





# MESSAGE FROM OUR FOUNDERS



"Thousands of candles can be lighted from a single candle, and the life of the candle will not be shortened. Happiness never decreases by being shared." – Buddha

At the outset let me extend a profound gratitude for joining hands with us and playing your part in creating an uplifting and sustainable society where everyone has his place. The adequate provision of a holistic education to underprivileged children as well as the overall empowerment of communities and women has been possible thanks to this joint endeavour. In this way we are proud to present you the multiple steps forward which have been realised throughout the year in order to cater to the needs of the disfavoured.

Our yearly progress and development are the result of a set of initiatives which have been taken in collaboration with various corporates, organizations and private individuals through our programs. The programs revolve around the organisation of meticulously-prepared events but also incorporate activities ranging from camps to tours, educational development to skill enhancing workshops. For this, Lakshyam is consistently expanding its radius of action to give assistance to a larger number of communities and sustain the lives of the families in need. Our dedication and your active support have helped us to reach 30,000+ lives across 17 states this year. While many of us dream to make the world a better place, Lakshyam puts its ideas into effective actions and stands as an actor of change.

On behalf of the entire Lakshyam team, an immense thank you to every member who has been on board with us and contributed in any way possible. We had a tremendous opportunity to work with a growing number of young students and volunteers who shared their passions and learned from our experience. On the path to a better society, your great efforts over the year and continuous motivation have again transformed the life of many individuals while keeping us going with the same level of enthusiasm every day.

Our endeavours, more than ever, to brighten the future of the children, women and communities we touch while equipping them with life-building skills.



**Mrs. Poonam Anand**  
Chairperson



**Ms. Raashi Anand**  
Founder





# ABOUT LAKSHYAM



Throughout the years, the strong willingness to work towards the betterment of the society has become Lakshyam's leitmotiv. Founded in 2012, Lakshyam has taken crucial initiatives to transform the lives of the underprivileged and focuses its actions on child education, holistic child development and women empowerment. Spread across 46 centres in India and impacting 17 states, Lakshyam actively operates on a national scale and its projects extensively address the humanitarian condition of communities in need. Lakshyam is trying to make the exhausting lifestyle of India's street children and families easier to bear while giving them an opportunity to have a brighter future. By schooling the children and training the elder on specific jobs towards employment possibilities via our remedial centres, many of them don't have to pursue their hard routine of begging or rag picking. For this, Lakshyam is vigorously involved in diverse activities which range from camps, workshops to comprehensive learning classes and creative activities that are specially designed to cater to the needs of the disfavoured individuals.

Lakshyam's array of initiatives revolves around varied programs with their own field of action:

- **Butterfly:** Child Welfare and Education. In order to give the street kids a chance to have a place in society and make better use of all their potential, Lakshyam fosters the children's inherited skills by providing a basic yet holistic educational development while bridging the gap between them and their future schools.
- **Toy Library:** Toys are more than just fun and games for kids. Most toys provide at least some opportunity for children to learn. In this way Lakshyam's Toy provision program enhances the child's senses, spark their imaginations and encourage them to interact with others.
- **Rooh:** Awakening Women's Soul which is focusing on the liberation and empowerment of women. Through education, spread of awareness and skill training, Lakshyam offers proactive initiatives to give women a self-employment capacity and financial independency.

Lakshyam has received remarkable support from well known personalities like Salman Khan, Priyanka Chopra, Ranbir Kapoor, Anupam Kher, Boman Irani, Rajeev Khandelwal, Rohit Roy, VaunBahl, Ritu Kumar, Varun Bahl and corporate firms like United Health Group, Safeexpress, RamjethMalani Foundation, XL Catlin, Shell India have always extended their helping hands through their valuable services. Lakshyam has received kind appreciation from former Chief Minister of Delhi, Mrs. Sheila Dixit, former Chief Minister of Jammu and Kashmir, Dr. Farook Abdullah, former President of India Mr. Pranab Mukherjee, Honorable Prime Minister of India Shri. Narendra Modi, retired IPS officer Dr. Kiran Bedi and a Veteran film actress and a National Award winner, Ms. Sharmila Tagore respectively for its efforts in joining hands to build a better society.





