

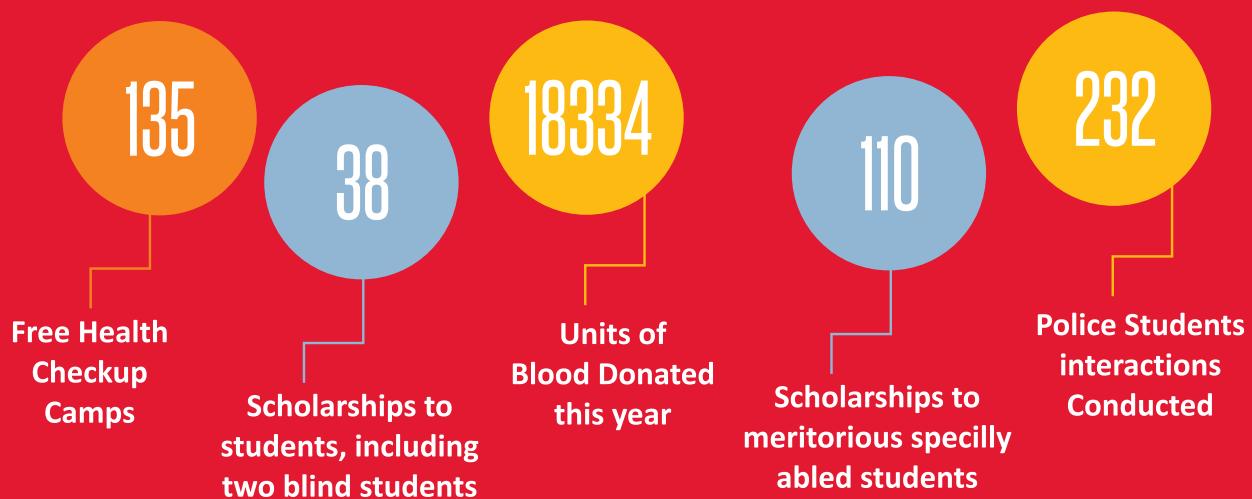


# ANNUAL REPORT

2017 - 2018

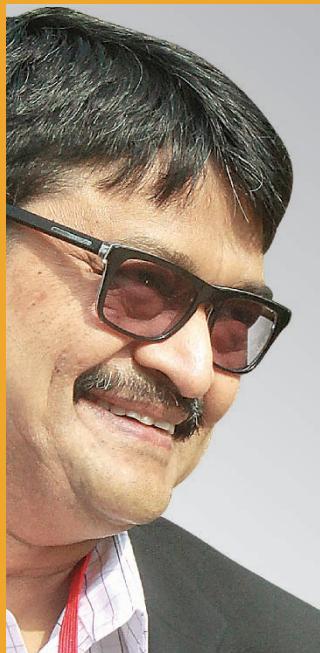
*Education  
is the most powerful weapon  
which you can use to  
change the world...*

... Nelson Mandela





# PRESIDENT'S MESSAGE



C

ontinuously enriching the work agenda while maintaining the pace of innovation is a daunting task. Looking back at the year, I find it to be a bit special for AUF as the team launched a few new programmes while adding something meaningful to some of the existing ones. Shabd Samman, a novel type of literary awards that would serve the entire language spectrum of the country by annually felicitating the best in Indian literature and also the best literary effort in bringing together various Indian languages, stands out prominently. These awards reinforce Amar Ujala group's commitment to acknowledge and promote the best creative genius in the country.

In the field of education, AUF started supporting more than 100 specially abled meritorious students with scholarships apart from launching 5 fellowships for continuing education to consistent performers selected from the wide group of Atul Maheshwari Chhatravritti winners. The felicitation that the 38 winners of this year's AMC scholarships received from the Vice President Sri Venkaiya Naidu at his residence was a scene to behold—the enthusiasm and jubilation on the faces of students and the sense of pride in their parents' countenance!

Multiple surgeries of more than 40 acid survivors in two residential Health camps in Chennai and Haldwani by a very committed and efficient team of SIMS hospital was another service that team AUF could organize with due diligence. Starting of a special Janhit Clinic for the widows of Vrindavan is another dimension of AUF's resolve to serve the otherwise neglected communities of our society.

Nazariya, Jo Jeevan Badal De—a new series of dialogue in Hindi by those whose experiential thoughts have the power to change and motivate the society at large—is another novel initiative that is aimed to energize the youth. It is also heartening to see that the ongoing programme Police Ki Paathshala is successfully facilitating enabling dialogue between adolescent students and senior police officials in a focused manner thus sharpening students' life negotiating skills and informed citizenry.

I am hopeful that team AUF would continue to tread diligently in the labyrinthine complexities of societal problems to deliver efficiently the much desired services to the needy.

A handwritten signature in black ink, appearing to read "Rajul Maheshwari".

(Rajul Maheshwari)



## Amar Ujala Foundation (AUF)

is the CSR arm of Amar Ujala Publications Limited with a mission to create a better future through empowerment of all.

### AUF VISION AND MISSION

Founded in 2012 and in alignment with the overall vision of the company, Amar Ujala Foundation continues to deepen the service- outreach of impact generating programs through its initiatives.

AUF had initiated a series of field activities that are now maturing into enabling wider sections of the society to live their life with dignity and pride – through direct action on the ground with an objective to, empower all – less advantaged first. Empowerment of girl child, protecting environment, serving the elderly, identify unsung heroes from all walks of life and to help blossoming of excellence in our youths are some of the other priorities.

### AUF OUTREACH

AUF believes in rigorous ground work and outreach to people as grassroots connect is the backbone for any developmental organization. At AUF, we have been reaching out to people even living in extremely remote areas for the last 6 years. Our activities can be categorized into several verticals such as EDUCATION, EMPOWERMENT, AWARENESS, RURAL DEVELOPMENT and HEALTH campaigns. AUF has presence across 7 states and 179 districts of the country.

This wide and deep reach of AUF is made possible through the strength of Amar Ujala, which is India's 3rd largest Hindi daily newspaper, with 4.65 Crore readers per day (Source: IRS 2017, TR). It is published in 20 editions in the states of Uttar Pradesh, Uttarakhand, Himachal Pradesh, Jammu & Kashmir, Punjab and Haryana as well as the union territories of New Delhi and Chandigarh.

Being the most loved newspapers of the Hindi Heartland, it becomes Amar Ujala's obligatory duty to provide the society value based services. This is where Amar Ujala Foundation pitches in and helps increase meaningful on-ground engagement for the benefit of the society at large.

# अमर उजाला

# शब्द

# सम्मान 2018

साहित्य का, साहित्य के लिए, साहित्य को समर्पित

शब्द साधना अलंकरण



In order to discharge its inevitable responsibility of eulogizing and immortalizing life enriching tradition of written world and to highlight the best literary work coming up in various Indian languages, Amar Ujala, being an Indian newspaper of Hindi language, has decided to institutionalize annual honors in six categories under the banner of SHABD SAMMAN (honoring the word). This initiative of Amar Ujala Foundation would include two highest honors, named AKASHDEEP, one for non-Hindi Indian languages and one for Hindi, for lifetime contribution in literature, each worth rupees five lakh. The other five, each worth rupees one lakh, would also include a special honor, named BHASHA BANDHU, for best translation between Indian languages and Hindi vice – versa. This is for making bridges between languages of India.



Amar Ujala Foundation began a series of 'Jugalbandi' for the promotion of a better quality dialogue between two literary stalwarts.

जुगलबंदी

DORILAL AGRAWAL NATIONAL  
MERITORIOUS SCHOLARSHIP  
FOR SPECIALLY ABLED STUDENTS

# 110

## DORILAL AGRAWAL SCHOLARSHIPS

Amar Ujala Foundation has joined hands with Viklang Sahayta Sanstha to encourage meritorious specially abled students by providing them Dorilal Agrawal Scholarships. AUF contributed Ten Lakh rupees in the year 2017-18. A total 110 students received scholarships. Next year AUF would contribute 14 lakh rupees as the number of recipients would increase. Those specially abled students who are studying in BA, B.Sc, B.Com, MA, M.Sc, M.Com, MBA, ITI, Polytechnic Engineering and Medical students are eligible for this scholarship.



