my companion Sanju, would like to thank you for your attention and commitment. We stand together, eager to embark on this journey of transformation and growth. Let's stride forward with unity and purpose, for every small step we take is a leap towards a brighter, more empowered future.

Together, we are unstoppable.

Affectionately,

**Piku and Sanju**



Shohratgarh Environmental Society (SES) is a development organization established in 1985 to address local safe drinking water issues. Today, SES has evolved into a comprehensive NGO focusing on agriculture, food security, livelihood, health, education, disaster mitigation, WASH and the environment. Our programs prioritize children, women, youth and marginalized groups, emphasizing community engagement, gender participation and ethical ecological values. We work closely with rural communities in Uttar Pradesh and support underprivileged groups in urban areas. SES has gained a strong reputation in Uttar Pradesh and was granted Special Consultative Status by the United Nations in 2011.

## VISION

Working For a Society Where Everyone Achieve Personal Happiness and Well being.

## MISSION

To bring social change involving knowledge sharing, capacity building, experimental learning and entrepreneurial development in sustainable and ecological manner

**SES's aim is to promote sustainable development by addressing flood mitigation, food security, education, health, water, sanitation and hygiene. We empower and advocate for vulnerable communities through Community Based Organizations, amplifying the voices of marginalized groups. We provide integrated development training to youth, support during natural disasters and strive for effective programs through research and community participation. Our goal is a society where everyone achieves happiness and well-being sustainably.**

## OBJECTIVES OF SES

**SES has set forth the following objectives to transform the lives of the poorest people in Uttar Pradesh and overcome challenges posed by limited resources and societal obstacles:**

- ✦ Foster self-reliant communities by promoting sustainable agriculture practices, conserving the environment and effectively managing natural resources.
- ✦ Empower women, adolescents, youth and children through inclusive people's organizations that ensure adequate representation, particularly for vulnerable groups.
- ✦ Improve access to affordable healthcare facilities and promote hygienic practices among the population.
- ✦ Expand educational opportunities for adolescents and youth, both formal and non-formal, enabling them to acquire knowledge and skills.
- ✦ Enhance the economic activity and increase the income of marginalized groups through microcredit initiatives.
- ✦ Ensure timely and equitable construction and maintenance of essential water structures.
- ✦ Enhance financial literacy and business planning skills among the community.
- ✦ Facilitate interaction and coordination between community-based institutions, local government authorities and non-governmental organizations to implement effective programs.













## PROMOTION AND MARKETING OF KALANAMAK RICE THROUGH BUDHISTTAVA AGRO FARMER PRODUCER COMPANY LIMITED

Shohratgarh Environmental Society (SES) in reviving Kalanamak rice, a near-extinct, indigenous rice variety from Uttar Pradesh, India from last two decades. The initiative involves the formation of the Bodhisattva Agro Farmer Producer Company (FPO), which empowers small and marginal farmers through improved cultivation practices, market access, and sustainable methods. The project has resulted in a significant resurgence of Kalanamak rice cultivation, improved farmer livelihoods, and established a model for replication in other struggling agricultural communities. The Programme is supported by Save Indian Farmer.

### OBJECTIVES

- ✦ To safeguard the unique genetic heritage of Kalanamak rice through traditional cultivation methods.
- ✦ To equip farmers with knowledge and tools to produce high-quality rice through improved farming practices, soil health management, and organic inputs.
- ✦ To connect farmers directly to consumers via the FPO, eliminating exploitative middlemen and ensuring fair pricing.

### MAIN ACTIVITIES

-  Bodhisattva Agro FPO has expanded its reach 467 marginal farmers associated with Kalanamak rice cultivation in the year, through community mobilization .
-  Conducted training sessions for FPO members on Kalanamak rice cultivation, sustainable practices, FPO management, financial literacy, and leadership development.
-  Implemented meticulous cleaning, sorting, and packaging protocols to ensure rice quality and freshness.
-  Prioritized seed security by actively participating in seed production and storage.
-  Developed a branding strategy highlighting the unique qualities and heritage of Kalanamak rice, explored various marketing channels (online, farmers' markets, specialty stores).
-  Established a robust packaging and branding strategy, participated in fairs and exhibitions to promote Kalanamak rice locally, aimed to sell rice within the district.
-  Pursued credit linkage for the FPO to establish a shop for selling seeds and fertilizers at affordable prices.
-  Promoted organic farming techniques amongst FPO members to enhance rice quality and promote sustainability.
-  Established protocols for meticulous post-harvest processing (husking, sieving, grading, sorting) to minimize waste.
-  Acquired packaging machinery and materials to create an attractive and distinctive brand identity for Kalanamak rice.