# OUR CREDO



## VISION

To work for economical, political and socially marginalised communities for their holistic advancement and implementing specific, customized, cost effective, scalable and replicable models for community development.

## MISSION

To help and empower the less advantaged children and women by putting at least 500 street children, dropouts to formal schooling system by 2020 and to increase the income by Rs 5000 of at least 200 under our women empowerment program.

## LEGAL STATUS

- LAKSHYAM is registered as trust under the Indian Trust Act 1882 vide registration No. 393 dated 3rd Feb 2012 with amalgamation of Lakshyam, a society registered under Societies Registration Act 1860 vide registration number 440 dated 23rd March 2004.
- Donations/ voluntary contributions are exempted under section 80 (G) 50 (v) of the Income Tax Act 1961 as per permission granted by the Director of Income Tax (exemptions) and 12A, New Delhi vide letter No. DEL-LE24407-11012013.
- The society's PAN No. is AAATL9638D.
- We are also registered under FCRA 231661694, to receive foreign funds.







'BUTTERFLY – CHILD WELFARE AND EDUCATION' program was established symbolizing freedom having wings of a butterfly. It caters to the broke children who require specialised assistance in order to broaden their horizons of opportunities and lead a sustainable life ahead for themselves and for the society they live in. The only shortcut as well as long cut to this is giving holistic education training to all children to make their future bright.

The aim of Butterfly program has been to provide holistic education to each and every child of the community. With this intention, almost 620 children at Lakshyam's Remedial Education Centre in Vasant Kunj New Delhi, Ghaziabad Uttar Pradesh, Jharkhand and Madhya Pradesh are imparted knowledge and skills consisting of a blend of theoretical and practical knowledge. Apart from this special attention is given to lessons on personality development and personal grooming. This includes some of the vital components like cleanliness, hygiene, discipline and positive life habits to help the young minds live a healthy lifestyle.

Lakshyam's first step is to mobilize the dropouts, beggars, rag pickers and street children to come to the center and provide them the right counseling , after which specific education programs is designed which is competency based to bridge the gap of education with the children. The main aim of the bridge education is to give the child the foundation for better understanding of School Curriculum and also to provide information and knowledge that is relevant to the children's social situation. The ultimate objective is to prepare the children to enter and complete the mainstream education as well as to prevent the child from exploitation and child labor and wandering around the streets aimlessly. A proper step is followed for making and collection of documents required for the enrollment in schools. Admissions are done in the school and the concept of 'joyful learning' and 'play-way method of learning' is promoted and implemented by Lakshyam which goes a long way in attracting the children to do the schooling.

Our last step is to provide remedial education where the children are taught in afternoon session after they come back from school to help them cope with their new school curriculum, and to be with them till they have successfully completed their education of 5th standard.

Apart from this, there are various events and workshops that are organized for the community kids like drawing competition, adventure trips, food distribution drives, and stationary distribution drives

STATE	AREA	BENEFICIARIES
UTTAR PRADESH	GHAZIABAD	100
DELHI	VASANT KUNJ	120 (Completed)
DELHI	VASANT KUNJ	70
DELHI	ANAND PARBAT	90
JHARKHAND	RANCHI	160
MADHYA PRADESH	UJJAIN	80
TOTAL - 620		





## KIDS WERE INVITED TO MR. RAM JETHMALANI'S HOUSE



Mr. Ram Jethmalani former politician and lawyer invited Lakshyam's kids to his house for an exchange of love and affection with fun activities.

## EASTER CELEBRATION IN OUR LAKSHYAM SCHOOL

Ms. Vesna Jacob, one of the most famous holistic fitness experts in India, visited our kids along with her team on the occasion of Easter period. The children were very happy to interact and listen to Ms Vesna's explanations on the healthy and important aspect of fitness. She organised an awesome party for the kids and shared her experience as a fitness pro and lifestyle coach.



## ART WORKSHOP BY TRIVENI KALA SANGAM



The Triveni Kala Sangam teamed up with Lakshyam by organizing art workshops in which they inspired and guided the children to explore new art forms. This event helped to bring out the creativity of the kids and to develop their artistic awareness.





