

#BeTheChange
#BeTheKhushii

Annual Report

April 2020-March 2021



Spend A While, Spread A Smile



- www.khushii.org -



Contents

1.	From the Chairman's Desk	3
2.	Leadership Speak	4
3.	Introduction to KHUSHII	6
4.	Our Footprint	6
5.	Our Programmes	7
	COVID19 Response	
	Education: Swatantra Shikshaantra, Shikshaantra Plus & Adapt Impact Centres	
	Community Development: Shiksha aur Vikas	
6.	Tales of Triumph	18
7.	KHUSHII for Arts	22
8.	KHUSHII on the Web	23
9.	Accreditations	24
10.	Corporate Partnerships	24
11.	Our People	25
12.	Financial Report	26



FROM THE CHAIRMAN'S DESK



Dear Friends,

KHUSHII turned 18 in 2020, and what a year it was to become an 'adult'. While the passion and enthusiasm of the team, was ever-intact, we were hit with the global pandemic. Who knew a virus could lockdown entire nations? It was a situation none of us had ever witnessed, and it was difficult to grasp how our beneficiaries would be dealing with it.

However, with the support of our partners and patrons, we set into action-mode. We donated ration, distributed COVID19 kits, and transformed schools into COVID19 centres for those who could not isolate themselves for the lack of space. KHUSHII got into strategizing means of ensuring that our beneficiaries don't face a stoppage in their education. When we managed to bridge that deficit, we were challenged with enabling them digitally.

We then went on to build community learning centres – the successful “Adapt Impact Centres” to provide a peer-learning environment for our beneficiaries. Here, students would come in small batches, maintain COVID19 safety protocols and avail on-spot doubt resolution from our team of tireless teachers. I am pleased to inform that KHUSHII also considered mental wellbeing as an essential component of growth in these dark times, and invested heavily on individual and group counseling. This goes to show KHUSHII's commitment in 'holistic' development.

We consulted with experts who helped create our renewed Vision, Mission and Values. We appeal to you to for your continued support and blessings to help us reach our goal. No words could ever thank the tremendous mettle every frontline worker has shown, or comfort those who have lost their dear ones. Together, we must remember that many waves came and went, but they could not dampen or drench our spirits. Together, we can, and we will work towards becoming a force in building futures.

Lt. Col. Kapil Dev
Chairperson, KHUSHII

LEADERSHIP SPEAK



What a year it was – one where we stayed afloat because of our determination to learn, adapt and act. It gives me immense pleasure to have led the organisation virtually. With an amazing team who were heralded by the motto of never giving up, our beneficiaries returned to education – slowly, gradually and successfully. Alongside, KHUSHII's events team has made sure that art becomes our beacon of hope as successful fundraisers.

In a world which shrunk into our screens, we are sure you will join us in congratulating our journey of hardships, yet, full of heart. KHUSHII looks forward to delivering even better and transforming more lives in the years to come.

Mr. Rudra Dalmia,
President



VISION

Every child has access to realize their full potential through quality education and holistic learning to become young empowered leaders in the urban and the rural segments, to contribute towards a self-reliant India.



MISSION

To prepare less privileged children of India through holistic support to succeed in a rapidly changing environment



VALUES

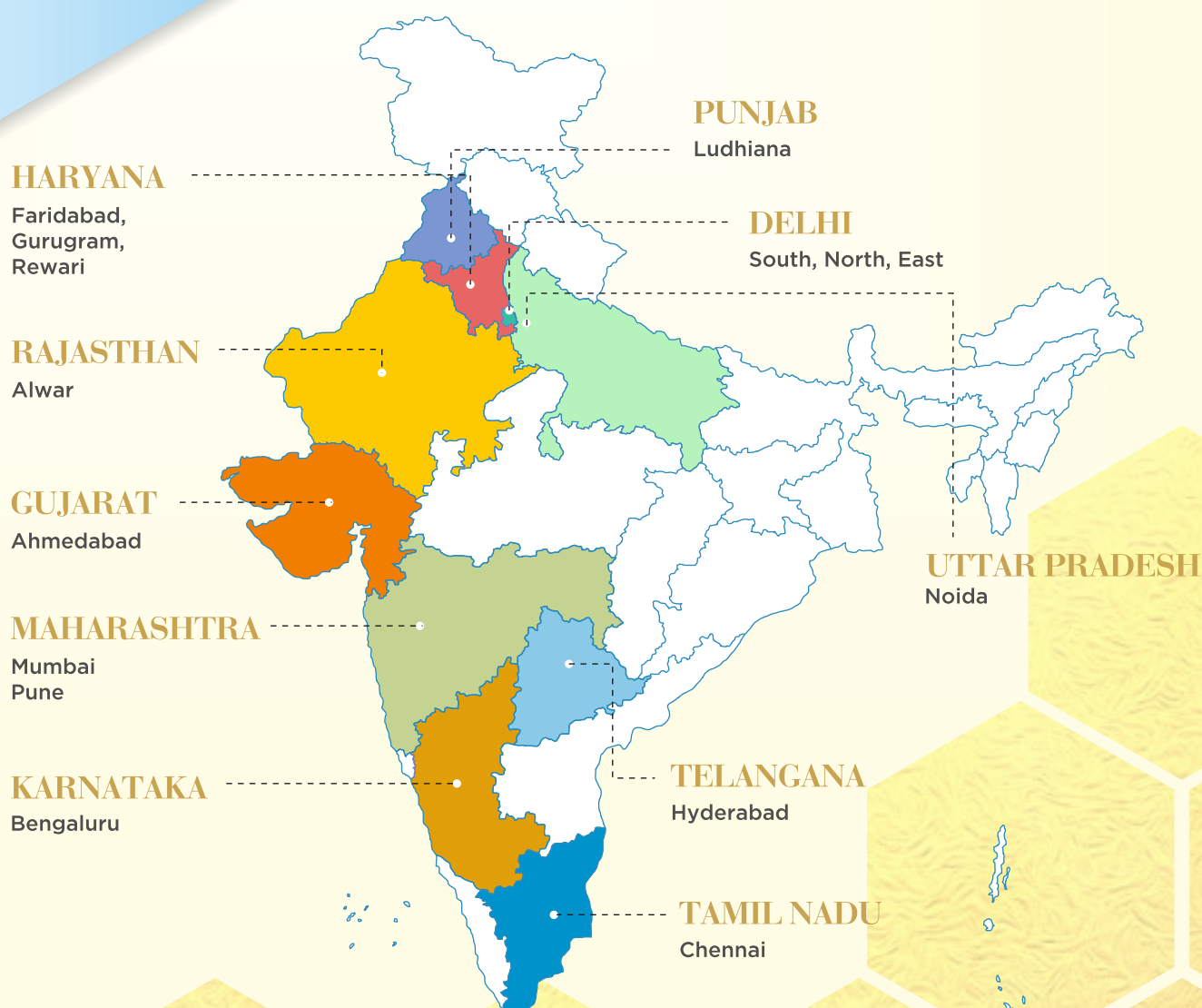
1. Accountability
2. Leadership
3. Transparency
4. Team Work
5. Innovation



