

**Urban & Rural Joint Accenture
Annual Report 2020-2021**

TABLE OF CONTENT

Director's Desk	3
Organizational Profile	4
Core Team	6
Our Expertise /What We Do	7
Education: Blooming Buds	8
Health & Hygiene (COVID to Co-Win)	10
Research Study	12



Director's Desk

Dear Friends,

In my short time as Executive Director with the Foundation, one thing that stands out above and beyond all else is PASSION. Each person I have met cares deeply and genuinely for the cause. I am honored to be in such a committed community. With over 6 years working with non-profits, I have a deep appreciation for dedicated and hard working volunteers and staff. Having worked in both the for-profit world and the not-for-profit world, I know that there is no greater reward than the opportunity to work with passionate volunteers in an outstanding organization. I encourage everyone to check out our new website www.theurja.org. What matters most is that we serve you better by keeping you up to date and engaged with what is happening with the Foundation. . In the coming year I commit to listen to your input to expand the support and its services. Thank you for your past support. I am eager to see how much we can accomplish together in the next year, helping marginalized community people who are not privileged ones and severally impacted by the epidemic.

With warm wishes

Vikram Kaul

(On behalf of Team URJA)

Urban and Rural Joint Accenture

WHO WE ARE:

URBAN AND RURAL JOINT ACCENTURE (URJA) is a registered public charitable trust and Non Governing Organization (NGO) in India governed by the Indian Trust Act 1882. URJA is committed to undertaking various programs and activities for Children, Youth, Men, Women, Old age and other marginalized segments of the society irrespective of their caste, creed, age, sex, color and religion, in rural, urban, tribal areas, and resettlement colonies/J.J. clusters, to realize the ideals and objectives of the constitution of India in order to protect, promote and advocate human rights and equality. URJA was established on 31st August 2015 with the efforts of some young Social Developers and got registered under Indian Public Charitable Act 1882. It is a group of grass root level consultants and management professionals of different thematic areas and with a capacity to undertake and run all such activities and programs which are related to development of less fortunate and socio-economically deprived

We the Catalyst:

The social work is built upon the foundation of consultation with communities, whereby the needs are not imposed by an outside agency; rather they are identified at the grassroots. In this manner, URJA aims to act as positive catalyst for the change, utilizing the energies and initiatives of the people themselves in order to implement the concept of self-sustainability.

Foresight:

Envisaging a self-reliant, egalitarian society based on Social & Gender Sensitivity while harmonizing and creating over all common concern for the collective, keeping safe the individual priorities and choices.

Pursuit:

WE are a flame of determined spirits fired by an unquenchable faith in our mission to alter the course of development by providing innate power to the socially and economically deprived people to shape up their life through Capacity Building, Empowerment, Education and better Health care practices.

Dialogue with Community:

URJA is working in the field of overall community social development, education, and health sectors with the motto of sustainability of marginalized community with below given focused area:



CORE TEAM



Prof. Archana Dassi
*PhD, in Social work,
UGC Research Awardee
Technical Advisor*



Prof. Dr. Deoraj Sinha
*MBBS, MD- Psychiatry
Technical Advisor*



Dr. Rakesh Kumar Saini
*MD Homeopathy,
Consultant*



Mr. Abhinav Verma
*B.Sc., LL.B, LL.M,
Consultant*



Dr. Sama Shelly,
*B.U.M.S,
Consultant*



CA Vijay Kumar Sharma,
*Chartered Accountant,
FCA, DISA
Consultant*



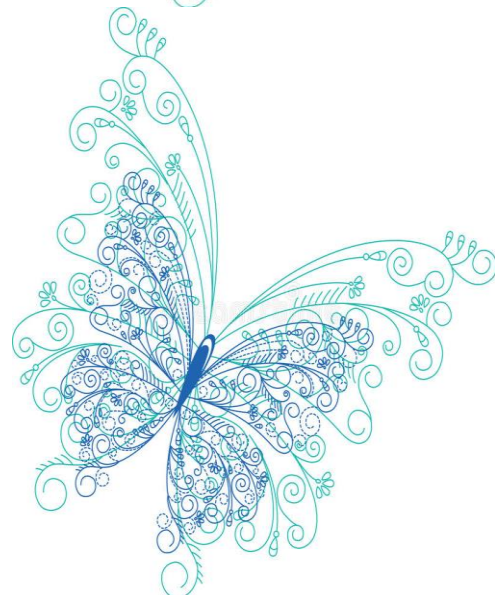
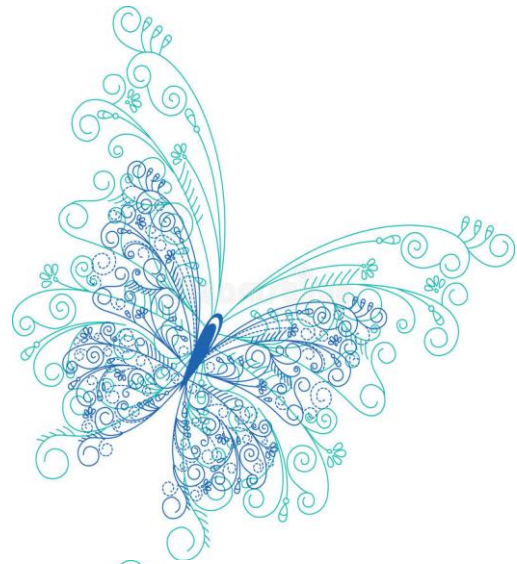
Ms. Pragati Keswani
*Masters in Fine Arts,
MFA Gold Medalist
Treasurer/ Consultant*



