



ANNUAL REPORT
2018-2019

- Director Desk

- Our Portfolio

- Core Team

-What We Do

-Blooming Buds

-Bal Chetna Shivr

-Enabling Community Environment

-Health Camp

-Innovative Buzz

-Life skill

-Future Plans



WHERE THE MIND IS WITHOUT FEAR

Where the mind is without fear and the head is held high

Where knowledge is free

Where the world has not been broken up into fragments

By narrow domestic walls

Where words come out from the depth of truth

Where tireless striving stretches its arms towards perfection

Where the clear stream of reason has not lost its way

Into the dreary desert sand of dead habit

Where the mind is led forward by thee

Into ever-widening thought and action

Into that heaven of freedom, my Father, let my country awake.

Rabindra Nath Tagore

Director's Desk

The journey of development since our humble beginnings in 2015 is almost unbelievable. In 2014 we started with 2 children under the tree shade and now support over around 150 children and their families, most of which attend nursery, primary, secondary or special needs education. After being lucky enough to get place to start remedial classes with value education.

Our future aim is to provide remedial classes in-house in order to improve on the quality of education we can offer to the children and adult, we support. We also have plans to expand our provision more widely through implementation of income generation program for young people on site, nurturing the Mother Nature with sustainable goal of pollution free environment. Whilst it is becoming increasingly challenging to find new sponsors, we are hopeful of continuing to obtain new supporters for our work. We look forward to what coming years has to bring.

