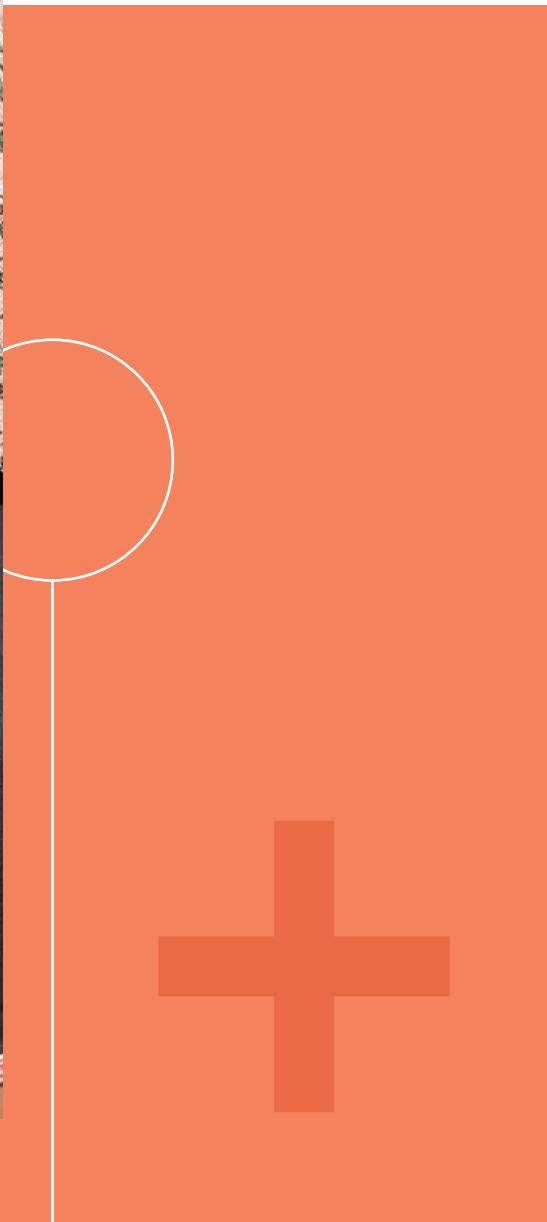




ANNUAL REPORT

2019
—
2020



Message From 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

In the founding years of Lakshyam, we realized that working for people neglected by society is indeed a road less travelled. At this moment, we would like to extend profound gratitude to each and everyone for joining hands with us and playing your part in creating a society consisting of equals. The adequate provision of holistic education to not so privileged children as well as the overall empowerment of communities and women has been possible because of all of us jointly.

Our yearly progress and development are the result of a set of initiatives which have been taken in collaboration with various corporates, organizations and individuals through our programs. 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 3 lakh+ lives across 17 states over the years. 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, we extend an immense thank you to every member who has been on board with us and contributed in any way possible. We had 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 years and continuous motivation have again transformed the lives of many individuals while keeping us going with the same level of enthusiasm every day.

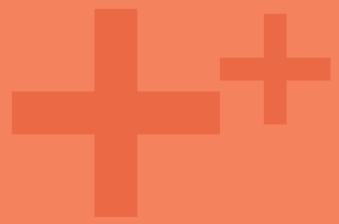


Mrs Poonam Anand
Chairperson



Ms Rashi Anand
Founder

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01 About Lakshyam

Since its inception, the staunch desire to create a better society has become Lakshyam's leitmotiv. Founded in 2012, Lakshyam has taken crucial initiatives to transform the lives of the not so privileged and focuses its actions on child education, holistic child development and women empowerment. Functional through 17 centers across 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 allowing them to have a brighter future. By schooling the children and training the elders on specific jobs towards employment possibilities via our remedial centers, 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 field of action:



Butterfly: Child Welfare and Education

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.



Rooh: Awakening Women's Soul

This program focuses on the liberation and empowerment of women. Through education, the spread of awareness and skill training, Lakshyam offers proactive initiatives to give women self-employment capacity and financial independence.



