

# ANNUAL REPORT

## 2021-2022



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## **DIRECTOR'S DESK**

*This year URJA turns 7 years old, and 7 years on, there are certain things which remain unchanged. The passion and enthusiasm of the team, which now stands strong at a family, remains intact, if not amplified. The desire for me and my fellow team to keep doing more for the habitat of our Nation is constant. The vision and support of our partners is never-ending. It is thanks to all these factors, and more, that in these years URJA been able to change the lives of 200 more children and additional members of the community, with your support we will continue to build future where our next generation of marginalized community will prosper through knowledge, through sustainability and through equality by our team work.*

*Thank you for your continued belief in us.*

*With warm wishes.*

*Vikram Kaul*

*(On behalf of Team URJA)*

## **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 31<sup>st</sup> 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:**

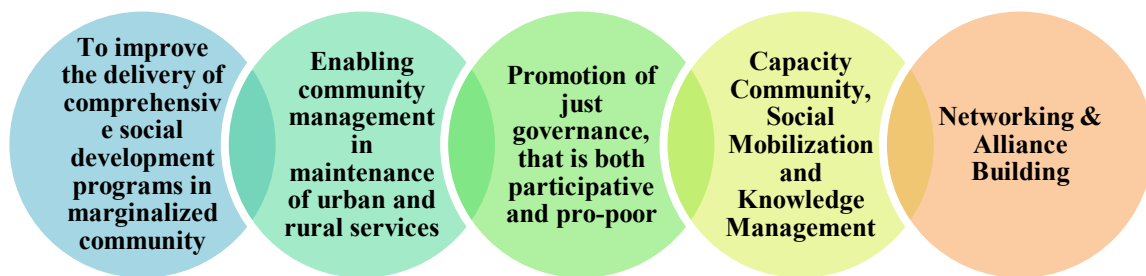
Envisaging a self-reliant, egalitarian society based on Social & Gender Sensitivity while harmonizing and creating over all common concern for the collective, keeping safe the individual priorities and choices.