## CELEBRATION GARDENS HOTEL INVITED KIDS FOR A FUN DANCE SESSION

Celebration Gardens Hotel invited our kids to tap and groove along on their favourite beats. Being part of such a group activity enhanced the children's teamwork and made them learn patience, listening and coordination.



## BOOKASMILE SCREENED MOVIE ALLADIN SPECIALLY FOR KIDS

Thanks to BookASmile, children were taken out on a theatre excursion where they were shown the most famous child amusing fantasy "Alladin".



## BARCLAYS - INDEPENDENCE DAY CELEBRATION WITH OUR LAKSHYAM KIDS



On 13th August 2018, Barclays in Noida invited our kids to join them for the 72nd Indian Independence celebration where children rejoiced in the patriotism of their country.





## AGA KHAN TRUST FOR CULTURE ORGANIZED A HERITAGE WALK FOR ENLIGHTENING THE KIDS ABOUT INDIAN HISTORY

Heritage walk to the Mughal Emperor Humayun's 16th century garden tomb, holding one of the holiest shrines of the subcontinent. Enlightening of our Indian history was given to the kids by the Aga Khan Trust for Culture.



## ARDOR.1 LAUNCHED ITS SPECIAL KIDS THALI WHERE LAKSHYAM KIDS WERE INVITED TO BE THE PART OF THE INAUGURATION



As a tribute to the Army Veterans this Independence Day, the Ardor 2.1 bar and lounge team launched its 56-inch thali with delish food in Delhi. Our kids have been invited to participate to this memorable event in Connaught Place.

## A SMALL PICNIC WAS ORGANIZED BY LAKSHYAM TO LOTUS TEMPLE FOR KIDS

Lakshyam organized a sightseeing tour to the wonderful Lotus Temple for our kids. All the kids were amazed by the beauty of this worship house and gained serious cultural knowledge as it was their first time.





## "CHUSKIT" - SHORT MOVIE SCREENING AT DIRECTORS CUT, SAKET



On the occasion of the release of the movie CHUSKIT, Lakshyam kids were invited to the PVR cinema in Saket. Chasing her dream of going to school in her remote Himalayan village, the story of a feisty paraplegic girl shed a light on the importance of acceptance and support that our society needs to provide the differently abled and guidance in growing up to become talented individuals. Mr. Sonu Nigam was the guest of honour and kids got the chance to meet him as well.

## ITS BRING YOUR HUNGER FOOD FESTIVAL

Lakshyam children were invited for the special fun event by The bring your own hunger fest". The event was held at Ansal Plaza, Khel Gaon, and had great food, live music, beer, DJs, game zone, and. Lakshyam was the philanthropy partner of the event. In this three-day celebration, many famous artists have performed live that include Jassie Gill, Babbal Rai, Bismil Band, Zikkar band, Madaari band, Sukh-E Muzical Doctorz and more. These kinds of events are usually a dream for underprivileged children, but BYOH has made it a reality for kids by inviting them to this event.



## REPUBLIC DAY CELEBRATION

Lakshyam celebrated the day with flag hoisting and the whole centre was decorated with flags and kids danced on the patriotic songs. It was good to see kids participating and enjoying the day with so much of patriotism in their heart. The event was followed by distributing gifts and lunch.





## LIONS CLUB ORGANIZED DRAWING COMPETITION FOR KIDS



The Lions Club organised a drawing competition among the children from the Lakshyam kids. It is always a great way of triggering the kid's creativity and meticulousness while giving them happiness by performing their drawings.



## CELEBRATION OF INTERNATIONAL YOGA DAY AT OUR RANCHI CENTER

On the occasion of the National Yoga Day, held on June 21st, 2018, Lakshyam organised a mediation and relaxation session for the children in the Ranchi Centre. Based on the theme "Yoga for peace", the aim of the day was to raise awareness among people worldwide about many benefits of practicing yoga in their life on regular basis.