Amar Ujala Foundation has joined hands with Viklang Sahayta Sanstha to encourage meritorious specially abled students by providing them Dorilal Agrawal Scholarships.

# 43

## SURGERIES OF ACID SURVIVORS

This year AUF organized two full-fledged plastic surgery camps, first was at SIMS hospital, Chennai, where 20 patients were operated upon, during July 14-20, 2017 and the second camp was at Central Hospital, Haldwani (Uttarakhand), one of the fully equipped private hospitals in Haldwani. It hosted the camp by facilitating all operation facilities free of cost, during January 3-7, 2018. A committed and experienced team of Surgeons, Anesthetists, and Nurses from SIMS Chennai executed the operations of 23 patients from various locations of Uttar Pradesh, Uttarakhand and Bihar. The patients were provided all medical services, boarding and lodging free of cost apart from reimbursement of their travel cost.



Amar Ujala Foundation has been continuously empowering acid attack survivors by help in treatment, legal aid as well as helping them in livelihood generation. Amar Ujala Foundation also started a special Acid Victim Empowerment Fund.





# NAZARIYA

## JO JEEVAN BADAL DE

Amar Ujala Foundation started a series of thought provoking talks titled – “नज़रिया—जो जीवन बदल दे (Perspective that can change life)”, in association with **Minds Ignited**, delivered by people who have brought about change through the power of experiential ideas and experiences as well. The Nazariya dialogue series is new in many ways. It is the first time that such a series has been introduced in Hindi language. Based on the format of internationally acclaimed **TED Talks**, this Nazariya dialogue would present lectures by highly acclaimed experiential speakers on topics like Threats to our Cyber Lives, ISRO and India’s Environmental challenges, Tips of success through labyrinthine hurdles, Road to the Top in Sports and many more.

These Talks were bring together thought leaders, idea mavens, contrarians and youth icons under one roof to do a deep exploration of the most important ideas of today.

The first event of this series was organized in Agra on March 25th, 2018 and the response from all sections of local society was overwhelming. The audience included students, teachers, lawyers, political activists and professionals and government employees.



# MARM CHIKITSA

2000+  
PEOPLE BENEFITTED  
IN 2 CAMPS

Marm Chikitsa, an integral but long forgotten part of Ayurveda, got a fillip in Kumaon when AUF supported its exponent and world renowned Marm Chikitsak Dr. Sunil Joshi to organize two camps, first at Pithauragarh during October 1-5, 2017 and second at Tanakpur during February 24-26, 2018. Hundreds of patients suffering from so called 'incurable' diseases got treatment response from Marm Chikitsa.



# ATUL MAHESHWARI CHHATRAVRITTI ANNOUNCEMENT OF 5 SPECIAL FELLOWSHIPS



**Muskan Chugh**  
Muktsar, Punjab (BSC Honors,  
Guru Nanak Dev University)



**Monika**  
Sirsra, Haryana  
(Preparing for CA)



**Kundan Yadav**  
Varanasi (Preparing for IIT)



**Sakshi Gupta**  
Gorakhpur (LLB Honors,  
Lucknow University)



**Vikas Kumar**  
Baghpat  
(Preparing for NDA)

EDUCATION TALENT HONOR

In addition to Atul Maheshwari Scholarship and Dorilal Agrawal Scholarship programme AUF has chosen 5 more meritorious students to receive support for their educational expenses, including college fee, tuition fee, hostel fee and stationary, etc, up to the limit of one lakh annually. This was announced in front of honorable Vice president of India. These students will continue to receive financial support subject to their consistent performance.

## हिसार की मोनिका को अमर उजाला फाउंडेशन ने दी 21850 की छात्रवृत्ति

अमर उजाला व्यूरो

रोहनक। आर्थिक रूप से कमज़ोर व पढ़ाई में हीश्वार विद्यार्थियों की मदद के लिए अमर उजाला फाउंडेशन की ओर से हर वर्ष दी जाने वाली माहेश्वरी छात्रवृत्ति इस वर्ष भी दी जा रही है। अमर उजाला व्यूरो द्वारा दी जाने वाली माहेश्वरी छात्रवृत्ति इस वर्ष भी दी जा रही है। अमर उजाला व्यूरो की मोनिका को 21850 की छात्रवृत्ति दी गई।

अमर उजाला फाउंडेशन द्वारा दी गई इस छात्रवृत्ति से मोनिका को पढ़ाई में आर्थिक सहायता मिलेगी। मोनिका के पिता रामप्रसाद ने बताया कि उनके परिवार में दो बच्चों को एक बेटा है। वे वर्तमान में गुरुग्राम में कारवैटर रहे हैं। इस छात्रवृत्ति के द्वारा उनके बच्चों को एक बेटी है। अमर उजाला व्यूरो की मोनिका का एक बेटा है।



सीए बनना चाहती हैं मोनिका छात्रवृत्ति की इस राशि से लैंगी एकांत की कार्यिंग

## अतुल माहेश्वरी स्कॉलरशिप से पूरा होगा जज बनने का सपना

अमर उजाला व्यूरो

लखनऊ। मेरी को सपना है कि मैं जज बनूँ। इस सपने को पूरा करने में आर्थिक दीमुँह आड़े आ रही थी। ऐसी स्थिति में अतुल माहेश्वरी स्कॉलरशिप मिला है। अब मेरी को और मेरा सपना जल्द पूरा होगा। अमर उजाला फाउंडेशन की ओर से आर्थिक अतुल माहेश्वरी

स्कॉलरशिप पाने वाली छात्रा मासी गुरुता ने यह बात कही है। मत्तु रूप से गोरखपुर के पिपराचन नगर पंचायत की रहने वाली साथी इस समय लखनऊ विश्वविद्यालय से एप्लिकेशन ऑफर्स की बड़ई के बाबू का पढ़ाई का पूरा खँच अमर उजाला फाउंडेशन द्वारा बदल किया जा रहा है। ये वर्तमान में एक बेटी की जिम्मेदारी उठारी। इस समय वह



खँच के लिए चेक दिया गया। साथी ने बताया कि जब वह कक्षा 9 में थी तो उसी पिता का देहात हो गया था।



था। इसके बाद मां मधु गुरुता ने उनकी ओर बड़ी बहनों के पालन की जिम्मेदारी उठाई। इस समय वह

गोरखपुर निवासी और लवियिंगी की छात्रा साक्षी गुरुता को मिला चेक

2016 में भी उसने स्कॉलरशिप की परीक्षा दी। इस बार उसे 50 हजार रुपये का चेक मिला। अब दो भर में उन विद्यार्थियों का चयन विशेष स्कॉलरशिप के लिए हुआ है। इसके तहत छात्रों की पढ़ाई का पूरा खँच दिया जायगा। साथी को इसके पालने किसका का चेक मंगलवार को अमर उजाला के लिखन कार्यालय में दिया गया। इसके बाद इसके बारे में जनरल स्टार चलाती है। अब दो भर में उन विद्यार्थियों का चयन विशेष स्कॉलरशिप के लिए हुआ है। इसके तहत छात्रों की पढ़ाई का पूरा खँच दिया जायगा। साथी को इसके पालने किसका का चेक मंगलवार को अमर उजाला के लिखन कार्यालय में दिया गया।

# PAKHI

## SANITARY NAPKIN PADS LAUNCH BY HARYANA MINISTER

Amar Ujala Foundation has started a pilot project in February 2017 for the production and distribution of sanitary Napkins in Haryana (Sangal Village, Mewat, Nuh district), in which 16 women's are currently working. We have covered 20 villages in Mewat under this programme.

