

Annual Report
2013-2014



LAKSHYAM

Hands to Hearts

Foreword

Ten years in the social sector and rearing to go for the next ten, we bring to you Lakshyam's Annual Report for the year 2013-2014.



Poonam Anand, Chairperson

Lakshyam started its journey in 2004, when a group of solution-driven individuals decided to bring about a change in the economically deprived communities across India.

With that determination, Lakshyam's work has been based on the righteous philosophy of Mother Teresa, "We think sometimes that poverty is only being homeless, hungry and naked. The poverty of being unwanted, unloved

and uncared for is the greatest poverty. We must start at our homes to remedy this poverty."

Over the years, Lakshyam has striven to improve quality of life and widen its impact-sphere, in order to undertake more of beneficiaries whose lives can be fruitfully evolved with support and encouragement. With the inauguration of three more Toy Libraries in Himachal Pradesh, Uttarakhand and Jharkhand, Lakshyam's roots are now deeper into the society, and steadily strengthening as well.



From health camps to distribution drives, educational sessions to skill building workshops, Lakshyam has been expanding its reach to uplift, empower and improve quality of life, especially of at-risk children and women.

Raashi Aanand, Founder and CEO

It is not only Lakshyam's team but also the partners, donors and volunteers who have immensely contributed in enhancing the impact perimeters for Lakshyam beneficiaries.

Thank you for joining us in our journey of social work, with constant support and service.

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Established in 2004, Lakshyam is a social enterprise that uplifts children and women of at-risk communities through education & employment. Currently functional in 11 states of India with 13 centers, Lakshyam's 'Butterfly: Child Welfare & Education' program offers holistic education to children, 'Lakshyam Toy Library' is a need-based approach and 'Rooh: Awakening Women's Soul' is designed to empower women via awareness, initiation and action.

To elevate and elongate the life quality of the compromised communities in India, Lakshyam has been engaged in a number of social welfare activities like child welfare, health, education and women empowerment that are designed to set up a sustainable support system for the not-so-privileged. Lakshyam has rigorously aimed at implementing effective and innovative solutions to improve the living conditions of the suppressed and deprived communities, whose basic human rights have been denied.



Over the years, Lakshyam has expanded and strengthened its inventive programs and initiatives to bring about a practical turnaround in the present social scenario where the mental, physical and financial well-being of innumerable citizens cease to exist. Keeping that in mind, Lakshyam organizes and executes around-the-year camps, workshops and educational & skill-based initiatives that are designed to cater to the beneficiaries.

During the course of Lakshyam's journey, several sought-after celebrities like Salman Khan, Priyanka Chopra, Ranbir Kapoor among others have supported Lakshyam and its causes. Corporates like Bajaj Capital, Safexpress, eBay India, Hang Out, WhoMi etc. have lend a helping hand with their services. Lakshyam has also been appreciated by Ms. Sheila Dikshit (Former Chief Minister of Delhi), Dr. Farooq Abdullah (Former Chief Minister of Jammu & Kashmir), Dr. Kiran Bedi (Retired IPS Officer and a social activist), and Ms. Sharmila Tagore (Veteran film actress and a National Award recipient).

Lakshyam's purpose of existence has been to advance the lives of distressed communities, and to offer a positive direction and a healthier approach towards life.

Lakshyam continues to vow a credible, honest, transparent and accountable organization that devotes itself towards a viable and privileged future for those in dire need.

Our Credo

Vision

Lakshyam envisions working for economical, political and socially marginalized communities for their holistic advancement, and implementing specific, customized, cost effective, scalable and replicable models for community development.

Mission

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

Values

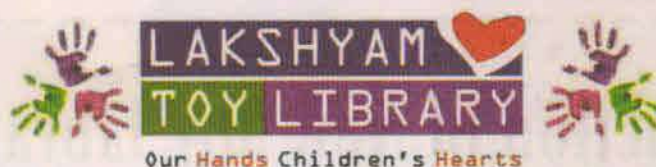
Lakshyam resolutely believes in efficient & effective productivity at all times. It is of paramount importance to innovate and integrate initiatives to champion beneficiaries while keeping in mind donor satisfaction. Lakshyam endeavors to elevate quality of life while safeguarding the integrity of the social enterprise.

