



THE PURNIMA FOUNDATION



**Committed to create enduring
smile on the faces**

ANNUAL REPORT - 2019-2020

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A Note from the Trustees

The past year saw a number of achievements at The Foundation as it continued its impressive growth to set up new programs and make significant strides on existing ones. The Foundation continues its march toward becoming a highly reputable organization dedicated to serving the communities of West Bengal with its unrelenting goal to advance human achievement. This report provides an overview of our activities over the past year.

The approach we have taken is to focus on small scale, flexible and efficient action plans to create measurable outcomes for improving quality of life, enhancing empowerment (particularly among women), advancing child welfare and education, reducing poverty, improving health care, and safeguarding the environment. The one striking element in all of our efforts is that The Foundation encompasses community involvement and participation in all aspects of the project lifecycle to create local pride and ownership.

This Annual Report will provide detailed accounts of all current projects. Here, we wish to highlight some of the key programs that have become highly acclaimed and successful:

- The Foundation created an opportunity for deprived children to enhance educational opportunity and reduce school dropout rates. A total of 421 children were supported under this program.
- A micro-enterprise program (Waste to Green) was launched and created economic sustainability for 54 women and supplementary income for nearly 150 additional women indirectly.
- The Foundation sensitized nearly 1,000 adolescents on reproductive and sexual health, along with the use of quality and sustainable reproductive practices.
- A health, hygiene, and sanitation program was launched in a slum cluster in Kolkata, creating mass awareness through training sessions on safe sanitation practices.
- The Foundation continued its environmental protection activities through mass awareness, participation in the Farmers for Earth program, and the Greening Kolkata program. The flagship Waste to Green continues to elicit broad acclaim and interest.
- The nutrition supplement program supported over 1,950 children and women.

We have an exciting plan for the coming year that will include advancing the work that has begun and expanding our network of local partners who bring so much value to all the work that we do. Several key projects undertaken during the past year could only be undertaken through the generous support of our corporate partners, to whom the beneficiaries are indeed grateful. Our funding outreach will be expanded so as to support more programs.

Finally, the success of The Foundation can be attributed to a singular source — the contributions of our energetic, and dedicated staff. Humanitarian work comes from within, and that is true of every member of the Foundation. Their continued dedication to the mission of the Foundation and helping our society is the very reason for the work you will see described in these pages, and the ebullient work in the year ahead.

Amala Charan Chaudhuri, PhD
Trustee

Avijit Chaudhuri, PhD
Trustee



Moving Forward:

Over the past year, The Purnima Foundation has continued to emphasize issues and causes of national importance by working on the creation of opportunities for deprived communities, environmental conservation, climate change adaptation, enhancing livelihoods, hand-holding support to children to improve educational abilities and to strengthen community organizations for overall sustainability.

During the year, The Foundation coordinated a wide spectrum of developmental activities with a “multi-dimensional” approach for the development of deprived communities in our society. Our efforts included building infrastructure and providing services to empower people, supporting local communities, and creating ownership among beneficiaries. Overall, The Foundation's development goals are fully sustainable and relevant to the community, while working for the prosperity and dignity of our society and its people.

Since its inception in 2013, The Foundation has consistently expanded its footprint year on year across various locations in West Bengal to support marginalised and deprived communities. This wide range of activities have generated substantial recognition by the people we have served, where the impact cannot be measured by economic benchmarks only, but also through non-economic indicators. The multidimensional approach of The Foundation has covered material, non-material, economic, and non-economic benefits.

The Foundation's approach to community collaboration is multi-faceted, focussing on a small scale, flexible, dynamic, adaptive, local, efficient, and innovative action plans. During the past year, we emphasized alternatives to the status quo, providing a platform for participation, alternative practices, and outcomes. Our partnership approach with compatible grassroots organisations has helped to craft self-sustaining ecosystems to benefit society as a whole.

The Foundation's community based micro-enterprise approach has increased incomes for target groups while catalyzing economic and social development for the whole community. We have integrated gender focus throughout our programs and provided tailored support for women to expand their opportunities for sustainable livelihoods.

Our choice of development is wide and encompasses not just economic development but also growth on the social front, quality of life, empowerment, women and child development, education and awareness of its citizens and, safeguarding the environment. It is the human touch that has become the hallmark of The Foundation, a fact that is now widely recognised by the communities we serve.

With a dedicated staff comprised of strong experiences, skills, and expertise, The Foundation has shown immense effectiveness in delivering successful results in a truly efficient manner. We will continue to rely on our strength and dedicated willingness to reach landmark targets during the coming year.



Our Vision

The vision is to see the world without poverty, clean and green environment for future, education for all, improved health and hygiene and inclusive growth of the underprivileged section of the society.

Our Mission

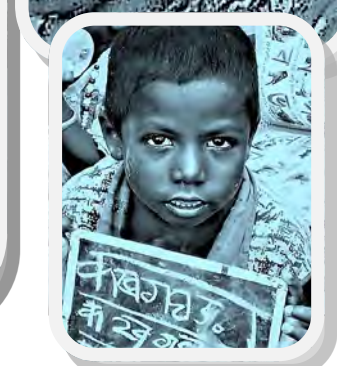
To act for eliminating poverty, creating clean and green environment, providing education and health care to all, generating livelihood for underprivileged people and ensuring overall societal development.

Our Values

The values are to endorse the core principles of stewardship, accountability, transparency, consistency, equity and, integrity.

Our Focus

Women girls and youth are our focal point of development because we cannot overcome poverty, illiteracy, disparity until all have equal rights and opportunities.