- Adoption of improved seeds has resulted in better yields and higher-quality rice.
- Fair pricing through FPO has increased farmer income.
- Increased membership base and financial stability through credit linkage and business expansion plans.
- Successful sale of 13 quintals of Kalanamak rice within the district.
- Consistent quality and freshness of Kalanamak rice ensured through meticulous cleaning, sorting, and packaging.
- FPO members equipped with improved farming practices, seed security knowledge, and business management skills.

# IMPACT

- ◆ A near-extinct rice variety has been successfully revived and is experiencing a resurgence. As a result Kala Namak Rice is one district and one product of district Siddharthnagar
- ◆ Small and marginal farmers have gained economic independence through improved market access and fair pricing.
- ◆ Promoted organic farming and minimized environmental impact through sustainable agricultural techniques.
- ◆ Established a successful model for reviving indigenous crops, empowering farmers, and promoting sustainable agriculture.

# CHALLENGES AND FUTURE FOCUS

- 🚶 Investing in seed conservation and storage facilities for long-term seed security.
- 🚶 Expanding the FPO's membership base and increasing share capital to strengthen the financial foundation.
- 🚶 Providing year-round input support for both cropping seasons to ensure income security for farmers.
- 🚶 Building dedicated storage facilities to minimize post-harvest losses and regulate Kalanamak rice supply throughout the year.
- 🚶 Launching a comprehensive marketing and sales campaign to establish a wider market presence for Kalanamak rice following FSSAI and GST registration.

**The demonstrates the transformative power of collaboration between farmers, donor, and government support. By empowering farmers, promoting sustainable practices.**



Lucknow, the capital city of Uttar Pradesh, has a large slum population facing deprivation and poverty. Girls in these communities are particularly vulnerable to child marriage, child labor, and limited educational opportunities.

## OBJECTIVES

The GLOW program aims to empower 700 adolescent girls by building a foundation for social and behavioral change at the family and community level. It focuses on life skill education, mainstreaming girls with development and government services, and promoting positive changes in girls' education, self-advocacy, communication, and participation. The Healthy Glow program complements GLOW by openly discussing sex and sexuality, addressing critical health issues faced by adolescent girls. The Programme is supported by Global Glow.

## MAIN ACTIVITIES

**Module Implementation:** This year's program includes three signature programs:

**GLOW Club:** Utilizes Social and Emotional Learning (SEL) principles to help girls develop:

- Self-Advocacy Skills
- Emotional Wellbeing
- Educational Engagement
- Community Engagement and Impact

**Healthy Glow:** A 13-week program focused on:

- Supporting girls' education and completion of school
- Strengthening comprehensive sex education

Empowering girls for community action and social dialogue to promote health-seeking behavior  
Throughout the year, the program organizes events to address various issues and celebrate important days:

- International Women's Day Celebration
- Menstrual Hygiene Day
- International Youth Day
- World Mental Health Day
- International Day of the Girl Child (October)
- Peer Educator Workshop



Community Engagements in Glow Clubs (addressing domestic violence, menstrual hygiene, health and hygiene, water and sanitation issues, eve teasing, and cybercrime)

Community Event/Celebration in Healthy Glow (focused on reproductive health, hygiene, and sanitation)  
16 Days of Activism Against Gender-Based Violence (including a visit to Sheroes Hangout, a cafe run by acid attack survivors)



