

# ANNUAL REPORT

2019 - 2020



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## ऐ ज़िन्दगी

कभी अल्हड, कभी मासूम, कभी मुस्कुराती लगती है,  
बचपन की आगोश में, नए सपने सजाती लगती है ये ज़िन्दगी,  
नन्ही उंगलियों के बीच, दबी पेंसिल में बोलती लगती है कभी,  
और कभी कागज़ की तर्हों पे अक्षर और आकारों सी उभरती लगती है ज़िन्दगी,  
आँखों में नए रंगों सी तैरती है कभी, और कभी कटकशो में छुपी लगती है ज़िन्दगी,  
आओ मिलकर थामे हाथ और ले चले, उजालों की ओर ये ज़िन्दगी  
लिखे वक़्त के सीने पे, एक नया दौर ऐ ज़िन्दगी ऐ ज़िन्दगी ।



## DIRECTOR'S DESK

*Dear Friends,*

*Urban & Rural Joint Accenture enters into its fifth year (2020) with a remarkable confidence, sharpened clarity on approach, improved knowledge and talent base, the organization is poised to leap ahead to cover other untouched marginalized . With the turn of this year, URJA feels proud to present its Annual Report 2019-2020, which provides you a glimpse of what we did and achieved this year through our synergized effort. This year too, reaching the most marginalized section of our society, that is, slum children,' has been our primary goal. In the process, we successfully touched 160 young lives through Blooming Buds.*

*One more year of learning from the grassroots, a series of innovations and spreading thin and deep, witnessing the work with marginalized community, that gives us hope every day. Hope you also enjoy looking at them.*

*At the end of five years of work, it's a time for change and churning. We have been speaking about URJA that churning is on our mind and a new path, a deeper one and the goal is to make sure that people replicate and multiply with URJA.*

*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 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**  
*PhD, in Social work,  
UGC Research Awardee  
Technical Advisor*