VIKRAM KAUL

Executive Director

Urban & 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

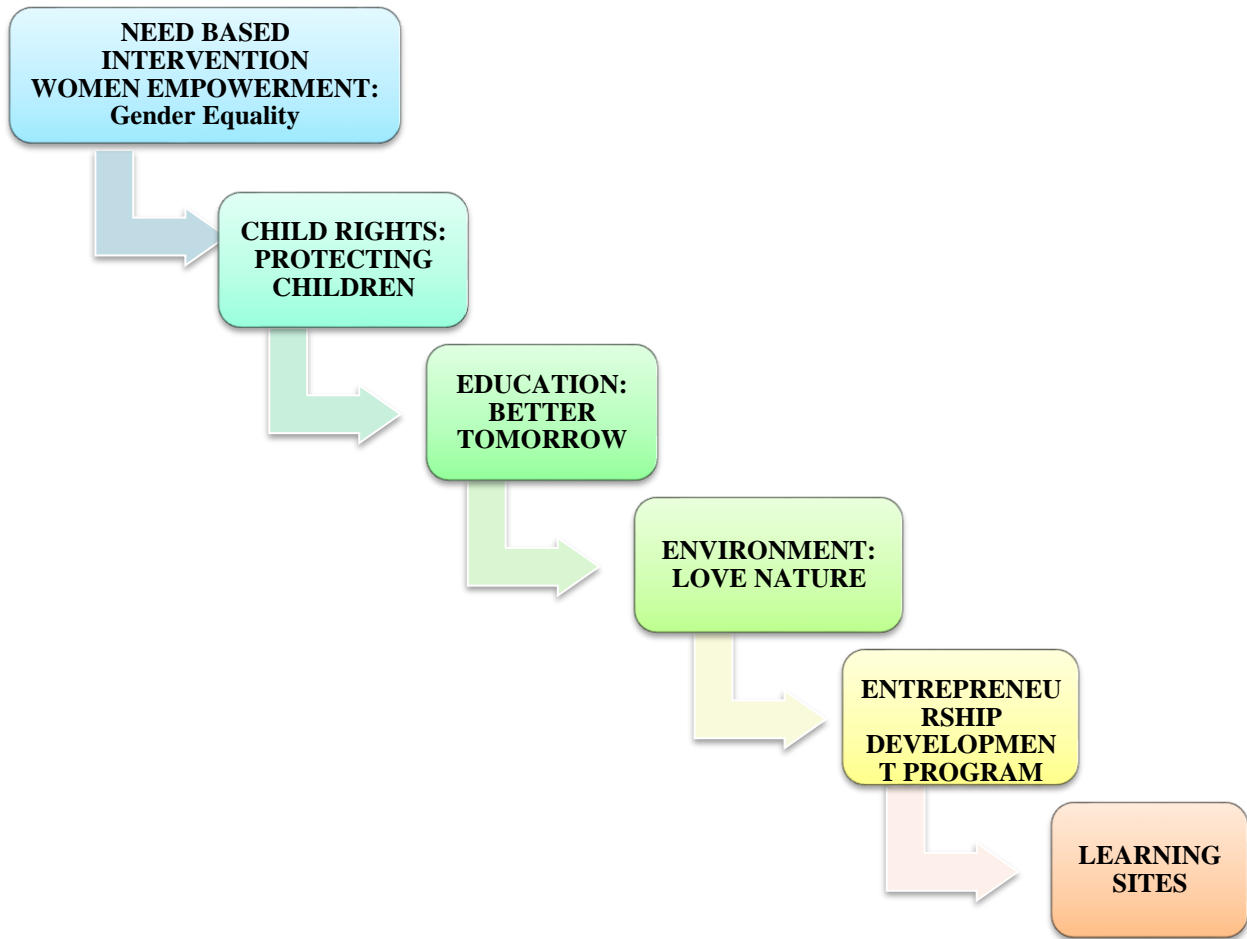


- *Prof. Archana Dassi, PhD, in Social work, UGC Research Awardee , Technical Advisor*
- *Prof. Dr. Deoraj Sinha, MBBS, MD- Psychiatry, Technical Advisor*
- *Dr. Rakesh Kumar Saini, MD Homeopathy, Consultant*
- *Mr. AbhinavVerma, B.Sc., LL.B, LL.M, Consultant*
- *Dr. Sama Shelly, B.U.M.S, Consultant*
- *CA Vijay Kumar Sharma, Chartered Accountant, FCA, DISA, Consultant*
- *Ms. Pragati Keswani, Masters in Fine Arts , Gold Medalist, PGDGD, Consultant / Treasurer*
- *Ms. Tripti Oberai, MA Psychology, PGDCA, B.Ed., Secretary/Managing Trustee*
- *Mr. Vikram Kaul, MBA Health Administration, President/Managing Trustee*

OUR EXPERTIZE



WHAT WE DO





ANNUAL ACTIVITY REPORT

2018-2019





GLIMPSE OF YEAR 2018-19

Blooming Buds

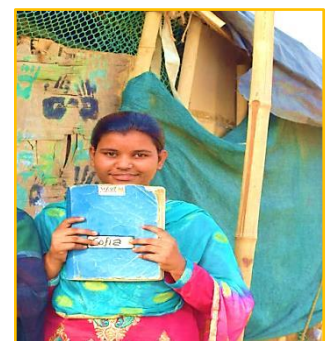
(A Non-Formal Education program for Marginalized children)

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) started on 16th May 2017, 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.

BAL CHETNA SHIVIR

URJA has initiated the BAL CHETNA SHIVIR in July 2017 in Association with the teachers from “ART OF LIVING”. URJA has re-organized 5 days Bal chetna shivir in September 2018, with a participation of 53 children along with 12 volunteers.



The kids in the slums grow up in an environment where at very young age itself they have been taught to fend for their families. While taking up the adult responsibilities they also begin to stumble upon the stresses that normally an adult faces.



There are umpteen cases in the news today of depression among children as young as 8 years old. It is not surprising that the suicide rates have gone up in the age group of 10 to 15 years

**I AM THE RAY
THE LIGHT IS WITHIN ME**

Bal chetna shivir is a dynamic program that helps them get them back to their childhood while equipping them with the right tools to handle their responsibilities and stress in life. With the help of pranayama and meditation along with fun activities the course helped them get rid of their negative emotions. Every child opened up to the individual and group processes, the teachers



leading those sessions witnessed their participation ecstatically.

This helped them to pay more attention in given task. Children practice meditation daily before starting the regular class in the center and eagerly wait for their weekly follow-ups class.

