



**SENSE OF PURPOSE**  
Nurturing Minds to Capture Lives Yet to be Lived



ANNUAL REPORT 2012-2013



[www.lakshyam.co.in](http://www.lakshyam.co.in)



[www.lakshyam.com](http://www.lakshyam.com)

# FOREWORD

Greetings from Lakshyam! We are pleased to present the annual report of Lakshyam for the year ended 31st March 2013.



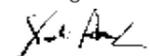
Lakshyam was founded in the year 2004, by a group of people who shared a common dream, goal and had come together to contribute towards society & people development with focus in the area of child education, development and women empowerment.

Inspired by Gandhian ideals of social change, what guides us is the talisman – “Whenever you are in doubt, or when the self becomes too much with you, apply the following test. Recall the face of the poorest and the weakest man (woman) whom you may have seen, and ask yourself, if the step you contemplate is going to be any use to him (her). Will he (she) gain anything by it? Will it restore him (her) to a control over his (her) own life and destiny? In other words, will it lead to Swaraj (freedom) for the hungry and starving millions? Then you will find your doubts and yourself melt away.”

This year witnessed significant expansion and strengthening of our initiatives and programs. The initiative Saksham – Child welfare and development witnessed enrolment of over 200 children in our centre since its launch in April 2012. Lakshyam Toy Library established its presence in 3 more states this year and over 70,000 toys were distributed across the country.

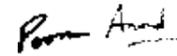
The initiative Prayas – Toward women's awakening witnessed various programs on women's vocational training and skill building. Launch of DELHI PRIMES -2012: Women in Power, a coffee table book profiling eminent women of Delhi who have excelled in various fields, came together to support Lakshyam.

We thank all our donors, partners, working teams and employees who have enabled Lakshyam to exist, work and contribute towards society and nation building. I invite suggestions and critique for our work so as to further strengthen our organisation.



**Rashi Anand**

Founder, Lakshyam



**Poonam Anand**

Chairperson, Lakshyam

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## ABOUT LAKSHYAM

Lakshyam was set up in 2004 with the commitment of transforming society to improve lives. Lakshyam is devoted to the pursuit of effective solutions to enhance the lives of underprivileged children and women of society and to work as credible, honest, transparent and accountable organization.

Lakshyam focuses on the unmet needs in the areas of its work aiming to bring positive change in the life of targeted beneficiaries. Lakshyam engages in areas like child welfare, education, health, empowerment (Women in particular) and promoting practical, effective and innovative solutions to advance lives of underprivileged communities.

Our motto 'Hands to Hearts' is instilled in the belief to use our hands to provide larger service for those who need and touch their hearts by bringing joy and contentment in their lives.

Over the years, Lakshyam has expanded its scope of activities and enhanced its efforts towards such improvement by initiating various camps, workshops and programs like 'Saksham', a Child welfare and development program; 'Prayaas', a program towards women awakening and 'Lakshyam Toy Library'.

## OUR CREDO

### VISION

Transform society to improve lives globally

### MISSION

To implement solutions and provide support to implementing agencies in the areas of education, empowerment, environment, and health.  
To channelize donor resources in the most efficient, effective, and transparent manner

### VALUES

Respect for Human Rights • Commitment • Transparency • Integrity • Excellence

From the very inception of Lakshyam, it has been our constant endeavour to follow complete commitment and transparency towards our mission. We believe the organisation, any individual whose fundamentals are based on virtue of honesty, ownership towards society and regard to human dignity are bound to grow in the right direction and the last eight years have been the testimony to this philosophy.



## ABOUT LAKSHYAM

## LEGAL STATUS

Lakshyam is an NGO registered as society under the Societies Registration Act, XXI of 1860 vide registration No. 393

Donations/voluntary contributions are exempted under section 80 (G) 12 (A) of the Income Tax Act 1961 as per permission granted by the Director of Income Tax (exemptions), New Delhi vide letter No. DEL-LE24407-11012013. The Society's Permanent Income Tax No. is AAATL9638D

## OUR PROGRAMS

In line with our mission, we conduct regular studies in the area of our work. Based on our findings we develop and design programs to meet the needs of our targeted beneficiaries and aim to execute them with excellence. Aiming towards child development, education and women entrepreneurship, Lakshyam currently manages three programs:



These programs witnessed significant expansion and strengthening in the year 2012. Details of each program depicted here.



## OUR PROGRAMS

### Lakshyam Toy Library

"Some own hundreds, many none, but every child covets them."

Play has long been acknowledged as a crucial factor in children's development, linked to intellectual, motor and personal and social development. Play is related to the development of creativity, healthy brain development, self-confidence, resilience and health and fitness. Poverty creates an obvious inequality for children in access to books, play equipment and materials.