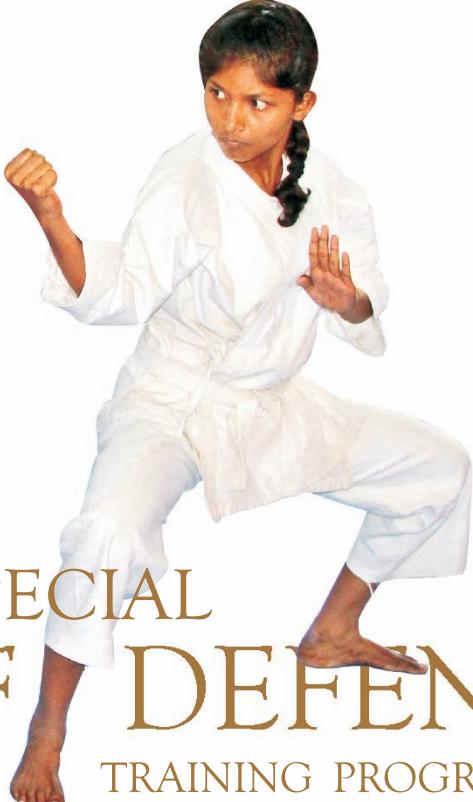


16 Women's are currently working



The health minister of Haryana Mr. Anil Vij recognized and officially launched the Pakhi Sanitary Napkin Pads on 15 November, 2017 in Amar Ujala' Chandigarh office and announced to support with 10 lacks rupees as financial aid for running this program successfully.





# SPECIAL SELF DEFENCE TRAINING PROGRAMME

Amar Ujala Foundation has been doing workshops for adolescent school going girls where Judo/Karate experts interact and teach students the art of self defence. In a collaborative programme by Amar Ujala Foundation and Manav Academy of martial arts 554 students of 10 states took part in 3rd National open Championship of karate organized in Varanasi during December 2017



The central minister Anu Priya Patel awarded Dutta Sisters (three girls) for their brave act as they saved 7 French tourists from eve teasing and murder attempt.



# VRINDAVAN JANAHIT CLINIC FOR WIDOWS

AUF has been continuously organizing mobile health checkup camps at various remote locations where proper health services were not available. A slightly different initiative was taken this year.

Taking one step forward, AUF started an evening clinic in order to cater to the needs of low lying backward areas of Agra, where normally people are poor and lack awareness about proper medical treatment. Janhit Clinic is run by some senior doctors.

The second Evening Clinic was started for the old widows staying at various old ages and shelter homes in the holy place **VRINDAVAN**. It is catering well to the medical needs of otherwise neglected widows.



# SUDANPUR

## VILLAGE ADOPTION

### ENRICHING THE TRADITION

In January 2018, Amar Ujala Foundation adopted one more village Sudanpur, Kyara block in Bareilly. The objective is the integrated, participatory development of the village that would encompass Education, Women Empowerment, Agricultural support, Infrastructure development, Skill upgradation and Livelihood opportunities. A team of rural development activists that has developed their village Sitapur, block Iglas in Aligarh recently paid a visit to the village to motivate the villagers. AUF has started organizing free Health Check up camps and awareness campaigns regularly in the village.



### क्यारा ब्लॉक के गांव सूदनपुर की जल्द बदलेगी तस्वीर



अमर उजाला फाउंडेशन की ग्राम सूदनपुर में हुई समा में उपरियन ग्रामीण।

अमर उजाला ब्लॉक

अलीमांजा। बदलाई से ज़ब रहे क्यारा ब्लॉक के गांव सूदनपुर को गोद लेकर अमर उजाला फाउंडेशन ने उसके कायाकल्प की तरफ की है। इसके तहत ग्रामीणों को अमर उजाला फाउंडेशन की ओर से गांव में सभा बुलाई गई। इसमें ग्रामीणों ने अपनी समस्याएं रखें। टीम ने इन समस्याओं को जल्द दूर करने का आवासन दिया गया।

अमर उजाला फाउंडेशन की ओर से ग्रामीणों की संख्या में महिलाएं और पुरुष मीड़ू रहे। फाउंडेशन की टीम के ग्रामीणों के साथ बैठक कर उनकी समस्याएं जारी। इस दौरान ग्रामीणों ने शुद्ध प्रैयत्न उपलब्ध कराने के लिए ऑवरहेड टैक के नियमण की बात रखी। कहा गया था कि ग्रामीणों से बचाने के लिए बैमाल हो रहे हैं। इसके साथ ही जमीन को लेकर होने वाले विवादों को निपटाने के लिए चक्रवर्ती, फसल को जगती जानवरों से बचाने के लिए ग्रामीणाता, राशनकार्ड, पशु चिकित्सालय बनवाने की बात कही। इसके अलावा बच्चों को शिक्षित करने के लिए गांव में ही जूनियर हाईस्कूल बनवाने का मुद्दा उठा। इन सभी समस्याओं के जल्द से जल्द नियन रख चुकी की गई।

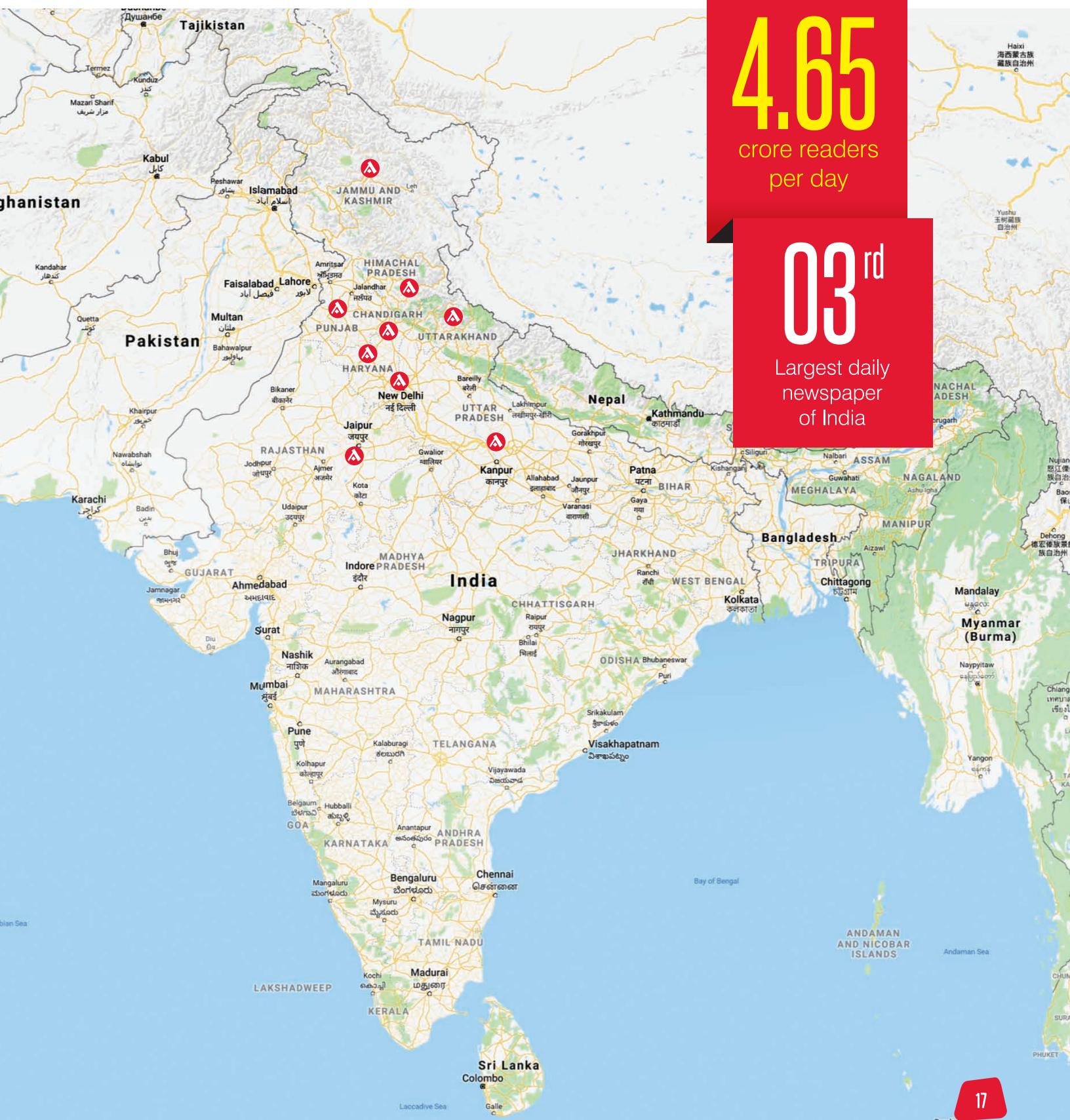
कुछ ग्रामीणों ने लेखाखाल पर वारिसान प्रमाण पत्र देने में रोका, करने का आरोप लगाया। बैठक में ग्रामीणों को ग्रामीण कायाकल्प की जारी। अमर उजाला फाउंडेशन की टीम ने ग्रामीणों से अपील की खुंबे में शीर्च जाएं। साथ ही बैठक को जल्द ही गांव में बुद्धावस्था, विकलांग लता विधवा का निपटान के लिए चक्रवर्ती, फसल को जगती जानवरों से बचाने के लिए ग्रामीणाता, राशनकार्ड, पशु चिकित्सालय बनवाने की बात कही। इसके अलावा बच्चों को शिक्षित करने के लिए गांव में ही जूनियर हाईस्कूल बनवाने का मुद्दा उठा। इन सभी समस्याओं के जल्द से जल्द नियन रख चुकी की गई।