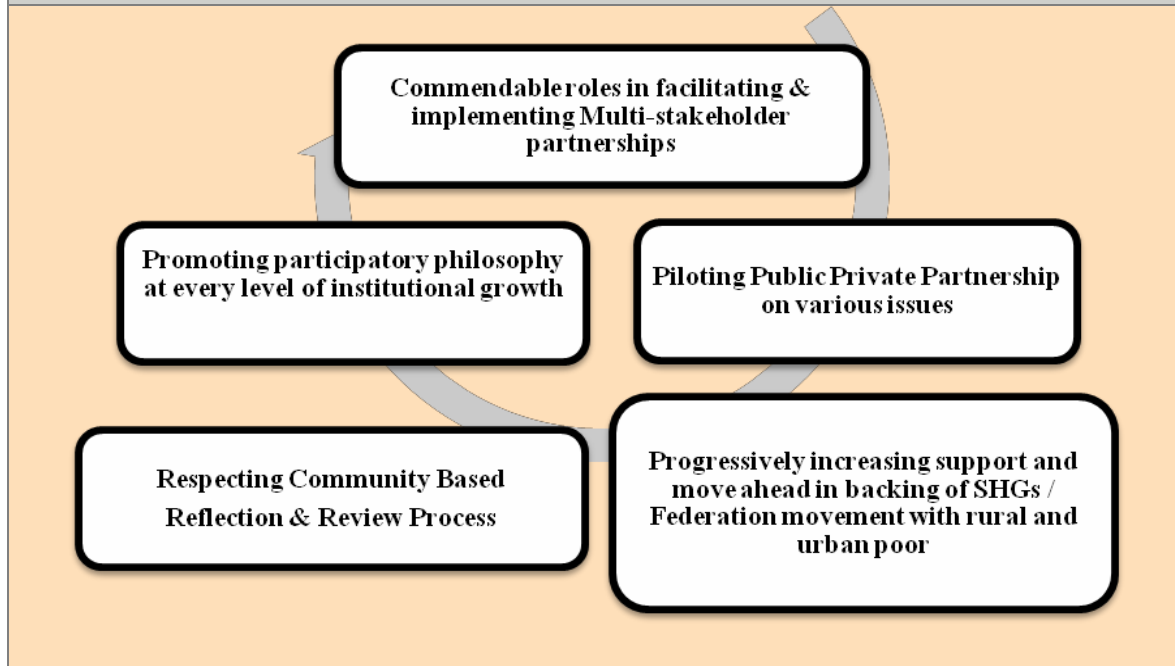
Ms. Tripti Oberai
*MA Clinical Psychology,
PGDCA, B.Ed.,
Secretary/ Managing Trustee*