Lakshyam has tied up with NGOs across various states in the country and set up libraries of used toys so that poor kids, who cannot afford these playthings, are not deprived of the pleasure of growing up. Play is valued as an essential part of the lives of children and toy libraries are an integral part of all our communities. These libraries provide children with development tools for play and are an important community and social resource.

Lakshyam has installed toy boxes in several schools and inspire students to donate toys or books for the cause. In the year 2012 we managed to collect over 70,000 toys and books. We are committed to provide entertaining/educational toys and books with safe, child centered and special play setting across all our centers. We are also supporting and assisting other NGOs to set up and run such centers at their premises.



We are grateful to SAFEXPRESS logistics who have partnered with Lakshyam's Toy Library Program. They provide transport facility required to set up Lakshyam Toy Libraries across the country.



During this year Lakshyam has set up 3 Toy Libraries, in Kerala, Jharkhand and Tamil Nadu.

S.No	State	Name of NGO	No. of beneficiaries
1	Delhi	Lakshyam	210
2	TamilNadu	Law	431
3	Karnataka	Vikasna	121
4	Chattisgarh	Asha	150
5	Jharkhand	Asha & Lakshyam	300
6	Across the country	Drivers from Safe Expres	2000
Total			3212



## OUR PROGRAMS



### Saksham Child Welfare & Education

India is home to over 300 million children of the world. This constitutes the largest number of children in the world. Most if not all of these children have never attended school. It is because of lack of education that these children are unable to come out of this vicious cycle of child trafficking, labor and related issues.

This enhances the need for education as an essential step towards empowerment. Education is a developmental need that is often side lined, especially for the marginalized people. It is children from these backgrounds who are usually enrolled in government or municipal schools. A majority of our children in rural and even urban areas are left with no option but to attend poor quality and often dysfunctional schools.

Over the years, the need for private tuition for children has been seen as a necessity for all the school going children. Keeping in mind all these needs, Lakshyam has setup Remedial Education Centres with the following objectives:

- To provide supportive education through remedial classes.
- To integrate the drop out children into mainstream schooling.
- To regenerate the lost interest of these children in studies.
- To help each child attain his/her full educational potential

Special emphasis is given to cleanliness, hygiene, discipline and positive work habits so that they can be mainstreamed into the society. Monthly activities include drawing, painting, games, puppet show and magic show. These are organized to keep the beneficiaries interested and motivated.

Our centers provide the beneficiaries conducive environment for their mental and physical growth and also inculcate in them a feeling of ownership of the centers.

INAUGURATION OF DELHI CENTER IN APRIL 2012 IN VASANT KUNJ J J BANDHU CAMP



More than two hundred and ten children enrolled in the centre since April 2012!



Art of Living workshop conducted and organized by Ms. shailja saraf

#### CHANNELIZING ENERGIES THROUGH ART & CRAFT



Personality development classes by Lieut Rita Gangwani



Ms Asha Gulati, an origamy artist conducted art & craft workshop with the kids where they learned to make paper envelopes & paper bags

OUR PROGRAMS



Dr Farooq Abdullah, the Cabinet Minister interacting with Lakshyam beneficiaries



Star Celeb Priyanka Chopra & Ranbir Kapoor celebrating the Birthday of Lakshyam Kids



Uniforms for lakshyam kids sponsored by Designer Poonam Bajaj

**COMMUNITY WORKSHOP IN PROGRESS....**



Students from Lady Irwin College conducted a two days' workshop on "Health and Hygiene"

OUR PROGRAMS



Chief Minister, Sheila Dikshit. Lakshyam interacting with children in slums on the occasion of Children's day.

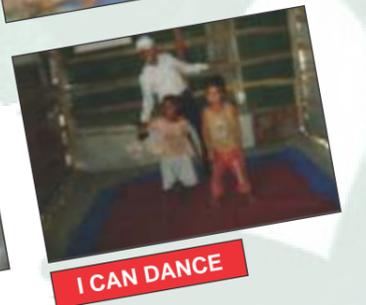


Entrepreneur Shalini Bajaj Viji of Hangout Zone and Shalini Arora Kochar organized a "gift a smile" on Christmas for Lakshyam beneficiaries.



Ms Arpita Bansal celebrated holi festival with LAKSHYAM kids with dash of colors & cultural program.

lets make them says...



**Prayaas: Toward women's awakening**



Women bear almost all responsibility for meeting basic needs of the family, yet they are systematically denied from all the resources, information and freedom of action they need to fulfil this responsibility.

The program Prayaas aims to empower the women and girls of India, guarantee their fundamental rights, and increase understanding of social issues from a gender perspective. Through this program we strive to educate and empower women with the skills and confidence necessary to earn a living, maintain a healthy lifestyle, and regain a home for themselves and their children.



**A step towards economic empowerment through vocational guidance and trainings...**

The vocational education and training program at Lakshyam envisages a scenario where the people residing in the slum clusters are being provided with an opportunity to discover their own knack and aptitude for a particular vocation and enhance their skills for the same.



