

# IIMPACT QUARTERLY REPORT

## JANUARY 2015

OVER 38,000 GIRLS CURRENTLY ENROLLED • ACROSS 10 STATES



SPECIAL EDITION:  
**SWACHATA**

  
**iimpact**  
Making a difference

# SWATCHTA ABHIYAAN

Swatchta Abhiyaan was a big initiative taken by IIMPACT for the betterment of girls and their community. This initiative had three most important aspects:

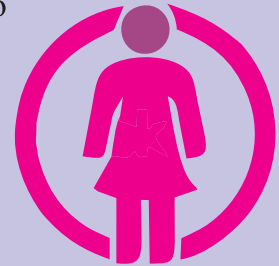
## Washing Hands

The teachers made posters which were used to help in raising awareness about handwashing. These were designed for all in the village. They were explained that washing hands correctly is the most effective thing you can do to protect yourself against a number of infectious diseases. They were told to wash frequently with soap their hands, back of hands, between fingers and under their nails.



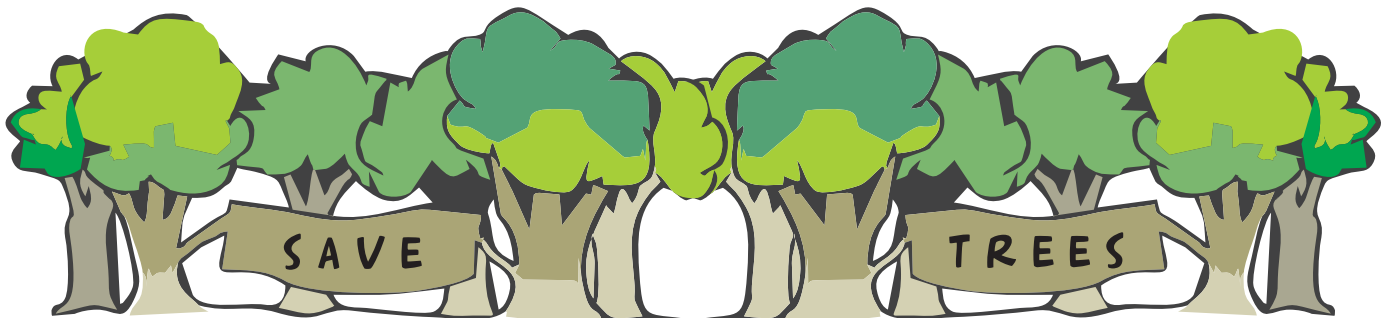
## Building Toilets for Girls

They conveyed the two most important aspects of the Swachh Bharat Abhiyaan which is of immense significance in the villages. One is to keep the surroundings clean and the second is to build toilets for rural households. We have had meetings with the community, mothers and self-help groups to discuss the same and panchayats to discuss the same.



## Planting Trees

Planting is an act of putting down the roots and contributing to the future. The girls were taught how trees filter pollution from the air, help recycle water, create shade, give shelter from wind and rain and provide homes to animals. The girls were told that saplings need to be looked after for four to five years after the planting. This is the duration when the girls are in the learning centers too.



# NEWS FROM DIFFERENT HUBS

## ALWAR – RAJASTHAN



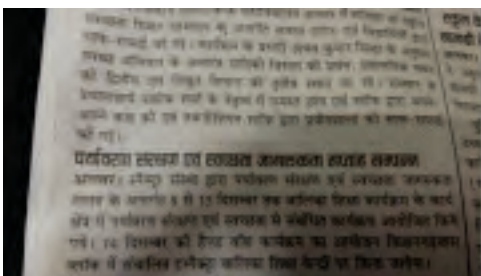
At Alwar, tree plantation became an essential part of the Environment and Cleanliness Week. Our girls wholeheartedly participated in the drive. They planted saplings and pledged to give water to them on a daily basis. The whole environment was full of life and enthusiasm.

Our teachers took the initiative in explaining to our girls about the importance of keeping the environment clean. They answered various questions posed fearlessly by our girls. The teachers answered all the queries patiently and helped the girls in clearing all their doubts.



The drive was so successful that the girls' mothers also got involved. On asking what they liked about the drive, they replied that it would help their village in getting clean; their children would learn good habits and eventually become good human beings.

Hand Wash Day got its due place during the celebration of Environment and Cleanliness Week. The importance of washing hands was discussed. To our great surprise, girls enjoyed it very much and actively participated in it.



An article was published in the Alwar Daily newspaper in which news about our Environment and Cleanliness initiatives were discussed.