Lakshyam 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 encourages them to interact with others.

Lakshyam has received remarkable support from well-known personalities like Salman Khan, Priyanka Chopra, Ranbir Kapoor, Anupam Kher, Boman Irani, Rajeev Khandelwal, Rohit Roy, Ritu Kumar, Varun Bahl and corporate firms like United Health Group, Safexpress, , Ram Jethmalani Foundation, XL Catlin, Xavient Digital Powered by TELUS International, Ircan International Ltd. (A Govt. of India Initiative).

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, Honourable 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.





02 our Credo

Values

- Integrity
- Respect for Human Rights
- Commitment
- Transparency
- Excellence
- Compassion for all living beings



Legal Status

- + LAKSHYAM is registered as a trust under the Indian Trust Act 1882 vide registration No. 393 dated 3rd Feb 2012 with the amalgamation of Lakshyam, a society registered under Societies Registration Act 1860 vide registration number 440 dated 23rd March.
- + 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.

लक्ष्यम्

शिक्षा

महिला
सशक्तिकरण

लक्ष्य

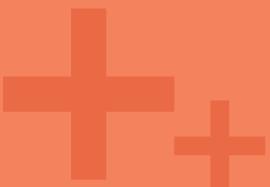
बचपन बचाओ

Our Goals

© Rai Prajapati



OUR IMPACT SINCE 2012....