Legal Status

Lakshyam is an NGO registered as trust under the Indian Trust Act 1882 vide registration No. 393 dated 3rd Feb 2012 with amalgamation of Lakshya, a society; registered under Societies Registration Act 1860 vide registration number 440 dated 23rd march 2005.

Donations/voluntary contributions are exempted under section 80 (G) 50 (vi) 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



Since the inception of Lakshyam Toy Library, the focus of the program has been entirely on bringing back the essence of childhood in the lives innumerable children from financially compromised backgrounds living all over the country. The existence of toys like miniature cars, bikes, board games and soft toys is oblivious to most of them so to introduce this integral experience of childhood days, Lakshyam decided to reduce the so-called difference between the privileged children and the not-so-privileged ones by connecting the two in the best possible manner.



The program involves the placement of Toy Boxes in several private schools where each student donates at least one toy or book for the cause. With an overwhelming response over the years, Lakshyam has collected more than 2,50,000 toys and books. Initially, some of these were distributed among street children, rag pickers and other impoverished children, and are now delivered at 13 Lakshyam Toy Library centers across 11 states of India. Lakshyam also supports and assists other NGOs to set up and run similar centers at their respective premises, and take the initiative forward.

Playing is an activity that is extremely vital for every child, for character building and to hone their personalities. Therefore, under this program, Lakshyam is committed towards providing entertaining/educational toys and books along with a safe, child-centric play setting at Lakshyam's centers for the tiny tots to feel safe, cherished and loved.



State	NGO	Beneficiaries
Delhi	Lakshyam	210
Tamil Nadu	LAW	431
Karnataka	Vikasna	121
Chhattisgarh	Asha	150
Jharkhand	Asha & Lakshyam	300
Himachal Pradesh	Naddi Ghatni School	78
Uttarakhand	St. Stephens' School	220
Madhya Pradesh	2 Lakshyam Centers (Ujjain & Bhopal)	100
Jammu & Kashmir	Bal Ashram	75
Rajasthan	MaitriMannthan	150
Gujarat	Gram Vikas Trust	82
Across the country	Drivers of Safexpress	2000
Total		3917

Introduction of New Toy Libraries



Lakshyam opened up two new Toy Libraries in Himachal Pradesh and Uttarakhand. The school in Himachal Pradesh is an extremely modest government school in a considerable sized area called Naddi Village where the children have to walk 3 kms. on a path that does not even have proper roads to get to the school. St. Stephen's School in Nainital, Uttarakhand is also now a part of the

program, where a play area has been set up for the children at the respective school.



A Toy Library has been established in Mahilong Village of Jharkhand as well. Loads of toys and books including several pictorial books and educational toys are now being read and played by these children respectively.



Support from Schools

G. D. Goenka School
 Delhi Public School
 Bhatnagar International School
 Indian Public School
 Laxman Public School
 Mother's International School
 Golden Bells Public School
 The Heritage School
 Tyagi Public School

Computer Classes by IIT



Under IIT Delhi's NSS Wing, volunteer students from one of the most reputed and distinguished engineering institutes began taking computer classes for the children, many of the systems, donated by the Indian Institute of Technology itself.

Summer Camp

Lakshyam initiated a Summer Camp with extensive workshops and programs for the children to have fun-filled and educational summer months.

Himanshu Art Institute collaborated with Lakshyam School to teach the adolescents the art of making paper quilling, creative jewelry with the utilization of newspapers. Handmade lamps were also one of the products that were made and excitedly decorated by the beneficiaries. **Kala Sanskriti** visited the School to engage the children in some out-of-the-box activities like making flowers from paper and utensils from clay. Clay modeling was also taught and each child made a design that inspired them individually.

