

URBAN AND RURAL JOINT ACCENTURE



ANNUAL REPORT

2016 - 2017

An Organisation Promoting People's Empowerment

www.theurja.org

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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

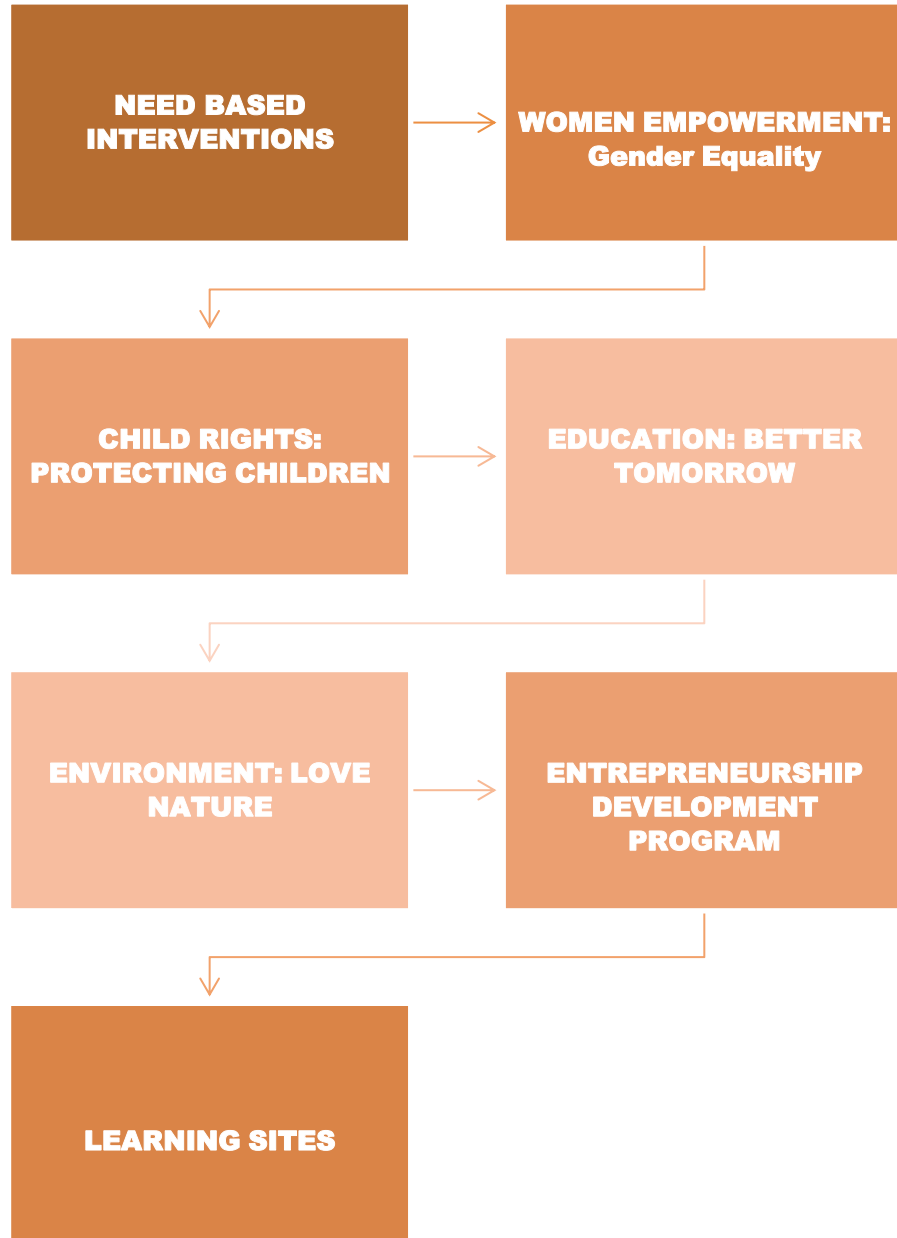
We always say that changing the way the world tackles poverty “will take all of us,” and our Partner community is a living proof. They come from across the country and include Educationalists, Social Scientists, Business Leaders, Entrepreneurs, Artists, and Activists who embody the spirit of generosity and have always dared to dream different and committed to changing the status quo.