कहा गया था कि ग्रामीणों से बचाने के लिए ग्रामीण कायाकल्प की जारी। अमर उजाला फाउंडेशन की टीम ने ग्रामीणों से अपील की खुंबे में शीर्च जाएं। साथ ही बैठक को जल्द ही गांव में बुद्धावस्था, विकलांग लता विधवा

पशन के लिए कैप लगाकर काम भरताएं जाएं। गांव के 12 तालाबों का जींडांडा किया जाएगा। बता दें कि इससे पहले टीम की ओर से गांव में ही हेल्प कैप लगवाएं जा रहे हैं। तीसरा कैप अस्ट में लगाया जाएगा। इस दौरान अस्टीगड़ के ब्लॉकिं इगलस ने ग्रामीणों के ग्राम सीतापुर के इंसान डॉ. लोकेश ग्रामीण, खुजान सिंह, मगराम, धीरेंद्र बर्मा, हरवीर सिंह, भानु प्रतप, हेमतांशु और सरदरी देवी ने विचार व्यक्त किए।



# AMAR UJALA FOUNDATION'S GRASSROOTS PRESENCE



## SHABD SAMMAN

The power of any language is not only enriched by its literature it also draws cultural spark and the light of human values from literature. The literature of Hindi and other Indian languages in its cumulative wisdom reflects the cosmos of Indian dream and aspirations. Amar Ujala has initiated '**SHABD SAMMAN**' (honouring the word) awards in honour of this life enriching contribution of the written words of India. **SHABD SAMMAN** has six categories. The first category is **AKASHDEEP** which consists of two highest honours, one for non-Hindi Indian languages and one for Hindi- for life time contribution in literature, each worth five lakh rupees. The other five, each worth rupees one lakh, would also include a special honor, named **BHASA BANDHU**, for best translation between Indian languages and Hindi vice-versa. This is for making bridges between languages of India.

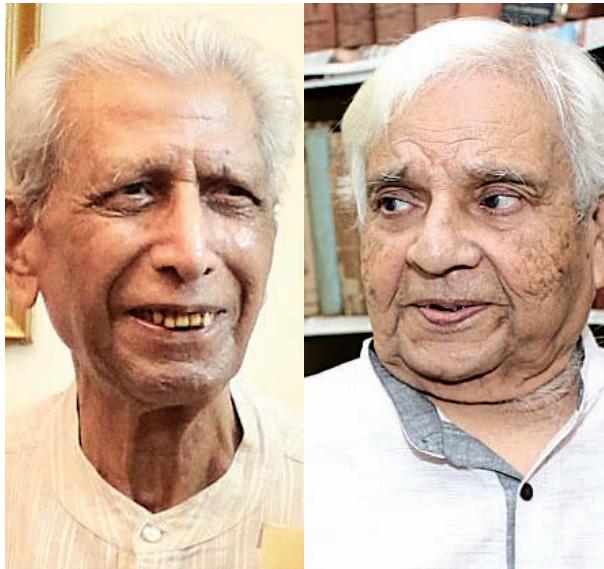
As a precursor to the announcement of 'Shabd Samman' four chapters of 'Baithak@Jugalbandi' were organized. In each of Jugalbandi two literary stalwarts debated with each other in the presence of Amar Ujala's editorial team.

**Amar Ujala 'Shabd Samman' was announced in the month of March, 2018.**

Amar Ujala Foundation began a series of 'Jugalbandi' for the promotion of better literary tradition of Hindi. Interaction of two literary stalwarts happened during reach of the four literary programmes. So **Mr. Ashok Vajpai** and **Mr. Sudhish Pachauri** arrived at Amar Ujala' Noida office for the first 'Baithak@Jugalbandi' on 25th September 2017.

The second 'Baithak@Jugalbandi' happened on 16th October 2017. Renowned critic **Mr. Namvar Singh** and **Mr. Vishvnath Tripathi** shared their wisdom and wit on issues confronting the Hindi speaking masses. The third interaction of this Baithak series took place on 14th November, 2017. **Mrs. Maitreyi Pushpa** and **Mrs. Chitra Mudgal** participated in it. And the fourth interaction of this series took place on 18th January 2018. **Mrs. Nasira Sharma** and **Mrs. Taslima Nasreen** debated with each-other on various contemporary issues.





## सरकार ने तो दिया नहीं, तो क्यों छोड़ूं?

■ नामकर सिंह

जिस संस्था से मुझे पुरस्कार मिला, वह सरकार की संस्था नहीं है। साहित्य अकादमी देश की इकलौती गैर-सरकारी और स्वतंत्र संस्था है। जब वह जीवं थी, तो पहली सचिव कृष्ण कुपलानी थी। उन्होंने पत्र लिखकर नेहरू से कहा कि जब तक कमिटी बनकर चुनाव न हो जाए, तब तक आप अध्यक्ष बन जाए। तो नेहरू ने मना कर दिया।

कहा, कम से कम साहित्य की सत्ता से अलग रहने वो।' साहित्य अकादमी सरकार से पैसा लेती है, लेकिन सरकार की सुनवी नहीं। तो सरकार के विरोध में अकादमी पुरस्कार को कर्ने छोड़ा जाए।

## जिन्होंने छोड़ा, उनका आदर करें...

■ विश्वनाथ विपाठी

जिन लोगों ने मौजूदा स्थितियों से विद्युत्य होकर पुरस्कार छोड़ा, उन्होंने कुछ छोड़ा थी, लिया तो नहीं। उनका आदर किया जाना चाहिए। ये कहाना सही नहीं कि आप लेखक ऐसा नहीं करते तो पहले पने पर नहीं छपते। अगर असबाबों में उप ही गए, तो कान-सी छोड़ा जाए।

मैं समझता हूं कि लेखकों ने अच्छा काम किया। जिन लोगों ने नहीं भी छोड़ा और विषेष किया, वो भी आदरणीय हैं, इसलिए वह कोई कमीटी नहीं बनती। असल में साहित्यकार भावनाओं में बहकर कई फैसले लेते हैं।



## लिखना भी समाज की दर्वाई है

■ तस्लीमा नसरीन

जब मैं मेडिसिन की प्रैक्टिस कर रही थी, तब मैं साथ में लिखती थी रहती थी। सरकार नहीं चाहती थी कि मैं लिखूँ। इसलिए मैंने अपनी नैकरी छोड़ दी। मैंकल की प्रैक्टिस करना मेरे लिए संभव नहीं इसलिए नहीं हुआ कि लेखक मेरे लिए ज्यादा जरूरी था। डॉक्टर कई हैं, साहसी लेखक कम। इसलिए लिखना भी समाज के लिए ज्यादा जरूरी दर्वाई है।