## DRAWING AND FANCY DRESS COMPETITION HELD AT OUR RANCHI CENTRE



A fun filled day at our Ranchi centre where kids participated in the drawing competition and also played different characters in the fancy dress competition. The eagerness to win the competition made kid's enthusiasm high and also showed a positive energy to participate in the activities.





# LOGIX MALL- NOIDA INVITED OUR KIDS TO BE A PART OF THEIR 3RD YEAR ANNIVERSARY CELEBRATION



Logix City Centre celebrated its 3<sup>rd</sup> Year Anniversary where they invited Lakshyam NGO for the Cake Cutting Ceremony. We were honored to visit the event and the children had a day full of experience and fun. We thank Mrs. Chandani Nath Israni, Director, Logix City Centre for giving us the honor.



## FUN DAY AT THE WATERPARK

By looking for a perfect relief from the Delhi heat, we brought our kids to the water park. It was the first experience for many kids who were thrilled by the amazing water slides and fun activities all around the park.



## FOOD DISTRIBUTION

In order to cater to the needs of the undernourished kids and families of the communities Lakshyam is involved in, Perna School of inspiration, Young Indian Team CII, Hi Tours as well as the Federal Bank founders, World Window Group, Ms Kritika Surana and more individuals came to distribute warm and yummy lunch, snacks and beverage to everyone throughout the year.





# CORPORATE COLLABORATION CSR INITIATIVES



## PERSONALITY DEVELOPMENT CLASSES BY GLOBAL PEACE ORG.

A visit to our children to inspire them on many facets of a child's internal development and values through a personality development workshop.



## XL CATLIN DID THEIR CSR ENGAGEMENT ANNUAL DAY ACTIVITY WITH LAKSHYAM



For the Annual Day of Giving 2018, XL Catlin a well renowned insurance company yet again donated their time and skills to our kids just like previous year. Its been delightful to see company's like XL Catlin to become a part of Lakshyam family in such a short span of time. Through wall painting activities they managed to transform the atmosphere of our Ghaziabad center into a colourful scenery which the kids immensely enjoyed. At the end the team also distributed meals and stationery gifts to the children.





## PLADIS CSR EVENT WITH OUR VASANT KUNJ KIDS



Under their CSR initiative, PLADIS team brought delicious snacks and organised fun crafting activities during the whole day. It's been great to get associated with them and also would like to thank them for investing their time and creativity to make the day a success.



## DISTRIBUTION OF BAGS AND FUN ACTIVITY SESSION BY IPSOS

IPSOS came to our centre to donate bags and stationery items to kids and also contributed their time by including fun activities for kids.



## CAREER360 COMPANY DID CLOTHES, MEDICINES, FOOD, TOYS, STATIONERY DISTRIBUTION

CAREER 360 team interacted and organized fun activities. They also distributed all kinds of gifts and food. From nourishing food like wheat and rice, to essential medicines and also clothes, footwear, toys and stationery, they covered all the needs of the kids while making them spend an amazing day.





# OPTUM CSR ENGAGEMENT ACTIVITIES WITH LAKSHYAM



It's always our pleasure whenever we get the opportunity to associate ourselves with Optum under their CSR engagement activities. Optum is an organisation that always comes forward for Lakshyam's assistance and support whenever needed. With the help of Optum Global Solution's help Lakshyam has come a long way from the time of its inception.

## FUN ACTIVITY SESSION AT GHAZIABAD CENTRE



From plantation drive, painting competition to rakhi making, the kids spent a day full of knowledge and fun with yummy refreshments all along in our Ghaziabad center.

## CHILDREN'S DAY SPECIAL AT THE OFFICE



They also organized children's day special wherein a dance show well prepared by our girls was also performed at their office.





# INVITATION TO THE ANNUAL DAY CELEBRATION IN OPTUM



The premises were decorated elegantly, and it was an occasion of feast and felicitations where the children presented wonderful dance and music performances under the eyes of the elder. Copious meals as well as gifts such as school bags have been distributed to our kids.



## KIDS WERE INVITED TO OPTUM FOR HOLI CELEBRATION

Kids were invited to Optum for Holi celebration where they participated in dance performance and it was so good to see the employees to come up voluntarily to engage in painting competition where our kids were also awarded with prizes.