Black Belt World carried out a martial arts' class with the students. Specialization in Taekwondo was taught and talks on safety and self protection were discussed as well. **Delhi Maths Club** took extensive math lessons for the students to hone their knowledge on the subject and make it a more understandable and interesting subject than it usually seems to young children.

Pidilite took a three day workshop that was conducted especially for the teenage girls of Lakshyam. The girls of age 15 and above actively participated in learning the art of t-shirt painting, printing fabrics, potli making and cushion making. During the summer holidays, the children attended storytelling workshops by **Mowgli Gurukul**. Captivating and enlightening stories of Lord Krishna and Lord Ganesha were animatedly shared to further their insight into India's folklore.



Award Ceremony in Ranchi



An awards ceremony took place in Jharkhand to celebrate the performance of the children at the Lakshyam Centre in Ranchi. 10 SC/ST students who scored above 90% in their board exams (10th and 12th) were rewarded with a cash prize followed by certificates and awards.

Oxford Bookstore

An Arts & Crafts & Storytelling workshop was organized for 30 children of Lakshyam by Oxford Bookstore. Stories about Cinderella to Peter Pan to Snow White were animatedly shared with the children who were overjoyed to be a part of the classic, fictional stories. It was one of the many steps towards enriching the joys of childhood for the children.



Republic Day Celebrations



To celebrate Republic Day, Lakshyam organized a patriotic event for the children of Lakshyam who performed on patriotic songs and hoisted the Indian flag in the school premises with much pride.

Human Rights Workshop

With the support of GATGA & Indian Institute of Human Rights, a workshop on Child Rights & Human Rights was conducted for the children were taught about independence, rights and duties of a dutiful citizen. The informative session inspired the children to be more aware and responsible towards their country.



Independence Day

On the occasion of Independence Day, Lakshyam organized a patriotic event at the School. The function began with flag hoisting and patriotic & inspirational songs that reflected on unity and brotherhood.



Clove Dental Camp

A dental camp was organized by Clove Dental for the children at the Lakshyam School in Delhi. More than 300 children were present and were extended a thorough check-up. The camp was followed by a workshop on dental hygiene for the residents of the Basti.



Annual Fest at Kamala Nehru College



The children of Lakshyam received a thunderous applause at Kamala Nehru College's annual Diwali Fest for their outstanding dance performances. Lakshyam's stall was also put up and the children enjoyed interacting with the college students in attendance.

RTI Support

To celebrate the much-awaited occasion of Children's Day, the children of Lakshyam enjoyed a fun-filled Picnic Day at the Children's Park near India Gate and National Museum in Connaught Place. The Children's Day Out was filled with games, sight-seeing, and some delicious meals, with the support of Delhi West Round Table (DWRT50).

The last day of the two-day event saw the children give a powerful performance and a speech on Jawaharlal Nehru, on the celebratory occasion. Lakshyam's cultural program was supported by RTI and they also distributed new school bags, a blackboard and library shelf.



Julia Gabriel Visit



The younger kids visited the Julia Gabriel School to attend a gala Christmas party where Christmas carols and jingles were sung along with the children of Julia Gabriel. Some exciting gifts were also distributed to celebrate the occasion.

Donated Computers by DSM

The reputed corporate organization, DSM: Bright Science. Brighter Living, donated eight laptops and computers for the various centres of Lakshyam. The computer systems have immensely helped the children learn the much-needed computer skills and more students have been able to practice on the systems simultaneously.



Leadearthship Workshop

Leadearthship visited Lakshyam's School to carry out an insightful workshop and a learning interaction amongst the trainers and the children. The trainers talked about environmental issues and raised awareness regarding the alarming issues surrounding it.



Storytelling at Oxford Bookstore

Oxford Bookstore in Connaught Place, in association with the High Commission of Canada, organized a storytelling session for the children that featured a truly gifted storyteller. All in all, the excited children of Lakshyam had a fun time and learnt about some lesser known things like Igloos and Northern Lights.