- **Increased Confidence and Self-Esteem:** Girls develop a stronger sense of self-worth and confidence to advocate for themselves and their rights.
- **Improved Decision-Making Skills:** Through SEL activities, girls learn to make responsible and constructive choices.
- **Enhanced Communication Skills:** Girls gain confidence in expressing themselves and practicing effective communication skills.
- **Greater Awareness of Rights and Sexuality:** Healthy Glow program educates girls on their sexual and reproductive health rights, empowering them to make informed choices.
- **Reduced Stigma Around Menstruation:** Open discussions and education about menstruation help break down taboos and promote healthy menstrual hygiene practices.
- **Community Advocacy and Action:** Girls are encouraged to identify and address community issues related to health, hygiene, education, and gender-based violence.
- **Increased Access to Education:** Girls are motivated to pursue education and overcome barriers to school attendance.
- **Reduced Vulnerability:** The program equips girls with knowledge and skills to protect themselves from child marriage, exploitation, and gender-based violence.
- **Empowered Communities:** Through community engagement activities, the program fosters a more supportive environment for girls' well-being and development.

## UDAAN- EMPOWERING GIRLS IN SLUMS OF LUCKNOW

The UDAAN program, launched in 2018, addresses the educational and developmental needs of adolescent girls (aged 11-19) residing in Lucknow's underserved communities. It tackles issues like inequality, early marriage, and poverty by equipping girls with essential life and employability skills to build a brighter future. The Programme is supported by Asia Initiatives.

## CORE CONCEPT: SOCIAL CAPITAL CREDITS (SOCCS)

UDAAN utilizes a unique concept called Social Capital Credits (SoCCs). Functioning as a virtual community currency, SoCCs incentivize social good. Participants earn SoCCs by providing free tuition to younger children in their communities. These SoCCs can be redeemed for educational and health-related items.



- 👉 **Life Skill & Educational Sessions:** These sessions covered crucial topics like self-confidence, decision-making, girls' rights, and leadership skills.
- 👉 **Community Outreach:** This program aimed to raise awareness and garner community support for girls' empowerment. It included awareness campaigns, school collaborations, community dialogues, and health & hygiene initiatives.
- 👉 **Peer Educator Program:** This initiative trained 120 girls to become peer educators, empowering them to address girls' specific issues within the community.
- 👉 **UDAAN Education Centers:** Established with "FrauenPower" support, these centers provided a safe and accessible learning environment for girls facing mobility constraints.
- 👉 **Integration of Kids Who Kode (KWK) Curriculum:** This curriculum emphasized project-based learning and covered essential digital literacy components like computer fundamentals, MS Office, and internet safety.
- 👉 **Establishment of Computer Labs in Schools:** This initiative aimed to bridge the digital gender divide and empower underprivileged girls with digital skills.
- 👉 **Guest Lectures and Mentoring:** Successful women from the community served as role models and provided guidance and support to program participants.

### In year 2023

900 girls enrolled in two distinct programs:  
 Digital Literacy & English Speaking Program (500 girls)  
 Life Skill Program (Social Emotional Learning) (400 girls)

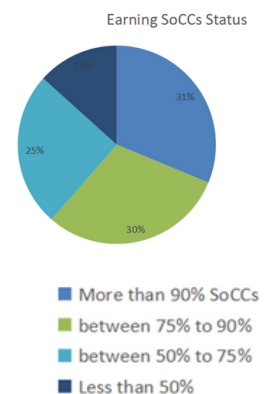








## KEY INTERVENTIONS

- 🔑 **SoCCs Meetings:** These meetings aimed to establish communication with parents/guardians regarding SoCCs and their benefits.
- 🔑 **SoCCs Verification:** Regular verification ensured that UDAAN mentors actively participated in SoCCs earning activities.
- 🔑 **Tech-Fair:** This event showcased the digital skills of UDAAN students and addressed crucial social issues like girls' safety, education, and empowerment.

## KEY OUTPUT





- 60% of UDAAN education center
- More than 80% of girls consistently utilized SoCCs for educational opportunities.
- Over 85% of students successfully completed digital literacy and English speaking classes.
- The total SoCCs earned by all students exceeded the amount needed for redemption.



-  Basic computer skills (62%)
-  Microsoft Office applications (68%)
-  Internet navigation and online resources (65%)
-  Online safety awareness (73%)
-  English pronunciation (56%)
-  English grammar and structure (62%)



## ACHIEVEMENTS









-  Enhanced digital literacy skills, enabling girls to navigate online platforms safely and effectively.
-  Improved English speaking proficiency, promoting communication confidence.
-  Integration of digital skills for education, communication, and personal development.
-  Development of valuable life skills for personal growth and navigating life's complexities.