## BIRTHDAY CELEBRATIONS

Many individuals like Ms. Shubhi, Tanvi, Akshay, Nivedita, Surbhi celebrated their birthdays with the kids of the Vasant Kunj and Ghaziabad Centres. They got immense happiness by sharing their joys with these kids. The kids also enjoyed and had a great time with the people. We sincerely thank everybody for spending time with the children and celebrating their special day with them.





A woman is a person who initiates a family life. She also raises a family and therefore a nation too. Without women being empowered our country cannot flourish to the fullest. Woman bears all the responsibilities of meeting the basic needs of the family and uplifting the family and that results in. Unfortunately, our society which is still a male dominating society does not consider equally important the work of a woman. They give the required resources to sustain their families. Sadly, they themselves are denied access to resources and their own rights related to education and employment opportunities in the society. Apart from the rights and resources they also denied the basic freedom to do anything for themselves.

Lakshyam's program 'Rooh-Awakening Women's Soul', meaning the spirit is one of the projects that is designed with an aim to uplift the status of the woman in the society. A woman's status can only be enhanced through strategically planned steps.

1. The first step is to provide empowerment to girl child through remedial education.
2. The second step involves giving the women the exposure to the outside world along with professional training which will help them in their day to day life like stitching, embroidery, making handicraft products, etc.
3. The third step is providing a proper platform to these ladies to showcase their talents and skills by marketing the products they make with the help of our training sessions.
4. Proper Financial literacy workshops and events are organised to train and groom the ladies. This way the program also aims at reducing the financial crisis faced by the families of the community centres by enabling the poor women to be self employed and independent.

STATE	AREA	BENEFICIARIES
DELHI	VASANT KUNJ	30
JHARKHAND	NAGRI VILLAGE	170
JHARKHAND	MAHILONG VILLAGE	90
UP	GHAZIABAD	60
TOTAL – 350		

## BEST OUT OF WASTE COMPETITION IN RANCHI



In today's highly technological world, it becomes highly important to incorporate arts & crafts into the life of young people. In order to make children and women aware of uses of waste material, and to give them a lesson on reducing waste to save our future, Lakshyam's Ranchi Centre organized a 'Best out of Waste' competition for the ladies of the centre. Mind-blowing, fantabulous ideas were demonstrated by them during this creativity race. Beyond the amazing showcase of each of their creations, prizes were distributed.



## LOOKS SALON INITIATED A HAIRCUT SESSION FOR WOMEN AS A SOCIAL CHANGE BRINGING HAPPINESS ACTIVITY



LOOKS Salon team visited our centre to provide free haircuts to our ladies. This free haircut service was provided within the premises of Lakshyam School as a part of their BRING HAPPINESS activity.



## THE BEST BRIDE SHOW HELD IN DELHI



On the occasion of the "Best Bride Show" exhibition, Lakshyam was invited to the venue to showcase its handmade products and other designer contributed clothes. A great opportunity as it is a way to bridge the gap between the women's hard work and their financial independency as Lakshyam tries to sell their fabricated products and generate income for them.

## WORKSHOP ORGANIZED BY MS. SNEHA SINGH FOR STITCHING AND SKILL DEVELOPMENT

Ms. Sneha with one of her designer friend came to offer their expertise to the women of the Vasant Kunj centre. Through a tailoring workshop they helped our centre ladies to improve their skillset and learn new techniques. The experts were very impressed by the motivation of these women and their fast learning skills.





## FINANCIAL LITERACY TRAINING BY YOUNG INDIANS- CII



Young Indians team came to our Vasant Kunj centre to expose and enlighten the women about the importance of money, how to save it and multiply it by creating self-employment and how one can become an entrepreneur.



## BRAND COLLABORATION WITH LAKSHYAM- ROOH

Major brands and labels like Varun Bahl, SBJ( Study By Janak), Shahnaz Hussain, to name a few are our constant support in promoting and expanding the handcrafted products made by the women under Rooh program. We have got constant appreciation and help from them in selling the products through their stores in different outlets from Delhi and around other states as well.