A LOOK AT THE NUMBERS



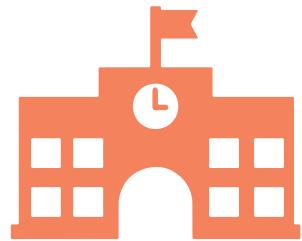
300000

Lives Impacted Directly



58000

Number of Children from 75 Govt. Schools Benefitted



700000

Lives Impacted Indirectly

3000



Street to School Children Enrolled



7000 Women & Girls Educated on Menstrual Hygiene

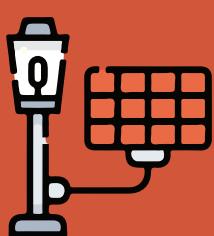


100000 Sanitary Pads Distributed

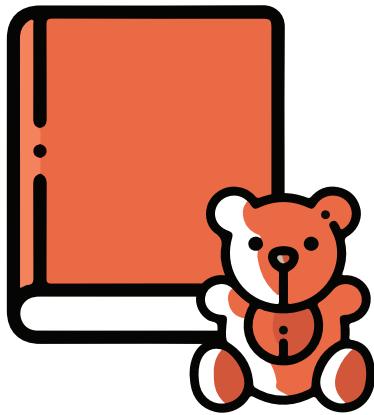


23000 Children of Different NGOs Benefited

10000 Girls Supported by Solar Lamps For Education



4000 Women Empowered

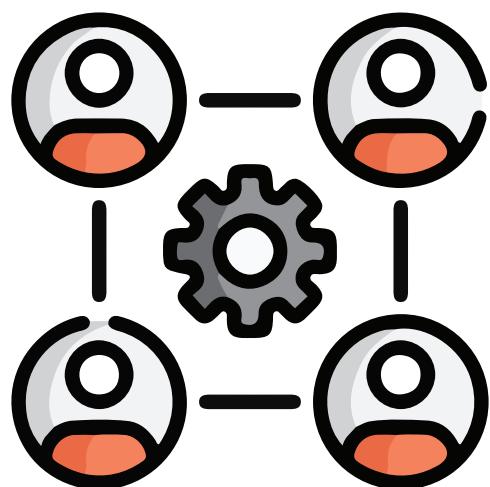


250000
Books & Toys Collected

17 Toy
Libraries Opened

35000 People
Benefitted From
Health Initiatives

200000
Benefitted through
Community Development
Initiatives



37
Awards Received



23000 Kg
Waste Converted Into
Handicrafts

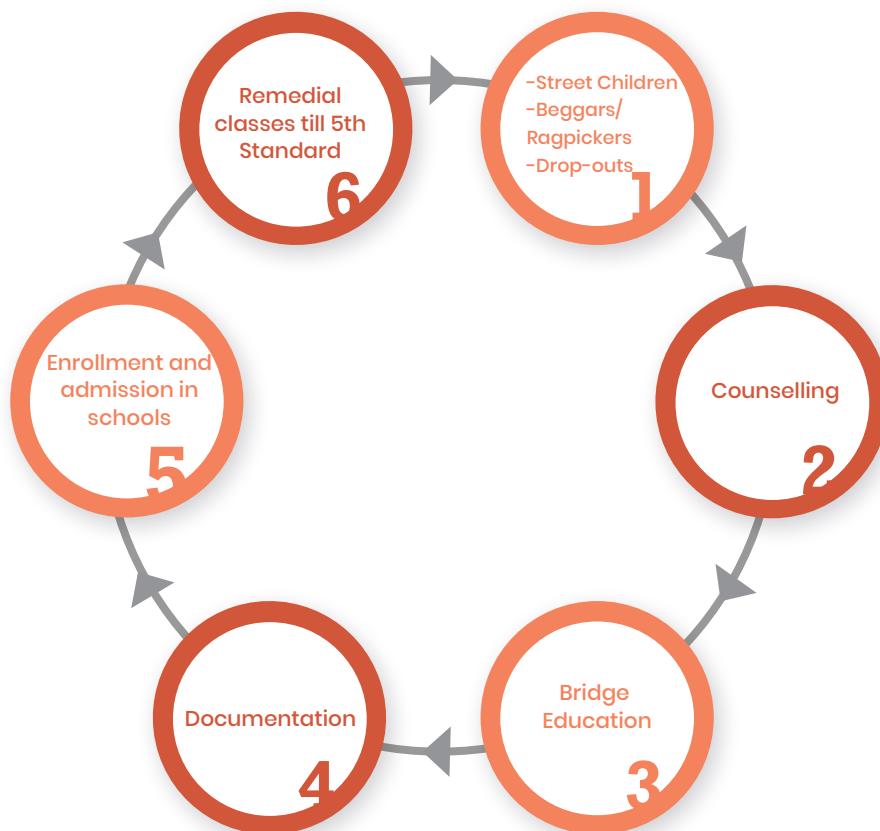


03 Butterfly- Child Welfare and Education

Butterfly - “हम सबने यह नाना है, भारत को बनाना है”

BUTTERFLY – CHILD WELFARE AND EDUCATION’ literally, transforming the word ‘Butterfly’ symbolizing freedom. Similarly, the program aims to cater to the needs of the children who require specialized assistance to broaden their horizons of opportunities. To guide them on a path of sustainable life ahead for themselves and for the society they live in.

The objective of the Butterfly program has been to provide holistic education to 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.



A Flow Chart of Activities for the Program

Apart from this, various events and workshops are organized for the community kids like drawing competition, celebration, food distribution drives, stationary distribution drives and various other workshops throughout the year. The purpose is to provide the kids with a holistic development wherein we try to focus not only on their academics but also provide them with a safe space to nourish and be cherished.



Butterfly Highlight - Building Up Govt Schools!

Education is the key to bring a change, to break the chain. But imagine a school without benches, without doors, without toilets, without any basic amenities for students. Can you expect them to learn, feel joyful and come out as promising citizens for tomorrow? Here, we are talking about the dilapidated condition of Kailashwati Inter- School located, Shamsher School and Lalchand School all three situated in Ghaziabad, UP. We, at Lakshyam, decided to put our full-fledged efforts to serve these students in the best way.

So, Lakshyam in association with Xavient Digital Powered by TELUS International and Samsung India Ltd for Kailashwati and Shamsher, Lalchand School respectively. refurbished and revamped the whole structure of these three . It has changed the entire ambience of the campus. The venture included altering the entire structure from refurbishing the furniture, freshly painted walls, finely facilitated washrooms, and refurbished roofs, to painted cartoon characters to provide a lively attractive vibe for the kids. These gestures have indeed led to admirable contribution touching thousands of lives. Such contribution will pay off in the form of future learners and contributors to society. These kids are the future of our society and investing in them is or never will be a waste.