OUR FOOTPRINT

INTRODUCTION TO KHUSHII

Kinship for Humanitarian Social and Holistic Intervention in India (KHUSHII) was founded in 2003 by Cricket legend Mr. Kapil Dev, as an organization to empower poor and marginalized communities. We believe that if there is a vaccine against poverty, its education. That's why KHUSHII works across at a national level to ensure that children complete their schooling. Additionally, we help them stay healthy and empower their families economically, so children can stay focused on learning.





OUR PROGRAMMES

1. COVID19 Response

It was a challenging journey over the last one year to mount an effective humanitarian response to COVID19 and continue programmes in the midst of a nationwide lockdown and continued risk of infection. KHUSHII adopted a two-pronged approach:

In collaboration with state governments and local communities, KHUSHII immediately extended help in the form of vital information, safety-equipment, and food.

- a) **SAFETY EQUIPMENT:** such as PPE kits and other protective gear to healthcare workers
- b) **INFORMATION/ADVICE:** through structured interactions with Anganwadi workers and direct messages, phone calls, and social media campaigns, to empower communities with knowledge and contain the spread of COVID19
- c) **RATION DONATIONS:** to the most-needy families

Continued to run flagship programmes within the safety parameters prescribed by the government

- a) **EDUCATION:** addressed the challenge of keeping children learning at home through online and telephone outreach by KHUSHII teachers. These teachers planned a routine together with children, initiated open conversations, and conducted online activities for them. Alongside, they engaged with the parents to share tips for supporting home schooling.
- b) **MENTAL HEALTH:** reached out to students and families to extend emotional support through qualified KHUSHII counsellors. Our aim was to support children facing the new realities of temporary unemployment of parents, home-schooling, and prolonged lack of physical contact with other family members, friends and peers.
- c) **COMMUNITY DEVELOPMENT:** through 'Shiksha aur Vikas' programme, KHUSHII continued to train women and youth under various skill development initiatives for preparing them to enter the workforce.



Catalysing change for a 'new normal': The objective of the educational initiatives was to quickly restore educational access to as many students as possible and provide engagement for uninterrupted learning using virtual media such as internet, text and WhatsApp messages. The implementation of activities was divided into four phases.

In the first phase of planning, extensive virtual meetings were conducted with teams of coordinators and selected teachers to draft a plan keeping in mind the issues being faced by children at home due to the unprecedented lockdown. A detailed implementation plan was created basis the feedback.

In the second phase, lists of students and families with smartphones and feature phones were compiled and children were divided into functional groups with a teacher. For virtual classes, WhatsApp groups and Zoom-app installation was facilitated and students were assigned to groups accordingly. To commence the new academic session, teacher training programmes were organised to enable educators to conduct effective virtual classes.

In the third phase, study material compilation was carried out by the Internal Academic Resource Team of KHUSHII. For Secondary grades, a digital library of reference videos was created, which contained subject-wise instructional videos on various concepts. For Primary grades, in addition to the online reference videos, local KHUSHII teachers also made educational videos and designed corresponding evaluation sheets. Some sample videos are listed below:

<https://youtu.be/o-sNJKiiDXs> (Moral Story)
<https://youtu.be/eR87wRJ2WCw> (Teaching Math)
<https://youtu.be/BttTiQqZLDw> (Teaching Subtraction)

In most of the centres, virtual classes were conducted with students four times a week via Google meet, Zoom, and WhatsApp. Virtual Parent Teacher Meetings were also organized once a month with the aim to increase the engagement of parents.

In the fourth phase, KHUSHII went a step further and

- introduced the "World Reader", a smart-book app, for the students of Grades 1-6. Parents were asked to download this app and read out stories to their children. Thereafter, teachers followed it up with activities and questions related to the stories. In the first week of the launch, 2,500 parents downloaded the app.
- on 22 June 2020, launched its first virtual summer camp called 'Summer Tales' for the students of Grades 1-10. The camps consisted of extra-curricular activities conducted online to promote life skills and physical health at home.
- conducted regular online classes for Grades 7-12 as per the guidelines of respective State Governments.
- conducted training for all KHUSHII teachers and coordinators on academics and life skills. These trainings were led by Dr. Ravinder Pal, Principal B.Ed. College, Ex Senior Lecturer, DIET (SCERT Delhi).
- celebrated important days with students with an aim to engage them with fun activities at home. Guided by teachers, children made special efforts with family members to create something special and memorable. Several KHUSHII children shared pictures with teachers via WhatsApp.

EDUCATION



Swatantra Shikshaantra:

The tributary school of KHUSHII called Swatantra Shikshaantra caters to 500 children from Devli, Sangam Vihar in New Delhi in two shifts. Since the beginning, the aim of the school has been to support the education of children who are left behind because of lack of resources at home, lack of support from parents, or any learning difficulty.

The community-based education centre is running for students from Grades 1 to 10. The centre caters to students with learning difficulties in English, Mathematics and Science. Psychological counselling, career counselling, and health camps are additionally provided to students. Students are not only given opportunities to gain academic brilliance but are provided with life skills to improve their self-confidence and personality through extra-curricular activities. It has well equipped classrooms, labs, library, play-ground, and a kitchen. Alongside, health camps and regular counselling sessions are also an integral part of the programme to ensure physical and mental well-being.

The centre was established with an aim to provide remedial education to children with learning difficulties in English, Mathematics and Science. Since then, every year the has programme evolved and moved beyond mere academic exchange between children and teachers. It is addressing the needs of children living in the nearby community who face difficulty in acquiring the optimal level of knowledge and skill which eventually hinders their academic achievement and overall personality enhancement.

In the year 2020-21, the centre catered to 500 children from Grades 1-10 including 246 Boys and 254 Girls. Three virtual health camps were organized to promote awareness and prevention measures among students and their families. Around four career counselling sessions were organized, which saw participation from 40 students. To improve the engagement of parents, 12 Parent Teacher Meetings were organized, which led to an improvement in participation from 70% to 85%. Mid-day meals could not be served during the reporting period due to the lockdown.