## IMPACT

- ◆ Development of leadership, communication, and problem-solving skills.
- ◆ Increased access to education and improved academic performance.
- ◆ Development of entrepreneurial skills.
- ◆ Enhanced health awareness and hygiene practices.
- ◆ Active participation in community development initiatives and advocacy efforts.
- ◆ Bridging the digital gender divide and fostering technological competencies.
- ◆ Improved self-esteem, self-confidence, and gender equality advocacy.



## CHALLENGES

-  Inconsistent attendance of mentors and younger children in the teaching program.
-  Diverse learning needs of younger children requiring a tailored approach.
-  Effectiveness of mentors limited by insufficient training and support.
-  Limited access to digital devices and the internet hindering full participation.
-  Digital skills gap among participants requiring varied content delivery.
-  Concerns around online safety and cybersecurity discouraging participation.
-  Limited exposure to English in some communities impacting proficiency.
-  Lack of opportunities for real-world English practice outside program sessions.



The UDAAN program offers a compelling model for empowering adolescent girls from underserved communities. By equipping them with essential skills and fostering a supportive learning environment, UDAAN paves the way for a brighter future for these young women.



The Integrated Tribal Development Programme (TDP) aims to empower the Tharu tribal community in Pachperwa block, Balrampur district of Uttar Pradesh. Funded by NABARD, the program targets 450 tribal families (Wadi farmers) and 50 landless families, focusing on agricultural productivity, income generation, women's empowerment, and overall socio-economic development.

## OBJECTIVES

- ✦ To Enhance agricultural productivity through orchard development, horticulture, sustainable and climate-resilient practices, water conservation techniques.
- ✦ To improve skill of community by SHGs, farmer clubs, orchard development, income generation activities, and financial literacy.
- ✦ Empowering women through formation of SHGs, income generation initiatives like vegetable cultivation and sanitary pad manufacturing, and skill development in non-farm activities.
- ✦ Improve community health by providing safe drinking water, promoting hygiene awareness, conducting health camps and veterinary camps.
- ✦ Develop alternative livelihoods For landless families through micro-enterprises like poultry farming, goat rearing, and beekeeping.

## ACTIVITIES AND ACHIEVEMENTS

- 🏆 Established 450 orchards and implemented various soil and water conservation measures for sustainable agriculture.
- 🏆 Provided safe drinking water facilities in 9 locations and established Poshan Vatikas (nutritional kitchen gardens) in 40 locations.
- 🏆 Formed and strengthened 16 SHGs and initiated income generation activities in vegetable cultivation for 52 families.
- 🏆 Trained project staff and beneficiaries on various topics like SHGs, farmer clubs, orchard development, non-farm activities, financial literacy.
- 🏆 Distributed chicks for poultry farming, goats, and beekeeping equipment to landless families.

## IMPACT

- Increased agricultural productivity and adoption of sustainable practices.
- Improved livelihood opportunities for women through income generation activities.
- Enhanced capacity building and financial literacy among beneficiaries.
- Improved community health through access to safe drinking water and hygiene awareness programs.
- Diversified income sources for landless families through micro-enterprises.
- Increased trust and collaboration between project staff and the community.



## CHALLENGES ADDRESSED

- 🚶 **Low community participation:** Addressed through regular field visits and community mobilization efforts.
  - 🚶 **Social dynamics and local politics:** Handled by promoting collective community engagement in the program.
  - 🚶 **Livestock maintenance:** Strategies implemented to prevent issues like coop maintenance in waterlogged areas and feed availability.
- Distribution logistics:** Timely distribution of chicks and other materials ensures reduced mortality rates.

The Samarthy program, launched by SES, empowers 200 young adults (aged 18-24) residing in Lucknow's urban slums to access better livelihood opportunities. By focusing on skill development, social responsibility, and personalized guidance, the program equips participants for success in the competitive job market. The Programme is supported by Asia Initiatives.