- *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*
- *Dr. Sama Shelly, B.U.M.S, Consultant*
- *Mr. Abhinav Verma, B.Sc., LL.B, LL.M, Consultant*
- *CA Vijay Kumar Sharma, Chartered Accountant, FCA, DISA, Consultant*
- *Ms. Pragati Keswani Masters in Fine Arts , Gold Medalist, PGDGD, Consultant*
- *Ms. Tripti Oberai, MA Psychology, PGDCA, B.Ed., Secretary/Managing Trustee*
- *Mr. Vikram Kaul, MBA Health Administration, President/Managing Trustee*

OUR EXPERTISE



WHAT WE DO



HIGHLIGHTS

UNDERSTANDING TIME MANAGEMENT IN PROGRAM MANAGEMENT

The term Time Management is a misnomer. You cannot manage time; you manage the events in your life in relation to time. You may often wish for more time but you only get 24 hours, 1,440 minutes or 86,400 seconds each day. How you use that time depends on skills learned through self-analysis, planning, evaluation, and self-control.

Much like money, time is both valuable and limited. It must be protected, used wisely, and budgeted. People who practice good time management techniques often find that they:

- Are more productive,
- Have more energy for things they need to accomplish,
- Feel less stressed,
- Are able to do the things they want,
- Get more things done,
- Relate more positively to others, and
- Feel better about themselves

Finding a time management strategy that works best for you depends on your Personalities, ability to self-motivate and level of self-discipline. By incorporating some, or all of the ten strategies below, you can more effectively manage your time.

Know How You Spend Your Time: Identifying your most time-consuming tasks and determining whether you are investing your time in the most important activities can help you to determine a course of action.

Set Priorities: Managing your time effectively requires a distinction between what is *important* and what is *urgent*. Focusing on these important activities allows you to gain greater control over your time and possibly reduce the number of important tasks that do become urgent.

Use a Planning Tool: Time management experts recommend using a personal planning tool to improve your productivity. Examples of personal planning tools include electronic planners, pocket diaries, calendars, computer programs, wall charts, index cards and notebooks. Writing down your tasks, schedules, and memory joggers can free your mind to focus on your priorities.

Get Organized: Most people find that disorganization results in poor time management. Professional organizers recommend that you first get rid of the clutter. With the clutter gone, the next step is to implement a system that allows you to handle information (e.g., tasks, papers, e-mail, etc.) less, only once, when possible.

Schedule Your Time Appropriately:

Even the busiest people find time for what they want to do and feel is important. Scheduling is not just recording what you *have* to do (e.g., meetings and appointments), it is also making a time



commitment to the things you *want* to do. Good scheduling requires that you know yourself. Using your time log, you should have determined those times during the day when you are most productive and alert. Plan your most challenging tasks for when you have the most energy. Block out time for your high priority activities first and protect that time from interruptions.

Delegate- Get Help from Others: Delegation means assigning responsibility for a task to someone else, freeing up some of your time for tasks that require your expertise. Delegation begins by identifying tasks that others can do and then selecting the appropriate person(s) to do them. You need to select someone with the appropriate skills, experience, interest, and authority needed to accomplish the task. Be as specific as possible in defining the task and your expectations, but allow the person some freedom to personalize the task.

Stop Procrastinating: Try breaking down the task into smaller segments that require less time commitment and result in specific, realistic deadlines. If you're having trouble getting started, you may need to complete a preparatory task such as collecting materials or organizing your notes.

Manage External Time Wasters: Your time may be impacted by external factors imposed by other people and things.

Avoid Multi-tasking: Recent psychological studies have shown that multi-tasking does not actually save time. In fact, the opposite is often true. You lose time when switching from one task to another, resulting in a loss of productivity.



Stay Healthy: The care and attention you give yourself is an important investment of time. Scheduling time to relax, or do nothing, can help you rejuvenate both physically and mentally, enabling you to accomplish tasks more quickly and easily. Learn to manage time according to your biological clock by scheduling priority tasks during your peak time of day, the time your energy level and concentration are at their best. Poor time management can result in fatigue, moodiness and more frequent illness. To reduce stress, you should reward yourself for a time management success. Take time to recognize that you have accomplished a major task or challenge before moving on to the next activity.