### **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***



***Prof. Deoraj Sinha***



***Dr. R.K. Saini***



***Dr. Sama Shally***



***CA Vijay Sharma***



***Adv. Abhinav Verma***



***Ms. Pragati Keswani***



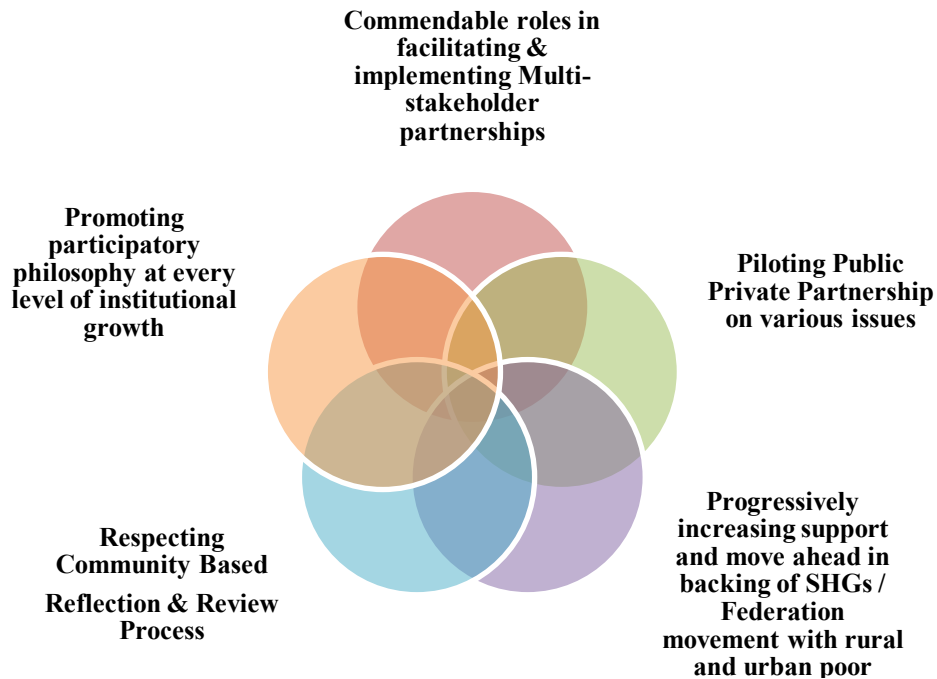
***Ms. Tripti Oberai***



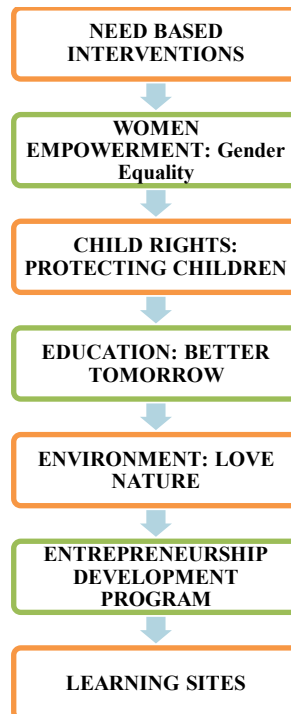
***Mr. Vikram Kaul***



## OUR EXPERTISE



## WHAT WE DO



# 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 Vaccination Drive

*(Overcoming Vaccine Hesitancy amongst marginalized community)*

URJA initiated its awareness program under COVID to COWIN umbrella to stamp out vaccine hesitancy among underprivileged community. Discrimination and marginalization has great impact on the existence. Many lives will be saved, if our marginalized communities would be able to get vaccinated against COVID-19.



Although a conversation about vaccination was very difficult, especially with populations who have a history of being exploited and their wishes disregarded by the medical establishment. Our team worked closely with community leaders and pradhan, who helped URJA volunteers in gathering community members.

URJA rapport with community effectively and put effect to make them aware on prevention also motivate them through Educational campaigns with trusted messages, which were culturally and linguistically appropriate”, it helped Individual to change vaccine hesitancy, which was based on what people hear and their circumstances around regarding existing health communications. Team also facilitated them for vaccination, in the neighboring government centers in free of cost, now there is some light at the end of the tunnel, URJA team networks helped community members to get registered for vaccination. This drives have happened across slum of East Delhi-NCR.

## **MENTAL HEALTH AWARENESS PROGRAMME FOR (ADOLESCENT GIRLS DURING COVID PANDEMIC)**

Adolescence is a pivotal time for girls, It is important to account for the particular vulnerabilities faced by adolescent girls in order to offer solutions to support and empower them throughout the COVID-19 (coronavirus) crisis. For instance, many girls were already out of school (39 percent in low income countries) before the COVID-19 pandemic struck. In the context of COVID-19,



there's a real concern that school closures will lead even more girls to drop out, limiting human capital accumulation in the long run. The interruption in schooling is also likely to increase domestic responsibilities for girls and lead to a premature shift towards income generation. Moreover, being outside of the protective environment provided by schools may make girls more susceptible to early pregnancy and gender-based violence.

Under COVID to CO-win program, URJA has focused on mental health awareness program for adolescent girls of the underprivileged communities in East Delhi, during the pandemic it becomes important to maintain not only a good health but one need to focus more on mental health to combat the corona virus. URJA has conducted awareness program with girls and provide them a kind of ready reckoner, which helped them to boost their mental health with everyday check list like :

- Wake up and go to bed at similar times every day.
- Maintain personal hygiene.
- Eat healthy meals at regular times.
- Do exercise regularly.
- Allocate time for working and time for resting.
- Recreational time
- Minimize newsfeeds by reading, listening or watching to stay positive
- Keep in touch with relatives or friends during restriction time to feel support with that
- Help others If you are able to, offer support to people in your community who may need it,.
- Support health workers. Take opportunities through your community to thank your country's health-care workers and all those working to respond to COVID-19.
- Be kind. Don't discriminate against people because of your fears of the spread of COVID-19.
- Don't discriminate against people who you think may have corona virus.
- Don't discriminate against health workers. Health workers deserve our respect and gratitude.