Samarthy utilizes a unique concept called Social Capital Credits (SoCCs). Participants from diverse educational backgrounds (10th grade to graduation) earn SoCCs through community engagement activities like waste management. Accumulated points allow them to redeem career-related services and course enrollment.

## OBJECTIVES

- ✦ To enhance job-oriented skills for better employability through targeted training and activities.
- ✦ To foster a sense of community engagement by encouraging participation in SoCCs initiatives.
- ✦ To provide skill mapping and career counseling to identify individual strengths and career pathways.
- ✦ To equip participants with confidence and skills for job interviews and networking opportunities.
- ✦ To bridge the gap between talent and demand by connecting participants with suitable career opportunities.

## MAIN ACTIVITIES

### Social Capital Credits (SoCCs) Earning Activities:

**Waste Management Community Survey:** Participants conduct 10 surveys to assess waste management practices in their communities, fostering environmental awareness.

**Community Meetings & Clean-Up Drives:** Active participation in community meetings attendees) and clean-up drives promotes a sense of ownership and environmental consciousness. Meetings are facilitated by community members and organized by participants.

**Advocacy:** Under the guidance of facilitators, participants engage in advocacy efforts, liaising with local authorities to address waste management issues within their localities.

**Online Awareness:** Participants create and share waste management awareness content on social media platforms, expanding outreach beyond the immediate community.

### Skill Development & Career Guidance:

**Skill Mapping & Career Counseling:** Participants undergo a structured skill mapping process followed by personalized career counseling sessions.

**Exposure Visits:** Mapped participants visit reputable skill development institutes, gaining valuable insights into various training programs.

**Communication Skills Training:** Participants develop communication skills through interactive classes, enhancing confidence and presentation abilities.




**Career Path Workshops:** Workshops provide participants with a deeper understanding of different jobs and career paths, guiding them in career decision-making.

**Enrolment & Post-Enrolment Support:** Participants are assisted with enrollment in relevant skill development institutes and receive post-enrolment counseling to ensure a smooth transition into training programs.



### Risk and Mitigation Strategies :

The program primarily functions as a mentorship initiative, minimizing inherent risks. However, challenges do exist:

-  **Balancing Program Participation with Existing Commitments:** Many participants, particularly young girls, are juggling school, studies, and potentially after-school activities. To address this, program sessions are scheduled on holidays whenever possible.
-  **Module Completion Support:** Advisors organize small group meetings at participants' homes to facilitate completion of difficult homework assignments and address any related challenges.
-  **Family and Personal Support:** In cases of familial or personal issues impacting participation, advisors conduct home visits to provide support and assist in resolving problems.

## OUTPUT

- **Business Knowledge & Pitching:** 46 out of 50 girls gained comprehension of business concepts and learned how internal and external factors contribute to developing a business idea. They further honed their skills by crafting professional elevator pitches.
- **Business Model Development:** All 50 participating girls successfully completed their business model canvases based on their chosen business concepts.
- **Support Network Building:** Through community engagement and field visits, participants developed a network of support and mentorship from their families and acquaintances.

## IMPACT

- ◆ **Increased Beneficiary Pool:** Around 200 youth were identified for the program and actively participated in SoCCs activities.
- ◆ **Enhanced Skill Development:** Approximately 150 participants enrolled in desired skill development courses, with 70 completing their training and receiving certificates.
- ◆ **Skill Development Importance:** Participants gained a deeper understanding of the importance of acquiring relevant skills for career advancement.
- ◆ **Career Path Awareness:** The program fostered a better understanding of the difference between jobs and careers, equipping them to make informed career choices.
- ◆ **Social Responsibility Sensitivity:** Participation in SoCCs activities instilled a sense of social responsibility and a commitment to contributing to community well-being.



## BUILDING PROFESSIONAL TOOLKIT FOR ADOLESCENT GIRLS IN LUCKNOW

The Girl Boss Professional Program, a collaborative effort between Global Glow and Launch Gurls, empowers 50 young women in Lucknow's urban slums (near Sitapur Road) with the skills and resources needed to succeed professionally. The program focuses on adolescent girls (aged 16-18) from underserved communities, providing them with essential life skills and fostering an entrepreneurial mindset. Through 15 interactive modules, participants gain knowledge in communication, leadership, time management, financial literacy, and more, equipping them for the 21st-century workplace and preparing them to pursue their dreams. The Programme is supported by Global Glow.

