

United Way of Delhi

Annual report 2011 – 2012

2011-12 was a year of consolidation and new breakthroughs for United Way of Delhi (UWD). Programs initiated in the previous year were consolidated and taken to the next level. New breakthroughs were achieved in volunteering and partnerships. Efforts undertaken to encourage meaningful volunteering for addressing issues of local concern bore fruit with UWD managing to effectively engage volunteers from corporates like GE Capital, Deloitte, 3M etc. Strategic alliances with corporates were also explored to augment the ambit of UWD's Community Impact programs.

Under the chairmanship of Mr Siraj Chaudhry, Country Head- Cargill India, UWD Board nominated two new members namely Mr Rajiv Memani, Country Managing Partner- Ernst and Young Pvt Ltd and Mr Palash Roy Chauhary, Managing Director (India)- Pratt and Whitney Commercial Engines and Global Services. One Board member, Ms Rekha Modi resigned from UWD membership in March, 2012 due to some personal commitments.

The update on the various programs initiated and implemented is as under:

A. The UWD Science and Technology initiative- Mobile Science Lab

Hands on approach and unique methods of Mobile Science Lab Program to stimulate scientific thinking among children seem to be working well as evidenced by the vast acceptance of program among targeted children, teachers, school authorities and education departments. Here is what some of the beneficiaries and stakeholders have to say about the program.

"I am impressed by the workshop conducted by Mobile Science Lab. Such workshops would go a long way in inculcating interest for science as a subject of study."

- **Sunita Singh, DSSE , GURGAON**

"This unique initiative by Mobile Science Lab is worth praising .This will certainly create awareness and interest among all students in science."

- **Manoj Kaushik (Eduset coordinator ,SCERT, Haryana Govt)**

"Simple, interesting experiments from everyday life enables students to relate to science in a practical way. We are thankful to Mobile Science Lab for having started this programme for the benefit of students in Mewat district."

- **C.R.RANA (District Collector, Mewat)**

“As a young Instructor of your programme, I have gained immensely in confidence and feel very comfortable demonstrating and explaining scientific concepts to students. I request you to extend your programme to other remote areas of Noida.”

- **Neha Chouhan- Student Instructor (Class-X, Noida Kanya Inter College)**

“Mobile Science Lab gives freedom to think innovatively and encourages students to explore and unravel mysteries of Science.”

- **Subhash (Student Instructor, Vidya School, Gurgaon).**

82,874 students and 2500 teachers in Govt. schools across Noida, Gurgaon and Mewat benefited through innovative workshops and science fairs of UWD Mobile Science Lab program in 2011-12. The program was also taken to Kanpur and Urai districts in the state of Uttar Pradesh as a one month long pilot in partnership with a leading Hindi publication of northern India- Amar Ujala in July-Aug’11. The response to the pilot was overwhelming with around **7500 plus students, 100 teachers from 43 schools** getting impacted through science workshops. An additional **3000 students and 50 teachers from 30 schools** got benefited in 2 Science fairs- one each in Kanpur and Urai.



Young Instructor at Science Fair



Children at the Science Workshop

B. Quality Education Program

Under its ‘Quality Education Program’, UWD conducted focused activities with targeted NGO schools in 2011-12 to facilitate comprehension and improvement in learning levels of students in the 4th, 5th and 6th grades for improving the student retention rate. Activities entailed training of teachers in new skills that improve them as educators, providing innovative teaching aids to schools, engaging volunteers and organizing science workshops, providing beneficiary students with

stationery and uniform and any other article based on need assessment. Brief of various activities conducted during the year is given below.

A Capacity Building Workshop was organized for teachers of targeted NGO schools in Delhi. The workshop provided an interactive platform for the teachers from partner NGO schools to share and learn from each other. Trainers deftly ensured that the process of reflection is initiated enabling the participant teachers to reflect on their work and subsequently analyze and compare nuances and subtleties in different styles of teaching. The participants had a 360 degree experience through learning, unlearning and re-learning. They participated in every activity with great enthusiasm and energy. Many of them were thrilled to learn about the fact that they can learn from each-other and requested for a continuous process of engagements in future as well. A total of 10 teachers from 4 NGO schools participated in the workshop.



Capacity Building Workshop in Progress

All the targeted NGO schools were offered one year subscription of an informative but user friendly monthly publication in vernacular of targeted beneficiaries (100 copies monthly per targeted school for using and relaying).

Innovative educational kits for science and math were provided to all the targeted NGO schools and regular feed back sought from the schools about their usage and utility.