7 Years of Hard Work, Commitment, Determination and Self-reliance in Crafting the Change.



Dr. Amala Charan Chaudhuri, PhD

Dr. Amala Charan Chaudhuri received his PhD in Organic Chemistry (1960), University of Calcutta. Fulbright Scholar (1959), Post doctorate fellow in USA (1959-63). Educational Officer, British Council, Calcutta (1964-68), Professor of Chemistry, Ryerson University, Toronto, Canada, Retired in 1995, Conferred "Professor Emeritus" by the University (1998), Established two Higher Secondary Schools (Canadian Program) in Hong Kong (1984) and in Bangalore, 1996. Director, PAC Med Biotech Pvt. Ltd. Founder Trustee, The Purnima Foundation, Kolkata (2013).



Dr. Avijit Chaudhuri, PhD

Dr. Avijit Chaudhuri received his PhD in Neuroscience from Berkeley in 1987 under the guidance of Nobel Laureate Donald Glaser. His academic work spanned several universities and included service to the US National Science Foundation as a Program Director. His recent work in the area of consumer protection and empowerment led to his research on available technologies that could not only defeat the problem of counterfeiting, but also empower consumers to verify the authenticity of the medicine right at the point of sale. He has been a strong advocate for consumer empowerment by evangelizing on the benefits of appropriate anti-counterfeiting technologies.



Subas Ghosh

Subas Ghosh is having about 25 years of administrative experience in HRD and Management. Mr. Subas Ghosh works for PAC Med Biotech Pvt. Ltd since 2006 and currently involved as a Trustee in The Purnima Foundation.



Dr. Aruna Charan Chaudhuri

After graduating in science from Calcutta University (1951) Dr. Aruna Charan Chaudhuri studied medicine at N.R.S. Medical College and obtained his M.B.B.S. from Calcutta University (1957). Between 1958-1964 he worked as Medical Officer in different hospitals in Calcutta in the fields of Surgery, Medicine and Gynaecology. In 1965 Dr. Chaudhuri went to England and worked there in different hospitals before obtaining his F.R.C.S. (Edin) in 1969. He became Senior Registrar (which is 2nd. in position in National Health Services in England) working for different hospitals, took voluntary retirement to return to India in 1972. He joined Government of India, worked there until 1986 and retired as Chief Medical Officer and Chief Surgeon. He settled in private practice in South Calcutta. Currently Dr. Chaudhuri is involved as an Advisor to the Board of Trustee.



BOARD OF TRUSTEE



BOARD OF TRUSTEE
ADVISOR TO THE

Registration Details of the Foundation



Registered under Indian Trust Act, 1882; W.B Registration Rules, 1962

Registration Number: 01874/13
Date: 22/09/2013

Registration under Indian Income tax Act 1961

Section 12 A
AACTT2697 J/10/14-15/T0051

Section 80 G
AACTT2697 J/10/14-15/T0051

PAN Card Number
AACTT2697 J

FCRA
Under process

Registered under NGO Darpan, Niti Ayog, Government of India
WB/2017/0166349

Our Professional Strength



Dipankar Palit, Executive Director (Finance).
 • Qualification: CPA (Chartered Professional Accountant), CGA
 • Experience: 37 years of experience in maintaining accounts, finance and administration.



Dr. Gautam Bhattacharya, Chief Development Officer
 • Qualification: PhD in Environmental Studies and Regional Planning
 • Experience: 26 years of experience in development sector (in the area of Rural and Urban Development).



Arundhati Chakraborty, Senior Programme Manager
 • Qualification: MSc, Environment, MSW
 • Years of Experience: 15 years in environment and social development



Chandan Das, Accounts Officer/Project Officer
 • Qualification: B.Com, Diploma in Social Work
 • Years of Experience: 15 Years in social development



Narayanan Ravi Kumar, Senior Project Officer
 • Qualification: BA (Sociology), MSW
 • Years of Experience: 20 Years in social development



Oindrila Chakraborty, Project Assistant
 • Qualification: MSc. Environment
 • Years of Experience: 2 Years in environment development



Atish Choudhury, Project Officer
 • Qualification: BA
 • Years of Experience: 41 Years (Retired Government Employee)

Our Professional Strength: Core Team

Our Professional Strength: Project Team

The Purnima Academy, Rajendrapur, North 24 Parganas		
Sl. No	Name	Position
1	Babusona Mondal	Project Supervisor
2	Debdas Mondal	Teacher
3	Prasenjit Naskar	Teacher
4	Chiranjit Naskar	Teacher
5	Utpal Saradar	Teacher
The Purnima Academy, Amratala, Basanti, South 24 Parganas		
1	Sachin Naskar	Project Coordinator
2	Pinky Naskar	Teacher
3	Arun Mondal	Teacher
4	Saurav Haldar	Teacher
5	Ambiya Seikh	Teacher
The Purnima Academy, Uttor Durganagar, Kulpi, South 24 Parganas		
1	Susmita Haldar	Project Coordinator-cum-Secondary Teacher
2	Anjali Purkait	Teacher
3	Madhumita Purkait	Teacher
4	Amba Gharami	Teacher
Adolescent Reproductive and Sexual Health Programme, Khalisady, Haroa, North 24 Parganas		
1	Saiful Islam	Project Supervisor
2	Archana Mondal	Peer Educator
3	Rakesh Das	Peer Educator
4	Indrajit Das	Peer Educator
5	Mostakin Molla	Peer Educator
Waste to Green Energy Programme, Keorakhali, Kultali, South		
1	Ranjit Bairagi	Project Coordinator
2	Lakshmi Safui Mondal	Community Coordinator
3	Ekadashi Naskar	Community Mobilizer

Intervention during 2019-2020:



1. Education for Underprivileged Children

The Purnima Foundation established 3 free coaching centre to enhance the educational ability to underprivileged children under the banner of The Purnima Academy



2. Adolescent Reproductive & Sexual Health Programme

The goal is to ensure gender equity and to reduce gender-based violence, substance abuse, and help adolescents to develop life skills that will ensure safety and happiness in the future.