### OBJECTIVES

- ✦ To develop essential professional skills: Enhance communication, leadership, time management, and financial literacy through interactive modules.
- ✦ To pair participants with experienced mentors for guidance, advice, and support in navigating their careers.
- ✦ To cultivate a supportive environment where girls feel empowered to pursue their goals, overcome challenges, and believe in their abilities.
- ✦ Entrepreneurial mindset: Foster the development of skills to start and run their own businesses or become valuable employees.

### MAIN ACTIVITIES

- 🌱 **Advisor Training:** Before program delivery, Girl Boss Advisors undergo training to ensure a thorough understanding of program objectives, outputs, and outcomes. This includes comprehending the curriculum content and best practices for delivering impactful sessions.
- 🌱 **Module Delivery:**
  - Advisor Participation: Advisors participate in weekly module discussions prior to delivery, ensuring in-depth understanding of the concepts to be presented to the girls.
- 🌱 **Weekly Sessions:** The curriculum consists of 15 interactive modules delivered weekly. These modules cover topics like communication skills, financial literacy, leadership, and business planning.
- 🌱 **Mentorship and Support:**
  - House Visits: Mentors conduct home visits to address attendance challenges, assess family support, and assist with homework completion. These visits also allow for a more personalized connection between mentors and girls.
- 🌱 **Homework Assistance:** Mentors provide dedicated sessions to assist girls with program-related homework and assignments.
- 🌱 **Graduation Ceremony:** This culminating event celebrates the girls' achievements. They present their business pitches and business model canvases, showcasing their learned skills and entrepreneurial ideas.



- ➔ **The program operates primarily as a mentorship initiative, minimizing inherent risks. However, some challenges exist:**
- ➔ **Balancing Program Participation with Existing Commitments:** Many participants are juggling school and extracurricular activities, potentially hindering consistent attendance.
- ➔ **Solution:** Schedule most sessions on holidays and weekends to accommodate busy schedules.  
Homework Completion Support: Some girls might struggle with program-related homework.
- ➔ **Solution:** Mentors conduct group and individual sessions to facilitate completion and address learning difficulties.
- ➔ **Familial and Personal Challenges:** External factors might impact participation.  
**Solution:** Mentors conduct home visits to provide support and resources to help overcome personal challenges.

## OUTPUTS

- **Business Knowledge:** 46 out of 50 girls gained comprehension of business concepts and the factors influencing business idea development.
- **Pitching Skills:** 46 out of 50 girls honed their presentation skills and delivered professional elevator pitches for their business ideas.
- **Business Model Development:** All 50 girls successfully completed their business model canvases, outlining their business strategies.
- **Network Building:** Through program activities and field visits, girls established valuable connections with mentors, peers, and community members.

## IMPACT

- ❖ **Skill Development:** Participants developed essential life skills like communication, leadership, and critical thinking, increasing their employability.
- ❖ **Entrepreneurial Mindset:** The program fostered a sense of entrepreneurial thinking and innovation, empowering girls to consider business ownership as a viable career option.
- ❖ **Increased Confidence and Self-Belief:** Through program activities and presentations, girls exhibited enhanced confidence, self-belief, and public speaking skills.
- ❖ **Problem-Solving Skills:** The program's problem-solving activities and business strategy development sessions equipped girls with tools to navigate challenges and opportunities.
- ❖ **Adaptability and Reliance:** Working alongside mentors and peers fostered adaptability, teamwork, and self-reliance in the girls.



The Shohratgarh Environmental Society embarked on a strategic capacity-building program to strengthen its organizational effectiveness in achieving environmental goals. A baseline assessment identified areas for improvement, including fundraising, communication, and operational efficiency. Through targeted interventions, the Society aimed to diversify funding sources, enhance brand awareness, and streamline internal processes. The Programme is supported by Edelgive Foundation

## OBJECTIVES

- ✦ **Enhance Fundraising:** Diversify funding sources, establish strong donor relationships, and secure sustainable financial resources for environmental initiatives.
- ✦ **Strengthen Communication:** Develop effective communication strategies to increase visibility, improve brand recognition, and advocate for environmental causes.
- ✦ **Optimize Operations:** Streamline internal processes, improve resource utilization, and enhance human resource management to support program execution.