## SKILL TRAINING WORKSHOP ORGANIZED BY LAKSHYAM



Women are facing atrocities and harassment at work place and have no role in decision making due to lack of financial independence. They are treated as second class citizens especially coming from underprivileged areas. To support them, Lakshyam's skill training workshops initiatives are meant to create economic development of these women and break poverty.



## AWARNESS ON WOMEN HYGIENE BY ENACTUS SHYAM LAL COLLEGE

ENACTUS Shyam Lal college visited our centres to spread awareness about women hygiene. Thanks to their initiative, sanitary pads have been distributed among the women, giving them confidence and open up about the need for sanitary means and the important aspect of menstrual hygiene in general. Their intervention helped to build a healthy way of thinking in the mind of the women who barely have the chance to know how their own body works.



## SANITARY PAD DISTRIBUTIONS

As part of the Rooh programme, Lakshyam distributed sanitary pads in its centres of Vasant Kunj, Ghaziabad, Ranchi as well as in a government school. Through this initiative, the health issue which women face due to a lack of awareness regarding menstrual hygiene is being addressed. By creating awareness about the advantages of using sanitary pads instead of unclean clothes and the way to use them, Lakshyam positively impacts the life of many women across the communities in need.







After seeing the sight of street children playing with empty bottles, tyres & trash and other things which can be dangerous and injurious to their health, Lakshyam decided to come up with an innovative idea which focuses on bringing back the essence of childhood in lives of the not-so-privileged children. And when we talk about childhood the most thrilling and exciting part of childhood is "toys."

Keeping this in mind, Lakshyam had set up its first toy library in 2012 with an aim to provide a safe and spacious play environment for the kids who have been deprived of toys and missed a major part of their childhood memories.

Under this initiative toys are collected from various schools, individuals and NGO's across Delhi. There have been toy boxes installed in many schools. The collected toys along with book are put inside the toy boxes. These toys and books are path of growth and development of these children.

With such a remarkable response from individuals, schools and other contributors of toys and books, we managed to collect 80,000+ toys and books within a year's time. Apart from distributing toys to the street children and other needy children toys were also sent outstation to places like Shimla, Kashmir, Kerela. The main aim of doing this is to spread and see smile on the face of the little ones. So that they can enjoy the true essence of childhood as well as develop their motor skills.

Toys like cars, bikes, soft toys; dolls etc. are privileges that have never been bestowed upon several street kids who are unfamiliar with the mere concept of playing with toys and enjoying their childhood to the fullest.

To keep up the pace, a couple of Lakshyam Toy Library Centers have been opened in the rural districts of Theni, Dharamsala, Chikmanglore, Kurnool and more. We also support and assist other NGOs to set up and run similar centers at their respective premises.

**Lakshyam now has 46 toy libraries in over 17 states.**

STATE	NGO	BENEFICIARIES
DELHI	LAKSHYAM	210
GHAZIABAD (UTTAR PRADESH)	LAKSHYAM	150
TAMIL NADU	LITERATE'S WELFARE ASSOCIATION (LAW)- KADAMALAIKUNDU	125 +
KARNATAKA	VIKASANA ORGANISATION FOR EDUCATION & SOCIAL DEVELOPMENT (TARIKERE, CHIKMAGALUR)	100
JHARKHAND	ASHA AND LAKSHYAM	200