## कभी प्रैक्टिस क्यों नहीं की?

■ नासिरा शर्मा

यह मेरे दिल के अंदर छिपा हुआ सवाल था कि आपके पास खुदा के बाद एक ऐसी चीज़ थी कि आप तो मेडिकल डॉक्टर हैं। आपने कभी प्रैक्टिस करने की क्यों नहीं सोची? आपने कभी प्रैक्टिस कर्ने नहीं की, क्योंकि मुझे हमेशा लगता था कि आपको साथ-साथ वह भी करना चाहिए? लोगों की सेवा का एक ग्रस्ता तो यह भी है।



## बिना दृष्टिकोण के सर्जक कभी नहीं रचता

■ चित्रा मुदगल

मैं अपने विचारों में जहां हूं, सामान्य मान्यता के अनुसार वह गलत हो सकती है। किससे प्रभावित होकर किसने क्या लिखा? यहां यह बताने की भी ज़रूरत नहीं है। लेकिन सर्जक का अपना एक दृष्टिकोण होता है, सामाजिक विमर्श में उसकी भूमिका होती है, सामाजिक कामगार राजना भर नहीं है। उसका काम सिर्फ़ सूचना देना भर नहीं है। जो जैसा है, वैसा लिखना फीचर लेखन हो सकता है, लेकिन सज्जना में तो दृष्टिकोण होता ही है।

## स्त्री विमर्श को मुझ पर चर्चा किया गया...

■ मैत्रेयी पुरुषा

मैं स्त्री-विमर्श नहीं जानती थी, इसे मेरे ऊपर चर्चा किया गया। मैं लेखन में सामाजिक विमर्श करती हूं। लोग सोचते हैं कि मैंने राजेंद्र यादव वाला स्त्री-विमर्श किया। मुझे भी पत्रिका निकालने की चौका मिल गया। मैंने अगर राजेंद्र यादव का इन्हाँ जैसी होती है। हमारी पत्रिका 'इंट्रप्रेस्ट्री भारती' में कोई एक शब्द भी ऐसा आपत्तिजनक नहीं आएगा, फिर भी कहानियां पढ़ी जा रही हैं।



## मुझसे जो बन पड़ा, वह मैंने किया....

■ अशोक बाजपेयी

मैंने कब यह मुद्रा अखिलयार की है कि मैं संघर्ष कर रहा हूं? मुझसे जो बन गया, वह मैंने किया। वह कंसिस्टेंट है या इनकंसिस्टेंट, कोई परवाह नहीं। मैं एक कवि हूं। मेरा काम है कि जो मुझे समझ में आता है, अपनी समझ को दूसरों तक पहुँचाऊ। अगर उससे वे सहमत नहीं हैं, तो यह उनका हक है। मैं न तो वामपर्याधी के साथ हूं और दक्षिणपर्याधीयों से तो वैष्णवी की कोई वाला नहीं रहा। मैं अपना राजा चुनता हूं और उसे चुनने का मुझे हक है।

## यह मुद्रा किस बात की...

■ सुधीश पचौरी

आप एक एक्टिविस्ट की तरह से उतरे मेंदान में? आप भाषण दे रहे हो। उससे क्या फर्क पड़ता है, वही लोग बैठे होते हैं, जो मूंडी दिलाकर चले जाते हैं। जबकि लोग मार दिए गए। कलबुर्जी मार दिए गए, पंसरे मार दिए गए, वो अडे थे और लड़े थे। तो हिंदू में कोई लड़ने वाला, अड़ने वाला क्यों नहीं है? यह बानक धारण करते लेते हैं कि मैं लड़ रहा हूं? यह मुद्रा किस बात की?

# ATUL MAHESHWARI CHHATRAVRITTI



A programme which received repeated appreciation from the **Prime Minister** of the country is '**Atul Maheshwari Chhatravritti**'. AUF launched a unique scholarship programme in June-2014 which was specially tailored for students pursuing their education from government institutions and having annual family income below 1.5 Lakh rupees. During the financial year 2017-18, more than 1 lakh students registered for this scholarship exam through online application mode and around 70,000 eligible took the test. This competition took place across the states of **Uttar Pradesh, Himachal Pradesh, Jammu and Kashmir, Chandigarh, Punjab, Haryana and Uttarakhand**. Not only from the students, we received tremendous support from many educational institutions, teachers and district administration. Vice-President Shri Venkaiah Naidu and Lok sabha speaker Smt. Sumitra Mahajan have also hailed this programme.

## Eligibility Criteria:

Students who have secured more than 60 % marks in their last annual exams and are studying in 9th to 12th standard, and whose annual family income is less than 1.5 lakh are eligible for this scholarship program.



## Winners:

After a rigorous selection process (written examination and multiple rounds of interviews), a total of 36 students are selected for this scholarship programme, 18 of which were from class 9-10th who got Rs. 30, 000/- each, 18 were from class 11-12th and got Rs.50, 000/- each and 2 blind students one from class 9th and 10th and one from 11th and 12th category who got Rs.30, 000/- and Rs.50, 000/- respectively.



# 38 SCHOLARSHIPS WORTH 14.4 LAKH+

- 80,000 for two meritorious blind students
- 18 scholarships worth 30,000 each for students of 9- 10th
- 18 scholarships worth 50,000 each for students of 11- 12th



## Felicitations:

After the announcement of the scholarships, all 38 students were invited to Delhi for two days along with their guardians. On the first day, the students got a chance to understand how Amar Ujala works, and how the newspaper is designed and printed. They interacted with senior Editors as well as Managing Director of Amar Ujala. On the second day, these students and their parents were taken to a day-long Delhi- Darshan trip. The memorable trip turned into a life-time experience when these students were felicitated in the evening by the Vice-President **Mr. Venkaiah Naidu** at his residence.



### Stories of Conspicuous Change

**Sakshi Gupta**, recipient of Atul Maheshwari Scholarship and currently studying LLB honors from Lucknow University, had a dream of becoming Judge despite financial hardship in family. Her father had passed away when she was in class 7th and since then her mother toiled hard to make the two ends meet. Sakshi has won AMC twice and her persistent excellent performance got her selected for the special AUF fellowship for continuing higher education. Enthused with vibrancy and energy, she is now focused to accomplish her cherished dream

**Monika**, another recipient of Atul Maheshwari Scholarship, has earned this special fellowship for pursuing her dream of

becoming CA with the financial help from AUF. Daughter of a carpenter father, Monika is one of three

siblings for whom her father was finding it difficult to cater to their educational needs. Monika is now confident of availing a decent coaching facility for CA entrance test.



# CONTINUING SUPPORT FOR CONSISTENT PERFORMERS

In addition to Atul Maheshwari Scholarship and Dorilal Agrawal Scholarship programme AUF has chosen 5 more meritorious students who would receive support for their educational expenses, including College fee, Tuition fee, Hostel fee and stationary, etc, up to the limit of one lakh annually. The first lot of 5 students who are getting this support has three girls and two boys.

1. **Ms. Muskan Chugh**, Muktsar, Punjab (BSC Honors, Guru Nanak Dev University)
2. **Ms. Monika**, Sirsa, Haryana (Preparing for CA)
3. **Mr. Kundan Yadav**, Varanasi (Preparing for IIT)
4. **Ms. Sakshi Gupta**, Gorakhpur (LLB Honors, Lucknow University)
5. **Mr. Vikas Kumar**, Baghpat (Preparing for NDA)

# EDUCATIONAL HELP TO TWO MERITORIOUS BLIND BROTHERS



To facilitate their smooth education, AUF is bearing all educational expenses since December 2017 of two meritorious blind brothers. As an additional support for their studies, AUF provided a laptop to these specially abled students. One brother is studying in 9th class and second is in 7th class. This is proving to be a worthwhile help for their capacity building. It is quite gratifying that their blindness is no more a handicap for their education. They are performing well in school and also participate in extracurricular activities. Their Father works in private company and mother is housewife.

