



# ANNUAL REPORT

FY 2022-2023



## MESSAGE FROM THE FOUNDER

"In the Initial years of Lakshyam, we realized that working for people neglected by society is indeed a road less traveled. Regardless of their situation, we have always believed that every individual should be given an opportunity to thrive. Our programs includes various activities ranging from camps to tours and educational development to skill-enhancing workshops.

Our dedication and your active support have helped us to reach 1 Million 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, we would like to extend heartfelt gratitude to every member who has been on board with us and contributed in any way possible. 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 endeavors, more than ever, are to brighten the future of the children, women, and communities we touch while equipping them with life-building skills."

**- RASHI ANAND  
FOUNDER**

**"As you grow older, you will discover that you have two hands  
— one for helping yourself, the other for helping others."  
— Audrey Hepburn**

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# ABOUT LAKSHYAM

Since inception, the staunch desire to create a better society has become Lakshyam's motive. 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. Functional through 46 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 by providing education to the street children and skilled training to the women.

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 less privileged individuals.

Lakshyam's array of initiatives revolve around three 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 the formal schooling system



## Lakshyam Toy library

Toys are more than just fun and games for kids. Toys provide an opportunity for children to learn. In this way, Lakshyam's Toy provision program enhances the child's senses, overall development, sparks their imaginations, and improves communication.