Christmas Celebrations

Christmas was celebrated with pomp and show at HangOut in the Saket and Gurgaon outlets. Few days prior to the occasion, a Christmas tree was set up at each venue where ornaments made by the children of Lakshyam were put up on the tree once a guest bought them. The proceeds were donated to Lakshyam. The children visited both the outlets on 24th and 25th of December, and had a gala time playing games, meeting Santa Claus, singing Christmas carols and having a lip smacking meal.



The owner of HangOut, Ms. Shalini Vij also graciously sent goodies to the school of Lakshyam the following day. The delivery was made by none other than Santa Claus himself who gifted each child a gift wrapped Christmas present.

Street Play at DCAC

'Nukkad Natak' has always been a powerful medium in expressing human emotions and is known for putting forward social causes in an impactful manner. The children of Lakshyam performed a Street Play at Spektrum '14, the Cultural Fest of Delhi College of Arts and Commerce. The performance was received with much love, support and rave reviews by the college students and the attendees.





To think of living with almost no control and freedom over one's own life is quite suffocating and constantly hinders one's personal growth. This might come across as an exaggerated and frivolous thinking to many, but such is the story of innumerable women across the globe. When it comes to their basic education, health, security or even living conditions, women have been suppressed and their dreams and aspirations squashed.

Lakshyam's project, Rooh, was designed and initiated to focus on creating an environment conducive for women from the not-so-privileged communities, in order to provide necessary opportunities for skill building and empowerment.

Since the inception of Rooh, the focus of the program has been to create awareness in the society on issues affecting the lives of women, like the education on health & hygiene and recognition of basic civic sense. Lakshyam strives to provide training to community women in child care; facilitate them in opening neighbourhood crèches to have a better understanding of infant care. Integrated focus on teaching the art of sewing, cutting, stitching and embroidery to women, thus creating opportunities for income enhancement has also been one of the focus areas. The program works for empowering women of all age groups, by providing basic resources and strengthening their skills to help them maintain a healthy lifestyle, and regain stability and positivity.

State	Area	No. of Beneficiaries
Delhi	Vasant Kunj	160
Jharkhand	Nagri Village	200
Jharkhand	Mahilong Village	80
Total		440



Lakshyam has two centres in Jharkhand:
 Nagri Village: More than 120 women receive training in stitching and sewing.
 Mahilong Village: More than 80 odd women receive training in jewelry and stitching.

Training for Teachers



The teachers of Lakshyam are now pursuing a one year certified course in Early Childhood Care & Education (ECCE). The Nursery Teacher Training (NTT) sessions, supported by Lakshyam, have also been helping them in enhancing their knowledge spectrum in the profession of teaching. They have attended a Jodo Gyan training workshop as well where Mental Math classes were organized.

Craft Training at Oxford Bookstore

The teachers at Lakshyam have extensively carried out quite a number of training sessions. With their expert skills in paper quilling and making pen stands from bangles etc, Oxford Bookstore invited them to carry out training sessions for teenagers. The interactive workshop helped the children make productive pieces of art.



eBay Platform



Lakshyam initiated a tie-up with ebay, one of the largest online shopping destinations all over the world. Under Lakshyam's program 'Rooh: Awakening Women's Soul', the expansive list of handmade products made by disadvantaged women and young adults are featured on the portal that can be instantly purchased.

Juvalia n U Workshop

Juvalia n U, an acclaimed brand in the field of designer and professional jewelry making, extended their contribution towards the beneficiaries of Lakshyam. The exclusive brand organized a workshop for 18 years and older girls and women who extensively learnt detail work while making handcrafted jewelry.



Blingg Bazaar Event



In association with Lakshyam, Blingg Bazaar at The Lalit in Connaught Place organized a prestigious event to showcase exquisite designer wear and accessories across India. A stall dedicated to Lakshyam included the product line of Lakshyam that was appreciated and supported by various eminent personalities at the event.