# DORILAL AGRAWAL NATIONAL MERITORIOUS SCHOLARSHIP FOR SPECIALLY ABLED STUDENTS



Amar Ujala was founded by two friends in 1948. They were Shri Muralil Maheshwari and Shri Dorilal Agrawal. A scholarship in the memory of Shri Dorilal Agrawal was being run by Viklang Sahayta Sanstha. Amar Ujala joined hands with Viklang Sahayta Sanstha in 2017 and started contributing 10 lakh rupees for 110 specially abled meritorious students. Next year this AUF's contribution would go up to 14 lakh as the number of recipients would increase. Those specially abled students who are studying in BA, B.Sc, B.Com, MA, M.Sc, M.Com, MBA, ITI, Polytechnic Engineering and Medical students are eligible for this scholarship.

• Collaborating Organization - Viklang Sahayta Sanstha



## ADOPTION OF SCHOOL

In May 2015, Amar Ujala Foundation adopted Govt. Primary School, Rajnagar in Agra for the overall development of school. The Foundation also opened an Evening Clinic in the school premise. Before Amar Ujala Foundation's involvement, the school was more a place for the miscreants rather for students. The school ground was used to play cricket by the locals. After Amar Ujala Foundation intervened, regular classes began to happen, the walls were raised, the ground was cleared and more plants were sown as a campaign. A new computer lab is being set up. A new guard was appointed to safeguard the school property. Amar Ujala Foundation keeps on organizing various meets in which senior govt. Officers participate and interact with the students to boost their confidence and encourage them to better and informed citizenry.



# SWEATER DISTRIBUTION



In continuation to its efforts to promoting education, Amar Ujala Foundation provided more than two thousand sweaters to needy school going children's in Government primary schools of Kanpur and Gorakhpur, Uttar Pradesh. AUF distributed 1007 sweaters in 20 government schools in Kanpur and 1008 sweaters in 12 government schools in Gorakhpur. School teachers and principals were present during distribution.





# HEALTH

Taking health services even to the remotest corners through its Mobile van has been a unique feature of AUF. Apart from organizing more than 125 such health check up camps annually where free medicines are provided to the needy AUF also organizes Cancer check up camps that are followed by concessional treatment at a renowned Mumbai hospital for the needy. Another milestone is Blood Donation camps across the geographical coverage area of Amar Ujala that has provided upto a maximum of 40,000 units of blood annually. Two Evening Clinics too have been opened in two city areas for underprivileged citizens in Agra and Vrindavan. The Agra clinic, named as Janhit Clinic, was started on 67th foundation day of Agra Amar Ujala and the other in Vrindavan is dedicated to the service of the widows staying in various old age homes.

# BLOOD DONATION CAMPS

## RAKTDAAN-MAHADAAN



Realizing the urgent need of blood donation across the country, Amar Ujala Foundation has organized more than 600 blood donation camps till date, out of which 171 were organized this year. The unique feature of this campaign is that all the units of blood collected go to government Blood Banks associated with local District Hospitals, where maximum number of patients are from below poverty line category. AUF has been organizing blood donation camps across all Amar Ujala unit areas on various occasions apart from '**World Blood Donors Day**'-14th June and '**National Voluntary Blood Donation Day**'- 1st October.





- On 14th June, 2017 AUF conducted Blood Donation Camps in 71 cities and collected 6049 units of blood.
- And on 1st October, 2017 AUF collected 2857 units of blood.



AUF has not only given new hope of life to those who needed blood, but also given a chance to many, to contribute meaningfully to the society.

AUF has also created a database of blood donors at Kanpur, where blood donation drive takes place nearly every week, whereas Rohatak, Dehradun and Agra units, too are organizing such camps at high frequency.

AUF conducted more than

171  
Blood Donation Camps this year.



- Collected **18334 units** of Blood.
- Touched villages also.
- Collaborating Organizations – All the local District Hospitals, IMA Dehradun, NACO local NGOs and Colleges/Institutes



# MEDICAL CAMPS

## SWASTHYA SHAREER SURAKSHIT JEEVAN



'Swasth Shareer Surakshit Jeevan' is a special initiative of Amar Ujala Foundation to provide healthcare services through standalone camps to meet the immediate health care needs of the marginalized communities in remote rural areas. Amar Ujala Foundation aims to provide comprehensive health services- curative, preventive and referral, to a large number of people in selected areas. Amar Ujala Foundation has been organizing Free Health Checkup Camps since 2013 in remote villages in Uttar Pradesh, Uttarakhand and Haryana. Senior Doctors from local Govt. Hospitals and some renowned Doctors from Private Hospitals examine the residents of these villages. AUF has also purchased a mobile medical checkup lab, which can perform 23 different types of biochemical blood tests. AUF also has a specially designed medical van which can reach remote locations easily, and facilitate the health camps. Along with the medical facilities, the van is also equipped for screening movie shows.

- AUF organized 135 free Health checkup Camps this year at various locations in remote areas of its coverage and benefitted more than 51 thousand people so far with medicines apart from expert medical advice.
- AUF organized street plays on various health issues to aware and sensitize local people.
- We first make them aware and then take care of their health issues.
- Collaborating Organizations- Local Govt. Hospitals



# MARM CHIKITSA SHIVIR

Marm Chikitsa, an integral but long forgotten part of Ayurveda, got a fillip in Kumaon when AUF supported its exponent and world renowned Marm Chikitsak Dr. Sunil Joshi to organize two camps, first at Pithauragarh during October 1-5, 2017 and second at Tanakpur during February 24-26, 2018. Many patients suffering from so called 'incurable' diseases got immediate positive response from Marm Chikitsa.



- Organized two mega Marm Chikitsa Camps
- More than 2000 people benefitted

## Stories of Conspicuous Change

**Alok Sawant:** A 39 years old heart attack patient of Naya Bazaar, Pithoragarh, was taken to one Marm Chiktsa



camp by his friend as he was unable to walk; and he could not lift his hand above shoulder.

After getting treatment at this AUF organised camp Alok could walk 100 steps with ease and could lift hands freely. Though looking like a miracle, he was explained the 'how to do' part of this technique so that he could help himself thence after to cure himself completely.

The main support of Dr. Sunil K Joshi, the exponent of Marm Chikitsa, Mr. Mayank Joshi aptly remarked while treating a patient in the

Pithoragarh camp that the unique strength of Marm Chikitsa is that the patient him/herself becomes his/her doctor through practice. His experience of treating thousands of patients himself under Dr. Joshi's watchful guidance has also emboldened him to claim that Marm Chikitsa also helps in strengthening the mental state.







## CANCER CHECK UP CAMPS

Understating the severity of the situation, Amar Ujala Foundation joined hands with Bhakti Vedanta Hospital in 2014, to do free cancer checkup camps, as well as spread awareness through newspaper to prevent cancer amongst masses. AUF has been organizing free cancer check up camps in 9 units—Jhansi, Aligarh, Agra, Lucknow, Kanpur, Meerut, Varanasi, Allahabad and Rohtak, since 2014, in collaboration with Bhakti Vedanta Hospital Mumbai. Not only free medical examination, but highly subsidized treatment and lodging facilities are also provided to the underprivileged.

Bhakti Vedanta Hospital is run by the Sri Chaitanya Welfare Charitable Trust, and was established in 1986. Based in Mumbai, Bhakti Vedanta Hospital has some of India's finest Oncologists on board.

AUF organized a Cancer Awareness Walk in association with Vardaan and Arihant Hospital in Dehradun on 4th February, 2018 to aware and sensitize local people.