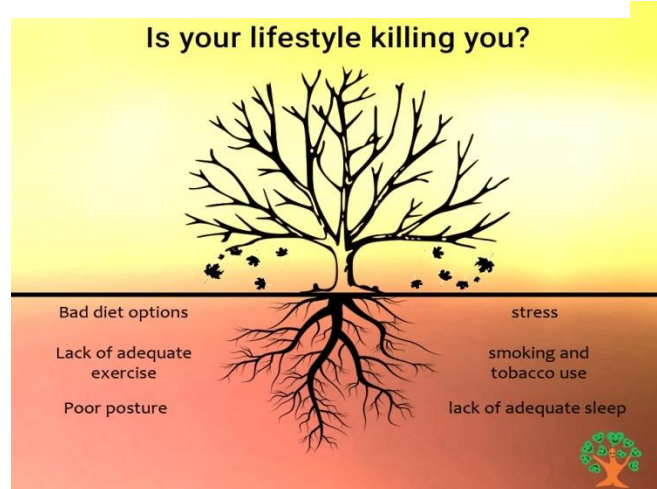
## RESEACH STUDY

### *To Assess the Ascending Risk on Life Style of an individual, in day to day life*

Life style diseases, a subset of non-communicable diseases (NCDs) are a result of the way we live, work and go about our everyday lives. NCDs are chronic in nature and cannot be communicated from one person to another. They are a result of a combination of factors including genetics, physiology, environment and behaviours.

Over the last several decades, our diets have become unhealthy, our lifestyle's sedentary and many of us still use tobacco and abuse alcohol. These risk factors have resulted in an ever increasing prevalence of lifestyle diseases; namely obesity, diabetes, hypertension, chronic lung disease and cardiovascular disease (CVD). As per the World Health Organization (WHO), NCDs have become the major contributors to higher morbidity, mortality and at the same time the single biggest obstacle to development globally. Furthermore, NCDs continue to increase in virtually every region of the world with the WHO reporting a higher burden in middle and low-income countries.

Today, chronic diseases are a major public health problem worldwide. In 2005, the World Health Organization (WHO) estimated that 61 per cent of all deaths -- 35 million -- and 49 per cent of the global burden of disease were attributable to chronic diseases. By



2030, the proportion of total global deaths due to chronic diseases is expected to increase to 70 per cent and the global burden of disease to 56 per cent. The greatest increase is anticipated in the African and Eastern Mediterranean regions.

This reinforces the current public health recommendations for the observance of healthy lifestyle habits, and because the roots of these habits often originate during the formative stages of life, it is especially important to start early in teaching important lessons concerning healthy living.

The study aims to assess the ascending risk on life style of an individual, in day to day life. To carry out the study a Google form was prepared. The complete random survey stands on the following parameters socio economic profile of the subject, approach towards life style nutritional habits, physical activity, time use on social media, gadgets utilization, sleep pattern, consumption of alcohol or tobacco and present health condition. On the basis of above mentioned parameters tried to evaluate for most common disease, people prone to lifestyle diseases.

The respondents were both men and women between the age ranges of 18 to 55+ years. The Google form was sent all across the country using digital platforms such as face book, LinkedIn and Whatsapp. Before going to start the main survey, we conducted a pilot survey to test the significance of the questions prepared. The limitation of the study is that only those men or women would be a part of study that are on digital platform and are familiar with English language. The information was gathered from 234 subjects across the country and the data was analyzed using MS-Excel and then interpreted to form a document.

## प्रतिरक्षण अपनाईये

कोविड है बीमारी जो बन गई महामारी,  
मानव जीवन पे पड़ गई भारी,  
प्रश्न है अब ये खड़ा- चयन हम किसका करे?  
जीवन का वरण करे या मृत्यु का आवरण करे,  
जीवन है मांगता. कुछ समझ, कुछ त्याग,  
एक अनुशासन लाईये, जीवन अगर है चाहिये,  
ना मिलाये हाथ, अगर चाहिये अपनो का साथ  
लगाईये मास्क और करिये एक उचित दूरी से बात,  
और सबसे मुख्य बात-  
प्रतिरक्षण अपनाएये, स्वयं व परिवार जनो का टीकाकरण कराईये  
जो भी यहाँ रुका , वह अवसर से चुका,  
उसे ही बीमारी का डर सतायेगा, गंभीर परिणाम पायेगा  
सहज है उपाय – क्यो ना अपनाये  
संदेह भागाये जागरूकता लाये - टीकाकरण अपनाये ।



## **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](http://www.theurja.org)**

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