UTTARAKHAND	ST. STEPHENS' SCHOOL (NAINITAL)	220
JAMMU AND KASHMIR	BAL ASHRAM, NARI NIKETAN	75
RAJASTHAN	5 CENTRES- KHUSHIYAA	150
GUJARAT	GRAM VIKAS TRUST BHARUCH (DAHEJ)	135+
TAMIL NADU	EDUCATION, COMMUNICATION AND DEVELOPMENT TRUST (EDUCATR)	441
TAMIL NADU	VALLAR EDUCATIONAL TRUST (VILUPPURAM)	161
UTTAR PRADESH	THE GOOD HARVEST SCHOOL (LUCKNOW)	30
KARNATAKA	GUBBACHI LEARNING COMMUNITY ( BENGALURU )	106
KARNATAKA	SRI BABA KANNADA AND TAMIL HIGHER PRIMARY SCHOOL (BANGALORE)	63
MADHYA PRADESH	LAKSHYAM CENTRE - NEHRU ADARSH PUBLIC SCHOOL (BHOPAL)	85
ASSAM	MAGHUAPARA LPS AND ANGANWADI CENTRE (KAMRUP)	70
TELANGANA	CARE WARRIORS FOUNDATION (HYDERABAD)	50
DELHI	ENACTUS, SHRI RAM COLLEGE OF COMMERCE (NEW DELHI)	17
MADHYA PRADESH	3 CENTRES- (UJJAIN)	95
HIMACHAL PRADESH	GOVT. PRIMARY SCHOOL GATARI (DHARAMSALA)	78
GUJRAT	GRAM VIKAS TRUST (BARUCH)	82
TELANGANA	YOUNGISTAAN FOUNDATION (HYDERABAD)	110
MAHARASHTRA	AASRA WELFARE ASSOCIATION (AASRA ABHIYASKA)	25
KASHMIR	CEEI INDIA (14 CENTERS)	700
KERELA	UNNATI NGO (2 CENTERS)	515
<b>TOTAL</b>		<b>3993</b>







Under Lakshyam's Toy Library initiative, we have opened two more libraries in Thiruvananthapuram, Kerala and Rajasthan which aim to bring back the essence and innocence of childhood in lives of the underprivileged children. Thanks to these spacious settings, our numerous collected educational toys, games, book and dolls, are being provided to help the children in their growth and development.





# OTHER ACTIVITIES



## WATER DISTRIBUTION DONE BY DR. BLOSSOM KOCHHAR AT OUR VASANT KUNJ CENTRE

Dr. Blossom Kochhar, pioneer in aromatherapy in India, provided the Vasant Kunj community people with sufficient water for every family. The families and children were thankful to be able to refill their water stocks as they sometimes wait for many days to get a new water supply.



## WINTER GOT LITTLE TOLERABLE WITH THESE WARM CLOTHES DISTRIBUTION

Even though the winter is welcomed by the privileged wealthy people, it brings a lot of sufferings to the poor people of our country who don't have the means to afford it. To counter this and as every year before wintertime, Lakshyam Centre in Ranchi and Delhi distributed numerous warm clothes to the people of the Alaatu village, to the needy and people living on streets.

### LAKSHYAM DISTRIBUTION OF WARM CLOTHES TO ALAATU VILLAGE







## WARM CLOTHES DISTRIBUTION IN NIGHT AT STREETS OF DELHI



## CLEANLINESS DRIVE TO EDUCATE THE COMMUNITY ABOUT CLEANLINESS AND TO MAKE SURROUNDINGS CLEAN

### ENACTUS RAMJUS

A cleanliness drive was organized at Lakshyam's Anand Parbat center in association with ENACTUS Ramjas College. The drive was done in the whole community area and students of Ramjas College educated people present in that community about the importance of cleanliness and the presence of dustbins at every corner of the road. They also made them understand that they shouldn't litter around and always dump the garbage in the dustbin. The motive behind the initiative was to pass on the message that they should keep their environment neat and clean and what are the health benefits related to it.





# INTERNATIONAL COLLABORATION



## FUND RAISING INITIATIVES MMICARE – Malaysia

One of Lakshyam's biggest international fundraising initiative in year 2018 was the collaboration with Miss Malaysia Indian Global. The pageant is organised by MMICARE Association, a women volunteer organisation, established in Year 2002. The collected fund was utilized in making one of the centres in Vasant Kunj and also winners came to our centre to beautify the building after their show ended.



## FUNDRAISING - LONDON

Lakshyam's first fundraising event in London, heartiest thanks to Sophie of Ireland and family who took an initiative to create awareness about Lakshyam and our work and to ensure people at Richmond come together to support the education of our children. People came for a special curry night organised by three young Ireland girls who shared information about Lakshyam and their visit to India and had a great event.