Need based assessment of requirements of beneficiary children was done. It came out that parents of children are not able to afford winter uniforms due to high cost of woolen clothing; children are

not properly clothed in winters, catch cold often and miss school leading to drop in academic performance. Winter uniforms were distributed to beneficiary children.

School authorities and teachers have been very appreciative of the support being provided by UWD and have requested for continuity in support next year as well.

C. United Way Evening Clinic

United Way Evening Clinic achieved its objective of providing quality health care services during hours (evening) that do not cause loss of wages to target population of predominantly daily wage earners. More than **12,000 patients** in the targeted community were provided curative and referral services by Evening Clinic. Many lives were saved and many patients rescued from the clutches of quacks.

5 Health check-up camps including 2 Eye Camps were conducted in 2011-12 to detect cases of Cataract, Anemia, Tuberculosis, Hypertension, Diabetes, Orthopaedic problems and provide suitable curative and referral services. Around **3000 members** of the targeted community benefited from these Health check-up camps.

10,000 chlorine tablets, 2000 packets of ORS and 5000 handbills on prevention from Dengue were distributed in the community.

4 meetings involving community members, their religious and community leaders were organized to spread awareness about ill effects of wrong medication and the importance of consulting qualified medical practitioners. **500 community members** attended these meetings.

Community support in the form of donation of **2 racks** for stocking medicines and a **Huge Sign board** bearing the name of clinic by the community to the clinic staff bears testimony to the goodwill that clinic has generated within the community.



Doctor at evening clinic



Meeting with community leaders

D. Program with Elderly

Based on the group discussions held earlier with elderly in various communities, United Way of Delhi identified that health is an area of vulnerability for elderly in general and more so in case of those belonging to marginalized section of society due to severe resource crunch. Camps addressing various health-needs of elderly offer a pragmatic solution to the issue.

United Way of Delhi organized an Eye camp for elderly belonging to marginalized community in Madanpur Khadar, JJ Colony in south-eastern part of Delhi. The camp was held from 9.00 hrs to 13.00 hrs in the premises of a NGO school, Seth Vidyalaya on a non-working day, Sunday- the 11th Dec, 2011.

A **total of 140 elderly** availed of the services available in the camp. **22** of them were diagnosed as suffering from cataract and have been referred to a charitable hospital for free cataract operation. **37** others with poor eyesight were distributed spectacles free of cost at the camp itself. Similar camps are also being planned in other communities. General Health camps besides eye are also being planned for elderly.

Volunteers of United Way of Delhi present at the camp to assist elderly found out that almost 90% of the elderly did not have proper warm clothing to protect them from harsh winter in Delhi. On being questioned, all of them expressed their inability to afford the cost of warm clothing. United Way of Delhi would be conducting Clothing Drives for distribution of warm clothing for elderly in winter months. Efforts would be made to mobilize resources through networking with appropriate sources for meeting this need of elderly.

Here is what some of the elderly visiting the Eye camp had to say:

“My husband died 7 years ago. My son works as a night-watchman and barely manages to make ends meet. I am having blurred vision since last 4-5 years but could not ask my son to take me to a doctor as I did not want to burden him with additional expenses. I thank organizers of this camp for giving me this hope that soon my sight will get restored.”

-Angoori Devi, 65 years, suffering from cataract

“I was a cobbler but stopped working five years back due to failing eyesight. I could not consult a doctor due to my inability to afford his fees. I am grateful to the organizers of this camp for having given people like me an opportunity to consult a doctor and get their problems rectified. I also bless them for giving me spectacles which would enable me to do my daily chores with ease.”

- Pyare Lal, 70 years, suffering from Myopia

E. Day care centre for children of migrant labourers

UWD in collaboration with a corporate major- Cargill India has been supporting a day care centre in Gurgaon called Vipul World being run by Mobile Creches. Day Care Centre focuses on all aspects linked with holistic development of a child like nutrition, health, non-formal education including general awareness, basic etiquettes and grooming on moral values. This is the third year that UWD has supported this project. Major highlights of the project are:



- Total of 258 children were enrolled at the day care center.
- Average number of children per month was 69.
- Total 249 children at the center were appropriately immunized and 122 children were immunized at the PHC.
- 50 percent of the children were mainstreamed to government school during this period.
- Pulse polio medication has been age appropriately given.
- Growth of all children enrolled in the daycare center was monitored on monthly basis. 47% of the children in Creches and 64% in Balwadi maintained their normal status. Rest of the children were advised further care in terms of special diet at centres as well as at their homes
- Special nutrition was given to 53 malnourished children – banana, egg, cereal mix (wheat, chana and sugar).
- **Bal Sabha/children's meetings** were conducted once a week on every Saturday to enlighten the students on various topics like Immunization, personal and environmental issues, admission to MCD schools, rights and duties of Indian citizens, seasonal diseases and their prevention etc.