## MAIN ACTIVITIES

### **Strategic Planning and Needs Assessment:**

- A baseline assessment identified areas for improvement in fundraising, communication, and operations.
- Roles and responsibilities were clearly defined, and timelines were established for activity implementation.
- Administrative resources were efficiently allocated to support capacity-building efforts.

### **Fundraising Strategies:**

Efforts focused on diversifying funding sources beyond traditional means. This included exploring grants, corporate sponsorships, and individual donations.

The Society built strong donor relationships through targeted outreach and communication.

### **Communication and Branding:**

Communication strategies were developed to enhance the Society's visibility and brand awareness. This potentially involved utilizing social media platforms, media outreach, and community engagement events.

### **Monitoring and Evaluation:**

The program established mechanisms to track progress in fundraising, communication effectiveness, and partnership development.

Regular monitoring ensured course correction and adaptation of strategies as needed.

### **Capacity Building with GROW Fund:**

The GROW Fund provided crucial support in enhancing organizational capacities, particularly in human resources, finance, and risk management.

Virtual platforms facilitated learning and knowledge exchange, fostering skill development even amidst the COVID-19 pandemic.

## CHALLENGES AND SOLUTIONS

### **Skill Development:**

Acquiring specialized skills in areas like grant writing, donor management, and communication campaign design posed a challenge.

Targeted training programs and workshops were conducted to equip staff with the necessary skills.

### **Human Resource Management:**

Effectively managing human resources emerged as a challenge, requiring streamlined processes and improved coordination.

Solutions might have included implementing performance management systems, fostering a culture of collaboration, and providing opportunities for professional development within the organization.

- ◆ Despite initial challenges, the Shohratgarh Environmental Society's capacity-building program yielded positive outcomes:
- ◆ **Improved Fundraising:** The Society successfully diversified its funding sources, potentially leading to increased financial sustainability for environmental projects.
- ◆ **Enhanced Communication:** Effective communication strategies likely contributed to increased visibility and stronger brand recognition for the organization.
- ◆ **Streamlined Operations:** Improved internal processes and resource utilization potentially led to increased efficiency and effectiveness in program implementation.
- ◆ **Skilled Workforce:** Training programs likely equipped staff with the necessary skills to excel in fundraising, communication, and project management.
- ◆ **Stronger Partnerships:** The program might have fostered collaboration with other environmental organizations and stakeholders, leading to a more robust network for environmental action.

The Shohratgarh Environmental Society's capacity-building program serves as a model for organizations seeking to strengthen their operational effectiveness. Through a strategic approach, targeted interventions, and continuous monitoring, the Society has positioned itself to achieve greater environmental impact and contribute more significantly to environmental protection efforts.

## DR B . C . SRIVASTAVA STUDENT ASSISTANCE INITIATIVE

The Shohratgarh Environmental Society (SES), founded by the late Dr. B.C. Srivastava, embodies his unwavering belief in education as the key to empowering girls. Dr. Srivastava, a champion for both education and environmental protection in Uttar Pradesh, dedicated his life to serving and uplifting vulnerable communities. This initiative, named in his honor, carries forward his legacy by providing financial assistance to dropout girls (aged 11-19) and enabling them to return to and continue their education.

Recognizing the critical role educated girls play in India's societal growth and prosperity, SES aims to bridge the gap for these young women who face financial barriers to regular schooling. By offering financial support for school tuition, the program seeks to remove obstacles and empower them to pursue their education without interruption.

## OBJECTIVES

- ◆ **Support Re-enrollment:** Provide financial assistance for school tuition fees to enable dropout girls (aged 11-19) from underprivileged backgrounds to resume their education.
- ◆ **Empowerment Through Education:** Equip girls with the knowledge and skills necessary for personal and professional growth, fostering a brighter future.
- ◆ **Promote Gender Equality:** Contribute to bridging the gender gap in education and promote a society where girls have equal access to learning opportunities.
- ◆ **Honor Dr. Srivastava's Legacy:** Uphold Dr. Srivastava's unwavering commitment to education and community service by empowering future generations of girls.