**School Pictures
Before Renovation.**



**School Pictures
Post Renovation.**



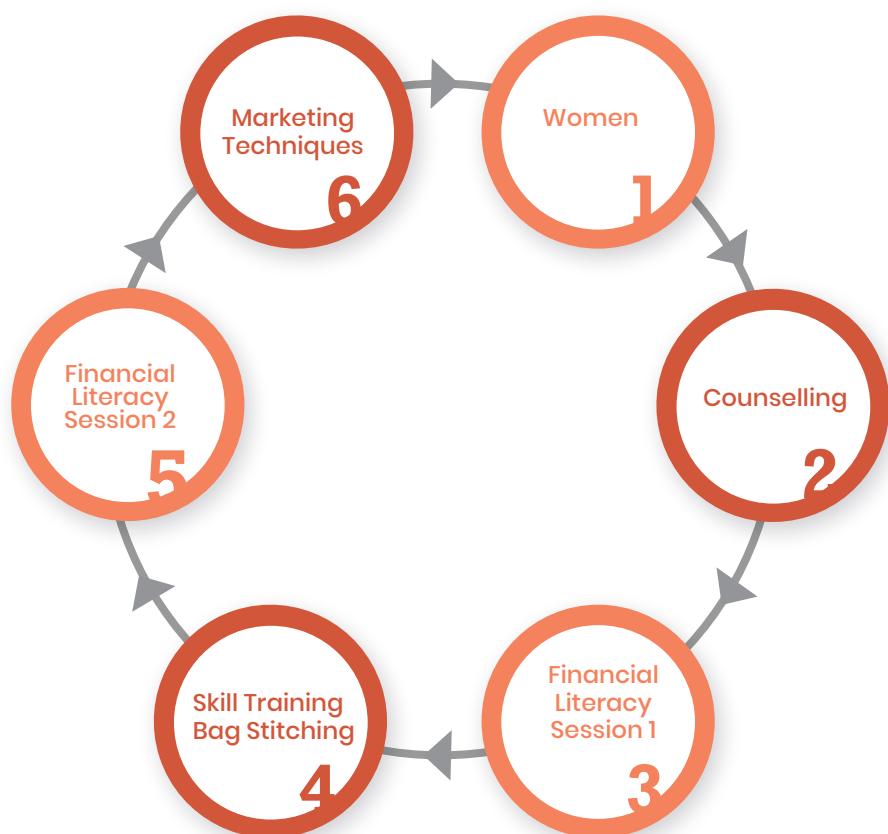


04 Rooh – Awakening Women's Soul

Rooh – “महिलाएं समाज की वास्तविक वास्तुकार होती हैं।”

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. A woman bears all the responsibilities of meeting the basic needs of the family and uplifting the family. Unfortunately, our society which is still a male dominated one does not consider the work of a woman equally important . Apart from the rights and resources they are 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 to uplift the status of the woman in society. A woman's status can only be enhanced through strategically planned steps. We at Lakshyam make an effort to make the women self-sustainable by enhancing her skills from vocational training to financial to marketing so that she can survive even if we are not there.



A Flow Chart of Activities for the Program



Rooh Highlight - WE-EMPOWERED

"There is no limit to what we, as women, can accomplish."

- Michelle Obama

Rightly quoted there really is no limit to what we as women can achieve, to our strength. The only thing we need to find is our voices. In a society like ours where the majority of the population resides in rural India, women from the very beginning are taught to be gentle, to live others dream, to be obedient and make for excellent household women.



Similarly, in Umri a small village in Guna district of Madhya Pradesh, the women mostly stay at home, performing household chores, and are educated till 5th standard. Lakshyam, in association with IRCON International Ltd. (A Govt. Of India Undertaking) after understanding the background and the growth levels in the area, has come forward to establish a centre in Umri. The intuitive of Lakshyam in Umri has and will change the future of many women, giving them a sense of freedom.