# NEWS FROM DIFFERENT HUBS

## JAIPUR – RAJASTHAN



A rally was organized by our staff on the Cleanliness issue. The rally became a massive campaign in which the girls were joined not only by their parents, but the community people also participated. Villagers of all age groups became part of it.



Like various others hubs, Jaipur's daily newspaper also talked at length about our Cleanliness initiative. Details along with a photograph of IIMPACT's staff was published in the newspaper.



Our staff along with girls from our centre cleaned the dirtiest places of the village. It was their inner motivation which compelled girls to become part of this huge campaign.

# NEWS FROM DIFFERENT HUBS

## BUNDI – RAJASTHAN



Our teachers took part in a Cleanliness Drive. They cleaned our learning centres and surrounding areas. Their energy level was very high and became an inspiration for others.

An article was published in the daily newspaper about our Cleanliness Drive. It greatly appreciated our efforts at spreading awareness about cleaning villages and their surroundings.



## JAUNPUR – UTTAR PRADESH

In Jaunpur, a community meeting was organized in which various points were discussed. A few of the points discussed are given below:

- I. Importance of girl child education
- ii. Regular school attendance of girls
- iii. Place of centre
- iv. Cleanliness
- v. Issues related to centre
- vi. Community support
- vii. Skills of girls
- viii. Organization of national festivals at centre
- ix. Drawing competition on children's day
- x. Methods of teaching





# NEWS FROM DIFFERENT HUBS

## SHAHJAHANPUR – UTTAR PRADESH



Full participation of girls in the rally.



Girls enjoying their participation.

Newspaper cutting of a daily newspaper



Girls with full enthusiasm and energy involved themselves in the campaign. They went from door to door spreading awareness about the benefits of cleanliness.



## SHRAWASTI – UTTAR PRADESH



Doctor did the general check up of community people and gave them medicines as well.

Girls showing community people how to plant a sapling.



## NEWS FROM DIFFERENT HUBS

### GAZIPUR – UTTAR PRADESH

Our girls along with community people organized a Swachh Bharat Abhiyaan rally. Most of the elderly people participated in it, thus making it a success story for us.



The mothers were counseled about the utmost need for clean surroundings and environment. A small meeting was held by IIMPACT staff in which an in-depth discussion on the concerned topic took place.

A strong community participation was observed throughout the hubs. In Gazipur, all the women from the community participated in the drive. They planted various saplings and gave a boost to our cleanliness drive. Various slogans were made by our IIMPACT staff and became a part of our whole drive.



An article in the Gazipur daily newspaper was published on our work and about our rally. Our initiative received acclaim and the various news reports also appreciated our staff very much.

### PAKUR – JHARKAND

Cleanliness and Environment week was celebrated by all the 40 IIMPACT learning centres in Pakur. The girls organised rallies which made their parents and the village community members aware about the importance of clean and green environment. Teachers along with village community members organised cleanliness drives around the centres.





## NEWS FROM DIFFERENT HUBS

### DEHRADUN – UTTARAKHAND



Washing vegetables was one of the very important aspects of our Cleanliness drive. Our girls communicated the relevance of eating washed vegetables to the community people on their own. They even demonstrated various ways of washing the vegetables.

Our girls spread awareness about the cleanliness drive. Their elder siblings got so impressed that they joined our teacher in cleaning the learning centre and adjoining areas.



### KISHANGANJ – BIHAR

Our teachers demonstrated to all the females of the village how to wash various vegetables before using them for cooking or eating purpose.

Planting various saplings added a new dimension to our Cleanliness drive. Girls happily planted various saplings. They were heard saying that they will take complete care of their saplings in future.

Hand wash movement was well appreciated and enjoyed throughout all the hubs by the girls. Their enthusiasm and will was very much visible. This made the whole drive very lively.





# NEWS FROM DIFFERENT HUBS

## MEWAT – HARYANA



The community members cleaned the roads of their villages so well. They worked really hard at this task, to give off their best.



The village Sarpanch also got involved in the Cleanliness drive. He distributed soaps to young girls at his own expense and gave a boost to the whole drive.



A teacher demonstrating how to plant a sapling



Girls holding banners and become part of the drive

Community participation in our Cleanliness drive

## NEWS FROM DIFFERENT HUBS

### PALWAL – HARYANA



Planted by our girls; and now it is blooming. Girls of our centre have planted bougainvilleas close to our learning centre.



The whole village witnessed a drive with the aim: 'Cleanliness is Next to God'.

### SHEOPUR – MADHYA PRADESH



The community children were curious to know what all was happening. Later on, they gave their cent per cent in swatchta abhiyaan.