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



**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,  
MFA Gold Medalist  
Consultant*



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

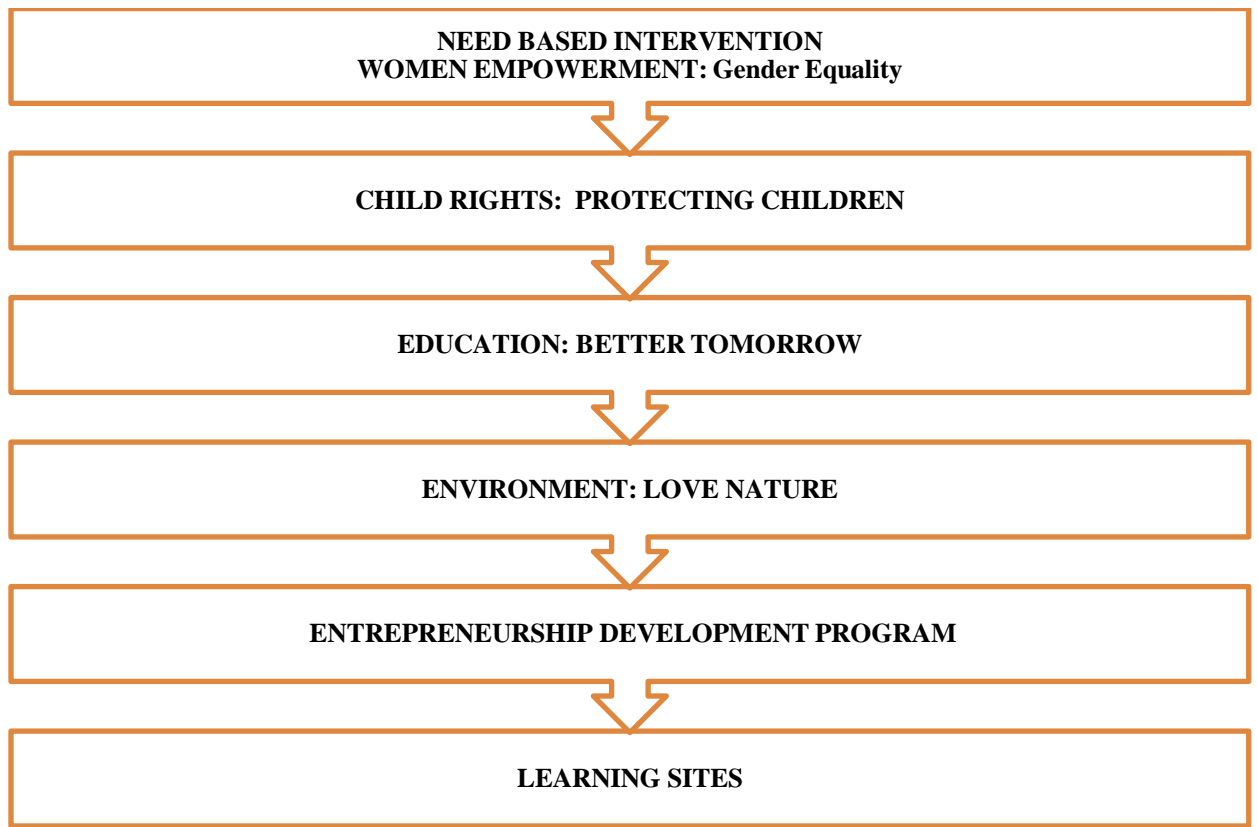


**Mr. Vikram Kaul,**  
*MBA Health Administration,  
President/Managing Trustee*

## OUR EXPERTIZE



## WHAT WE DO



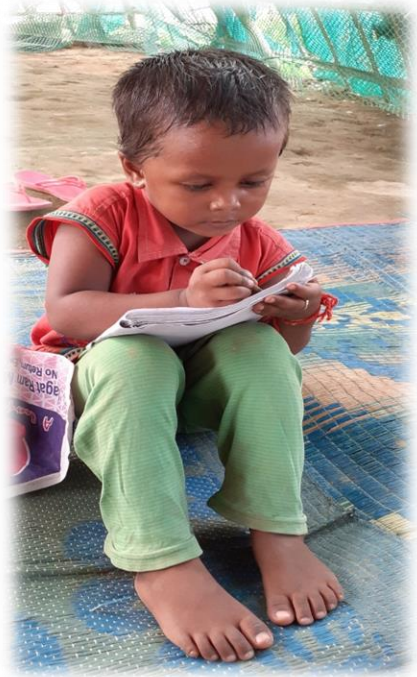


## BLOOMING BUDS

*(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.

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## Assessing the Immunization status of urban slums of East Delhi



A community based, cross-sectional study was conducted in the urban slum of East Delhi by URJA. One slum was identified in Yamuna Khadar Pusta of East Delhi, by convenience sampling and house to house survey was done. The study was carried out for over two months (Oct-Nov, 2019). All mothers/ responsible guardians of children aged 0-16 years were included in the study. After explaining the purpose of the study to the mothers/ responsible guardians, oral consents were taken. Information regarding immunization was collected by using immunization proforma. Reasons for non-immunization as per the mothers' reports were recorded.

The basic data on immunization (history regarding doses and reasons for the failure of immunization) was collected by door to door survey. Data from the survey was statistically analyzed using Microsoft Excel. It was reflected in



the study that improve access to utilization of immunization services is low in the urban slums owing to its unique inherent characteristics of urban slums, such as floating population, overcrowding, poor sanitation, and personal hygiene. Urban slums do have more morbidity withholding vaccinations by paramedics; there were also many instances of non-immunization of children because there was no one in the family to take the child to the health center for vaccination. The traditional temporary migration of pregnant women for delivery, and the consequent non-

availability of their records, results in missing out on services at either of the residences. This highlights the need and importance of ensuring immunization for all vulnerable poor. These findings could be helpful to the people in charge of immunization at the local level. Anganwadi workers are responsible for identifying and tracking all eligible children for immunization along with the female health workers. Thus, coordination between the ICDS under the Department of Women and Child Development and the Department of Health and Family Welfare at all levels will be crucial in bridging the gap between the community and the urban health care delivery system.

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## HEALTH AND HYGIENE

Through our community development programs, URJA has invested in health initiatives of the underprivileged communities in East Delhi, with an extension to provide holistic development to the slum children and working towards their well being by capacitating them on health and hygiene issues, as they are much vulnerable towards the same. URJA has reached out to 160 children and their respective families and organized health camps for children and other community members respectively.