- Growth monitoring for the children showed that:
 - **0 - 3 years:** 48% continued to remain normal; 26% showed improvement; 13% children's health was unchanged and also 13% children's health got deteriorated because of seasonal disease and illness.
 - **3 - 6 years:** 62% continued to remain normal; 19% showed improvement; 8% children's health was unchanged; and 11% deterioration in children's health was witnessed.
- **Health Camp** – was specially organized for the children and community members at large to develop a common understanding on diseases prevalent in the community. A total of 22 children and 205 community members became part of the health camp for General checkups, blood test, and information on nutritious food. Special doctors from Primary Health Centre came for raising the awareness about the use of condoms among the community members where they were also tested for HIV/AIDS.

Case Study - Mainstream Education

Name: Shivani

Age : 6 ½ years

Shivani, a bright girl was enrolled to the center 4 months back. The child showed exceptional keenness and interest in sports and other activities like reciting poem, learning counting etc.

Impressed by her performance, staff at the day care centre was very keen to get her admitted into a formal school. The staff approached her parents for the same and tried to convince them for sending her to the school. In the initial stages of conversation with her parents, staff realized that they were hesitant to send their girl child to school because of their apprehensions about the safety of their child in sending her to a bigger school. Finally after lots of persuasion, staff managed to convince the parents for sending Shivani to a formal school. Shivani is provided remedial coaching at the day care centre after her school gets over. Now Shivani has passed 1st Std. with flying colors and is strong enough to maintain her performances in the coming classes.

F. Key strategic partnerships/volunteering engagements

2011-12 saw UWD actively exploring engagements with corporates in Delhi-NCR for employee volunteering, showcasing of ongoing projects and fundraising. A brief account of the ensuing efforts is as under.

- As many as 3 corporates namely Cargill India, Kohler India and E&Y ran for UWD in Airtel Delhi Half Marathon organized by Concern India in Delhi in the month of Nov'11. The funds mobilized have been donated to support ongoing projects of UWD and also to build its capacity.
- 3M partnered with UWD for a month long online awareness campaign on Environment conservation for its employees in June-July, 2011. During the month long campaign, 4 sets of 3 Best Practices on Environment conservation were circulated among employees of 3M via beautifully designed e-mailers. Employees were encouraged to send their responses/ suggestions about best practices vide a feedback form. 11 best practices suggested by 3M employees were acknowledged and re-circulated among all the employees for reinforcement and implementation. Campaign was a huge success with over 400 employees opting for the campaign voluntarily.
- Proposal for a community based nutrition program submitted to Cargill Foods got approved. The project is expected to start in the summer of 2012 post FCRA approval to UWD by the Govt. of India for receiving foreign contribution. The program programme aims to enhance nutrition awareness and consequently nutrition status of the most vulnerable sections of community namely children in the age group of 3-5 years, mothers of children, adolescent girls, pregnant and lactating women in Madanpur Khadar resettlement Colony near Sarita Vihar and Jeevan Jyoti Rajeev Camp, situated in Okhla Industrial Area, Phase – II in Delhi-NCR. The program aims to accomplish following objectives.
 - To understand the existing dietary practices/nutritional intake followed in the community.
 - To make women/ adolescent girls and mothers aware of their families nutritional requirements
 - To undertake sustainable nutrition intervention through mainly Demonstration of low cost quality recipes
 - To raise health and nutritional status of the community – children, women / adolescent girls by undertaking promotional activities- dissemination of information, knowledge sharing through IEC activities, Nukkad Natak, Puppet show, film show etc.

- UWD facilitated participation of 2 local NGOs working with disabled and its ongoing project Mobile Science Lab in Deloitte's Employee Giving Campaign. NGOs managed to sell substantial quantity of their products to employees raising INR 15,000/- in the process. Employees of Deloitte also contributed funds to support UWD in its ongoing activities.
- A proposal for a comprehensive program focusing on Education, Environment and Health has been submitted to United Technology Corporation (UTC) after intensive deliberations with the top management of UTC for several months. The unique community development initiative is targeting around **2000 families** of primarily migrant labour (around **10,000 people**) inhabiting resettlement/ slum clusters in Chakarpur village, Gurgaon, Delhi-NCR and aims towards holistic development of the targeted community through innovative interventions in the areas of Education, Health and Environment. Interventions in 3 focus areas would entail the following.