✓ Key highlights of the year

- Quality remedial education to 500 children and transformation process from offline to online was the key highlight of the academic year
- Dignity Kits distribution to 200 children
- Scholarship of 15 students got renewed under Jyotirgamyia Scholarship Programme supported by Deloitte
- Corporate celebrations: Impact Day with Deloitte with 150 beneficiaries and 50 volunteers from Deloitte
- Moral values imparted to children through 12 value-based sessions covering 200 beneficiaries
- 100% pass percentage in class 10. The highest percentage was 9.2 CGPA.
- 500 COVID19 kits including masks, soaps, and sanitizers were distributed during the pandemic in Sangam Vihar community which was highly recognized by stakeholders

Shikshaantra Plus:

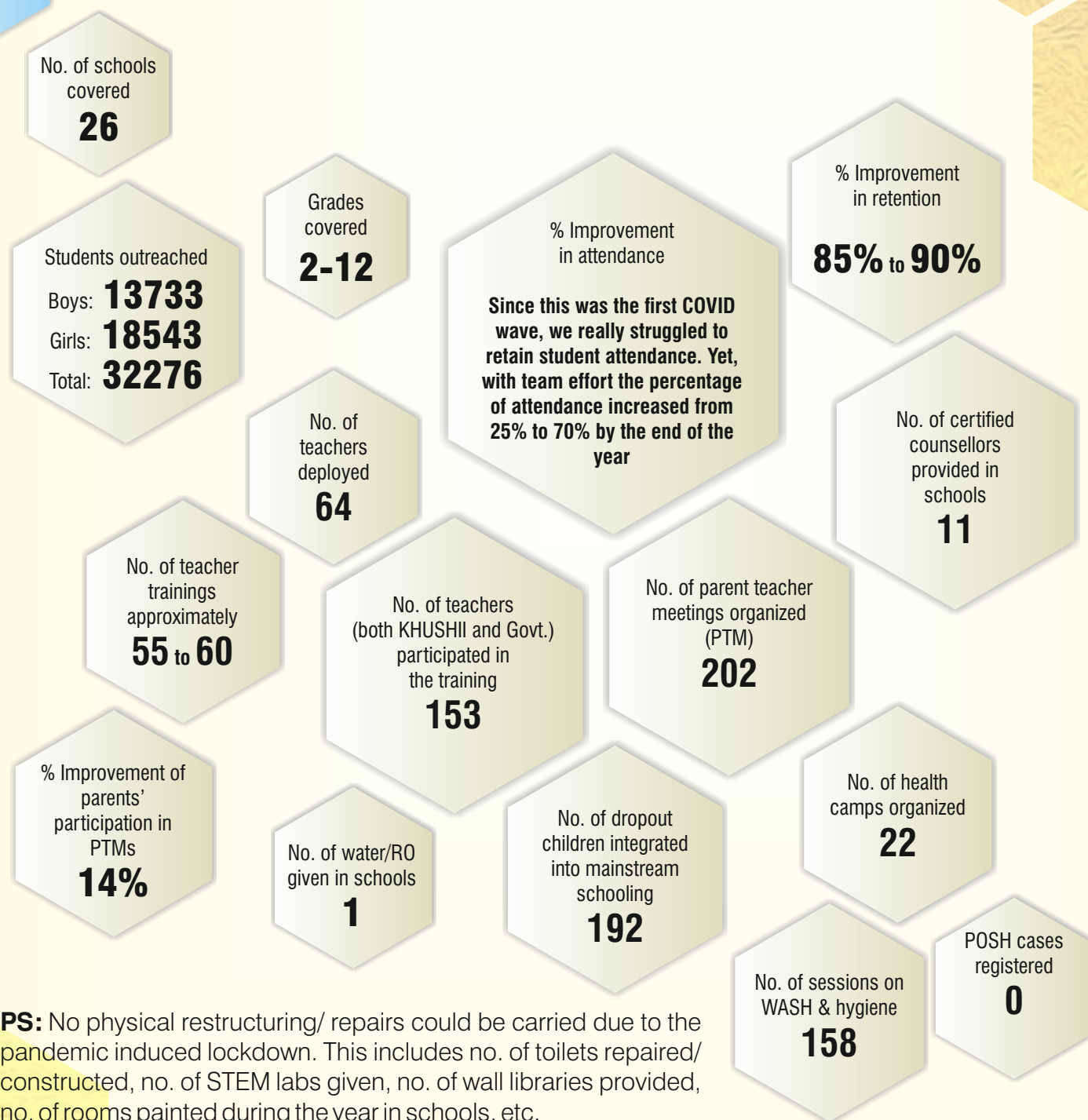
This is a government school-based programme created for students with an aim to provide a holistic learning experience. The programme defines learning as both academic and life skills that help students get closer to their life goals. Psychological support to students, strengthening teaching capacity, enhancing parental engagement, and infrastructural augmentation are the salient features of the programme.

✓ Key highlights of the year

- Coping with online teaching
- Capacity building of teachers
- 300 Tablets distributed by Amazon to KHUSHII beneficiaries pan India
- Around 1 lakh COVID19 awareness text messages were sent to the parents
- Introduced ConveGenius and reached out to 4000 children pan India. It was a WhatsApp-based Edtech programme which provides strengthened teaching and learning for the students.
- Fortnightly assessments conducted
- Promoting active participation of parents in the academic related activities of their wards
- 13 students (2 from NIT-1, 7 from NIT-2, 4 from NIT-3) got Cadence scholarships for higher studies.
- Blended learning to 20090 children within the community of Sangam Vihar, Ludhiana, Mukundpur, Bhiwadi, Tijara, Khadar, Harola, Gujarat, Rewari
- 1050 Dignity Kits (school bag, first aid box, tooth paste, tooth brush, mask, and sanitary napkins) distributed in Mumbai, Mukundpur and Sangam Vihar
- Reached out to stakeholders such as school authorities and parents for continuity of learning through Google Meet, Google Classroom
- Shoes distributed to 345 students at Bhiwadi school
- Collaboration with World Reader to improve on reading skills of students. An app called Book Smart was used to reach out to students. 4500 students actively participated in the same.
- Infrastructural augmentation in Harchandpur and Bhiwadi
- Support and training to students of class 8 for scholarship exam
- Government teachers are started taking initiative in attending training of trainers (TOT).
- First SUMMER TALES – an online vacation for students, which included fun activities to keep students meaningfully occupied
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ELEMENTS 2020-21 (VIRTUAL DATA)



Learning Level Impact 2020-2021

Subject	Baseline average %	Endline average %	% improvement
English	14%	28%	14%
Hindi	18%	32%	14%
Math	17%	30%	13%
Science	15%	28%	13%
Telugu	10%	21%	11%
Kannada	11%	25%	14%

MENTAL HEALTH

With a goal to implement simple and relevant strategies to ensure mental and psychological well-being of students and their families, KHUSHII engaged with them on a timely basis while they remained at home under nationwide lockdown. Additionally, KHUSHII also connected families with the appropriate government resources and other sources of aid and relief to mitigate hardship. Methods such as online individual and group activities for students and families were adopted as part of outreach efforts.