3. Creation of Income Opportunity for Deprived Women

The aim of the programme is to expand access to environmental and energy services for poor women for poverty reduction, economic growth, and environmental sustainability.



4. Sustainable Management of Rural and Urban Environment

The objective of the programme is to aware individuals and social groups to take responsibility through acquiring knowledge, developing attitudes, skills and abilities to address real-life environmental problems.



5. Facilitating Health and Nutritional support

The Foundation organised annual Food, Nutritional Supplement, Health Care products and Sanitizers mainly in the rural and slum areas of West Bengal.



6. Improved Sanitation Programme in Slum Cluster

The aim is to improve the quality of life for poor slum dwellers by providing knowledge and creating awareness on improved sanitation, and waste management practices for better health.



7. ABHA Helpline: Psycho-social counselling

The aim is to create a reliable and non-judgmental platform for people with emotional and psychological distress.



Smiles in the faces of the deprived is our inspiration

2019-2020

Achievement by Numbers

7 Projects

24 Villages

3100 Beneficiaries

421 Children supported under Education Programme

58% of the beneficiaries are Women and Girls

Created livelihood opportunity for **54+150** deprived women

1000 Adolescent Empowered

1953 Children & Women served under nutrition supplement programme

The Purnima Academy: An Overview

The Purnima Academy was established with a vision to cater support to the deprived children to improve their education skills; improve the learning ability who mostly lacking access to the facilities and usually inclining to dropout from school.

The endeavour is to fill the gaps in school education and reinforcing the interest of children and their parents in a formal education system. The program targets children studying in different classes in govt. schools and dropout from schools. This programme complements the gaps in school education. Due to this program, students are regular in schools and are able to understand different subjects better. This program is specially designed so as to reach out to the girls in the villages who are generally relegated in the education system by parents due to various social and economic limitations. The main aim is to break this age-old outlook and empower and facilitate these girls with better chances so that they can involve in the mainstream of development and reinforce their vision.

The Purnima Academy intervened in three different locations in West Bengal.

- Rajendranagar in Minakhan block of North 24 Paraganas district
- Amratala, Basanti block of South 24 Paraganas district.
- Uttor Durganagar, Kulpi block of South 24 Paraganas district.

The Uniqueness of the Purnima Academy

- Individual care for each student in gaining knowledge of the subjects
- Involving students actively in justifying their curiosities in course curriculum.
- Preliminary lesson plan for each month on the basis of stipulated syllabus
- Introducing a practical application to create genuine interest in the class at the beginning of a lesson
- Organising classroom tests on a regular basis and assessing the performance of each student accordingly
- Special attention to the students who are found to be less interested in study or poor performance in the study
- Extracurricular activities for their overall development.
- Building affinity with the key stakeholders especially Teacher-in-Charge of local schools



**“Education is the most powerful weapon
which you can use to change the world”
- Nelson Mandela**

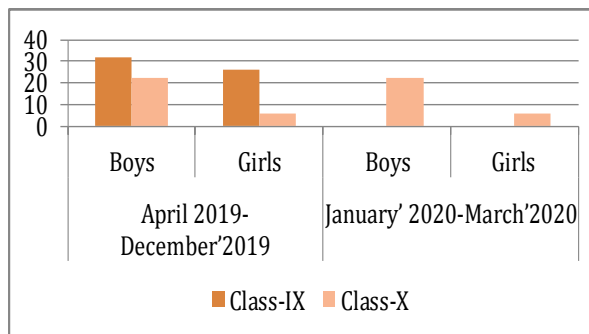
The Purnima Academy: Rajendrapur

Rajendrapur village is about 45 km away from Kolkata main city. It is on the way to the well-known tourist destination of Sundarban. It takes an hour to reach Kolkata. However, the area can't keep itself isolated from a declining education level of students. Even though the majority of people living in and around this village have understood the importance of education and know that it is the only way to get rid of poverty, due to lack of money they are not able to provide their children with better education. Poverty results in a very low number of students actually clearing their secondary education and taking admission in colleges for further studies. In such communities children are often ill prepared for all-important examinations because of family and community pressure to work on the farms, thereby taking away precious preparatory time. So the drop-out-rate at the secondary level is extremely high in this area.

It is pragmatic that even though the number of rural students attending schools is rising, but more than half of the students in the secondary level are unable to read an English textbook and are not able to solve simple mathematical problems. Not only this, but the level of math and science is further declining. Though efforts are being made, they are not in the right direction. Quality and access to better education is the major concern not only in remote villages, but rural community located near the city also suffers from the impoverished education system.

The Intervention of The Purnima Foundation:

Assessing the need of the vulnerable students, the Foundation has established the free coaching centre under the banner of The Purnima Academy during 2013 for addressing education issues by providing free and quality support to help local students get through their first Board Examination in collaboration with a local organization, Rajendrapur Swami Vivekananda Seva Pratisthan (RSVSP) in the village of Rajendrapur, at Minakhan Block in North 24 Parganas district. The free coaching centre caters to students mostly belong to the families falling under the categories of scheduled castes, scheduled tribes, and other backward classes.