A great deal of time management is really about taking responsibility for your learning. The best plan is to be aware of how much time you have and to manage it effectively. Be realistic about your time and what you can do with it.

URJA initiated the above said skills to identify and focus on the activities that gives maximum/greatest returns is coined as Time Management which helps to function effectively under intense pressure / stress in TI's.

The purpose of the study was to streamline the induction training of Project Managers and counselors within a given time period of the module. On the initial day it was observed that the participants were not able to reach the venue on the time which could further results into the disturbance in training time as well as the proposed agenda. In order to overcome with the mismanagement in time constraints, a tool was formulated to incorporate the importance of time management within the TI staff, for the better management and performance. Participants were inducted with the time managerial skills and pre analysis of their knowledge was conducted with a

simply formulated questionnaire related with the day to day activities of the participants with the below given results.

OBSERVATIONS:

After the induction of the time constraints among the participants, URJA observed a drastic change within the sample group as most of the appreciated the above said topic and incorporated it into their daily livelihood. It was observed that participants with a work stress were much relieved after the discussion on the prioritizing the work on the basis of basic need.

CONCLUSION:

It's easy to procrastinate when one experience difficulties with an assignment, but putting off starting only means you'll have less time to work on it. If you miss an assignment deadline, you will lose marks. So, if you think you need some assistance, ask for it. Remember, good time management includes good self-management.

ADOLESCENT HEALTH AWARENESS

URJA initiated a community based interaction with adolescent girls within the Aanganwadi areas of Jahangirpuri and Karawal Nagar, Delhi.

The main objectives for the same are as:

“In spite of definite health problems they may have, it is a common observation that adolescents do not access the existing services, especially adolescent girls. In India there are only few designated services (which are really making an impact) for adolescent girls so far, leading to substantial unmet service needs. Absence of friendly staff, lack of family concern regarding their health, working hours that are inconvenient to adolescents and lack of privacy and confidentiality have been identified as important barriers in accessing health services by adolescents girls The health sector needs to respond by offering services to adolescents girls in a more friendly manner and in a non-threatening environment”.

The major four issues which were discussed within the targeted population were:

Nutritional problems- Large numbers of adolescents are malnourished and anemic. Obesity is increasing. One of the main problems during this phase of growth is the inadequate calorie intake. Studies have shown that girls in rural areas take a mean of 1355K.Cals/day in the 13-15 years and 1292 K.Cals/day in the 16-18 years which is much below the recommended age-groups. Main cause of malnutrition in urban affluent class adolescent

females is more intakes of fast and junk foods and this is in the form of obesity. Contrary to this malnutrition in rural, backward poor class adolescent females is of marasmus type (decrease in body weight) which is due to inadequate food items or caloric intake..

Substance abuse-Substance abuse is quite common. Numbers of studies have found out that tobacco, alcohol and other substances, even the injectable are commonly used. Adolescents are influenced by adult role models and advertisements regarding these substances and develop a curiosity of trying these substances.

Mental health problems- Psychological problems also arise like emotional disturbances, depression, low self-esteem and anxiety over inadequate or excessive secondary sexual development, Acne etc.

Accidental and intentional violence-Interpersonal and community violence, physical abuse and family violence leads to significant rates of injury and deaths in adolescent females. Riding vehicles is also increasing in adolescent females especially in urban areas, with an increase in deaths and injuries due to vehicular accidents.

Many of the health problems occurring in adolescents need only friendly, personal and confidential advice and reassurance from medical personals, clear insight into the problem and little medical intervention. So adolescent friendly medical services are the need of hour where they discuss their so called “private” health concerns without embarrassment and URJA is supporting and guiding for the same in order to build strong pillars of our society

SWACHH BHARAT ABHIYAN

A national campaign by the Government of India, covering 4,041 statutory and cities and town's to clean the streets, roads and infrastructure of the country, it is biggest ever cleanliness drive and 3 million Government employees and school college students of India participated in this event.