A glimpse from *Umri, Madhya Pradesh Centre*



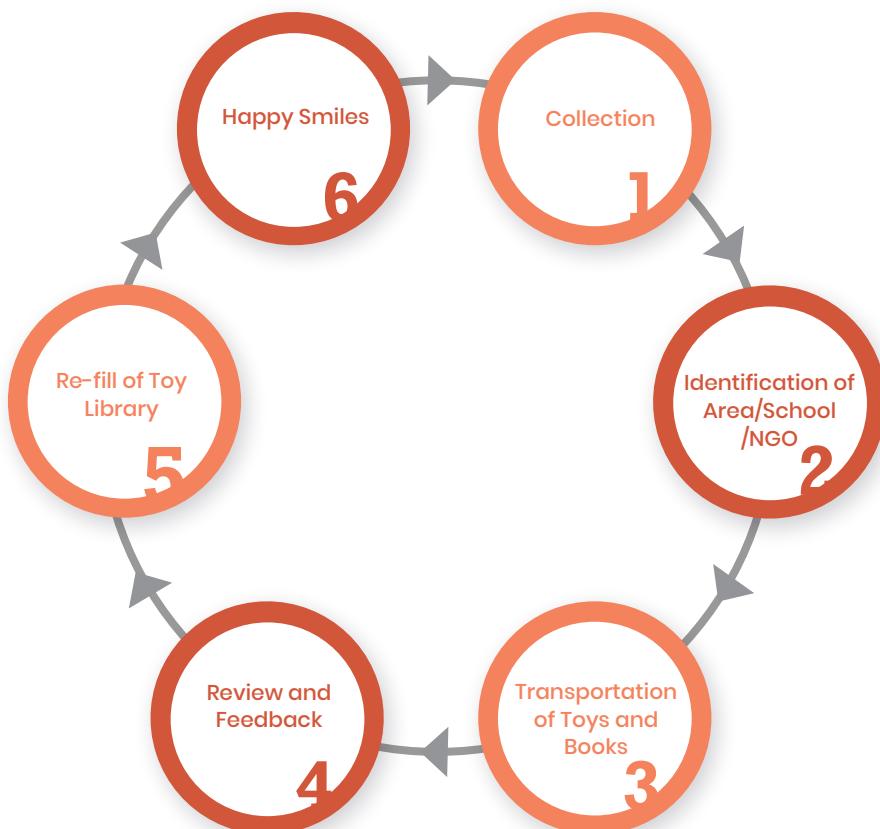


05 Lakshyam Toy Library

Toys Library – “खिलौने के साथ बचपन खूबसूरत हो जाता है”

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 intending to provide a safe and spacious play environment for the kids who have been deprived of toys and missed a major part. Today over a decade later we have opened more than 15 toy libraries across India.



A Flow Chart of Activities for the Program



Toy Library Highlight

We would like to thank SAFEXPRESS our logistics partner, who have been helping us over the years to send resources to remote areas like Naddi in Himachal Pradesh to Leh.



A Glimpse of Happy faces in Toy libraries

Also, our program of Toy Library was awarded by UTV Bindas Channel as one of the Innovation Programs for the welfare of children.



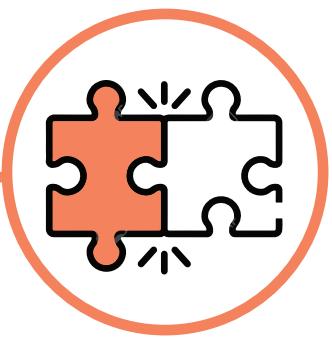
A Glimpse of B For Change campaign of UTV Bindass



World Youth Forum

Lakshyam feels proud to be part of World_Youth Forum 2019 and of being given an award by His Excellency The President of Egypt. It is not only a prestigious honour but we see ourselves also moving closer towards bigger, better goals. In World_Youth Forum, 2019 more than Ten Thousand changemakers across 154 Countries have participated to talk and get the solution to problems that require immediate attention. World Youth Forum awarded 8 changemakers from across the world, Ms. Raashi Anand being one of them.