## Rooh (Awakening Women's Soul)

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



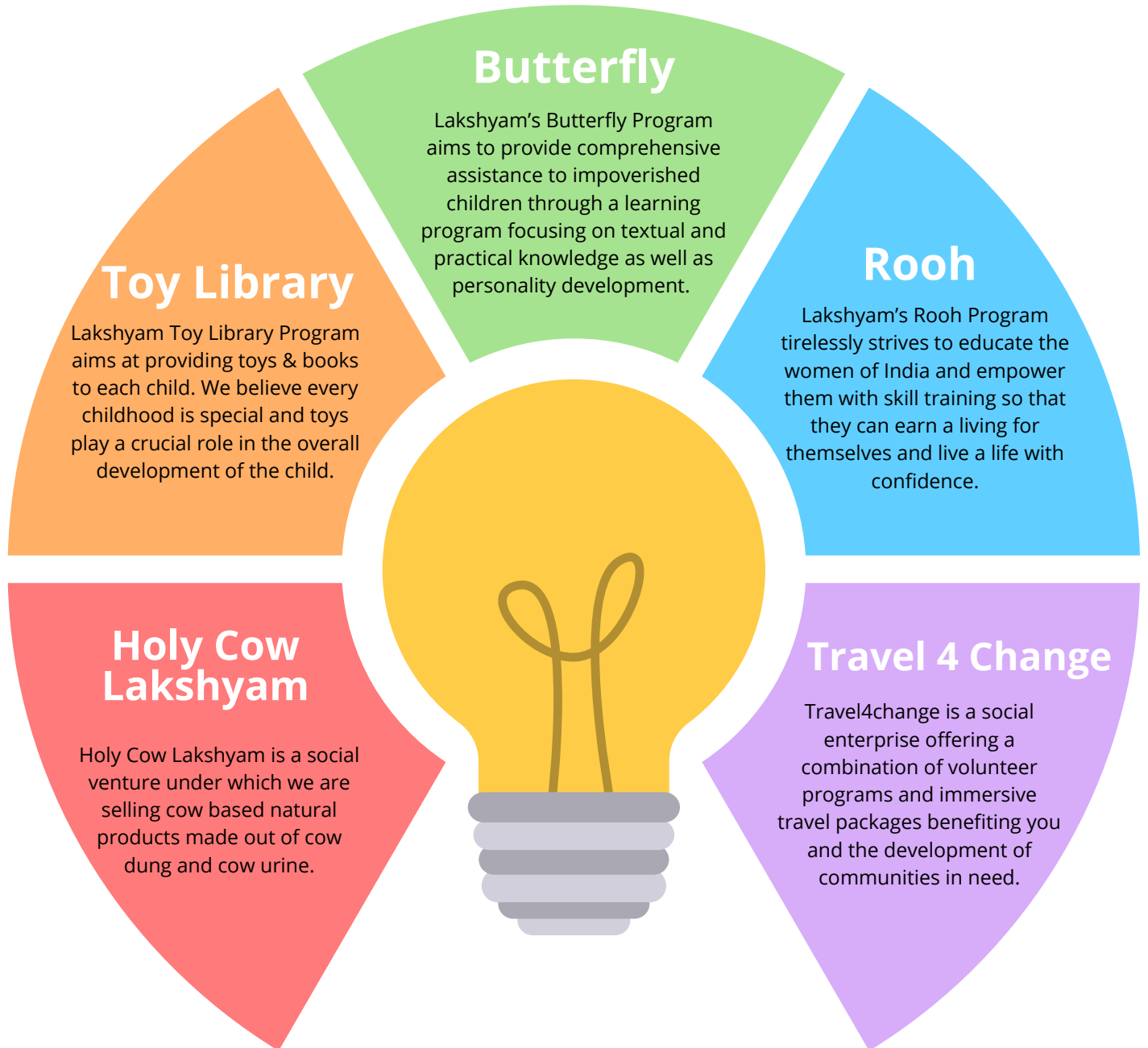
# VISION

To work for economic, political, and socially marginalized communities for their holistic advancement and implement specific, customized, cost-effective, scalable, and replicable models for community development.

# MISSION

To help and empower the less advantaged children and women by putting street children in the formal schooling system, supporting kids living in remote areas across India with toys and books, and increasing the income of the women community under our women empowerment program.

# AREAS OF WORK



# OUR IMPACT



17 States Reached

## IMPACT CREATED FROM 2012 TO 2020

- **3500** girls supported with Solar Lamp for Education
- **3000** street children enrolled to schools for education
- Associated with **90+** schools for workshops and distributions
- **7000** girls and women educated on Menstrual Hygiene
- **1 Lakh** Sanitary pads distributed.
- **2.5 Lakh** Books and Toys collected through donations
- **4000+** women empowered
- **23000+** children supported through various NGOs
- **23000 Kg** waste converted into handicraft
- **39** awards received
- **10000** individuals benefited during covid
- **39** toy library opened

# IMPACT NUMBERS

As has been our mission to impact as many lives as possible always, this year too our hands reached out to needy people in the society. We are happy to have positively impacted the lives of people in every way possible.

**250+** Kids Enrolled to Education Centres 

**4200+** Food Distributions 

**3103** Stationery Kits Distributed 

**3000+** Sanitary Pads Distributed 

**2** New Toy Libraries Opened 

**2** Awards Received 

**100+** Solar Lights Installed to Light Up the Houses in Slums 

**500+** Associated Partners for Workshops 

**7000** In Kind Items Collected from Donors 



# PROGRAM 1

## BUTTERFLY- CHILD WELFARE AND EDUCATION

The word 'Butterfly' symbolizes freedom. The program aims to cater to the needs of the children who require specialized assistance to broaden their horizons of opportunities and 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 Centres in New Delhi, Ghaziabad (Uttar Pradesh), Jharkhand and Madhya Pradesh are being 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.

A Flow Chart of Activities



## PROGRAM 2

# LAKSHYAM TOY LIBRARY

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 39 toy libraries across India.

A Flow Chart of Activities



# Program 3

## ROOH – AWAKENING WOMEN’S SOUL

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.

A Flow Chart of Activities

Lakshyam’s program ‘Rooh-Awakening Women’s Soul’, is designed to uplift the status of women 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 their skills so that she can survive without being dependent on anyone.



# KIND WORDS

## FROM PARTNERS & INTERNS

We are thankful to all the Donors, Interns and Volunteers who have come forward for helping us in the projects for the welfare of less privileged people of our society. We really appreciate all your efforts and time given.