During the first phase, KHUSHII's team of counsellors reached out to students and their families through wellbeing and awareness calls. These counsellors made sure that the families understood the magnitude of Coronavirus pandemic and the precautions to be taken to safeguard everyone at home.

In the second phase, the calls majorly focused on providing information about various relief schemes, and linking needy families to relief material such as cooked meals, ration packets, and health services related to treatment and quarantine. KHUSHII team connected these families to government helpline numbers providing assistance for the welfare of people. In the third phase, the main focus of wellbeing calls was on the identification of problems students were facing related to their daily routine, getting proper sleep, lack of concentration during studies, or any sort of domestic disturbance or abuse.

Since the launch of the fourth phase in mid-June 2020, following activities were conducted:

Focused individual counselling for mental health support

Students with cases of anxiety, stress, loneliness, etc. were taken up through individual counselling.

- **Virtual career guidance to secondary and senior secondary students**

In the lockdown, students of Grades 9-12 were under tremendous stress due to final exams and results. For students of Grade 12, making a career choice is also critical. To help cope with stress, KHUSHII counsellors initiated a series of career guidance and awareness webinars with experts. Follow the link here to watch a session- <https://youtu.be/AOq6SFrhaWg>

- **Skill and knowledge enhancement programme for counsellors**

Virtual demos of group counselling, individual counselling, and introduction to new therapies, such as art therapy, relaxation therapy, etc. were arranged for knowledge enhancement of counsellors by KHUSHII. Valuable guidance was provided by Dr. Preeti Kapoor (Ex Associate Professor at Department of Psychology, Daulat Ram College University of Delhi.)

WAY FORWARD 2021-22

- Outreach to expand to newer states, beginning with Uttarakhand
- Expand up to 35 schools & increase the number of Adapt Impact Centres
- Plan to open two GDA centres for upskilling and better employability
- Outreach to extend to 45000 students

ADAPT IMPACT CENTRES

A dynamic and adaptive programming to ensure there are no learning deficits in the context of COVID19, by bringing schools to the communities and assisting through digital learning and direct outreach. Our programmes are gauged on standard parameters as laid out by government institutions, be it curriculum, methodologies or assessment of learning outcomes.

Two Adapt Impact Centres were started in Bengaluru and one in Delhi. Here, KHUSHII students continued to get peer learning experience through learning on digital devices while following stringent COVID protocols even during the pandemic. The pilot programme was immensely successful and, thereby, the model will be replicated at other locations in the ensuing years.



SHIKSHA AUR VIKAS - Integrated Community Development Programme

The programme endeavours to reduce the number of out-of-school children by improving the socio-economic status of vulnerable families living in the vicinity of Shikshaantra Plus schools. The initiatives focus on **education, health and nutrition, sanitation, and micro finance (through forming SHGs)** by implementing tailor-made programmes specific to the needs of the local population.

Vocational Training Centres:

KHUSHII executed two self-employed tailoring courses i.e., basic course and advanced course, at Vocational Training Centre, Harchandpur, Bhiwadi, and one course at Rajpura, Rewari. Our volunteer staff visited door-to-door to ascertain each family's well-being and spread awareness about COVID19. The team reached out to approximately 5000 beneficiaries in and around Harchandpur village, Bhiwadi and Rajpura, Rewari. Total 65 enrolments were made for Harchandpur village, Bhiwadi centre, which conducted 25-30 online classes through WhatsApp and video calls, etc. In September 2020, KHUSHII resumed daily offline classes for beneficiaries by following COVID protocol like face shield, face mask, and hand sanitization.

- Diploma Certificates were distributed to 132 students who successfully completed the course.
- Ration kits were also distributed to around 150 needy families.

Production Unit:

KHUSHII has organized 30 ladies into a self-help group for generating sustainable employment. During COVID19 lockdown, they worked from home and made useful articles from old and used clothes, like mobile carrying case, door mats, apron, etc. Besides this, we also have one production unit where members of three SHG (around 35 women) are getting support for earning their livelihood by stitching school uniforms, face masks, and cotton bags, etc.

Key highlights of the year:

- SHG women made around 400 beautiful face masks at the production unit which were later distributed to the needy people in the community, free of cost.
- KHUSHII helped SHG women to get an order for stitching 2000 face masks and 250 shirts from M/S Ridhi Uniforms, Bhiwadi, which was completed at the production unit by following all the COVID19 protocols. They earned Rs. 12,750 from this order.
- Total 22 SHG women members started taking small orders of ladies' garments from the local community, with approximate earnings of Rs 5000-8000 per month.

TESTIMONIALS



I am Sandeep Rani w/o Rahul. I am a housewife and pregnant woman. I am very happy that KHUSHII is working together with Aanganwadi centre, where I received basic facilities for my health and nutrition.



I am Sunita Kumari, working as Aanganwadi in-charge at village Alamgirpur, Rajpura, Rewari. I am happy to inform you that I am enjoying my duty here. KHUSHII foundation is also running a programme to provide basic healthcare in our village. It also facilitates counselling and supply, nutrition education and supplementation. It is really a good feeling to work with such an organization.



I am Sarla w/o Deshraj, resident of Harchandpur Village, Bhiwadi. I have completed Basic and Advanced Course (Self Employed Tailoring) at KHUSHII's Vocational Training Centre, Bhiwadi. At present, I am running my own tailoring shop in Harchandpur Village. I am earning a good livelihood (around Rs. 10,000pm) through my shop. Besides this, Team KHUSHII guided me for becoming an SHG member to augment both my savings and earnings. I would like to convey my gratitude and regards for KHUSHII that they have given me this opportunity and supported me during this journey of self-transformation. My family is very happy with this change. I am motivating other women in the community to associate with KHUSHII.