06 A Glimpse at Activities Throughout the Year



Christmas Celebration with Arvind Lifestyle Brands Ltd.



Oxford Store, Delhi invited kids for Colouring Competition



Sanitary Pads Sponsored by RTI Dart 150



Independence Day Celebration with Optum Team .



Ujjain Toy Library Refill



Stationary Distribution done by Supaksha School For Early Learning



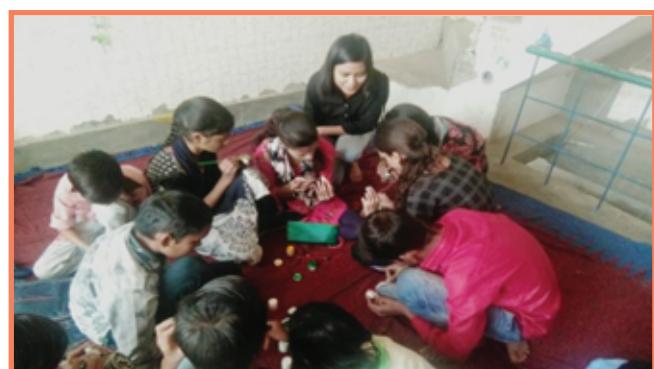
Diwali Celebration with
Here4You Foundation



'Assistant Makeup Artist' Course by
Blossom Kochhar Academy



Intel GrapeWine sponsored Bag
Stitching Workshop .



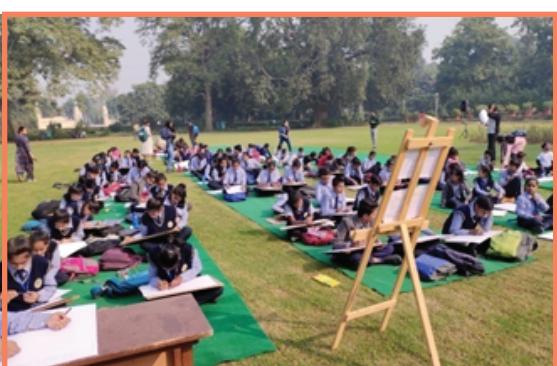
Yi o Cii sponsored Pebble Making
Workshop



A Visit to Kingdom of Dreams



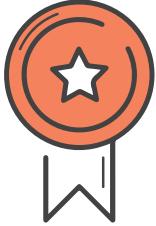
A Plantation Activity with Team Optum



Nanhe Haath,Drawing Competition at
Nehru Planetarium



Diya Painting Workshop at the Centre



07 Anecdotes of Success

A decade of handwork seems to endow when the lives of people working for are shown a positive path. We at Lakshyam have always believed that the betterment of the society upholds true context when children are off the street and enroll into school and every woman is lead to a path of independence both socially and economically. In this regard, we are happy to tell you the story of children, women who are our 'Success Stories', who have inspired us each day that change is sedate but achievable.

DEEPAK

Due to poorer waste management in the country young kids are enforced to rag-picking. One such story is of Deepak, a young 9-year-old child was a rag picker by profession. When we opened our centre at Arthala Ghaziabad, he would be on his way back from rag picking from the roads as his working hours was early morning. Once asked why is he not going to school and working into to that profession to which he answered: "आप अपना काचरा सड़कों पर क्यों फेंकते हैं?"

He would often eye inside the centre from a distance. It took us 2 months to bring him inside the school. Initially, when he started coming to school he would bring his bag full of rags to keep at the entrance and then walk in. The eyes had that passion to study, his family pressure made him pick the rags but for 1 year he/ we managed both together. Today he is going to a private school and in Class 7th and we hope he fulfills his dream of becoming a police officer.



SAKSHI

A special child was called 'Gungi (Dumb)' by her community people. She was earlier seen begging for money or food. on the traffic signals. Initially, when Lakshyam started working in the Sindhi Basti, Vasant Kunj community, we encouraged people to call her Sakshi instead of Gungi. It took us 4 long years to get her out of begging and enroll into a special school.



Her parents have been counselled and now she is not on the streets anymore. Today, Sakshi is a bright child and can tackle hurdles as they come. She is one adored child by Lakshyam like all other kids coming to Lakshyam centre.



AARTI

Most of the women out of no choice are forced to leave their children and house to work and earn a living. Aarti's story is similar, a toy seller by profession who used to make toys out of mud, and sell them at traffic signals and local bastis. She is now a skilled toy person with Lakshyam. She makes similar mud toys but revamped in a new look which Lakshyam is selling which started giving her more work in form of hand stitching so that she can stay at home and take care of her 3 children who are aged between 2-6 years. They were left along in the Basti and were prone to any kind of harassment. Our ideal is giving women under Rooh Program – Awakening Women's Soul to provide them with work from the ease of their houses, look after their children and home.



And multiple stories comes our way every day!



08 The Comment Section

Celebrity Section

66

Lakshyam slum was a heartbreakingly experience for me. One talk about slums but to be in the premises of it is a raching event. It is a blatant pointer at differences of privileged and non-privileged. I thank Lakshyam, Rashi Anand for taking responsibility for basic education of children of this slum. I commend her for taking this difficult task against all odds.

- Ms. Anand Ma Sheela

99



66

Lakshyam foundation is setting an example for others to take initiatives towards the underprivileged in our society. We should all help such foundations in bringing hopes in others' lives

- Mr. Anupam Kher

99

66

It is heartening to know that Lakshyam has been working in areas like child welfare and women's empowerment among others for a decade now. I am very happy that the volunteers behind Lakshyam are doing such good work and also inspiring others.

- Sri Sri Ravi Shankar

99





66

Lakshyam is a responsible organization and I would like to congratulate them for their good work with the not-so-privileged.

- Ms. Sharmila Tagore

99

66

Lakshyam is an excellent example of a non-profit working at grassroots' level that has already brought about change in the lives of several impoverished citizens through vocational training and workshops. Keep at it and best of luck! .



- Mr. Chetan Bhagat

99



66

I believe every home should have a Lakshyam. Life has its ups and downs but life has to have a Lakshyam.

- Mr Boman Irani

99



What the Media is Writing About Us

“Lakshyam believes in bridging the gap between knowledge and habitual ignorance. Targeting the oblivious way of living amongst the not-so-privileged masses and putting a stop to it is the key to the horrific statistics. We are well aware of the fact that this process is not a one day lecture that rectifies the ignorance, but a constant, conscious effort that ought to be imbibed amongst the mentally, physically, emotionally and monetarily disadvantaged fellow Indians. Lakshyam is making an effort to do the same.”

- Hindustan Times

“Rashi Anand, Founder of Lakshyam is helping people in need. राशी आनंद आज एक जाना माना चेहरा है। दिल्ली के उच्च उभरते समाज के बीच एक क्षेत्र सिधी बस्ती वसंत कुंज है जो पिछले 35 वर्षों से मौजूद है। क्षेत्र में कोई बुनियादी सुविधा नहीं है। केंद्र महिलाओं के लिए कौशल निर्माण कार्यशाला को पूरा करता है और बच्चों को शिक्षा क्षेत्र की बेहतरी के लिए कुछ पहल की जाती है।”

- Aaj Tak

“We all nurture a passion but few translate it into action. A passion left unanswered results in a dry life; an act driven by passion can transform lives. This defines the journey of Rashi Anand and the dream she nurtures.”

- The Times of India

“Young passionate social Worker like Rashi it is evident like for bringing a change there is a need for a small initiative and not any debate.”

- BBC News

“Lakshyam is committed to the pursuit of effective solutions to enhance the lives of underprivileged children and women and to work as a credible, transparent and accountable organisation.”

- Dainik Jagran

“Through its program for Toy Library Lakshyam has collected 70000+ toys and with the help of Safeexpress, they'll be distributing pan India. Even to the remotest of the village in India.”

- Femina



09 Awards and Recognition

- + Over 10 years, Lakshyam has received **37 awards** of which **2 at International level**. “**Delhi Healthcare in Leadership Award**” presented to Lakshyam by Zee Business ‘Social Entrepreneur of the Year’,
- + Awarded 50 Most Impact Social Innovators (Global Listing) Presented by World CSR Day Congress in 2017
- + “Special Jury Award for Social Work” Presented To Lakshyam by PHD Chamber of Commerce

AND Campaign

One of the leading global Brand AND carried campaign with Kareena Kapoor Khan as the brand ambassador displaying work of women who have not only reached great heights but are at the forefront to bring change and be the change. Ms. Rashi Anand was one the features along with other changemakers.



Rakhi Celebration with Shri Narendra Modi

The Lakshyam kids had the opportunity to celebrate the festival Rakhi with India's honourable Prime Minister Shri Narendra Modi. The kids made Rakhi with sustainable material like katrans and woven with love. The excitement is palpable on the faces of the kids while meeting him.





10 Lakshyam Team

Advisory Board



Dr Shyama Chona

Padma Shri and Padma Bhushan awardee for her contribution in education sector.



Dr Lalit Bhasin

President of Bar Council of India



Mr M.S Bitta

Chairman of All India Anti-Terrorist Front.



Mr. Sandeep Jajodia

Managing Director of Monnet Ispat & Energy

Directors



Dr. Rajeev Gupta

An educational expert with his own publishing house and schools in Delhi. Also Governing Body member of University of Delhi



Mr Amit Bansal

A tech expert from IIT, currently heading Europe & Mediterranean Region of Valerie PLC



Mr. Ravish Kapoor

Owner of 'Ravish Kapoor' Invitations



Ms Ramon Llamba

Founder of Golden Age transformation, a renowned business and life coach.

Trustee



Mrs Poonam Anand
Chairperson



Ms Rashi Anand
Founder



11 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





12 Thank You Note

"Unselfish and noble actions are the most radiant pages in the biography of souls."

— David Thomas

The quote finds a correct place in the context that the noble action for change initiated by several corporate and individual who across the entire year who have come forward to support Lakshyam's cause. We can't emphasize enough on how the lives kids, women have taken a swift turn towards a positive path especially with the constant support, belief and help. To name a few corporate Sundream Group, Xavient Digital Powered by TELUS International, Samsung, Blackrock, Ram Jethmalani Foundation, Safexpress and Ircon International Ltd. (A Govt. of India Initiative).



BLACKROCK®



Under CSR Initiative of
IRCON
IRCON INTERNATIONAL LIMITED
(A govt. of India Undertaking)

Along, with these corporates, we would like to mention a few individual donors like Amit Bansal, Sneha Singh, Nazm Singh, Varun Jain, Neena Kandhari, Shashi Agarwal, Smt. Ram Ditti Dua Memorial Society and Nikhil Jain amongst others who have supported our cause and believed us. We extend our heartfelt thank you to each one of you for the entire initiative you've have taken on your part to provide and support our programs.



Sponsor A Child

Contribute for the Greater Good!

Help a child and be the reason behind the smile!!

A penny can lead a child from street to school.

Be the reason behind the change.

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)

Your donations shall directly provide Education, All-Inclusive Workshops, Healthcare & Counselling to the children of Lakshyam.



Phone: 011-40154493, +91 9540790002



Email: support@lakshyam.co.in



Website: www.lakshyam.co.in



Vision

A place where every living being
co-exists and co-create in harmony

Mission

To help and empower the less advantaged children and women by putting at least 500 street children, dropout to formal schooling system by 2022 and to increase the income by Rs 5000 of at least 2000 under our women empowerment program.

Head Office

B1/27A,Ground Floor,
Hauz Khas
New Delhi-110016

Phone: 011-40154493, +91 9540790002

Email: support@lakshyam.co.in

Website: www.lakshyam.co.in