After assessing the need of the community, preventive health awareness campaigns, especially for adolescent girls, pregnant and lactating women were carried out with a right based approach to its health intervention. As being from an underprivileged community, small steps towards their hygiene were committed in terms of their washing and cooking practices.

Safe hand wash practices were introduced, followed with effective results from the community.



It was also observed that Adolescent girls and women were having lack of knowledge on menstrual hygiene. In our health camps, many UTI cases turned up with inadequate hygiene, thusforth a health talk was organized with the guidance of doctor, to address the said issue within the community. Use of sanitary napkins and maintaining hygiene during the menstrual period were utmost topics on which the community was oriented.

Nutrition was yet a burning issue which was addressed thoroughly. It was observed that Malnutrition was a major threat to the health status of the children and ANC / PNC women residing in slum communities. Malnutrition being a contributor and consequence of poor immunity has adverse impact on physical and cognitive development thus forth a nutritional drive was organized for the children aged between 0 – 15 years and antenatal / post natal mothers in which nutritional benefits and other advisories were provided with the help of doctors.



## ENVIRONMENT

### Plastic Havoc

#### *A step towards change*

Plastic bags harm the environment in numerous ways. Once they enter into soil, they lower its fertility and affect our farmers` production. Besides, when these bags are used up, they litter the streets and block drains and when burned, they release



toxic chemicals and contaminate the air. Hence, with the aim of raising awareness against the use of polythene bags, team URJA carries out anti-polythene drives in Yamuna khader urban slum of Delhi. URJA team has prepared a audio visual clip in November -December, 2019 named "*plastic havoc*" in which we have captured different markets, colonies and urban slums of Delhi, where our volunteers visit interview people to know their view on use of plastic bag and its future implications so that plastic bags can be replaced with cloth bags in future. In these markets/colonies, our children volunteers are urging people to stop using

disposable Plastic Plates/Cups, Glasses and Containers that are very harmful. Further, considering the harm caused by Plastic usage, our children made cloth bags and given to their family members, to stop the use of plastic bags also ask people in the neighboring to take a pledge to reduce their carbon footprints and



minimize pollution by choosing not to burn plastic bag to lit the *chulas*. These initiatives are beginning steps to reduce pollution and to create safe environment for future generations.

## EVENTS

**World Earth Day-** on 22 April, 2019, the world earth day was celebrated. Children were oriented about global warming and how to save earth. Drawing competition and tree plantation were organized, to sensitize children to grow up as responsible human being, to protect mother earth.



**Health Camp** – 6th May 2019 health camp was organized. Children were oriented on personal hygiene, upholding the important message



“Prevention is better than Cure” by an expert. Doctors also examined the kids and community members and also provided basic medication for general ailments.

**Art and Craft workshop:** - was conducted from 1<sup>st</sup> -5<sup>th</sup> June, 2019 during summer breaks. The main objective of the workshop was to bring out creativity of the children in the form of art and crafts, which is the main channel to express positive energy in the form of innovation.



**I Am Kalam** movie was screened at Khadar Pushta on 14<sup>th</sup> November, 2019. 172 children were present at the centre. The main motive to highlight the movie was to inspire the students to achieve goals of their life. It is true, cinema works as a



medium of generating awareness among the mass regarding crucial social messages.

26<sup>th</sup> January, 2019 The **Republic Day Programme** was conducted in the morning where students performed a dance recital. A Special performance from the younger ones was held and a speech on Independence Day was given to revive a spirit of national democracy. A vibe of positivity was spread all around.



## VISITOR'S BOOK

The NGO running the school is doing a very good work in building character of children besides giving education. Their work is highly commendable.

**Mr. K. C. Karlupia**  
(Retd. Additional Director IB)

The NGO 'URJA' is doing an amazing work with the slum kids in My Constituency. Please keep it up as selflessly as ever. Thanks

**Mr. Nitin Tyagi**  
MLA Lakshmi Nagar (AAP)

Good work for child education which is necessary for nation building.

**Mrs. Meenakshi Sharma**  
(AAP)

I have visited slum for first time and was very happy to see the steps followed by URJA to eradicate illiteracy from their life and would like to serve the organization as a volunteer.

Mayand  
B.Tech - 1st year student  
DTU, Delhi

**Mr. Mayand Kumar**  
(Student - D.T.U, Delhi)



## URBAN AND RURAL JOINT ACCENTURE



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