I am Kavita w/o Amrit, resident of Harchandpur Village, Bhiwadi. I am a housewife and take care of my family. I have done Advanced Course (Self Employed Tailoring) at KHUSHII's Vocational Training Centre, Bhiwadi. Team KHUSHII also guided me in becoming an SHG member. I feel very positive and motivated at KHUSHII SHG meetings and tailoring course practical sessions. I got a chance to be a part of face mask stitching order and earned some money also. I would like to thank KHUSHII for everything they are doing for community women in Harchandpur.

SUCCESS STORY OF POSITIVE CHANGE





Meena completed her course in Self Employed Tailoring at Bhiwadi Vocational Training Centre and proved her mettle by learning the set of skills very quickly in comparison to other ladies. She also attended our expert sessions on soft skills, customer handling, etc. to improve her prospects.

She became an active member of KHUSHII SHG and learned about a few ideas of saving and earning money for her family. She has started her own boutique in village Harchandpur after completing the advanced course. She can stitch 150 face masks with good quality finishing. Because of her dedication and high-quality tailoring skills, she is getting good orders and earning an amount of approx Rs 12,000 to 15,000 per month.



Meena shared her experience and happiness with team KHUSHII and expressed that 'financial independence brings happiness in the family as well as recognition with my name in society'.

Key figures of the year:

-  No. of beneficiaries in skill training programmes: 86
-  Average income increment of the families: Rs 5000
-  Placement: 57%
-  Post placement support follow-ups: Started Income generation programme through production unit.

COMMUNITY DEVELOPMENT

The prime objective of KHUSHII was to build community awareness on COVID19, ensuring social safety nets for community members. Another important aim was to build the capacities of frontline healthcare providers through various digital platforms during the pandemic.

In the first phase, to deliver coordinated management of COVID19 preparedness and response, a plan of action was formulated in consultation with local government departments, ICDS (frontline healthcare workers), local dispensaries, members of self-help groups, local leaders, and community influencers. The main programme pillars were: creating awareness, building capacities of healthcare providers, and ensuring social safety nets (e.g., food distribution, cash transfers, food vouchers).



The second phase was dedicated to identifying vulnerable families for targeted social protection schemes, particularly in the absence of an existing registry of community beneficiaries. Need-based assistance was provided to the beneficiaries in filling online forms, scheduling hospital appointments, online reservation of tickets for train/bus travel etc. To ensure continued availability of essential services such as healthcare, food, safe drinking water, and hygiene kits, KHUSHII identified vulnerable families in the intervention communities. These families were linked to government-run programmes, such as free distribution of cooked food, distribution of ration, etc. For families that were left out and could not avail these services due to distance etc., KHUSHII supported them directly by distributing ration.

In the third phase, attention was focussed on empowering communities by equipping them with information and knowledge through the following –

Webinars: Weekly webinars organized to address societal issues such as reproductive health, tobacco use, domestic violence, and child rights that need to be addressed during COVID19. Below are the links to the webinars conducted in the reporting period:

Panel Discussion Gendered Access to Reproductive Healthcare During COVID19
https://www.youtube.com/watch?v=DG-g_GYHK50

Panel Discussion on Adolescent & Youth Tobacco Use & Risk of COVID19
<https://www.youtube.com/watch?v=VPQNxwuWTFg>

Webinar on Protection against Child Sexual Abuse During COVID19
<https://www.youtube.com/watch?v=uUwGSWQyRmU>

Awareness Generation: Promoting preventive actions amongst community members, including practising good hygiene and social distancing measures, in line with national government guidelines and recognised best practices.

Supporting health systems: Training frontline healthcare workers in COVID19 response and containment and COVID19 surveillance

Creating employment opportunities and economic growth: Online skill development courses on retail training, general duty attendant, and cutting & tailoring. Self-help group members stitched masks and sold them at an affordable price. This gave them livelihood opportunities. A group of village farmers were guided on earning extra income via selling vermicompost.

Donating COVID19 protective gears: KHUSHII donated PPE kits, nitrile gloves, and masks to three government hospitals in Delhi and Bengaluru.

TALES OF TRIUMPH

“Bringing Back the Smile”

Name: Roopam

Age: 15 years

Class: 10

School: KHUSHII, Swatantra Shikshaantra,
L-block, Sangam Vihar



Background

Roopam, a student of class 10, was a part of KHUSHII, Shikshaantra since 2013. The family lived in a rented accommodation in Sangam Vihar, Delhi. She had an elder brother and a sister. The family was headed by her father, Mr. Ram Kishore who was a carpenter by profession and earned Rs 8000 whereas her mother managed the home and took care of the family. They strived really hard to achieve their basic needs like food and hygiene. The family was facing acute economic challenges but the parents were trying hard to make their children successful in life and fulfil all their needs.

Behaviour & Academic Performance

Roopam was well-disciplined and polite by nature and always had a smile on her face. She was good in academics and took a keen interest in improving her performance with the support of teachers. She was a self-motivated student and completed her assignments on time. Educators always praised her for making efforts to learn new things. In the past, a science model made by her group was praised by everybody. She liked to keep herself clean and groomed. She was respectful towards the educators and regularly participated in extracurricular activities organized at school, like art & craft, inter-house quiz competition, health & hygiene activities etc. With KHUSHII pedagogy, she started enjoying doing practicals in Science and her health also improved due to the nutritious mid-day meal provided in the school.

COVID Effect

Educational Institutions were closed down in the second week of March, 2020, impacting the examinations as well as classroom teaching. Roopam had to study from her father's phone which she could get only at night to complete the school work. She felt that she was lagging behind in class because there was only one phone in the family. Her studies were suffering and her confidence level was also getting affected due to this. She talked about this to her school counsellor about shared her stress.

Helping Hand

In partnership with Amazon, KHUSHII provided tablets to students for their studies. Like all other students, Roopam also got the tablet, which changed her life and the way she felt. It helped her so much in her academic growth. She was able to devote more time to studies and did not have to wait for her father to come home to complete the school work. She felt extremely satisfied and happy and confident in herself.

“Every house is a school, every parent is a teacher now”. The team of dedicated educators of KHUSHII Swatantra Shikshaantra worked really very hard to make the virtual classes a success by making their own videos while teaching the topic with the help of effective teaching learning aids. The videos were posted in the respective groups, followed by a doubt clearing sessions via video calls or Google meet in groups of five students.