Students' profile in 2018-19



Achievement during 2019-2020

The major achievements of the project that have been observed are as follows:

- Fostering learning opportunities for 86 boys and girls (April'19-Dec'19) and 28 boys and girls (Jan'19-March'19).
- Advancement in learning ability of students in Mathematics, Physical science, Life Science and English
- Creating more interest among students thus decreasing dropout in the centre. During the year of 2018 and 2019 65% and 57% students promoted from class IX to class X respectively.
- Developing a competitive educational environment among students
- Organizing workshops to bring both teachers and students close to each other and crush unrealistic idealism of gender discrimination in the rural education system.

The Purnima Academy - 'Amader Pathshala'

A large number of children of the migrant labourer in India are either enrolled in school but not attending or have dropped out primarily due to the economic compulsion of the family as the majority of families migrate to different states in search of wage-based employment. Seasonal migration leads to a situation where the children are enrolled but do not attend school. This occurs when their parents move in search of work for several months which overlaps with the school academic calendar. The periodic absence from school affects their learning outcomes and eventually affects the number of years that they eventually attend school.

The Prevailing Situation:

The children of such workers are the worst affected and are deprived of various basic amenities. The major problems in achieving both elementary and secondary education most significantly due to large family size, poor living conditions poor health, unfavourable home condition, and surrounding environment, frequent movement, unstable occupation and economic condition, poor parental educational background, and distance from the school.

The Intervention of the Foundation:

Assessing the total scenario, The Foundation felt the need for intervention for handholding support to create opportunities and catering the service to enhance the educational ability of the children in this location. The Foundation initiated the Remedial Educational Programme with an objective to help these children in framing their life by enhancing educational ability through proper guidance and counselling and the comprehensive development of children for the future.

Children under the Programme:

Last year (August'2019-December'2019 approximate Fifty Four (Male 33 Female 21) formal students primarily living in and around Durga and Mohan Bhata and Uttor Durganagar village in Kulpi Block were brought under the accessibility of Alternative Education Programme. Nearly Twenty Four (Boys 11 Girls 13) non-formal students (pre-primary) had come under the umbrella of this programme as well.

In this academic session (Jan'20-Mar'20) nearly Seventy Three (Boys 38 Girls35) students have started receiving tuition at 'Amader Pathshala'. Nearly Twenty-Two (Male 16 Female 6) non-formal (pre-primary) students have come under the purview of the programme.

73 Children, **38** Boys & **35** Girls and additional **22** Pre-

The Purnima Foundation became successful in:

- Giving Individual care to each student in gaining knowledge of the particular subject
- Started giving educational support to students of Class-VII from this academic year
- Involving students actively in justifying their curiosities specifically in classroom subjects
- Introducing a practical application to grow the genuine interest of the class at the beginning of a lesson
- Enhancing skills by introducing different exercises of similar types
- Developing a comfortable learning environment to enhance the attentiveness amongst students



The Purnima Academy: An Alternative Education Programme- 'Āmader Āngina' & 'Barnoporichoy'

The Purnima Foundation arbitrated one more unique educational programme “Alternative Education Programme” in the village of Amratata with the objective of helping rural children to frame their life with structured non-formal education. This Alternative Education Programme has two distinct segments viz. Amader Aangina and Barnoporichoy. Amader Aangina is helping dropouts and irregular school-going children to get reconciled in the mainstream education system and enhance their soft skill to surge in society. Barnoporichoy is preparing children to get admission in local schools.

During the year approximate Eighty-Seven (boys- 38 girls- 49) drop-outs and irregular students (non-formal students) primarily living in and around Amratata, 6. No. Sonakhali, Chharanekhali, and Harbhangi village in Basanti Block were brought under the accessibility of the Alternative Education Programme. Nearly Seventy-One (boys- 40 girls- 31) toddlers as formal students had come under the umbrella of this programme as well. In this academic session (Jan'20-Mar'20) nearly Seventy Nine (boys- 44 girls- 35) formal students and Eighty Six (boys- 38 girls- 48) non-formal students have started receiving tuition at and Barnoporichoy and Amader Aangina respectively.

Reconciliation in the Mainstream Education System -Activity (April'2019-March'2020)

The Project has played a significant hand in getting dropouts and irregular students back to school and spread awareness about long term benefits of education by organizing community consultations and coordinating with the local schools. Readmission was carried out for thirty two students (boys 12, girls 20). Among them thirty students (boys 11, girls 19) got admission to five different schools in the locality. The Reconciliation rate is 99% as per admission planned in the last academic session. These thirty students are receiving remedial support from the Amader Aangina center after their school hours.

Organizing Non-formal Classes

The Project has organized educational activity that takes place outside the formal educational system incorporating flexibility, learner-centered, contextualized, and remedial, e.g.