Stalls at Diwali Celebrations

Lakshyam products were displayed at the very famous Bora Bora restaurant in Saket, Delhi. To celebrate the festivities of Diwali, Lakshyam's stall was put up at the premises and the handcrafted products were showcased and received with much appreciation. To celebrate the auspicious occasion of Diwali, the products were showcased at the Diwali Mela of Golden Bells Public School as well.



International Chapter in Scotland



Lakshyam initiated an international chapter in Scotland. In association with the Old Aberdeen Gift Store in Aberdeen, Scotland, Lakshyam's products are now displayed at the outlet. The Store houses some exceptionally creative and out-of-the-box products, and extended an encouraging platform to display all of Lakshyam's handcrafted products as well. The Store offers exposure across the international waters and provides a global platform for the women working under the Program.

MSIL Bazaar

Maruti's Monthly Bazaar invited Lakshyam to showcase its handmade products at the encouraging platform that supports NGOs. The Gurgaon outlet has regular stall setups for the employees who may purchase the products to support Lakshyam and learn more about its initiatives.



New Centre in Jharkhand



Lakshyam opened a new centre in Ranchi, Jharkhand. The progressive self help group empowers women by honing their skills for a self reliant future.

Papad Training

Lakshyam organized a need and skill-based Papadam (commonly known as Papad) Training Program at Bariatu Housing Colony, Ranchi, Jharkhand. The initiative was designed especially for women whose families (husband and children) are HIV positive. The trainers of Lakshyam took the workshop and imparted needful knowledge and training regarding Papads. Post the workshop, the women are now able to prepare, package and sell these papads, at grocery stores in the local areas and earn a living for their families.



Stall at Jamia Millia Islamia

Jamia recently came forward to encourage the women making handcrafted products at Lakshyam. To provide a platform to showcase their skills and earn for themselves, the products were showcased at Jamia's Fest '14, Aalen Jamia. The product line was received with an amazing response from the young crowd.



Lakshyam's Initiatives

Restructured School of Lakshyam



With the support and encouragement of Portacabin and Mr. Aman Wadhawan, the Remedial Education Centre of Lakshyam was given a much-needed makeover. The structure of the School was strengthened and expanded for a more comfortable space for the increasing number of beneficiaries.



Clothes Distribution Drive



Lakshyam took to the streets to distribute warm clothes in South Delhi to extend support to the disadvantaged living under the flyovers of R.K. Puram, Vasant Kunj and Saket, and fighting against the chill of the winter season. Beggars, vendors and innumerable children on the roads were given a variety of warm clothes, blankets, toys and shoes that were collected in a month's time, with the help of volunteers and supporters.

Book Ur Dream Store

Having Lakshyam's own product line and realizing the dearth of low budget and mass oriented platforms where NGO products can be showcased, Lakshyam became the NGO partner of its new chapter, Book Ur Dream Store. The social networking Café cum Store is located at the picturesque, lake facing view of Hauz Khas Village in Delhi. Products of creative professionals and NGOs are displayed at the Store and have received rave reviews in a short span of time. The networking hub also houses group meetings, workshops and sessions that help in socializing as well. Along with free Wi-Fi, tea and coffee on the house, the Store is a one-stop shop for those with a creative hunger to satiate.



Support of Miss Sri Lanka



On the occasion of Women's Day, Miss Sri Lanka Poojani Wakrigala visited Lakshyam's centre & spoke about her journey from being a nurse to Miss Sri Lanka to Miss Earth. She spent quality time interacting with the children, and motivated them to dream big and work hard to realize those dreams.

Miss Sri Lanka also endorsed Lakshyam's handcrafted jewellery made by the women & adolescents, and appreciated the creativity put into the handmade pieces.

Anti-Drug Initiative

25 young adults were taken from Karbala Chowk in Ranchi, Jharkhand to a nearby hospital due to their critical condition caused by a drug overdose. Lakshyam team arranged for doctors and specialists in the field for counselling sessions who visited the Basti where the patients were based. Awareness workshops were conducted to support and assist the group.