This was followed by worksheets related to the topic sent in the groups which a students had to complete and share with the respective subject teacher. As we believe every child has a right to education, the team of educators made a separate strategy to cover those students who had basic keypad phones and were not the part of virtual classes. They were contacted through field visits by the educators and study material and worksheets under the guidance of Academic Resource Team were shared with such students.

Impact

Roopam always shares that KHUSHII Shikshaantra has changed her life and has transformed her into a good human being. She is also a part of **“CHILD RIGHT CAMPAIGN” – an initiative by KHUSHII** To spread awareness among community and other school children on child rights. In words of Roopam:

“Shikshaantra gave me every opportunity to improve my personality and performance. Earlier, I was a dabbu kind of child who hates interacting with others but now I am a confident girl who can handle any situation with utter confidence. This is what Shikshaantra gifted me.

“Flying Needle”

Name: Shakthi

Age: 17 years

Class: 12

School: Padappai School, Chennai, Tamil Nadu



Background

Shakthi was a class 12 student from Padappai, Chennai School. She lived with her parents and two sisters. Both her parents were daily wage earners and the family had limited means.

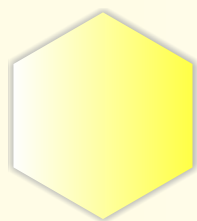
Career Counselling

KHUSHII Counsellor Arut Jyoti used to make regular calls during the pandemic to reach out to students. During one such wellbeing call to Shakthi, he explained to her the importance of career and education. Encouraged by his words, Shakthi expressed her dream of becoming a fashion designer. During the conversation, she also talked about her wish to support the community during COVID-19.

The Counsellor asked her about the availability of a sewing machine. When Shakthi confirmed the availability, Arut Jyoti suggested to her to start preparing face masks and distribute them in the neighbourhood, fulfilling her dream of supporting the community and becoming a fashion designer as well. He also shared some YouTube videos to guide Shakthi on preparing the masks at home.

Impact

Shakthi worked on her dream of fashion designing and started preparing the masks, which she later distributed in the community free of cost. She distributed more than 150 masks among the needy people, learning a useful skill and serving the society at the same time. Furthermore, her good work and enthusiasm was appreciated by people and resulted in regular orders for the stitching work. A small help from KHUSHII Counsellor Arut Jyoti gave wings to her dream. Today, Shakthi is financially independent and is living both her dreams of being a fashion designer and serving the community. Shakthi and her parents are thankful that correct and timely guidance from KHUSHII SMHEAP Counselling team changed the life of Shakthi.



“Captain Cool”

Name: Rajkumar

Age: 11 years

Class: 5

School: KHUSHII, Tehkhand



Family Background

Rajkumar was in his early teens in class 5 and had been a part of KHUSHII, Shikshaantra since October 2020. He resided in a rented accommodation in an urban slum of Tehkhand, Okhla with his parents and two elder brothers. The father was a tailor by profession and earned Rs 7000 whereas the mother was a homemaker. The family came under the poverty line category, with only one earning member in the family. In spite of the economic turmoil, parents were trying hard to fulfil the basic needs of their children so that they become independent and capable in their life.

Behaviour & Academic Performance

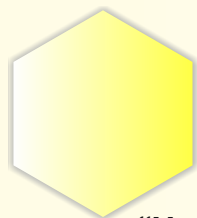
Rajkumar was a curious child with a pleasing personality. Being the youngest, he was notorious and casual by nature. He loved to play cricket and wanted to emulate MS Dhoni. He also loves to draw and paint and looked forward to spending more time playing rather than studying. He was an obedient child and Math was his favourite subject, but due to a lack of proper guidance, he did not give quality time to studies, due to which his academic performance was very substandard.

Learning Strategy

KHUSHII became a turning point for Rajkumar and became like a second home for him. There was a significant change in Rajkumar with reference to academics and social interaction. A need-based lesson plan was devised to address the weak areas of Rajkumar. Technological methods like classes through audio/visual media, worksheets, practical sessions, and workshops were introduced to make education more interesting and rewarding for him. These inputs impacted his memory and made complex concepts easy to understand. He started performing well in academics and setting example for his classmates. He scored good marks in all subjects and also joined spoken English classes to improve his communication skills.

Impact

With uncertainty surrounding COVID19, KHUSHII Shikshaantra team continued to educate, connect, and empower the students in transition towards online platforms to progressively move along with their learning levels and be their torchbearers in these tough times. The students continued to receive support in all forms of remedial education. In case of Rajkumar, apart from studies, his personality and confidence level have also improved. He is good in art and craft and submits creative work with beautiful colours. Now he is regular in attending online classes and submits his work well on time.



“Happiness Kit, not Ration Kit”

Name: Sushmitha

Age: 14 years

Class: 9

School: Thanisandra School, Bengaluru, Karnataka

Background

This is the story of Sushmitha and her family. A student of class 9 from Thanisandra School, she lived with her parents and sister. But her migrant family did not have the ration card of Karnataka state. Before COVID19 struck, her father was working as an auto driver and mother used to work in a garments factory. Both of them lost their jobs during the lockdown and the family fell on hard times.

Family in Distress

Vysnu Devi (KHUSHII Mental Health Champion) was on her regular calls on 7 April 2020 to check the well-being of her students. The call was connected to Sushmitha, and on the telephone line, it was her father who answered. Her father confirmed the well-being and safety of the family but also raised the concern that lockdown had impacted them adversely with inadequate supply of food. As migrants, they were not able to get any support. Family was under a lot of stress and anxiety with no hope of meals or livelihood. Father also expressed the feeling that ‘What is the need of this life, if he is not able to fulfil the basic needs of his family?’

Timely Action

After this conversation, Vysnu Devi started contacting the BBMP (Bruhat Bengaluru Mahanagara Palike) service, so that they could reach the family and provide them the ration to ensure the basic needs of the family. Finally, the Counsellor was able to contact BBMP on 9 April and the family received one-month ration kit in less than six hours.

Impact

This whole incident brought the smile back on the face of the family and BBMP also promised help in future if they directly contacted the service.

Next important task with the team was to provide mental health support to Sushmitha’s family to reduce their stress. Vysnu Devi used the techniques of Motivational Interviewing and Stress Reduction Therapy. Because the family had fear and uncertainty about their survival in the future, they needed help and confidence to live with their head high in all the ups and downs of life.