Girls washing their hands after the cleanliness work.



### GAJAPATI – ODISHA



‘Cleanliness Week’ was celebrated at the Learning Centres in the villages of Mohana in Gajapati. Children from the Learning Centres, along with their parents and teachers, attended this programme. Community members, community leaders and adolescents participated enthusiastically. Discussions were held on the issues of health, hygiene, cleanliness, process of hand washing and the importance of tree plantation.



## Annual Function at Monobittan, South 24 Parganas, West Bengal

IIMPACT's much awaited annual function was celebrated on 16<sup>th</sup> Nov. 2014, at South 24 Parganas. This time, IIMPACT considered West Bengal as their preferred area for the celebration with students of diamond harbour. The presence of local guests like Mr. & Mrs. Mitter, Mr. Anand Rao of Titan, and Professor Sougata Ray from IIM Kolkata made this function all the more memorable.

Team IIMPACT arrived at Kolkata on 13<sup>th</sup> Nov 2014, while board members arrived the following day. The state of preparations were verified by IIMPACT staff on 14<sup>th</sup> before the scheduled visit of board members. On 15<sup>th</sup> Nov, field visits for board members were conducted by IIMPACT staff and field staff of the partner NGO. The steering committee meeting was conducted at Hotel Kenilworth.

The function started around 11am with the 'tika' ceremony, lighting of lamp and a welcome song by our children. Then came the dance performances, songs and rhymes. The welcome speech was given in Bangali by Mr. Biswajit Sen. Mr. Sen highlighted the vision and mission of IIMPACT and how IIMPACT has achieved its journey. Local songs, cultural programmes, plays, dance performances were performed with high enthusiasm and motivation. The plays were performed with a social message on girl child education and empowerment of women. IIMPACT's CEO, Mrs. Nirmala Tandon, appreciated the efforts of the programme team, the enthusiasm of the girls and the efforts made by IIMPACT in regard to girl child education. She also described the journey, vision and how she sees a bright future for the girls in their future. The participants were offered gifts, which were designed by our students. The programme was conducted for 2 hours followed by lunch for the students and staff. IIMPACT staff gave their best efforts with complete dedication to make this event a grand success.



### IIMPACT at the ASSOCHAM CONFERENCE

ASSOCHAM INDIA organized a conference on "Beti Bachao, Beti Padhao" on 16<sup>th</sup> December, 2014. It was an initiative for spreading awareness about the safety and well being of the girl child. Various government and private organizations participated in this conference. IIMPACT also participated and put up a stall for spreading awareness about the cause for which we are working. Our CEO Mrs Nirmala Tandon gave a speech on IIMPACT's work and achievements. Young social work students attending the conference showed their interest in working with IIMPACT.



# BLANKET/SWEATER/JACKET DISTRIBUTION

At Alwar, blankets were distributed to our girls at a function. Our girls sang various folk and patriotic songs. Our staff invited the Panchayat and they were the ones who gave blankets to girls. Community people also attended the function.

At various IIMPACT hubs, sweaters and jackets were distributed among girls.

The warm clothes distribution programme was organized at IIMPACT learning centres in Ramgarh block of Alwar district. Sweaters were distributed among girls by Dr. Tayyab from Saniya Hospital in Alwar. He visited each learning centre in Ramgarh and distributed sweaters to the poor girls in villages. During the distribution he appreciated the approach of educating the girl child in such remote areas and motivated girls to continue their study.

At Jaunpur, warm jackets were given to girls who were very happy to receive them. The community people appreciated our initiative as all our centre girls are from poor financial backgrounds.

**We thank Mr. Vipul Kedia  
for donating blankets.  
He has been doing so over  
the past four winters!**



## CASE STUDY

\*Pinky (name changed) stays in Gazipur. Her parents are no more. When she was 3 years old, her father died. Her mother's parents got her mother remarried in some different village. But destiny had a different role to play. Her step father died a few days after the marriage. Her mother passed away after three months of this incident. Then, her biological father's aged parents took her to their place and started taking care of her. Her grandmother admitted her to a nearby school. Pinky did not like their way of teaching and soon stopped going to school. Her grandparents made all efforts to make her interested in studies but all in vain. Then, a time came when one of our teachers visited their house for conducting a survey. The grandmother showed great interest in our programme. Our teacher convinced her to let her grand daughter join our learning centre. Soon, Pinky joined our learning centre and started taking interest in various activities done by the teacher. At present Pinky has finished Class I Level I. Her grandmother died two months back. Pinky's eyes get moist when she remembers her grandmother's words: "meri poti ko mili nayi rahein".