Navratan Awards



The Founder of Lakshyam, Ms. Raashi Aanand received the prestigious '**Nari Shashtikaran Award**' for the Youngest Social Worker in 2013 by the Navratan Foundation.

Franchise Award

Ms. Raashi Aanand, the CEO of Lakshyam, was awarded the 'Social Entrepreneur of the Year' by Entrepreneur India Summit 2013. This event is one of the biggest entrepreneur conventions of the world. The Summit was hosted by Franchise India Holdings Limited, Asia's largest integrated franchise solution company, in association with Indian Franchise Association (IFA).



*Lakshyam's
Accolades*

Gates ETH Awards



Chairperson of Lakshyam, Ms. Poonam Anand, was awarded the 'Capt Vijyant Thapar Bravery Award' by the Gates ETH Foundation for outstanding contribution in the development of community and environment.

UTV Bindass Campaign

UTV Bindaas campaign, 'B for Change' awards were held to recognize and celebrate the hard work and dedication of four young leaders across India who brought about a change in the society for good. One of the four winners was Ms. Raashi Aanand, the Founder of Lakshyam who was felicitated by the Bindaas brand to acknowledge her work for the disadvantaged.

A short film featuring her work and Lakshyam Toy Library was shared with viewers to introduce these agents of social change. The very talented youth icon Abhay Deol felicitated the awards and learnt more about the work done by the social development trendsetters.



Lakshyam's Fundraising Initiative

Fashion for a Cause

One of Lakshyam's fundraising initiatives, Fashion for a Cause was organized and successfully initiated where top notch designers of India like Rohit Bal, Ashima-Leena, Varun Bahl, Ranna Gill, Satya Paul, Gauri-Nainika, came together under one roof to support Lakshyam. Fashion for a Cause

blended fashion along with Lakshyam's cause for uplifting the lives of not-so-privileged children, and garnered much appreciation and support. Socialites like Sonal Mansingh, Saba Ali Khan, Nalini Singh, Shobhana Narayan and several other prominent socialites of Delhi wore some of the best collections of the respective designers present at the event and proudly walked the ramp with the children.



Partners












Support Us

Payroll Contribution:

Donate a part of your salary/earnings for the cause

Leverage Grant/Project Sponsorships:

Sponsor a Child, Skill Building Workshop, a Lakshyam Center, Lakshyam Toy Library

Kind Donations/Charity/Philanthropy:

Donate materials like food, clothes, toys, books, newspapers, waste paper, computers for Lakshyam projects

Contribute/Donate to the Corpus:

Make donations to Lakshyam

Consumer's Participation:

Place bulk orders to purchase handmade products

Recommend Lakshyam for products, exhibitions and stalls

Volunteer at Lakshyam:

Teach children Hindi/English/Computers

Teach Arts & Crafts or Dramatics to the children

Take workshops or vocational training on topics related to women empowerment, child welfare or other relevant topics/skills you'd like to share

Sponsorship for Fundraising Events:

Help generate sponsorships to support Lakshyam's fundraising initiatives - Fashion for a Cause and Delhi Primes.

Founders

Ms. Poonam Anand *Chairperson and Founder*

She has been awarded the 'Jharkhand Ratan Protsahan Award' and 'Gandhi Samman Award' among others.



Ms. Rashi Anand *Founder*

She has been awarded the 'Social Entrepreneur of the Year' by Entrepreneur India Summit 2013, and has been featured in a story by BBC on her social work.

Advisory Board

Mr. Lalit Bhasin

Founder of Bhasin & Co, a reputed law firm



Mr. M. S. Bitta

Chairman of the All India Anti-Terrorist Front

Mr. Sandeep Jajodia

Chairman and Managing Director of the Monnet Group



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Mr. Rahul Madaan

Director (Marketing) of Opulence Realty, a real estate company and Head of Marketing Division of a Japanese company

Mr. Rajeev Gupta

Director of Golden Bells Playschool & De Indian Public Senior Secondary School



Mr. Amit Bansal

Operations Manager (Assets) of Africa for Ensco PLC

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