The main objectives for the same were as:

- To eradicate the system of open defecation in India.
- To convert the insanitary toilets into pour flush toilets.
- To remove the system of manual scavenging.
- To make people aware of healthy sanitation practices by bringing behavioral changes in people.
- To link people with the programs of sanitation and public health in order to generate public awareness.
- To build up the urban local bodies strong in order to design, execute and operate all systems related to cleanliness.
- To completely start the scientific processing, disposals reuse and recycling the Municipal Solid Waste.
- To provide required environment for the private sectors to get participated in the Capital Expenditure for all the operations and maintenance costs related to the clean campaign.

INDEPENDENCE DAY CELEBRATION

India celebrates its Independence Day on 15th August when it had freed herself from the shackles of British Empire, a day to remember the sacrifice of millions faceless Indians and celebrate the light of independence. The growing buds of Trilokpuri, associated with URBAN AND RURAL JOINT ACCENTURE's Educational Program, put up a program depicting the journey of the freedom struggle on the 13th of August, 2016.

The ceremony started at 10 AM in the site office of URJA at Trilokpuri, with large crowd of staff, student and community buds.

The program was presided over by, Ms. Upasana, a community mentor, and Ms. Tripti Oberai, Mrs. Pushpa Ratauri and Mr. Vikram Kaul also graced the occasion. Flag hoisting ceremony was conducted after pinning of the Badges

The Lilliputians kick-started the program by singing a beautiful song, followed by a Dance program by a little shire of the community, showcasing our freedom struggle. The poignancy of the sacrifice of countless freedom fighters was refreshed in the minds of everyone present and their hearts swelled with pride and nationalism. The centre choir's vibrant song- 'Vande Matram' further set the patriotic mood. This was followed by an entertaining amalgamation of music, dance and drill by the students of Class IV. The program ended with a dance drama on the life of Lord Krishna whose birth is celebrated as Janmashtami every year. The mentors addressed the students and reminded them of their duty and responsibility towards the country that had got independence from the imperialistic rule at the cost of numerous martyred souls and with the dedication and perseverance of Indian

freedom fighters. She praised the colorful tri-colored decorations in the school and congratulated the students on their performances. She recounted the famous speech of India's first Prime Minister and reiterated that we should pledge dedication and service towards our great nation and its people. The Program concluded up with the Vote of thanks by Community Peers. At the end sweets were distributed to the students.

Indeed, it was a day of joy, a day to love and respect our country and make it a better place for Indians to live and experience the freedom, peace and unity in diversity.



“VIVAAN”

THE FIRST RAY OF SUN

VIVAAN is a community based program of URBAN AND RURAL JOINT ACCENTURE (URJA) started on 1st August 2016, supported by a group of philanthropists and Community Volunteers of Trilokpuri, Delhi, which is committed to provide



the basic education and Healthcare to marginalized section of the community.

URJA believe in a holistic approach to education and plan to cover everything from basic literacy to analytical and emotional skills, physical well-being and vocational training, which emphasizes the development of physical, emotional, and intellectual skills and sees them as fundamentally interconnected. The approach is fundamentally practical and designed to prepare children for real life after they graduate.

Education is both the means as well as the end of better life as it empowers an individual to earn his/her livelihood and increases awareness on a range of issues- from health care awareness on a range of issues- from healthcare to appropriate social behavior to understand one's right and in the process evolve as a better citizen.

URJA'S EDUCATIONAL INITIATIVES INCLUDE

PRE SCHOOL (3-6 Years)

NON FORMAL EDUCATION (6-14 YEARS
NON SCHOOL GOING)

REMEDIAL EDUCATION (6-14 YEARS
SCHOOL GOING)

BRIDGE COURSE (14-18 YEARS DROP
OUTS)

It works for education for needy children who are under difficult circumstances such as child labor, poverty, street and run away children, disaster struck children and slum children. Special emphasis is given on Girl's Education, so that they and their families get empowered. A large number of girls are involved in the educational and cultural activities.

The children are taught basic moral science classes with the basic teaching materials provided by URJA. The poor children are also involved in extracurricular activities. In addition to regular teaching system, all students' avail of study materials and recreational activities are also introduced from them.



URBAN AND RURAL JOINT ACCENTURE



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