ENABLING COMMUNITY ENVIRONMENT

WORKSHOP ON PERSONAL HYGIENE

URJA has initiated workshop on personal hygiene on 14th Nov. 2018 in Yamuna khadar area, east district of Delhi in order to aware and educate the community to adapting the safe health behavior which includes taking care of the nagging areas of body, such as fingernails and toenails. Unfortunately, for some people, particularly the young ones find it difficult to attend to their nails.



It was explained in the workshop that how long nails can cause bacterial infection and how dirt can get accumulated in nails. So it was highly recommended that children should clean their hands and fingernails thoroughly before preparing and eating food. Keeping nails short and clean indicates practice of good hygiene.



The workshop consist of two main components

- Fingernails should be kept short, and the undersides should be cleaned frequently with soap and water.
- Before clipping or grooming nails, all equipment (for example, nail clippers and files) should be properly cleaned.

Workshop was organized to provide the practical exposure of personal hygiene through peer led approach. Volunteers were given responsibility on weekly basis, before coming for the class they have to check the nail of younger ones (futchas) and if they found big and dirty nails, then supposed to trim it before attending the class to develop habit of personal hygiene.

HEALTH CAMP

A community health checkup was organized on 28th April, 2019 in order to address the health status of the community Yamuna Khadar Pusta 10. The objective of conducting the health camp was to create awareness of general health among the people, provide general health care services and counseling them on basic healthcare and hygiene. The camp started in the morning with an inaugural speech. The main objective was to make people aware of the health issues so that everyone could easily understand the concept. While interacting with key population audio visuals were shown and discussed by health professional on health & hygiene.



Majority of the people who attended the camp were suffering because of contaminated water and lack of drainage facility. People were diagnosed with various common but seriously neglected problems such as diarrhea, acute flu and skin diseases. There were also a few cases were seen related to anemia and malnutrition. All the



children were provided with tooth paste to maintain oral hygiene and other medicines like vitamin and tonics. Those suffering from diarrhea were given ORS. Folic Acid was given to the Anemic Females.



INNOVATIVE BUZZ

MA KA KONA

Maa Ka Kona model of classroom education combined with community involvement especially involving children mothers to think for them and contribute to strengthening their society. URJA started this program in May 2019 to provide a model for -urbanizing society. The children felt happy, here the question arises, how could we help them for becoming agents of change, leaders, in their community? How do we increase performance, attendance and retention in children who are more used to learning through hearing than through reading? The URJA's education technique is



not based on traditional teaching methods it focuses on potential of each child space to grow. Our classrooms and community- focused projects teach children to think for themselves. We help children to understand that education makes individuals empowered, but that individuals must also contribute to strengthening the society. To be happy is the end purpose of all education. When we started, we had to get the mothers to bring the children into the school, and now it was our children who were getting their mothers to get involved in our system, which purposefully builds bond between mother and the child, enhancing the parental role. Education is not just about traditional subject of knowledge; it is also about community and starts with their

own stories. URJA invite mother's each week and she has to share a story with a positive moral impact, by which mother feels a confidence and respect. By this initiative mothers become aware about their surroundings and eventually contribute in their children personality development. The presence of mother is admirable for the child for boosting their confidence and performance in the class. Many mother's shred that they never thought of standing on stage. Few of them felt hesitation before story telling but now gradually their stage fear has disappeared and they come up as a role model for their children. URJA feels pride and salute to those mothers who really come up as front-runners.



BEAT THE HEAT

One of the best things about summer is the cool drinks, you get to enjoy while out in the sun. During summers most of the children get dehydrated and it becomes parent's responsibility to make sure that they drink enough fluids which keeps hydration in the body, especially important in hot summers when kids may not notice how much they are sweating or understand the need for hydration.

If we talk about slums, none of the parent's gets time to look after their children and the children easily gets money rather than the attention and



use the same to get the pity drink which is easily available in the market.

While interacting with the young buds in slum areas, the conclusion was drawn as; Children use to have soft drinks, soda, pop etc to quench their thirst and these sugar-laden beverages offer zero nutritional benefit. "Soft drinks are linked to poor dental health, excessive calorie intake, weight gain, which children should be avoided.