# MEDIA COVERAGES



## जरूरतमंद बच्चों के लिए बना रहे बुक एंड ट्वाय लाइब्रेरी

रांची। लक्ष्य संस्था स्लम एरिया में रहने वाले बच्चों के लिए बुक्स और खिलौनों की लाइब्रेरी बना रही है। इसके तहत बुधवार को सचिवालय नंद ज्ञान भारती स्कूल के बच्चों ने संस्था के सदस्यों के साथ मिलकर पुरानी बुक्स और खिलौने दान किया। संस्था की प्रेसिडेंट पुनम आनंद ने बताया कि स्लम एरिया में रह रहे बच्चों के लिए ये एक पहल है। जरूरतमंद बच्चों को पढ़ाई में परेशानी न हो। इसके लिए कितने जरूरी हैं। वहीं उनके मनोरंजन के लिए खिलौनों की



लाइब्रेरी भी बनाई जा रही है। हमारी कोशिश है कि इस पहल में ज्यादा से ज्यादा लोग शरीक हों। इसलिए अन्य स्कूलों और संस्थाओं से भी ट्वाय लाइब्रेरी बनाने के लिए सहयोग लिया जाएगा।

## नेकी की दीवार का बढ़ा दायरा गरीबों को मिल रही है राहत

जिलाध्यक्ष को फिर सा साहस, नर रघुबीर पर ललाई खुं नेकी की दीवार



## मंद बुद्धि बच्चों को बांटी पुस्तकें



जिलाध्यक्ष को फिर सा साहस, नर रघुबीर पर ललाई खुं नेकी की दीवार

## भास्कर के सारथक दीपावली अभियान से जुड़ने लगे लोग



## आंचल शिशु आश्रम में मना पेंडेंट डे



# CELEBRITY SUPPORT



Mr. Boman Irani



Shri. Narendra Modi



Mr. Salman Khan



Mr. Ranbir Kapoor & Ms. Priyanka Chopra



Mr. Anupam Kher



Shri Pranab Mukherjee  
Ex President of India





# ADVISORY BOARD



## Trustee



POONAM ANAND



RASHI ANAND

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Founder of Bhasin & Co.,  
one of the largest law firms in  
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Dr. Shayama Chona  
Former Principal of Delhi  
Public School, R. K. Puram  
and runs 'Tamana', NGO  
that works for physically and  
mentally handicapped children.



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Playschool and De Indian  
Public Senior Secondary  
School



Mr. Sandeep Jajodia  
Chairman and Managing  
Director of the Moment  
Group Directors



Ms. Ramon Llamba  
Founder of Golden  
Age Transformation  
and is a life coach and  
business coach based in  
Gurgaon, India







# AWARDS AND ACCOLODATES

- ✿ Delhi Management association award" Young Social Achiever Award" in 2018
- ✿ Awarded "Naari Gaurav Samman" by Rajasthan Academy, New Delhi in 2018 towards contribution and welfare of the society.
- ✿ Divya Prem Sabha Mission Haridwar presented " Sewa Samman " 2018
- ✿ Wondersoft award as " Social Impact Influencer"
- ✿ Awarded one of the Influencers in "Womennovator" organized by Confederation of Women Entrepreneurs.
- ✿ "Bharat Jyoti Award" by India International Friendship Society for exemplary work in the social sector.
- ✿ PHD Chamber of Commerce "Special Jury Award for Social Work by a Woman" in 2018
- ✿ Ms. Rashi Anand and Lakshyam is a part of AND impact campaign with the renowned
- ✿ Bollywood actress Ms. Kareena Kapoor Khan. And the leading clothing brand is celebrating women who brought great changes in their feilds. The campaign is intended to create awareness to bring positive impact in the society.

## 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 product's sale at exhibitions and stalls

### VOLUNTEER AT LAKSHYAM:

Teach children Hindi/English/Computers

Teach Arts and 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

Taking responsibility to get Sponsorship for Fundraising Events

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







# She's got wings.

All she needs is freedom  
to fly high.

## SPONSOR A CHILD

**36,000 INR**

(Support a child for 4 years)

**18,000 INR**

(Support a child for 2 years)

**9,000 INR**

(Support a child for a year)

**1,500 INR**

(Support a child for 2 months)







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