- Joyful Learning events
- Teaching/Learning Materials to create interest
- Counseling to slow learners
- Organizing School Awareness Event
- Organizing Parent's Sensitization Meeting
- Organizing Edutainment Program
- Organizing Training on Art & Craft



The Foundation became successful in:

- Reconciliation of dropouts with schooling and regular educational structure
- Mainstreaming girls who are out of school and bringing them under the purview of the education system. Boys and girls student ratio is 38:49
- Providing well- structured remedial classes to 166 students (both formal and non-formal) belong to resource-poor families
- Creating an opportunity to explore creativity among students
- Ensuring the health and wellbeing of the students
- Bringing in the concept of child protection in local education systems which have led to essential changes in the ways schools function, children's behaviour.
- Motivating local youths to involve in the overall development of local children.
- Establishing the concept of Right to Education among students, parents and school teachers
- Boosting up family involvement in enhancing students' performance in life.
- Enhancing awareness on trafficking, minor marriage and sexual harassment against children

Adolescent Reproductive and Sexual Health Programme

It is an unfortunate fact that adolescent boys and girls from poor families have little or no access to reproductive and sexual health services. Early marriage and teenage pregnancy coupled with poor access to family planning have produced a serious reproductive health crisis among girls in West Bengal.

The result is that many young women suffer from various health impacts such as sexually transmitted diseases (STDs) and reproductive tract infections (RTIs), which leave a permanent scar on the individual well into adulthood. Many lack proper information about or access to the care and treatment they need for a timely recovery.

To achieve healthy adolescent wellbeing, The Foundation has started working in this sector through a carefully designed Adolescent Reproductive & Sexual Health (ARSH) Programme, which aims to improve adolescent to access information on reproductive and sexual health and use of quality and sustainable reproductive, and sexual health services.

The goal of this program is to minimize social vices such as child marriage and early pregnancy, and with it reduce the incidence of STDs/RTIs. The larger societal goal is to reduce gender-based violence, substance abuse and help adolescents to develop life skills that will ensure safety and happiness in the future.

Last year through this programme approximate 240 young adults who are living in village Kharupala, Bokjhuri, Gorainagar, and Gabtala in Haroa block of North 24 Parganas have benefitted directly from the ARSH programme. The Foundation has reached out to at least 1000 adolescent boys and girls indirectly through this programme.

Mechanisms of ARSH Programme:

- Community involvement and mobilization through effective networking and advocacy and creating a supportive environment
- Awareness programme, Information dissemination, and training sessions
- Awareness programme on STIs/HIV/AIDS to adolescents and common people
- Creating self-confidence, & increase the ability to express their feelings and express their opinions freely at the grass-root level



Waste to green energy: An innovative intervention

Households in rural India are highly dependent on firewood as their main source of energy, partly because non-biofuels tend to be expensive. Gradual exploitation of forest resources has resulted in the continuing shrinking of forest cover in India. On the other hand, the nonexistence of adequate management practices, a huge amount of crop residues are burnt every year in the agriculture field, causing excessive emissions of greenhouse gasses. This has become a major environmental problem affecting the health condition of villagers as well as releasing a substantial amount of greenhouse gases and instigating global warming.

Initiative of the Foundation to Create Alternatives:

Assessing the scenario of a village in South 24 Paraganas district in West Bengal; The Purnima Foundation has initiated an intervention to expand access to environmental and energy services for the poor women recognizing that those are essential for poverty reduction, economic growth, and environmental sustainability.

The project was instigated as a major milestone in environmental protection by converting agro-waste to energy through promoting technological alternatives for the management of agricultural waste to create alternatives energy to fossil fuel and creating livelihood opportunities for deprived women in the village. The project involved 52 women as direct beneficiaries and approximately 150 as indirect beneficiaries from Kaorakhali village in South 24 Paraganas district of West Bengal.

Economic and environmental benefit of the project:

Provision for bio briquettes production is not only providing a substantial income source for deprived women at the local level and additional access to green energy but also positively creating a direction on the local initiatives to combat climate change and deforestation.

The project has reduced the burning tones of wastes and subsequent release of smoke and other pollutants. The project has a significant impact in the densification of bio-residues into briquettes. This method has supported to overcome logistic economics in sustainable energy solutions.

The major environmental benefit of the project is:

- Significant reduction in emissions of SO₂, NO₂, etc. in the village along with minimizing the emissions of GHGs
- Reduction in air pollution through controlling the burning of fossil fuel and burning of crop residues in the open field.
- Conservation and regeneration of forest cover in the locality.



54 Women as Direct Beneficiary &
150 Indirect Beneficiary

Instituting the dignity, self-reliance, and security among women

The Bengal NRI Complex (Urbana) has helped in providing sanitation facilities for 54 women, involved in the project installing Bio-Toilets in collaboration with Shrachi. The Urbana also helped in reducing the drudgery among women and maintaining safety in the briquette production unit. The support of Urbana has created greater enthusiasm and self-reliance among women.

List of support extended by The Bengal NRI Complex (Urbana)

- Bio-Toilet
- Cycle Van for transportation of Raw materials
- Chap Cutter (for cutting raw materials)
- Centrifugal Water Pump
- Plastic Water Tank for Processing Unit
- Pedestal Fan and Exhaust Fan
- Fire Extinguisher
- Initial fund for purchasing raw materials



Environmental Sanitation and Personal Hygiene among Slum Community.

The Purnima Foundation has carried out an in-depth study to understand the prevailing hygienic status in a selected slum cluster under which people live, their well-being, activities in which they structured their demographic characteristics, and cultural factors which influence behaviour, as well as the attitudinal change in basic sanitation practices among community.

The study area encompasses the Lock Gate Slum in Chetla located in Ward No. 82, under Kolkata Municipal Corporation.

Aims of the Study:

The study aims to identify the predominant status of sanitation facilities and practices of the selected slum cluster. This will further provide relevant information as input to strategic planning and focusing on the most relevant and appropriate intervention to the target groups. The specific objectives of the baseline survey are:

- To assess up-to-date information on socio-economic, demographic, health, water, and sanitation condition of the areas.
- Identify the needs and possible interventions related to various health issues.
- To find out the people's perception and prevailing practices of sanitation.
- To promote increased interventions in improvement in the current situation of the study area.