### Media Coverage

#### निशुल्क शिविर में 129 लोगों ने कराई कैंसर की जांच

अमर उजला फाउंडेशन व वेदान्त विहारीलाल की ओर से आयोगन, सात मरीज अंगरेजी के लिए ध्यानित



#### 160 लोगों ने कराई कैंसर की मुफ्त जांच

अमर उजला फाउंडेशन, अरिहंत भव्यतान, वरदान संसद्या ने आयोगित किया शिविर



Senior Doctors examined more than

2000  
people

- No fee is charged for the cancer checkup camps
- Those in need of further treatment are referred to Bhakti Vedanta Hospital, Mumbai where they receive highly subsidized treatment.
- AUF Organized more than 10 Cancer Check-Up Camps this year.
- Collaborating Organizations – Bhakti Vedanta Hospital, Mumbai.



# EVENING CLINICS

## JANAHIT CLINIC

Amar Ujala Foundation inaugurated its first Evening Clinic called Janhit Clinic on Amar Ujala Agra's 67th foundation day in Rajnagar locality. Amar Ujala Foundation had been continuously organizing mobile health checkup camps at various remote locations where proper health services were not available. Taking one step forward, AUF started an evening clinic in order to cater to the needs of low lying backward areas of Agra, where normally people are poor and lack awareness about proper medical treatment.



BENEFITTED MORE THAN  
**13000**  
 PEOPLE THIS YEAR.

Janhit Clinic is run by some senior doctors. Several awareness campaigns and events are organized in the locality from time to time, in order to uplift the health and hygiene standards of the backward communities. The second Evening Clinic was started for the old widows staying at various old-ages and shelter homes in the holy place Vrindavan. It is catering well to the medical needs of otherwise neglected widows.

**Collaborating Organization- Kanakdhara Foundation**





## EMPOWERMENT

Starting from Science awareness and Cyber Security awareness workshops 5 years back AUF has now broadened the scope of its Empowerment campaign through many programmes. Aiming to provide empowering support to the needy at the right moment, our various empowerment programmes include holistic support to Acid Survivors, empowering rural girls and women to fight against Child marriage, empowering rural women to come forward to produce and market Sanitary Napkins through SHG model, Self Defence training to school going adolescent girls apart from Cyber Security workshops conducted by senior police officers. Active stakeholders in these programmers are concerned specialists like best Plastic Surgeons, District Magistrates and SSP/SP, Cyber experts of International repute and UNICEF state offices of Rajasthan, UP apart from its national office in Delhi.

# ACID ATTACK SURVIVORS TREATMENT AND REHABILITATION PROGRAMME

Amar Ujala Foundation has been continuously empowering acid attack survivors by facilitating treatment, legal aid as well as helping them in livelihood generation. AUF has also started a special **Acid Victim Empowerment Fund** with initial help of Rs.500,000 in October 2014. The reach of AUF is not limited to only a few, but actually it has extended help to victims even outside the circulation area of Amar Ujala.



This year AUF organized two full-fledged plastic surgery camps, first was at **SIMS hospital, Chennai**, where 20 patients were operated upon, during July 14-20, 2017 and the second camp was at **Central Hospital, Haldwani (Uttarakhand)**, one of the fully equipped private hospitals in Haldwani. It hosted the camp by facilitating all operation facilities free of cost, during January 3-7, 2018. A committed and experienced team of Surgeons, Anesthetists, and Nurses from SIMS Chennai executed the operations of 23 patients from various locations of Uttar Pradesh, Uttarakhand and Bihar. The patients were provided all medical services, boarding and lodging facilities free of cost apart from reimbursement of their travel cost.



AUF believes in complete Empowerment. Apart from vocational training and surgery, we provided them Prosthetic Eye and Ear which brought confidence in them to walk in public without covering their face. **We have many such stories to tell, among them two testimonials of patients after receiving prosthetic ear are as follows:**



## Mujaffar Hossain

from Kolkata says that it is around 5 years after the attack that he stepped outside his house without any scarf tied around his face. It happened only when he underwent surgery and got his prosthetic ear! He is now ready to join a job as marketing officer in Bangalore.



AUF has extended this service to victims even outside the circulation area of Amar Ujala. So far in more than four years, AUF has been able to impact lives of more than 150 Acid Survivors in best possible way and count is going up by the day.

On legal front, AUF has helped in fast pacing of ongoing investigations of Acid Survivors, Filing of fresh cases under section 326A/B and getting compensations from government. In a recent move, with Amar Ujala Foundation's help and initiation, all Acid Survivors of Uttar Pradesh got their cases registered under section 326A/B, and received accreditation by Uttar Pradesh Laxmi Bai Mahila Samman Kosh.

**More than 150 acid survivors are now in direct contact with the Foundation, and AUF strives to provide possible help and support to them.**

In our relentless effort to empower Acid Attack survivors we moved two steps further and worked on making them look normal.



## Gulnaaz Khan

from Dehradun says her face looks normal now! After multiple surgeries, Hair Transplant and prosthetic ear her friends and family members are happy that she is slowly coming back to life. Gulnaaz is now in 3rd year of Graduation.





## PAKHI SANITARY NAPKIN PADS

Amar Ujala Foundation has started a pilot project in February 2017 for the production & distribution of sanitary Napkins in Haryana (Sangal Village, Mewat, Nuh district), in which 16 women are currently working. We covered 20 villages in Mewat. We aim to provide affordable sanitary pads for rural women and also empower them by facilitating hygienic and economical best practices. The health minister of Haryana Mr. Anil Vij recognized and officially launched the Pakhi Sanitary Napkin Pads on 15 November, 2017 in Amar Ujala' Chandigarh office and announced 10 lacks rupees financial aid for running this program successfully.

After recognition by health Minister the team members of Pakhi women got motivated for working more vigorously in this programme. Moreover, the minister saw the process of manufacturing and stated that this will help women a lot as it is eco-friendly and will prevent them from diseases. And it is quite cheaper as compared to market price.

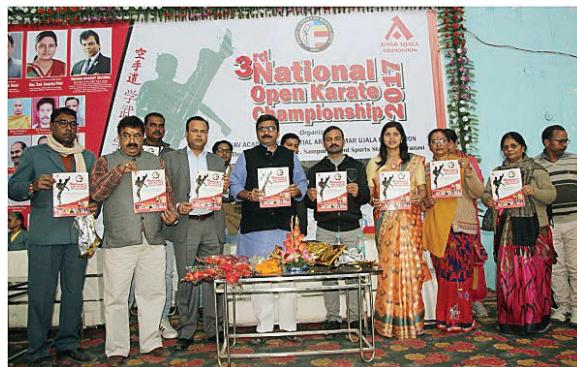
**Pakhi Sanitary Napkins** are manufactured by the women of the '**Pakhi Women Self Help Group**'. Amar Ujala Foundation is providing technical and financial support to the Pakhi Women Self Help Group. Sanitary Pads are being produced from eco-friendly natural raw material. We hope to increase the standard of living of rural women by-

- Providing an alternative means of self-reliance,
- Facilitating a smooth cultural revolution and breaking societal taboo against public acknowledgment of using sanitary pads in villages.



# SELF DEFENCE TRAINING PROGRAMME

Amar Ujala Foundation has been organising workshops for adolescent school going girls where Judo/Karate experts interact and teach the students the art of self defence. In one such collaborative program by Amar Ujala Foundation and Manav Academy of martial arts 554 participants of 10 states took part in 3rd National open Championship of karate organized in Varanasi in December 2017.



- Central minister Anu Priya Patel awarded Dutta Sisters (three girls) for their brave act as they saved 7 French tourists from eve teasing and murder attempt.
- **Collaborating Organizations** – Manav Academy of Martial Arts, Uttar Pradesh Judo Federation, Uttar Pradesh Police



## DIVYANG SHIVIR

Realizing the criticality of the issue Amar Ujala Foundation has been empowering the specially abled since late 2013. This year AUF organized 5 Divyang Shivir's in Kanpur, Allahabad and Dehradun, in which more than 5000 specially abled got benefitted in the camps.

AUF has been organizing one stop camps to provide solution for all the basic needs of the specially abled through a unique campaign. Railways, Development Authority, Government Representatives, Banks, Medical Colleges, NGOs, and Legal Desks all gather at one place to provide free passes, certificates, medical checkups, artificial limb and accessory distribution as well as scheduling of free operations and surgeries, all under one roof.