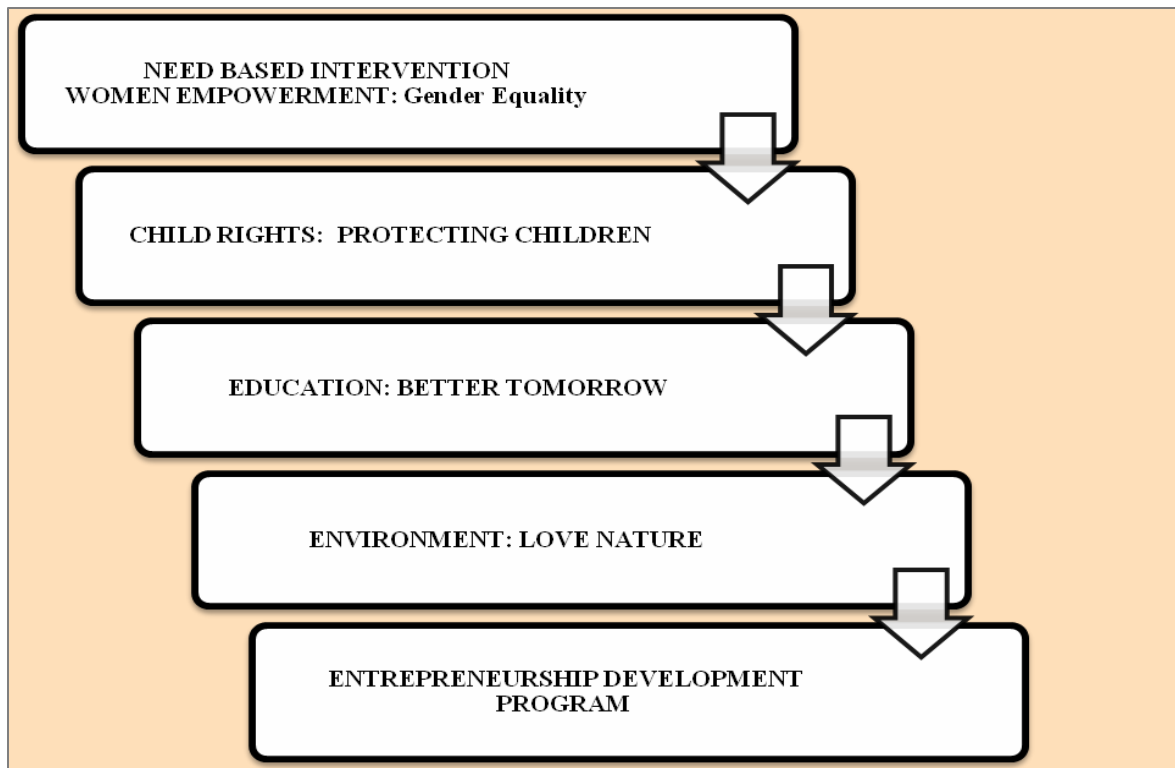
Mr. Vikram Kaul,
*MBA Health Administration,
President/ Managing Trustee*



OUREXPERTIZE



WHATWEDO



BLOOMING BUDS

(A Non-Formal Education program for Marginalized children)

Education of an individual is defined as a process that results into a total or overall development of an individual. Psychologists have identified three domains of a human being: Cognitive domain, Affective domain and psychomotor domain. When all three domains are developed to the best of an individual's abilities, he is said to be educated.



Blooming Buds is a community based non formal educational program of URBAN AND RURAL JOINT ACCENTURE (URJA) initiated on 16th May 2017 and is continued till date, supported by group of philanthropists and Community Volunteers, in Khadar Pusta-10 of Lakshmi Nagar, Delhi, The program is committed to provide the basic education and Healthcare facilities with social development Support to marginalized section of the community.



URJA'S EDUCATIONAL INITIATIVE INCLUDE

Education for underprivileged children who are under difficult circumstances such as child labor, poverty, and slum children, So that they and their families get empowered. Special emphasis is given on Girl's Education, A large number of girls are involved in the educational and cultural activities the ratio of girls and boys is 5:1. URJA believe in a holistic approach to education

which includes *Cognitive Learning*: By making use of discussions, debates, presentations, asking thought provoking questions, the knowledge of the children get enhanced which helps them in developing their problem-solving and decision-making skills.

URJA also tends to focus on *Affective domain* which includes those aspects of human development, which are concerned with development of attitudes, interests, values, and belief system. Many cases have shown where very highly qualified persons have been found to engaging in heart storming crimes. It proves that if education concentrates only on cognitive and psychomotor skills, it cannot be called total education. Thus forth the approach should be fundamentally practical, and designed to prepare children to face real life situations.

URJA believes curriculum should be related to their real life situations so the same can be easily associated by their cognitive world.



COVID to Co-win Chain to food distribution

In lieu of the ongoing events, URJA initiated its campaign ‘ (COVID to Co-Win) where the focus is to provide cooked food to unprivileged section of the society to sustain themselves during the lock down of the pandemic.

Apart from Cooked meals 1000 soaps were distributed to maintain hand washing behavior.

The distribution drives have happened across slum of East Delhi-NCR with the support of NGO and individual donors.

During distribution procedure, all safety measures like using masks, maintaining distance, using sanitizers were followed with support of local stake holders, who were patient in the entire process.

Further, our children under Program Blooming Buds – our young buds initiated to make/stitch masks from waste cloth for themselves and campaign for the same to their near ones. We extend our heartfelt gratitude to each and everyone who has helped URJA.



HEALTH AWARENESS PROGRAMME

Under COVID to CO-win program, URJA has focused on health awareness of the underprivileged communities in East Delhi, especially woman who further educate their children and extended family members for the same. During the pandemic it becomes mandate to maintain a good health to fight back against the corona virus, as the targeted population are much vulnerable due to lack of favorable surrounding and unhealthy life style.

URJA has reached out to more than 150 families and organized awareness camps for woman and other community

members respectively. NGO is taking up women-centric activities for quite some time. These include sensitizing the women towards the overall conditions and training them to take decisions in day-to-day affairs. Now, a message of



corona virus prevention is being spread through the women trained by the team URJA.