Major Findings of the Study:

- The socio-economic situation of the slum inhabitants in the study area, by and large, is miserable because of the lack of basic social amenities; functional skills, poor education, poor income, lack of sanitation, and health facilities.
- The area is characterized by poor infrastructure facilities such as solid waste disposal, sewage disposal, and drainage which lead to environmental degradation and creating critical health problems.
- Inaccessibility of Municipal waste collection facilities is currently one of the most serious deficient public services in the study area.
- The area is characterized by poor living conditions, including lack of proper house, clean water, inadequate toilet facilities, poor garbage disposal, and drainage mechanisms, and lack of basic environmental facilities.
- Communicable diseases are commonly found in this area due to poor housing conditions, poor sanitation, and environmental factors.
- Women are facing greater challenges of the unhygienic environment, putting them into a greater risk to their health through reproductive tract infections caused by poor sanitation.
- There is a clear gap between knowledge and actual sanitation practice in the community. The study shows that sanitation practices in slums are still a big challenge.

Planned recommendation:

The aim is to improve the quality of life for poor slum dwellers by providing access to clean water, improved sanitation, and waste management services; and improving the knowledge and practices for better sanitation and instituting the dignity among women.

Campaign for Environmental Conservation and Protection and Climate Activism

The Purnima Foundation organised a campaign in association with Earth Day Network India, under the thematic area of Solar for agriculture and Farmers for Earth. The programme was organised in Khalisady village of Haroa block in collaboration with local organisation Khalisady Anubhab Welfare Association. Earth Day Network works year-round on projects, programs, and campaigns that support environmental conservation, environmental protection, climate activism and advocacy, and advancing the green economy.

The objective of the campaign was to create environmental awareness among farmers and to motivate the farmers to practice conservation techniques and environment-friendly farming by deepening their knowledge and understanding of the importance of preserving the natural resources of the village in which they live. Nearly 55 progressive farmers from Khalisadi and surrounding villages participated in the campaign. The programme was organised involving eminent professionals like; Mr. Ajay Mittal, Director, Climate Change Programs, South and South East Asia, Dr. Gautam Bhattacharya, Chief Development Officer, The Purnima Foundation, Mr. Pinaki Chakraborty an academican and environmentalist and Mr. Sachin Naskar, a well-known practitioner in green agriculture.

About the Campaign:

Under the thematic area of “Solar for agriculture and Farmers for Earth”, the campaign was aimed to raise awareness, strengthen the capacities of the farmers to replace chemical added products and adoption of green energy and ensure the environmentally sound management of agriculture to combat the global warming and climate change. In broad the campaign was focussed on the issues related to critical challenges on excessive use of chemical fertilizers, insecticides, pesticides and raising cognizance on green agriculture practices for safeguarding the environment.

The campaign was categorically covered the following subject areas:

- Soil and Waterway Pollution of chemical fertilizers and adoption of Remedial practices.
- Use of sustainable use of solar energy in agriculture
- Green Agriculture Practices to reduce the impact of greenhouse gases.

The Campaign was an eye-opening occasion for farmers to know the hidden threat and damages already been done to the local environment. The event sensitized all farmers to change the perception and taking immediate action to revolt against the issue. At the end of the session, the participants discussed how to manage the transition towards organic farming. While the importance of sustainable agricultural practices is recognized and well accepted, ensuring the progressive transition towards increasingly more integrated production systems.



Miscellaneous Supportive Programme during the Year

“We Care and We Support”

The Foundation has taken an important initiative known as **We Care and We Support** for children, adolescents, youth, and handicapped individuals living in underprivileged rural and urban areas of West Bengal. This programme began in July 2016 to overcome the widespread deficiency in basic amenities (food, clothing and hygiene).

This innovative program by The Purnima Foundation has received immense support from Dabur India Limited, Raja Udyog Pvt. Ltd. and other corporations. Over the past four years, more than 3,000 people in West Bengal have received food, clothing and hygiene materials under this programme, which has become widely acclaimed throughout the communities that have been served.

Clothing Distribution Programme

On March 12, 2020 twenty-three children (Male 9 Female 14) who are living in resource compromised conditions received new items of clothing from us. The Distribution programme was organized at the precinct of our office. Onaya Foundation in collaboration with The Purnima Foundation distributed those kids to wear under the aegis of its Katran Project. We are very grateful to Ms. Bandana Jain and Ms. Shalini Bubna for sponsoring the programme. Special gratitude is given to our Trustee, Dr. Amala Charan Chaudhuri for illuminating the programme with his grand presence. We wish to convey a load of thanks to Chandana Roy and Moumita Madam and one of our beloved Aunts for making the programme a successful one.



Nutritious Food Supplement Programme

Foundation got an ample opportunity to celebrate Poila Baisakh (1426) in an innovative manner with Apni Roti. Apni Roti is a mobile food van capable of distributing free meals to needy people. An automatic machine has been installed inside the van which produces approx. 1000 healthy and tasty rotis every hour. This initiative is in effect since the 5 months now, having fed needy souls in about more than 10 locations in and outside of West Bengal. On the occasion of Poila Baisakh (April 15, 2019) and with the start of new academic sessions, Apni Roti distributed healthy and tasty rotis to one hundred fifty students and local people (those who are associated with Amader Aangina) at village Amratala in Basanti block of South 24 Parganas.