## MAIN ACTIVITIES

### Target Beneficiary Identification:

Conduct outreach programs in collaboration with local schools, community leaders, and NGOs to identify girls (aged 11-19) who have dropped out due to financial constraints.

Prioritize girls from underprivileged backgrounds with a genuine desire to return to school.

### **Application and Selection Process:**

Develop a transparent application process for eligible girls to submit necessary documentation (age proof, dropout certificate, family income proof).

Establish a selection committee to evaluate applications and prioritize those demonstrating academic potential and commitment to returning to school.

### **Financial Assistance:**

Provide financial support to cover school tuition fees for selected girls, ensuring they can attend classes without financial worries.

Monitor the utilization of funds to guarantee fees are used for the intended purpose – education.

### **Mentorship and Support:**

Offer optional mentorship programs connecting girls with volunteers or educators who can provide academic guidance and emotional support.

Explore opportunities for collaboration with other organizations to provide additional resources like school supplies, uniforms, or transportation assistance.

### **Monitoring and Evaluation:**

Track the progress of participants, monitor their attendance, and assess their academic performance.

Conduct regular evaluations to measure the program's effectiveness in achieving its objectives and identify areas for improvement.

## OUTPUT

- **Increased Re-enrollment Rates:** The program aims to increase the number of dropout girls returning to regular schooling by providing financial support for tuition fees.
- **Improved Academic Performance:** By removing financial barriers and offering support, the program anticipates positive changes in beneficiaries' academic performance.
- **Enhanced Life Skills Development:** Education empowers girls with valuable life skills, critical thinking abilities, and increased confidence to navigate their futures.
- **Community Development:** Educated women statistically contribute more to their families' well-being and overall community development, creating a ripple effect for future generations.

## IMPACT

- ◆ **Empowered Girls, Brighter Futures:** Education equips Six girls with the knowledge and skills to build a better life, potentially leading to employment opportunities and economic independence.
- ◆ **Gender Equality and Social Progress:** By promoting girls' education, the program contributes to bridging the gender gap and fostering a more equitable society.
- ◆ **Community Upliftment:** Educated girls are more likely to make positive contributions to their families and communities, leading to a ripple effect of progress.
- ◆ **Honoring Dr. Srivastava's Legacy:** The program ensures Dr. Srivastava's vision of empowering girls through education continues to inspire and impact future generations.

The Dr. B.C. Srivastava Student Assistance Initiative embodies the spirit of Dr. Srivastava's dedication to education and community service. By providing financial assistance for school fees, the program empowers dropout girls to reclaim their education and build brighter futures. Your support for this initiative can create a lasting impact on the lives of these young women and contribute to a more equitable and prosperous society for all.

India's pioneering 24-hour emergency phone service for children in distress. Whether you're an concerned adult or a child, dial 1098, our toll-free number, to access our services. We not only address immediate emergencies but also connect children to long-term care and rehabilitation. To date, we've reached over 1.62 million children across the district through these calls. Our project team has covered all 14 blocks, engaging in various activities. This year, the Childline team intensively covered 312 villages in five blocks of the district. In the year, Childline has been actively engaged in several key activities, making a significant impact in our district:

In the past year, Childline has been actively engaged in several key activities, making a significant impact in our district:

### **Rallies and Open Houses:**

Childline organized rallies and open house sessions to raise awareness about child rights, safety, and support services.

These events brought together community members, stakeholders, and concerned citizens.

### **Action Against Child Trafficking:**

Our district took decisive action against child trafficking.

Childline played a crucial role by providing support, reporting incidents, and collaborating with law enforcement.

### **Creating Rural Awareness:**

Childline extended its reach to rural areas, ensuring that even remote communities were aware of our services.

Through workshops, posters, and community meetings, we successfully spread awareness about Childline.

The Government of India concluded the program in August 2023 by transferring its management to the district administration.

## **DONATE FOR SECURE FUTURE**



**DONATE NOW**





# SES Partners and Networks

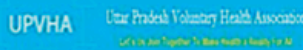
## Resource Partners



<KidsWhoKode />



## Networks





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