We, at i2u Social Foundation strongly believe in tangible and lasting impact for the needy. Lakshyam is an epitome of our belief. We are very pleased that our association with Lakshyam has been excellent and we feel it is a privilege to be part of the commendable work done by Lakshyam team.

**- Alisha Vijoy (Head, India is Us)**

I had a wonderful experience interning with the Lakshyam foundation, it was a totally different exposure for us as none of us had ever had any internship, especially under a Ngo, we were given different tasks and also got to know more about the problems that still lurk upon us, though they might not be visible to us at hindsight they do exist for a lot of people.

**- Varun Surolia (Intern, UPES)**



Life's first experience and i am fortunate to work at Lakshyam where I can contribute to society. Working with the students i came to understand their difficulties that they face everyday, and i was very happy to teach these students. I came to learn to how to live with minimal resources.

**- Bidipta Nandan (Intern, IIM Rohtak)**

My affiliation with Lakshyam has been incredibly valuable to me, and it is a pleasure that I cherish. Throughout my creative career, I've been tremendously honoured to have received so much love and praise. Associating with Lakshyam allows me to express my appreciation to the community for the kindness and constant encouragement I've earned over the years.

**- Anju Modi (Fashion Designer)**



# WORKSHOPS/ ACTIVITIES

Lakshyam frequently organizes various activities and workshops for children to attain knowledge and exposure of different topics. This year, we organized various workshops like self defence classes for girls, dental camp for kirby place community, coding games, drawing competition, environment awareness workshops and creating best out of waste workshops. All these activities help to increase the creative and critical thinking process of children.



# DISTRIBUTIONS

Lakshyam would like to extend warmest regards to all the individuals, donors, corporate who came forward and spread smiles on the faces of our beneficiaries. They supported us in distributing sanitary pads, stationery items, food, clothes, toys, etc.

### Clothes by 'U&I'



### Sanitary Pads by 'The Sassy Thing'



### Stationery Items



### Educational Resources by 'My Whole Child trust'



### Notebooks & Chairs by Thitipoom (Thai Actor)



# DISTRIBUTIONS

## Sanitary Pads Awareness & Distribution

Lakshyam sincerely believes that sanitary pads should not be a luxury, it is a fundamental right that every woman should have. Keeping this in mind, we regularly distribute sanitary pads to our beneficiaries as well. More than 500 packets of sanitary pads were distributed to the girls this year, owing to covid, the number is comparatively lesser as compared to our usual donation.



by Young Indians (YI)



by 'Rotray Club of Delhi'

## Books Distribution



## Toy Library Set up



1. Mangalackal Public Library, Kerala
2. United Community NGO, Nepal

# OUTDOOR VISITS

We believe that outdoor exposure is equally important for the cognitive growth of children. This year, we planned several outdoor visits to various events, museums, academies, and other places to give insight into every field of career that they can consider as per their area of interest. Apart from having lots of fun, the children gained knowledge of various fields, their scope, and career choices available.

### By 'India & Us'



### By 'That Sassy Thing'





# CELEBRATIONS

Various celebrations were held during the entire year. We celebrated birthdays of our students and also of many kind donors. The children had fun times during the preparations and celebrations of festivals like Diwali & Christmas.



# EXAMS AND PRIZE DISTRIBUTION



# HIGHLIGHT OF THE YEAR

## FASHION FOR A CAUSE, 2022

Lakshyam organized its annual fundraising event 'Fashion for a Cause' on 2nd November, 2022.

The 10th edition of the event brought 6 prominent fashion designers, 50+ supporters (who walked the ramp) from diverse fields under one roof, to raise funds for the education of less privileged children.

Total 100 children have been sponsored for education through the money raised from the event, which shows the power we can create by standing together for a noble cause.



# Fashion For a Cause, 2022



# CELEBRITY COMMENTS



Anupam Kher

"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."