Greening Kolkata to Combat Climate Change

The Purnima Foundation in collaboration with PwC India Foundation had organized an environmental awareness and plantation programme in Calcutta Blind School. It is the part of environment conservation and climate change action that is taken place throughout the globe.

The Purnima Foundation identified a location for plantation activity in Calcutta Blind School in Behala which is having extended open space with an advantage of proper protection facility for plants. The site had has a favourable environment in terms of adequate space for plantation with the advantage of water sources for irrigation.

The event began with welcoming the guests, followed by songs and dance events by the visually challenged students and sensitizing community action in protection of the environment and explained to students on mitigation of climate change. Participants were highly enthusiastic to make it a big success. The students planted saplings and watered the plants. Every step of the programme was appreciated by each student and the representatives of the PWC India Foundation.

With immense support and appreciation from the representatives of Calcutta Blind School, team members of TPF and 55 professionals from PwC India Foundation had planted 75 saplings of fruits bearing plants like, mango, guava, jackfruits, sweet lemon, etc., and 55 mehagani trees. The students felt very encouraged and had come forward to actively participate in this event. Overwhelming participation from their end made this programme successful and memorable event for all participants.



Indomitable efforts of a mother for her child!! - A Case Study

Nurjahan (name changed) lives in village Charanekhali of Basanti in South 24 Parganas. The village comes under the sway of Sundarbans, which is famous for its unique mangrove forest, extreme remoteness, and myriads of environmental and social problems.

Nurjahan belongs to a large family. Her father is a rickshaw puller by profession. His income is not enough to finance the family very affluently. There is no other source of income for the family as well. So, utter poverty is their constant companion. Moreover, Nurjahan's family belongs to that rural community in Sundarbans where discontinuation of education and minor marriage has been a common phenomenon.

Nurjahan was studying in a local school in grade VI. Being the eldest child in the family Nurjahan had to leave school to take care of her four younger siblings. Rabiya (name changed) couldn't accept her daughter's plight from her mind. She also tried to stop the girl from leaving school. Relentlessly, she made an effort to motivate Nurjahan for continuing her studies.

Ignorance is really bliss!! Nasiruddin (name changed), her father does not know what happens when a child becomes drop out and also marriage at a young age can be detrimental to a girl. So, being the one and the only earner of the family and self-nominated decision maker, one day Nasiruddin wished to get rid of the burden of Nurjahan. He tried to marry his daughter at the age of fifteen.

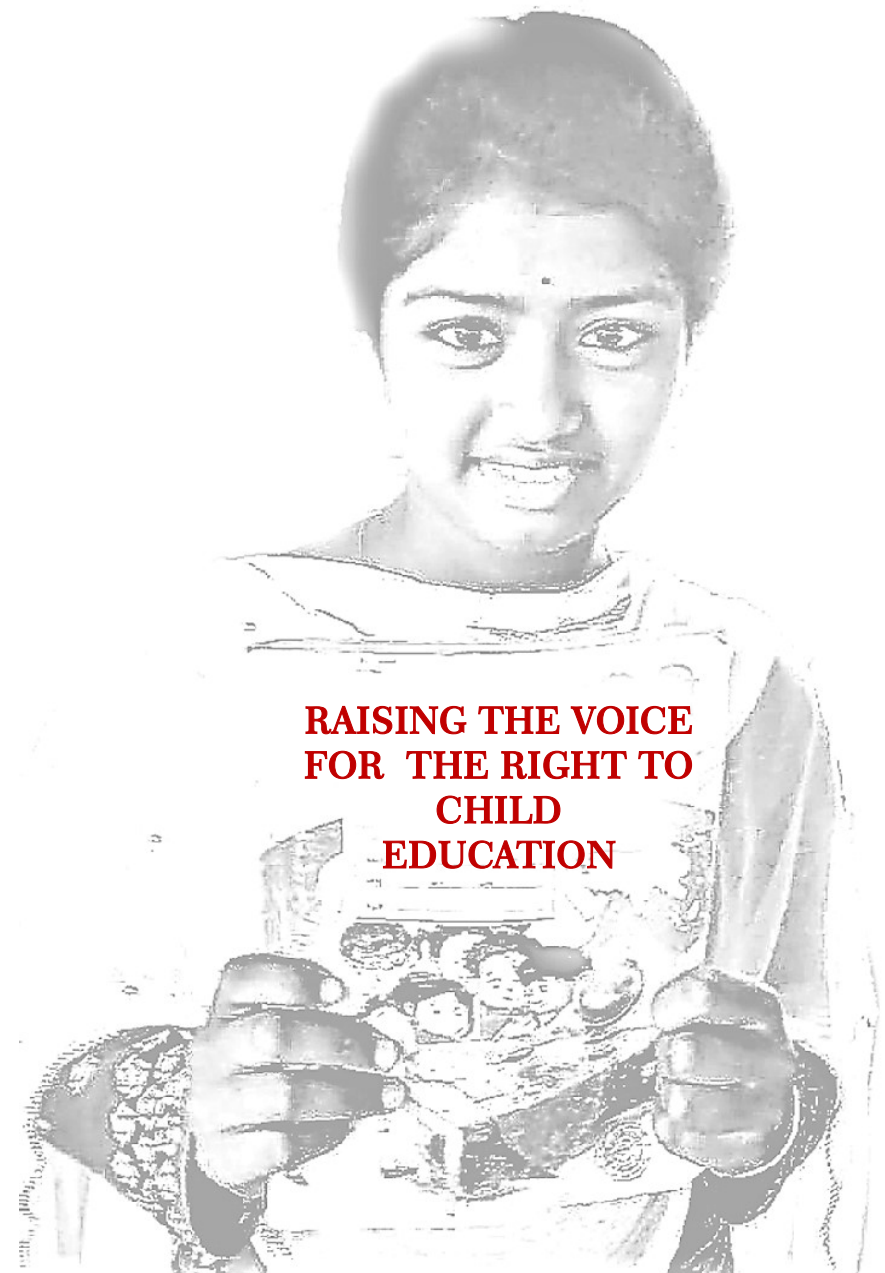
But Nurjahan didn't want to get married. She opposed her father over and over but all went in vain. From the beginning Nurjahan's mother had no intention to marry her daughter at a young age. But she couldn't raise voice against the decision taken by her husband. Moreover, neighbours around them were taking Nurjahan's father side.