Focus Area	Particulars of Activity	Outreach
EDUCATION	Enrolment in Bridge Course	300 children
	Admission in Government school	At least 50 Children
	Financial Literacy & Inclusion camps for the family members	More than 500 Women, men and youths
	Two job fairs for youth and career planning sessions	More than 500 Youth
HEALTH	60 Community Health Clubs having membership of women and girls from each of the 60 targeted enclaves.	Around 900 women and girls
	Evening clinic providing curative and referral services for the entire community	At least 7200 patients in the community.
	Creating awareness about affordable low-cost water filters in the targeted community and encouraging community members to get them installed in their homes	Entire targeted community (2000 families)
	Formation of Development Communities in 5-6 enclaves for carrying out development work for improving sanitary conditions	Sanitary conditions in all the targeted enclaves will improve

ENVIRONMENT	Women's clubs and youth will be mobilized in actions for cleaning up in the slum and in planning for maintaining a healthier environment.	More than 2000 women and youth from the targeted community to be mobilized
	Planting of trees	Around 1500 trees during the year

- GE Capital has partnered with UWD to initiate a pilot program titled Citizens as Stakeholders for Delhi Police personnel focusing on stress management, better work ethics and more humane approach while dealing with general public. The 3 month long program was launched on March 10, 2012 and is expected to culminate by May, 2012. Around **350 police personnel** of the rank of Inspectors and below are being targeted in the pilot. Training sessions of 5-6 hours for the targeted beneficiaries are being organized by a select team of GE Volunteers on every Saturday starting 10th March.2012 for a period of 12 weeks. Response to initial 3 sessions till 31st March'10 has been overwhelming with majority of participants appreciating usefulness of training sessions and also suggesting repeat of such sessions at regular intervals. Training is covering important areas such as listening skills, verbal and non-verbal communication, role of body language in conveying customer centric behavior, questioning in a non-threatening manner. Interactive role plays, group discussions have also been included to make the training interesting for the police personnel.



UWD Chairperson Mr Siraj Chaudhry, Commissioner Delhi Police Mr B.K. Gupta and GE Volunteer Cell Chief Mr Sanjeev Jain holding the Dummy Certificate of Participation in Citizens As Stakeholders Program

- United Way of Delhi facilitated successful culmination of First PAN India event with a corporate towards the end of 2011-12. Initiative was anchored by United Way of Delhi and witnessed coming together for the first time of United Ways in India for a national event. Efforts by UWD entailed mediating first with Sikorsky Aircraft Corp. - an affiliate of United Technology Corporation, for organizing 'Sikorsky Legacy of Heroes tour' in 5 cities of India namely Hyderabad, Bengaluru, Chennai, Delhi and Mumbai followed by coordination for logistics and execution of planned activities with Sikorsky, other UW chapters and the event management company. The tour that began from Hyderabad in March, 2012 culminated in Mumbai a month later in April. Sikorsky felicitated select group of 11 national bravery awardees children along with war veterans in special functions designated for the purpose. Additionally, demo flights were organized for underprivileged children from local NGO schools in each of the 5 targeted cities – a gesture which was appreciated greatly by the targeted beneficiaries. Local media supported by covering the event suitably. Post the Legacy of Heroes tour, Sikorsky has announced Education support through United Way chapters to all the 11 national bravery awardees children including 2 from Delhi till they complete their education.

G. Internship

Several students from leading management institutes of India and other educational institutions interned with UWD in 2011-12. A batch of 3 students from SP Jain Institute of Management-Mumbai, 2 batches of 3 and 4 students respectively from Indian Institute of Foreign Trade (IIFT) – Delhi and scores of other individual students from different colleges of Delhi University helped in conceptualizing and designing blueprints of many interesting programmatic activities for UWD and also creating databank of prospective corporate donors and stakeholders for UWD programs.

H. Road Ahead

With UWD getting permanent FCRA registration number by middle of 2012 efforts would be enhanced to scout for Donors more aggressively through vigorous showcasing of its projects to a larger network of corporates. Ground work for the same has already been initiated and would gain momentum with the passage of time. The focus area for programmatic interventions in 2012-13 would be

- **Education**
- **Health**
- **Environment**
- **Financial Literacy**
- **Inclusion and Livelihood opportunities for disabled**