The family came together and became so strong that they motivated and helped others too in connecting with KHUSHII counsellors. **“Thank you KHUSHII and counsellor ma’am for helping our family with ration and motivating my father not to lose hope and work harder. Thank you very much ma’am for helping us we all are very happy ma’am”.**

– Sushmitha J.



KHUSHII FOR ARTS

At KHUSHII, the Arts & Events team is constantly engaged in evolving new and exciting ways for our patrons and supporters to truly feel they are making a difference. At KHUSHII, we take pride in forming long-lasting relationships with all our patrons and supporters. Our aim has always been focused on giving back, both in goodwill and also as a tangible memory connected to the cause. It is a reminder of the kindness and generosity of our patrons that has helped pave the way to a better future for less privileged sections of our country.

Following key events were organized in the span of April 2020–March 2021:

WhatsApp Artloot (June 2020, February 2021)

Famous for its original and dynamic approach, KHUSHII's 'Artloot' is a popular and exciting fundraising concept put together by the team. Created in 2008, the concept was such a success, it was set to become a recurring event hosted by KHUSHII. An extremely interactive experience for our donors in the past, these last two events were different due to the pandemic. However, this did not stop the team from striving hard to focus on the goal. It has created its own distinct sense of individuality by offering incredibly affordable prices for some of the finest artists in India as well as across the globe.

Strokes of Perfection: October 2020

Strokes of Perfection was an extremely successful new concept introduced by the team. Having to adapt to the new ways of the world has been challenging, but despite this the team was able to put together an extraordinary collection of talented and promising upcoming artists as well as senior and more established names. To have the support from both our patrons and artists through these trying time has been truly remarkable, strengthening the bond between the KHUSHII Arts family.

The funds raised through the success of these shows helped the programme team at KHUSHII with the launching of a blended learning programme for our beneficiaries, where the digital divide was bridged in the age of online classes. The teams' contributions with these shows to the Prime Minister's Relief Fund for COVID19 is also noteworthy. These last few months meant continuous efforts in distributing rations, medicines, PPE kits, and masks to individuals, families and various COVID19 care centres that KHUSHII supported across Delhi.



KHUSHII ON THE WEB

KHUSHII onboarded Amplify in the month of December to increase our digital traffic and visibilize our brand entity.

Key highlights from December 2020 – March 2021:

- Regular content publishing at peak social traffic hours
- The Facebook page has added 4,731 new fans
- The followers on the Instagram account have increased by 8,199 (from 1,250 over last 4 years)
- The Awareness Ad received total of 8,830 website clicks received
- The Google Ad received total of 2,148 website clicks
- The proactive interaction and consistent moderation on the handles has led to effective engagement and organically created positive social chatter.

INSTAGRAM GROWTH:

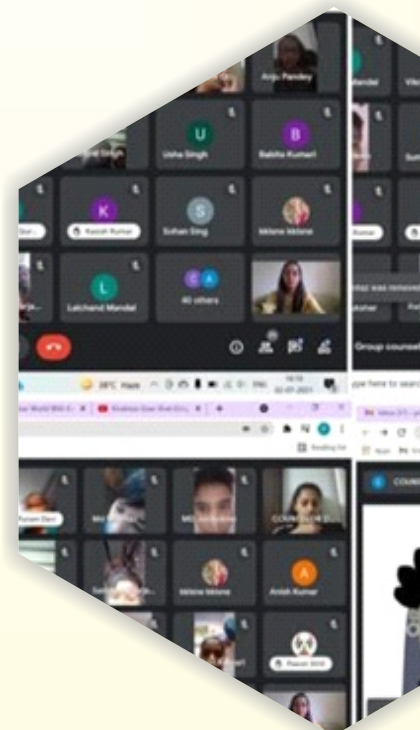
- On an average 2,500 followers have been added every month

FACEBOOK GROWTH:

- We have added over 1,000 Likes every month
- 4,731 new fans have been added
- The average reach per day of the page was 45,813

GOOGLE ADWORDS:

- Access to Google Ad Grants for KHUSHII
- A total of 2,148 website clicks were generated through Adwords
- A total of 124 people visited the Donation page through Adwords



ACCREDITATIONS

KHUSHII has achieved accreditations based on a thorough due-diligence conducted by the most prestigious agencies in India.

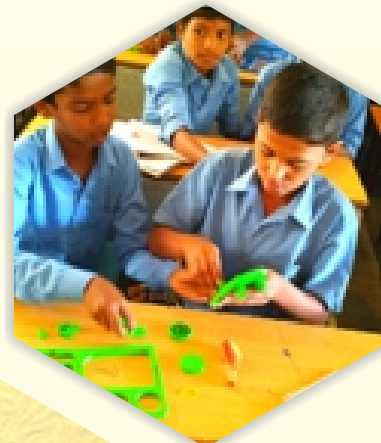


CORPORATE PARTNERSHIPS

- Exclusive Adapt Impact Centre (AIP) support received from Indostar
- KPMG changed its strategy to support the transformation from offline to AIP
- 23 corporates supported KHUSHII during COVID19.
- New partners onboarded: Crocs India Pvt Ltd, We Kare Society, Indostar Capital Finance Limited, and UPS Foundation

Continued patronage from ORACLE

KHUSHII was delighted to receive an extension of support from Oracle for the Shikshaantra Plus Programme. The programme was implemented in four government schools of Hyderabad and Bengaluru, impacting 2700+ students. The aim of the intervention was to develop creativity and critical thinking to help students address the challenges of 21st century, with special emphasis on experiential learning of STEM concepts.



PARTNER SPEAK

“It gives me immense satisfaction that through Shikshaantra Plus programme of KHUSHII we are able to build strong foundation skills of 5,740 students in Grade 1-5 in 4 Govt. schools of Delhi and Chennai. Very soon, these students will graduate to next grades, especially students entering Grade 6 will become the part of NDDP (CSR initiative of Newgen) and will be catered through NDDP Alumni programme in Grade 8-10.



The greatest strength of KHUSHII is their adaptability and flexibility in implementation as per the conditions that arise at the project locations. This quality has helped us in achieving such an impact in the initial phase. We hope to continue to deliver together as a team towards the goal of education in our country.”