Population were sensitized on social distancing, use of masks and maintaining cleanliness to prevent the spread of disease. The program was conducted by interns of URJA, The slogan ‘Stay home and stay safe’ was coined by the trainees.

RESEARCH STUDY-I

The Nation-Wide Lockdown has unleashed an era of tech-savvy requirement. People now are more and more dependent on technology than ever. The new trend is ‘work from home has been introduced. This epidemic brought big change in life style of a working woman to observe its *consequences* **URJA has conducted research study on “Impact of Covid-19 Lockdown on Women in India”**.

The lockdown, as well as self-quarantines, all around the globe have increased household workload on women, they faced a double pandemic. The study aims to examine and ascertain the situation of women during COVID-19 lockdown and understand its psycho social impact on women in India. To



carry out the study a Google form was prepared (as it was not possible to go out in the field and collect information due to lockdown) which had questions covering domains like socioeconomic profile of the women, attitude of women towards work life balance, interpersonal relationships in the family, psychosocial impact of lockdown during pandemic and coping



strategies. The respondents were only women between the age ranges of 18 to 65+ years. The Google form was sent all across the country using digital platforms such as face book, LinkedIn and Watsapp

RESEARCH STUDY-II

India along with the world is fighting with COVID-19 pandemic. Since the fight seems to be a long one, government is ensuring that education in schools does not suffer. The way we are imparting education to our next generation has undoubtedly changed – increase in e-learning, teaching undertaken remotely and use of digital platforms. With this sudden shift away from the classroom in many parts of the India, some are wondering whether the adoption of online learning will continue to persist post-pandemic, and how such a shift would impact the worldwide education scenario. Given this, there is need to look into the impact of virtual learning for school children as all the school children are not independently able to manage the online instructions, they need parental help. In such a situation, the parental perspective assumes a pointed significance. So keeping this URJA has conducted study on **“IMPACT OF VIRTUAL (ONLINE) CLASSES ON SCHOOL CHILDREN DURING LOCKDOWN” – A PARENT’S**



PERSPECTIVE”. In the study, there is an effort to understand the impact of lockdown on the teaching – learning process. The objective of the study is to assess the implementation of virtual classes its various benefits, challenges, and reasons for non – acceptance / acceptance by the parents and children. This study examines and ascertains the situation of virtual education during COVID-19 lockdown and understands its impact on children in India. To carry out the study a Google form was prepared (as it was not possible to go out in the field and collect information due to



lockdown) which had questions covering domains like socioeconomic profile of the parents, facilities / devices for online learning, Child's engagement with the online classes, physical-behavioural-emotional changes among children, role of school in making virtual teaching to be child friendly and level of parental satisfaction related to online education. The respondents were only parents, either of them, or the guardian who is helping the child in online classes. The Google form was sent all across the country using digital platforms such as face book, Email, LinkedIn and WhatsApp. The information was gathered from 165 respondents across the country and the data was analyzed using MS-Excel and then interpreted to form a document.

RESEARCH STUDY-III

The world lost nearly 400 million full-time jobs in the year's second quarter (April-June 2020) due to the novel corona virus disease (COVID-19) pandemic.

A remarkable economic loss especially on the shoulders of men in India and, its impact on their physical, mental health and other spheres of life, was found out in the study conducted by URJA on **“Financial implications of Covid-19 pandemic with special reference to Men job / Work”**

This was a cross-sectional study with a sample of 101 men employed under different sectors of the economy. Amid COVID-19 lockdown, convenience sampling was used to reach respondents residing at different parts of the country. A comprehensive tool was developed to assess the social and psychological impact of the pandemic on men with reference to their current financial worries, job insecurities, challenges faced and coping-up mechanism adapted. Under the limitations to reach respondents during COVID-19 pandemics, self-explanatory questionnaires were circulated using Google forms. Through informed written consent form, all respondents were explained about the objectives and expected outcomes of the study. Only those respondents, who read and consented, voluntarily participated in the study. A principle of anonymity, privacy was followed throughout the process of data collection, editing and analysis. The administered questionnaire covered a total of 21



questions concerning details about respondent's educational, family, occupational profile and challenges faced during COVID-19. Data were cleaned and analysed using MS excel. Descriptive statistics using frequencies and percentages were used to present the findings of the study.

URBAN AND RURAL JOINT ACCENTURE

URJA's work is supported by a range of young and passionate volunteers, philanthropists and social activists.

We want you to get involved too.

Connect with us @: www.theurja.org

Urban & Rural Joint Accenture
57-58 FF 1,
Guru Nanak Niwas,
Street-2, Extention-1,
Kishan Kunj Lakshmi Nagar,
Delhi-110092
India

Email:-mailtourja@gmail.com