In order to maintain a quantum balance between the needs and emotions of children,

URJA has organized an event "*Beat the heat*" on July, 2019 in which children were oriented about the making and benefits of nimbu pani and the message was delivered that it is "Loaded with vitamin C and works as a body cleanser and has wonderful detox abilities".



Children were made understood that the said drink keeps the body cool during the summers and the alkaline nature of the lemons protects the cells from oxidation and energizes the body and immune system.

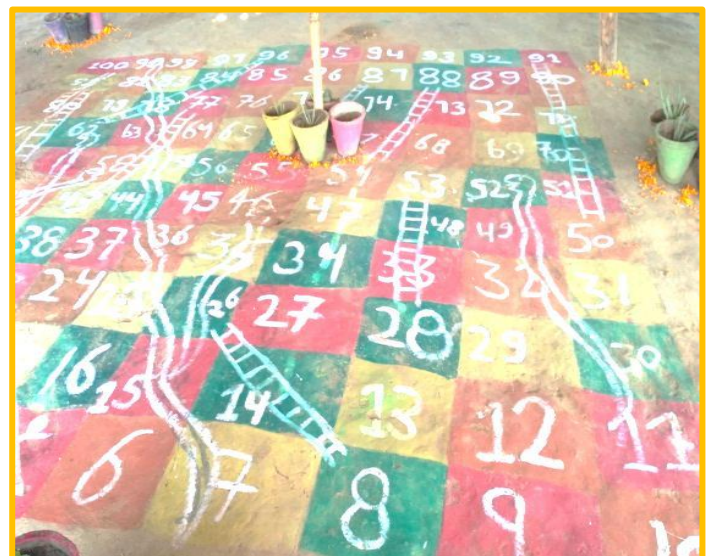
Event was concluded with a take home message along with fun serving task:

Children have to make similar lemonade at home and treat the family members with Nimbu Pani and also bring lemonade daily in the class to beat the heat and stop buying cold drinks from shop to stay healthy.



SNAKES AND LADDERS

The Snakes and Ladders game is draw by URJA broods in September, 2019 on mud floor with vibrant colors in this activity each child has contributed. This was drowned several times by children because due to rain or using it continuously the colors and numbers get faded. This is used as teaching tool to recognize numbers and improve their counting abilities. The interesting thing here is that Snakes and Ladders not only develop their counting skills but also helps to enhance basic addition skills and mathematical ability. Children also learn the basic sequence and pattern of numbers. Also they get engaged in more complex multiplication sequences.



WORKSHOP ON LIFE SKILLS

Adolescence has often been portrayed as a period of stormy stress, but adolescents can make an immense contribution to society if they are given proper support and space through handholding. They are the most productive force of a country as they have unlimited energy, vitality and idealism, as well as a strong urge to experiment and create a better world. When we talk about slum dwellers among them most of the adolescents are unable to utilize their potential in an appropriate way and are engaged in frivolous and nonproductive activities due to lack of proper guidance and motivation. These high risk behaviors are affecting society to a large extent and therefore require effective and immediate programmes which would be beneficial to young adolescents. In this connection, Life Skills workshop plays a vital role in creating awareness and provides guidance and direction to them. Therefore URJA has organized workshop on Life Skills on February 2020, it empowered them with improved decision making skills, abilities also promoted mental well being and capacities to face the realities of life.



FUTURE PLANS

We envision a future full of possibilities of taking forward the ideas and thoughts of social change and also the implementation of those ideas as well. The tireless attempt towards perfection is what we seek to achieve. The future plans of our organization are thus just not mere plans but are the dreams of all the team and beneficiaries. The need diversification of serving other varied causes as well as extending the patronage to the deprived as much as possible is our future ideal. The future plans comprises of some severe issues which needs immediate thought and action for the wholesome development of the marginalized sections of the society and also the need for some infrastructural changes on the part of our organization.

REJOICE





URBAN AND RURAL JOINT ACCENTURE



Connect with us @: www.theurja.org

57-58 FF 1, Guru Nanak Niwas, Street-2, Extention-1, Kishan Kunj Lakshmi Nagar, Delhi-110092

Email:-mailtourja@gmail.com