A drowning man always clutches at a straw! Mother took her daughter's side. Without any delay she contacted our teacher, Pinky Bag in Amader Aangina. Pinky visited Nurjahan's residence and talked to her father and gave information about the adverse impact of leaving school and getting married as a young adult. She explained about Amader Aangina and its goal as well. Nurjahan's father was stuck to his decision. Pinky got immense support from Sachin Naskar and Rabiya. She didn't give up. Pinky continued her follow up visit. Pinky thought that an ounce of protection is worth a pound of cure.

At last Pinky and Rabiya succeeded in making the whole community understand the benefit of girl's education and the adverse impact of minor marriage. It was time-consuming effort. But mother's zeal knows no bound. Rabiya along with Pinky changed the mindset of Nurjahan's father. He realized his guilt. Now the family has information on various Govt. schemes like Kanyashree, Rupashree, etc. Nurjahan started going to Amader Aangina center. Pinky helped her to get admitted in Uttormokamberiya M.S.K School. Nurjahan has a dream to be a teacher in the future.

A journey of thousand miles begins with a single step!!

SAVING CHILDHOOD



ABHA Helpline: Psycho-social counselling

The Foundation created a much needed social counselling program in April 2013 with the vision to provide a reliable and non-judgmental platform for children and common people with emotional and psychological distress. The program named ABHA provides a helpline and counselling services to individuals feeling ostracized due to age, gender, sexual orientation and other issues.

The Role of ABHA Helpline

- Guidance on finding solutions and reliable information.
- Provide information on specific problems with full confidentiality
- Facilitate and empower callers to find and use available resources
- Provide awareness of legal rights

The ABHA Helpline has made remarkable progress in providing access and allowing people with distress to have a valuable resource. The Foundation has created outreach programs to increase awareness, with progressively increased calls from both urban and sub-urban sectors.



An Embracement of Life!! - A Success Story

Few years back Roshni Roy Choudhury (name changed) lost his son Gaurav (name changed) in an accident. After losing her only child at the age of forty, Roshni immediately started behaving like she was out of all mental proportions. And day by day she was drowning into a deep depression. Roshni's husband Prabir (name changed) accepted the reality and tried to give her constant psychological support. As time went by, her condition was getting deteriorated. Prabir got frustrated and lost all his hope. Meanwhile, Roshni's relatives came forward to pacify the storm in her mind. But all went in vain. Gaurav's death came as a bolt from the blue to Roshni and Prabir! And this irreparable loss ravaged the core fabric of a small and happy family.

But every cloud has a silver lining!! Suchismita (name changed) is Prabir's niece. Amongst other relatives, she empathetically felt her aunt's plight. Gradually Suchismita tried to come very close to Roshni. She started visiting her aunt's place frequently. Sometimes she tried to engage Roshni in prolonged conversation with her over the telephone. She wished to provide her aunt with the emotional support that would help Roshni to vent out all her pain and agony.

With this Suchismita discovered ABHA Helpline through the website and contacted ABHA Counsellor. Roshni got introduced with counsellor and started talking about their empty nest issues with her. At a snail's pace, the counsellor got successful in reducing psychological upheavals creating riots in Roshni's mind. Roshni started confronting reality.

One day Roshni expressed her deepest feelings she all held inside. She conveyed her plan to adopt a child to the counsellor. It came as amazing news for all. Prabir cordially accepted her decision. But the couple thought they might be considered 'too old' to adopt. But they were encouraged by their niece and ABHA Counselor to do that. As was requested by ABHA counsellor Roshni and Prabir then started preparing the family members responding positively to their choice. They wished to provide the newcomer with a safe ambiance without all sorts of problems.

ABHA counsellor helped the couple to contact CARA (Central Adoption Resource Authority), a statutory body of Ministry of Women and Child Development, Government of India. They took her advice and contacted CARA. After a long process, the couple got registered under the agency to adopt a child. They followed the stipulated guidelines of CARA. During this time they were guided continually by ABHA counsellor. CARA contacted its State-level Specified Adoption Agencies and got a positive response from western India. At last, the couple has become successful in adopting a girl child. ABHA Counsellor helped Roshni to deal with post-adoptive legal formalities. So, better late than never!!

ABHA Counsellor and Suchismita have worked hard to recreate a family. Roshni and Prabir are now feeling joyful for all the happy memories they have created thus far. The couple has had lots of emotional ups and downs over this journey of adoption but they wouldn't change their mind-set. The couple feels blessed to have Priya (name changed) as their daughter and so thankful to the ABHA Helpline for all its support along the way.

Stepping the best foot forward!!

Our Partners



PWC India Foundation



Raja Udyog Pvt. Ltd.