- Priyadarshini Nigam, Head-CSR,
Newgen Software Technologies Limited

OUR PEOPLE

Team Experience

No. of employees with 15+ years of experience	27
No. of employees with 8+ years of experience	48
No. of employees with less than 5 years of experience	117
No. of employees with less than 1 year of experience	0

Total 192

Team Composition

Programme staff	159
CP, IP	4
HR, Admin, Support	25
Arts	4

Total 192

Workforce Composition

No. of Men	65	34%
No. of Women	127	66%
Total	192	100%

FINANCIAL REPORT

Balance Sheet as at 31st March, 2021

Khushii - Kinship For Humanitarian Social And Holistic Intervention			
Balance Sheet as at 31st March, 2021			
(Amount in INR)			
Particulars	Note No	Figures as at 31st March, 2021	Figures as at 31st March, 2020
I. FUNDS AND LIABILITIES			
(1) Funds			
a) Corpus Fund	1	88,943,860.00	89,497,821
b) General Fund	2	56,437,505.09	45,860,451
(2) Non-current liabilities		-	-
(3) Current liabilities			
a) Trade Payables	3	2,835,103.00	1,351,836
b) Provisions & Unspent Grant	4	2,091,528.90	2,218,159
c) Other Current Liabilities	5	10,957,797.92	19,703,182
Total		161,265,795	158,631,449
II. ASSETS			
(1) Non-current assets			
a) Fixed Assets	6		
Tangible Assets		4,723,378.00	4,770,537
Intangible Assets		5,255.00	7,007
b) Non-Current Investments	7	-	1,406,021
(2) Current assets			
a) Current Investments	8	-	-
a) Trade Receivables	9	4,898,980.00	343,860
b) Inventories	10	7,831,106.00	29,644,165
c) Cash & Cash Equivalents	11	133,743,305.71	113,513,315
d) Short Term Loans and Advances	12	4,797,640.00	4,803,827
e) Other Current Assets	13	5,266,130.14	4,142,717
Total		161,265,795	158,631,449
Note No. 1 to 19 form integral part of Financial Statements			
As per our report of even date attached			
For SARC & Associates Chartered Accountants FRN: 0006085N		For Khushii-Kinship for Humanitarian Social and Holistic Intervention	
CA Pankaj Sharma M. No. 086433		President	General Secretary
			Treasurer
Place: New Delhi Date: 24/01/2022 UDIN: 22086433AAAAAC2983			

FINANCIAL REPORT

Income & Expenditure Account for the Year ended 31st March, 2021

Khushii - Kinship For Humanitarian Social And Holistic Intervention			
Income & Expenditure Account for the Year ended 31st March, 2021			
Particulars	Note No.	Amount (Rs.)	
		Figures as at 31st March, 2021	Figures as at 31st March, 2020
I Income			
Donation; Sponsorship & Membership	14	100,444,579.64	114,151,541
Other Income	15	7,770,696.00	11,301,985
Income Generated through Art Work Sale		2,311,589.50	-
		110,526,865.14	125,453,526
II Expenses :			
Project Expenses	16	76,608,393.73 ✓	94,845,220
Donation Given	17	1,784,400.00 ✓	330,000
Employee Benefit Expenses	18	8,803,036.00 ✓	7,731,693
Covid Expenses		8,088,401.00 ✓	-
Unspent Grant Balances (FCRA)		2,091,528.90	1,859,060
Object Attainment Cost	19	2,574,051.75 ✓	5,655,316
Total expenses		99,949,811.38	110,421,289
III Excess of Income over Expenditure (I-II)		10,577,053.76	15,032,237

Note No. 1 to 19 form integral part of Financial Statements

As per our report of even date attached

For SARC & Associates
Chartered Accountants
FRN: 0006085N

CA Pankaj Sharma
M. No. 086433

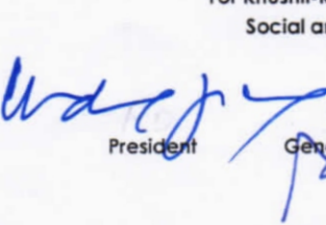
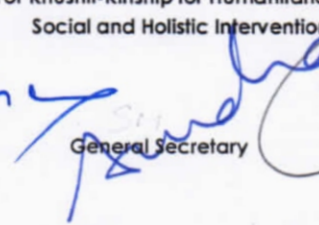
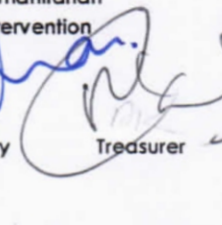
For Khushii-Kinship for Humanitarian
Social and Holistic Intervention

President
General Secretary
Treasurer

Place: New Delhi
Date: 24/01/2022
UDIN: 22086433 AAAAAC2983

FINANCIAL REPORT

Receipt & Payment Account for the Year ended 31st March, 2021

Khushii - Kinship For Humanitarian Social And Holistic Intervention			
Receipt & Payment Account for the Year ended 31st March, 2021			
(Amount in INR)			
Particulars	Note No.	Figures as at 31st March, 2021	Figures as at 31st March, 2020
Opening Balance of Cash & Cash Equivalents			
- Cash in Hand		41,493	21,972
- Cash at Bank		20,359,530	28,419,415
- Investment in Fixed Deposit with Banks		94,518,313	73,534,937
		114,919,336	101,976,324
Receipts			
Donation Receipts		103,019,130	110,140,309
Corpus Donation		-	500,000
Membership Fee		-	1,000
Art Work Proceeds		5,312,273	-
Interest on Income Tax Refund		-	-
Charity Art Proceed		-	13,213,925
Misc. Income		-	310,000
Interest Received From Bank		7,238,591	6,760,715
		115,569,994	130,925,949
Payments			
Shikshaantra Project		74,641,576	92,225,867
Imprest to Staff		64,102	134,274
Donation Paid		1,784,400	330,000
Art Work Proceed		-	-
Administrative Expenses		11,488,496	11,738,428
Other Project Expenses		8,088,401	3,315,644
Fixed Asset Purchase		549,050	4,345,910
Rent Security		130,000	529,000
Advance Paid To Creditors		-	4,325,060
COVID Exp		-	1,038,754
		96,746,025	117,982,937
Closing Balance Cash & Cash Equivalents			
- Cash in Hand		143,066	41,493
- Cash at Bank		25,572,247	20,359,530
- Investment in Fixed Deposit with Banks		108,027,993	94,518,313
		133,743,306	114,919,336
Note No. 1 to 20 form integral part of Accounts			
As per our report of even date attached			
For SARC & Associates			
Chartered Accountants			
FRN-6006085N			
CA Ankaj Sharma			
M. No. 086433			
Place: New Delhi			
Date: 24/01/2022			
UDIN: 22086433 AAAAAC2983			
For Khushii-Kinship for Humanitarian Social and Holistic Intervention			
  			
President General Secretary Treasurer			



- www.khushii.org -