The Jewelry made by the beneficiaries in the jewelry workshop was taken by BAJAJ CAPITAL for their new venture CRAFTUSION. They are selling the products through the online portal [www.crafusion.com](http://www.crafusion.com)





Ms Nandita Aron took a workshop with our beneficiaries on jewellery making from waste material under our vocational training program. 100 beneficiaries were trained.

**A cutting & tailoring center was inaugurated in Nagra village of Jharkhand.... 200 women have already been enrolled in the program**



On the occasion of Women's Day, the products were displayed at www.myntra.com corporate office as CSR initiative to facilitate sale of the products made by women under program Prayaas.



**Cutting and tailoring class in progress...**

S.No	State	Area	No. of beneficiaries
1	Delhi	Vasant Kunj	160
2	Jharkhand	Nagri Village	200
Total			360

### Health Program

#### Workshops on Health and Nutrition Awareness

Malnutrition remains a serious problem in India and many developing countries. Globally, nearly 1 billion people still go hungry. Nearly one in four children under age of five is underweight. Workshop on health and nutrition was organised across centres for women and children. Good hygiene habits, nutrition habits were shared and demonstrated through stories and charts.



#### Breastfeeding awareness session

A breastfeeding awareness session was conducted for the community women. The WHO and UNICEF recommendations for optimal infant and young child feeding were highlighted:

- ' Early initiation of breastfeeding with one hour of birth
- ' Exclusive breastfeeding for the first six months of life
- ' The introduction of nutritionally adequate and safe complementary foods at six months together with continued breastfeeding up to two years and beyond



#### Micronutrient – Iodine deficiency awareness session

An awareness session on iodine deficiency was conducted for the community women. As part of the workshop, demonstration on how salt can be tested for iodine content at household level was done.

Though micronutrients are required in very small amounts, the consequences of their absence are severe. Iodine, vitamin A and iron are the most important in global public health terms, their lack represents a major threat to the health and development of populations the world over, particularly women and children.



### Eye Camp

Lakshyam, as part of its healthcare drive, organized an eye check-up camp at Delhi in collaboration with SantParmanand Hospital.

In this drive, patients suffering from eye problems were examined. Apart from examination, free medicines were also distributed and free cataract operations were conducted on 9 people to restore their eyesight.



Our initiatives every year are organised with a twofold objective to garner support and raise funds for our existing programs and launch the new ones.

This year the initiative Fashion for a Cause witnessed support from various celebrities of Bollywood and eminent fashion designers like Satya Paul.

Another initiative, Delhi Primes: Women in Power, a coffee table book, witnessed coming together of many eminent women in Delhi to support Lakshyam.

We endeavour to seek support through innovative initiatives in the coming years, as well.

### Fashion for a Cause



Fashion For A Cause held on 3rd March 2012 was a annual fund raising event of LAKSHYAM. Event was a blend of fashion, glamour, Bollywood, designers & special kids from Lakshyam Centre. The Delhi Socialites walked the ramp followed by designer show & finale by various Bollywood celebrities along with Lakshyam



Celebrities walking the ramp with kids of lakshyam Centre



TusharKapur with LakshyamTeam ...

### Delhi Primes: Women in Power

**Yet another fundraising initiative - DELHI PRIMES - women in power, a coffee table book was launched.**

This book was a compilation of 35 powerful women of Delhi followed by foreword by Ms Sheila Dikshit, messages from Dr.Farooq Abdullah, Ms.Sharmila Tagore and Dr Kiran Bedi



Unveiling of Delhi Prime: Women in Power, a coffee table book by Ms MeenskshiLekhi



Ms Shehnaz Hussain and Dr. Shyama Chona featured in book, receiving their copy



SUPPORT US



## SUPPORT US

We request you come forward and support us in our endeavours. You can choose to support us by adopting any of the following options, listed below:

**Payroll contribution:**

Donate a part of your salary/ earnings for the cause

**Leverage grant/ Project sponsorships:**

Sponsor a project

**Kind donations/ charity/ philanthropy:**

Donate materials like food, clothes, books, computers for various projects

**Contribute/ Donate to the corpus:**

Make donations to the corpus

**Consumer's participation:**

Appeal to the consumers through company's website

Appeal through mailers

**Cause related marketing:**

A part of profit per product can be donated for a cause

Schemes could be: Temporary-15 days

Long term- 1 year or project oriented

**Volunteers:**

Share your time, skills, knowledge with NGOs for capacity building

Be a part of committed team of volunteers called "HELP LAKSHYAM TEAM"

**Sponsorship for fundraising events:**

Sponsor or help to generate sponsorships for fundraising events during the year.

## SPECIAL THANKS

We thank all our donors, partners, working teams and employees. We extend our special thanks & highly value the support extended by the following organisations:

