



MESSAGE FROM OUR FOUNDRES



"Each time a man stands up for an ideal, or acts to improve the lot of others, or strikes out against injustice, he sends forth a tiny ripple of hope... and crossing each other from a million different centers of energy and daring those ripples build a current that can sweep down the mightiest walls of oppression and resistance." - Robert F. Kennedy

Let me start this by congratulating you for your part in ensuring a sustainable and holistic development for our children and in empowering our women. We are excited to be presenting the progress we made during the year in this Lakshyam annual report for 2016-17 in front of you.

We renewed our engagement focus in our outreach programmes with the various events partnering with some of the partner organizations. From health camps to distribution drives, educational sessions to skill building workshops, Lakshyam continues to expand its reach to the at risk communities. Our hands to heart approach have helped touch 18000 lives across 13 states this year. We all talk about changing the world or act in the various social issues, but very few of us can actually change the world a bit. Very few of us can make the world a better place and thrive. That's what the Lakshyam team work on daily.

We are highly delighted to present the Annual Report of Lakshyam, April 2016 – March 2017. April 2016-March 2017 proved to be the most successful of all for Lakshyam. Lakshyam's hard work was recognized and appreciated by prominent personalities like Mr. Anupam Kher, Mr. Rohit Roy, Mr. Rajeev Khandelwal, Ms. Mugdha Godse, Ms. Shriya Saran, Mr. Neeraj Gaba.

From health camps to distribution drives, educational sessions to skill building workshops, Lakshyam continues to expand its reach to the at-risk communities.

"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."

We continue to thank each one of you for your support and encouragement.



Mrs. Poonam Anand
Chairperson



Ms. Raashi Anand
Founder



ABOUT US

With the commitment to transforming society by enhancing the lives of disadvantaged children and women through education and employment, Lakshyam was set up in the year 2012.

LAKSHYAM is currently functional in 13 states of India with 15 centers.

Over the years, LAKSHYAM has expanded and strengthened its inventive programs and initiatives to bring a practical turnaround in the present social structure.

Many NGOs in India focus on addressing the massive gap in making elementary education an entitlement in the span of in making elementary education an entitlement in the span of influence and scale each of them muster. Enrolment in schools does not automatically translate into better education. Lakshyam has made a lasting impact in these efforts with the 'Hands to Hearts' spirit of doing it. The firm belief of our founder that 'Education and holistic development are the weapon against all social evil' is the cornerstone on which the foundation of learning is imbibed in our efforts. Our school stands as a living testimony of our firm belief. As a child, everyone dreams for toys. Toys & books open the world of imagination, usher in the joys of holding something you love in your heart. Not many parents can fuel the dream of owning a toy of their child. In our country, this still falls into the realm of one whom we consider privileged where in the children who are not so fortunate due to circumstances beyond their control are left yearning. This promoted our founder to think of a unique and simple solution to 'How do we break the privilege barrier?'. The concept of Toy Library took its birth to help every child live the essence of childhood encouraging to share, nurture and grow spending moments beyond the harsh realities of everyday life. The toys and education books donated by people find the way to the lives of these wonderful kids. From Ranchi to Theni, we are fortunate to witness smiles of around 5000 faces daily owing to this gesture.

As we try to move forward to bring education to every child, we realized the important hurdle lay in convincing the parents for the need of the same. A mother would always want the best for her child and by strengthening her voice in the family we could increase the chances of us positively touching the future of a child. Our women empowerment programme 'Rooh' teaches women different marketable skills, introduce to the need of health and hygiene, and assist them protect their interests and rights. We live in hope of being able to do justice to our wish in living the essence of 'Awakening Womens' Soul' in our daily efforts.

The impact of reach and the opportunity to touch lives helps keeps our faith and encourages us to do more very day at Lakshyam.

LAKSHYAM has received tremendous support from personalities like Salman Khan, Priyanka Chopra, Ranbir Kapoor, Anupam Kher, Rajeev Khandelwal, Rohit Roy, Vaun Bahl, Ritu Kumar, Varun Bahl and corporates like Bajaj Capital, Safexpress, eBay India, Hang Out, WhoMi, Shell India etc have lent a helping hand with their services. Former Chief Minister of Delhi, Mrs. Sheila Dixit, former Chief Minister of Jammu and Kashmir, Dr. Farooq Abdullah, Retired IPS Officer, Dr. Kiran Bedia and Veteran film actress and a National Award recipient, Ms. Sharmila Tagore, have also appreciated LAKSHYAM and its causes.

From the very inception of LAKSHYAM, it has been our constant endeavour to follow complete commitment and transparency towards our mission. We believe that 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 eleven years have been the testimony to this philosophy.



OUR CREDO

VISION

To work for economical, political and socially marginalized communities for their holistic advancement and implementing specific, customized, cost effective, scal-able and replicable models for community development.

MISSION

To help and empower the less advantaged children and women by giving a conducive and progressive environment.

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), New Delhi vide letter No. DEL-LE24407-11012013 The society's PAN No. is AAATL9638D





“To educate a child, is to turn walls into doors.”

‘BUTTERFLY – CHILD WELFARE AND EDUCATION’ program was established to cater to the impoverished children who require comprehensive assistance, in order to broaden their horizons through opportunities.

Since the inception of Butterfly, the focus of the program has been to interrogate the two pivotal building blocks of a healthy child, Development and Participation. With that intention, almost 300 children at Lakshyam’s Remedial Education Centre in JJ Basti, Vasant Kunj, New Delhi , Ghaziabad, Uttar Pradesh, Ujjain and Ranchi, Jharkhand are extended learning encompassing textual and practical knowledge, while paying special intention to lessons on personality development. Besides imparting education covering Hindi, English and computers, integral components like cleanliness, hygiene, discipline and positive life habits are stressed upon to help the impressionable minds join the mainstream society with a strengthened and in a more confident capacity.

In the year 2016, Lakshyam adopted another area in Vasant Kunj. With no desires left because of all false promises, people were hopeless. Lakshyam took the initiative to transform the place. So far, it has established a bamboo room, where classes and other activities for the kids take place and two water tanks, to which the community people have direct access. With the support of the community people and also our will, we have nearly 40 kids studying under us.

In the same year, Lakshyam opened up two more centres, one centre on the 3rd floor of Anand Parbat Police Station. Lakshyam was called up by the SHO himself as he is highly impressed with what Lakshyam has done so far at various adopted centres. We have nearly 25 students coming to the center in merely 3 to 4 months of functioning. And the other in Ghaziabad, Uttar Pradesh, with around 100 kids coming to the center from the rag picking community. The school started with remedial education for children who have never been to any school or the drop outs.

CENTER	BENEFICIARIES
GHAZIABAD	100
ANAND PARBAT	30
VASANT KUNJ	40
UJJAIN	50
TOTAL	220



WORKSHOP OF ORIGAMI BY I FOR HUMANITY:

Where kids learn paper folding through
fun activities

VISIT TO CHILDREN'S PARK ORGANIZED BY ROTARY CLUB NIRVANA



LAKSHYAM KIDS WENT TO WATCH MOVIE 'DHANAK' AT PVR CINEMAS ORGANIZED BY ROUND TABLE 50



DRAWING COMPETITION ORGANIZED BY RTI ON CHILDREN'S DAY



LAKSHYAM KIDS WENT TO WATCH M. S. DHONI IN PVR ORGANIZED BY RTI 50



TREE PLANTATION IN POKHAR TOLI, RANCHI



INDEENDENCE DAY CELEBRATIONS



**INDIAN NATIONAL TRUST FOR ART AND CULTURAL
HERITAGE DISPLAYED LAKSHYAM KIDS PAINTINGS:
ORGANISED BY MS. TRIPTI JAIN**



**THEATRE
PERFORMANCE
ORGANIZED BY
IVOLUNTEER
ALONG WITH
THEATRE GROUP
BLACK PEARLS
ON THE
OCCASION OF
INTERNATIONAL
WOMEN'S DAY
AT ANAND
PARBAT CENTER**



REPUBLIC DAY CELEBRATION



OPTUM INITIATIVES



FUN-FILLED DAY AT UHG'S OFFICE:

Optum employees of Gurgaon interacted with Lakshyam kids at their office and did poster making and paper folding sessions

VISIT TO KIDZANIA ARRANGED BY OPTUM HEALTH SOLUTIONS:

KidZania Delhi NCR is a Global Indoor Entertainment and Learning Center for families that emulates the workings of a real city built-to-scale for kids
ARRANGED BY OPTUM HEALTH SOLUTIONS



SUMMER CAMP AT OPTUM HEALTH SOLUTIONS' S OFFICE



DANCE, SINGING AND POEM COMPETITION BY OPTUM HEALTH SOLUTIONS.



OPTUM HEALTH SOLUTIONS INVITED LAKSHYAM TO THEIR ANNUAL DAY CELEBRATION



IMPLEMENTATION OF SOLAR LAMPS DISTRIBUTION TO GIRL CHILD IN ASSOCIATED WITH CAF, CSR INITIATIVE BY SAMSUNG INDIA





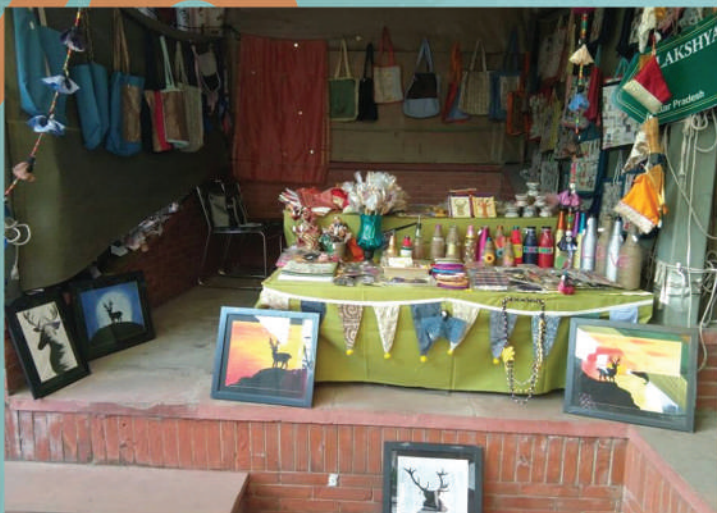
"Women are the real architects of society."—Harriet Beecher Stowe

Lakshyam's struggle has so far enabled a significant thousand of women to support their families. It has liberated women in the matter social rights, respect and well-deserved affection; a phenomenon far lesser acknowledged than their importance in the society. Today, our reach has widened to several parts of the country. We recently opened another center in Ghaziabad, where Lakshyam has effectively made foreseeable changes in the community. A year earlier, Ghaziabad was a community of rag pickers, who lived without electricity, education, toilets, schools and most importantly, without hope. Lakshyam rescued the society by implementing our programs and giving whatever formal training was possible to the women. The change we see is gradual, yet very real. With the help of different workshops and vocational training the ladies there are now able to learn various stitching and handicraft skills. We provide them raw material and reusable katran pieces out of which they make dolls, bags and potlis, which we sell in different market areas to create employment opportunity and generate income for them to be financially independent. We have also created opportunities where they can buy sewing machines to work at a faster pace.

STATE	AREA	BENEFICIARIES
DELHI	VASANT KUNJ	30
JHARKHAND	NAGRI VILLAGE	100
JHARKHAND	MAHILONG VILLAGE	150
UP	GHAZIABAD	60
TOTAL – 340		

Lakshyam showcased its products at #PSOWA Diwali Mela, Ranchi and Dussehra Mela organised by RoundTableIndia in Tevoli Garden, New Delhi. Lakshyam got the opportunity to display the amazing talent of its beneficiaries there.





ART & CRAFT AND TATTOO MAKING LED BY SEQUIA CAPITAL



TRAINING SESSION ON HOW TO MAKE TOYS AND DOLLS OUT OF KATRAN IN POKHRA TOLI, RANCHI



FINANCIAL LITERACY AWARENESS PROGRAM IN POKHAR TOLI, RANCHI IN ASSOCIATION WITH NABARD

FASHION SHOW
ORGANIZED AT KHADI
GRAM MELA BY
JHARKHAND KHADI
BOARD AND
LAKSHYAM,
WHEREIN ALL THE
CLOTHES WERE
DESIGNED BY
LAKSHYAM WOMEN
USING KHADI



LAKSHYAM'S WOMEN IMPARTED PAPAD MAKING
TRAINING TO OTHERS WOMEN IN THE COMMUNITY AT
POKHAR TOLI, RANCHI



“Children need the freedom and time to play. Play is not a luxury. Play is a necessity.”

After seeing the sight of street children playing with empty bottles, tyres & trash, Lakshyam decided to kick start this program to entirely focus on bringing back the essence of childhood in lives of the not-so-privileged children.

Lakshyam's Toy Library provides a safe, child centric and spacious play setting for the special kids who have been deprived of toys and the lessons they may have learnt through playing and learning. This initiative requests the NGO/SCHOOL/CENTRE/INDIVIDUALS to give us a certain area and room as per the availability of the respective centre. The defined place helps Lakshyam create a set up with toys, games and books that would help the children in their growth and development.

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.

To bring a change in their lives and definitely a smile to every disadvantaged child's face, we installed TOY BOXES in several schools (public and private) and persuaded every student to donate at least one toy or book for the cause. With such an overwhelming response, we managed to collect approximately 70,000 toys and books within a year's time. Initially, some of these were distributed among street children, rag pickers and other needy children, and the rest of the considerable number of toys was delivered to our 8 tie-up NGOs across India. 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 15 toy libraries in over 13 states.

STATE	NGO	BENEFICIARIES
DELHI	LAKSHYAM	210
ASSAM		400
JIM CORBETT		70
GHAZIABAD	LAKSHYAM	150
TAMIL NADU	LAW	431
KARNATAKA	VIKASNA	121
CHATTISGARH	ASHA	150
JHARKHAND	ASHA AND LAKSHYAM	300
HIMACHAL PRADESH	NADDI GHATRI SCHOOL	78
UTTARAKHAND	ST. STEPHENS' SCHOOL	220
MADHYA PRADESH	UJJAIN AND BHOPAL	100
JAMMU AND KASHMIR	BAL ASHRAM	75
RAJASTHAN	MAITRIMANTHAN	150



GUJARAT	GRAM VIKAS TRUST	82
ACROSS THE COUNTRY	DRIVERS OF SAFEEXRESS	2000
TAMIL NADU	EDUCATR	441
UTTAR PRADESH	ENACTUS SHRI RAM COLLEGE OF COMMERCE	17
TOTAL		4995

LAKSHYAM OPENED ANOTHER TOY LIBRARY AT MAGHUAPARA LOWER PRIMARY SCHOOL, KAMRUP DISTRICT, ASSAM. THE CHILDREN NOW HAVE ACCESS TO TOYS AT THE DISCRETION OF THE SCHOOL. THOSE CHILDREN WHO COULD NEVER AFFORD TOYS WILL NOW GET TO PLAY WITH THEM, POSSESS THEM AND MAKE BEAUTIFUL MEMORIES WITH THEM.



SUPPORT GIVEN BY CORPORATES AND INDIVIDUALS



**TOYS, FOOTWEAR,
CLOTHES AND
STATIONARY
DISTRIBUTION BY
MAX LIFE INSURANCE**

**CLOTHES AND GOODIES
DISTRIBUTION BY METLIFE
AND PRAYAAS**



**LAKSHYAM KIDS WERE
INVITED BY SHELL, INDIA
TO THEIR COMPANY EVENT**

**LAKSHYAM KIDS
PARTICIPATED IN
AN EVENT
CONDUCTED BY
RAMON LLAMBA
AT KINGDOM OF
DREAMS**



FUND RAISING INITIATIVES



REEL CLASSICS

Laal Seb , documentary made by Lakshyam Ngo children based on daily struggles that a girl child has to go through for her education. The film was made by 14 young girls made on a true story of Laxmishot , scripted , rolled, edited by these 14 young talented artists in association with P Se Pictures.

"Reel Classics" was held in the month of September wherein Laal Seb was shown followed by the screening of Dilwale Dulhaniya Le Jayenge, at PVR Gold Cinemas.



FASHION FOR A CAUSE



Lakshyam NGO & Lord Loomba Foundation, hosted its 5th annual fashion show, Fashion for a Cause, on December 21, 2016, at the Sahara Star hotel, Mumbai. Themed around 'Empowering the Girl Child Today, to Building Women Leaders of Tomorrow,' the show saw a great display put forth by some of the country's most renowned designers including likes of Rohit Bal, Varun Bahl, Gauri and Nainika, Ritu Kumar, Rohit & Rahul, Study by Janak and Rajat Tangri. The ramp was walked by celebrities like Mr. Anupam Kher, Rajeev Khandelwal, Rohit Roy, Neeraj Gaba, Shriya Saran, Mugdha Godse and many other prominent personalities from different fields. Fashion for a Cause 2016 proved to a big success and finest of all the FFC's conducted by Lakshyam. It was deeply covered by various media outlets.



HEALTH CAMPS



DR. S.K. JAGGI ORGANIZED A FREE OF COST HEALTH CAMP



FREE HOMEOPATHY HEALTH CAMP ORGANIZED BY AGRAWAL HOMEOPATHY CLINIC AT E BLOCK, VASANT KUNJ

A HEALTH CHECK-UP CAMP ORGANISED BY



COLLEGE TIE-UPS



**SUMMER
CAMP BY IIT
DELHI AND
VISIT TO OLD
AGE HOME**



**WORKSHOP ON
MENSRTUATIO
N CONDUCTED
BY STUDENTS
OF LADY SHRI
RAM COLLEGE**





**LAKSHYAM BECAME
A PART OF EXPLORE
2016, CAREER FAIR
BY ENVISION INDIA
EDUSERVICE HELD
AT SANSKRITI
SCHOOL**

**ACKNOWLEDGMENT
BY IMT,
GHAZIABAD**



**INTERNSHIP
FAIR AT SRI
VENKATESWAR
A COLLEGE**



ROOH

In many communities around, women never belong to themselves. Under Rooh, Lakshyam strives for women empowerment by giving them training of making jewellery, stitching & further selling the products through different modules so that they are *not* *not* *nisse*.

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

SPONSORSHIP FOR FUNDRAISING EVENTS

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





CONTRIBUTE FOR THE **GREATER GOOD**

LASHYAM

HELPS CHILDREN FROM THE
NOT-SO-PRIVELEGED SECTION OF
THE SOCIETY BY PROVIDING THEM

**EDUCATION
HEALTHCARE
AND
COUNSELLING**

**You can Sponsor
A Child by Donating**

**Rs. 750/- Per Month or
Rs. 9000/- Per Annum**





LAKSHYAM

Hands to Hearts

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