Sri Sri Ravi Shankar

"It is heartening to know that LAKSHYAM has been working in areas like child welfare and women's empowerment for a decade now. There is an urgent need in society to bring back values of service and compassion. The reason for depression in people is that the aspect of service is lacking in their lives. I am very happy that the volunteers behind LAKSHYAM are doing such good work and also inspiring others."



Sharmila Tagore

"Lakshyam is a responsible organization and I would like to congratulate them for their good work done towards the upliftment of the less privileged people."



Chetan Bhagat

"Lakshyam is an excellent example of a non-profit working at the 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!"



Shashi Tharoor

As I reflect on the good work of national significance done by Lakshyam, it is impressive that as a responsible NGO, it is generating opportunities and spreading positivity among several disadvantaged communities to make a mark of their own"



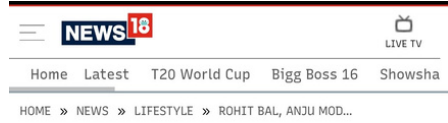
Boman Irani

"I believe every home should have a Lakshyam"

# IN THE MEDIA



First India



## Rohit Bal, Anju Modi to Varun Bahl, Designers Come Together To Raise Funds To Empower Women and Children

7 Celebrated fashion designers will showcase at NGO Lakshyam's fundraiser, as part of its 10th-anniversary celebrations.

News 18



Navdrishti Times



Zoom Delhi



Beauty & The Beast Magazine



APN News

# AWARDS & RECOGNITIONS

## 01 'Social Stalwart' Award to Rashi Anand for her excellent work in Social Welfare (by izu Social Foundation)



## 02 Award of Excellence in Women & Child Development (by CSR Universe Social Impact Awards 2022)

## 03 Chancellor Award 2022 for Women Empowerment to Mrs. Poonam Anand by YBN University, Ranchi



## 04 Award to Rashi Anand as a Social Worker by 'WBR Corp UK Limited' (India Edition Felicitation 2022)

# SUPPORT US

## Sponsor

- A Child's Education @ just Rs. 1000 a month.
- For Skill Building Workshops
- For Lakshyam Toy Library

## Payroll Contribution

Donate a part of your salary / earnings.

## In-Kind Donation

Donate food, clothes, toys, books, digital resources, etc.

## Contribute / Donate to The Corpus: Make donations to Lakshyam

## Customer's Participation:

- Place bulk orders to purchase handmade products
- Recommend Lakshyam for product's sale at exhibitions and stalls

## Volunteer

- Teach children Hindi/English/Computers or any subject
- Teach arts and crafts or dramatics to the children
- Take workshops and vocational training
- Help generate sponsorships to support Lakshyam's programs



# TEAM LAKSHYAM

## Governing Body



Poonam Anand  
Chairperson



Rashi Anand  
Founder

## Advisory Board



Dr. Lalit Bhasin



Sandeep Jiodia



M.S. Bitta



Dr. Shyama Chona



Anju Modi

## Directors



Amit Bansal



Rahul Madaan



Rajeev Gupta



Ramon Llamba



Ravish Kapoor



Kalyani Chawla

## Core Team



Shubhangi Singh  
Accounts  
Manager



Ruby Bedi  
Fundraising  
Manager



Gurpreet Kaur  
Program  
Coordinator



Rahul Khurana  
Project  
Coordinator



Akash Yadav  
Supervisor



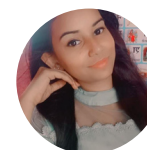
Mamta  
Teacher



Seema  
Caretaker



Brij Bala  
Teacher



Anu  
Teacher



# SPONSOR A CHILD

## Contribute for the Greater Good!

Help the children and be the reason behind their smiles.

Every penny can lead a child from street to school.

- ▶ 48,000 INR (Support a child for 4 years)
- ▶ 24,000 INR (Support a child for 2 years)
- ▶ 12,000 INR (Support a child for a year)
- ▶ 2,000 INR (Support a child for 2 months)

Your donations shall directly provide education, all-inclusive workshops, healthcare & counselling to the children of Lakshyam.



# CONNECT WITH US

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