The uniqueness of Divyang Shivir was the process, which was adopted at every unit for the registration of these camps. In order to create a momentum in the city as well as the adjoining localities, Amar Ujala Foundation, with the help of the local network of reporters of Amar Ujala, identified several government hospitals and dispensaries across the city and made them the nodal point of registrations for the mega camp.

### AUF conducted 5 Divyang Shivir this year

- Benefitted more than 5000 people so far
- **Collaborating Organizations** – Narayan Seva Sansthan, Jaipur Fooths, Local NGOs, and Local Govt. Authorities



### Story of Conspicuous Change:

**Veer Singh** of Bahadurpur, Kannauj (UP) cut his hand in the thresher in 1980 and was unable to find a right kind of 'helping hand' since then. He came to one of the AUF organised Divyang camps in 2017 to find an appropriate 'hand'. He now shakes hand confidently with all. The exuberance on his face speaks for his brimming over joy.



## AWARENESS CAMPAIGNS

Amar Ujala Foundation has been conducting a one of a kind “**Police ki Pathshala**” workshops to develop awareness in the adolescents and youths about law and rights. AUF conducted 232 Police-Students interactions in 51 cities of 7 states during this year.

- These workshops started from June 2014 in Kanpur, and are now being conducted across all Amar Ujala units
- Collaborating Organizations –State Police, Local schools/Colleges/Institutes

# POLICE KI PATHSHALA

Amar Ujala Foundation has been conducting an innovative type of "Police ki Pathshala" workshops to develop awareness in adolescents and youths about law and citizen rights. AUF conducted 232 Police-Students interactions in 51 cities of 7 states this year.



These workshops also emphasize on life skills education among adolescents for enhancing their life negotiating skills and making them informed citizens. Senior level Police officials (SSP, SP, Cyber Experts, Senior Traffic Police officials and Citizen Rights experts interact with young students and inspire them to follow the law and make them aware about their rights. The basic objective of this activity is to empower each young citizen of the society to understand the basic laws and help prevent further crimes in the city.

When the students themselves get an opportunity to interact with the local police officials of their area, they find the police and the law, more approachable. They would get to know the officers personally. This facilitates the police to engage with young citizens, discuss the current scenario of crime in the city, and spread their message through these messengers.

Moreover, the best significant part of this campaign is that higher police officials provide their contact number so that communication gap can be reduced between young citizens and system of law. And also it's easy to approach police and law for the benefits and rights of a citizen.



**The police team interacts with the students and society to make them aware about various safety precautions and laws, about personal safety and social responsibilities, thereafter discussing case specific administrative measures.**

**AUF conducted 232 Police-Students interactions in 51 cities of 7 states this year**

**Collaborating Organizations –**  
State Police, Local Schools/Colleges/Institutes



## Some Stories of Conspicuous Change:



**Eve teasing** by local ruffians was common around many Haldwani girls' schools. A mechanism of silent reporting by girls was established through this programme in a few schools. Complaint Boxes were placed in schools and mobile numbers of SSP and SP were shared with students. Timely information through SMS to these numbers and complaints in the boxes resulted in significant reduction in eve teasing within a very short period as the police could act effectively on specific tips.



**Police Ki Paathshala** has proved to be meaningful in many ways. During one interaction in a Ghaziabad school a girl complained to the SSP about her missing grandmother (aged 85) in February 2018. To immense joy of the family the old lady was traced by the police in a short time.





# RURAL TRANSFORMATION

Amar Ujala Foundation adopted 5 villages in a Baandal Valley situated near Dehradun since 2012 to empower these villages and work for overall development. The number of villages has increased to 8 now.

- Working rigorously on Women Empowerment, Livelihood, Agricultural Support, Infrastructure Development, Learning through computers, Food Processing etc.
- Collaborating Organizations – HESCO, FRI, USAC, Wadiya Institute etc. Apart from this, Amar Ujala Foundation has also created a Library for students of all ages, to have access to finest books including encyclopedias, philosophical and story books, autobiographies, poetry and, course books, comics and referential material.



AUF provided 19 water tank in Sillasera

## BAANDAL VALLEY

In most parts of Uttarakhand, the actual strength of a village lies in the hands of women. Even in remote villages, women hold all the primary responsibilities such as farming, cutting and maintaining crop, timely watering the crop, taking care of the cattle, taking care of the family etc. Realizing this strength, AUF is working towards empowerment of these women in Baandal Valley, who can learn new skills during their free time, which in turn can help them independently make a secondary earning for the family. In order to achieve this goal, AUF has set up Mahila Mangal Dal, for the women of all 8 villages of the valley – Sitapur, Sarkhet, Ghantu Sera, Silla Sera, Kumalda, Phulaet, Bharwa Katal and Tachhila.



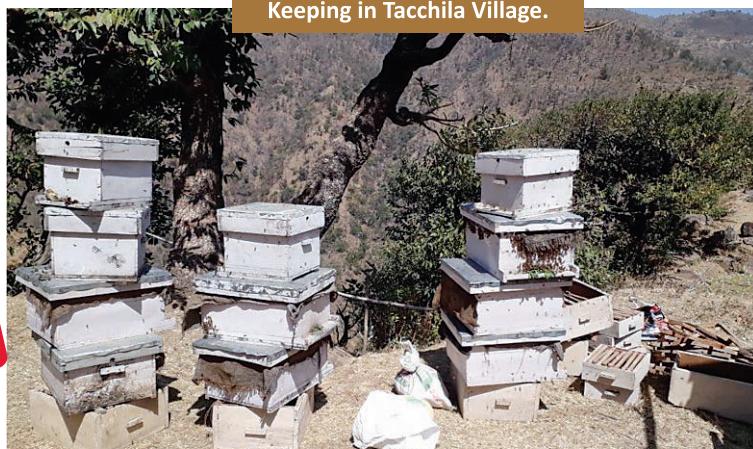
AUF provided 10 boxes for Bee Keeping in Tacchila Village.



AUF started Mushroom and Butter Mushroom Production training in Sitapur and Kulmada, Vegetable Production in Fullet village for maximum production for mushroom and butter Mushroom.

**AUF has been running a one of its kind Computer centre in two villages in the Baandal Valley.**

**Collaborating Organizations – HESCO, FRI, USAC, Wadiya Institute etc.**



Specialized training camps were organized in collaboration with HESCO, in order to upgrade the skills of the women working at the sewing center. Also, AUF has provided one high-end embroidery machine, and one high-end machine for fashionable stitching to the sewing center in Sitapur.

# BAANDAL UTSAV

In order to connect Baandal Valley with the rest of the world, Amar Ujala Foundation organizes Baandal Utsav in which eminent personalities from cultural background are invited to participate and interact with the locals. This way the local talent is encouraged and a positive energy is developed to provide momentum for the overall development of Baandal Valley. In the past one year, Amar Ujala Foundation organized two such festivals.



AUF provided 19 water tank in Sillasera for people who were affected by heavy rain as there was water deficiency in the village immediately after the rains.

**Sridaan Utsav** in Ghantu Sera, this program was especially organized for women of villages and in this programme women were awarded for their efforts towards farming and also goats were donated in collaboration with HESCO. In this campaign for giving a message of self reliance in society.

**AUF also provided financial help to Phulaet women farmers in production of potato.**

# SUDANPUR VILLAGE



In January 2018, Amar Ujala Foundation adopted one more village Sudanpur situated in Kyara block, Bareilly. The objective is integrated, participatory development of the village that would encompass Education, Women Empowerment, Agricultural support, Infrastructure development, skill up gradation and livelihood opportunities.

A team of rural development activists that has developed their village Sitapur, block Iglas in Aligarh recently paid a visit to Sudanpur to motivate the villagers. AUF has started organizing free Health Check-up camps and awareness campaigns regularly in the village.



## SADABAHANI GAGAAS ABHIYAAN

The 'Sadabahani Gagas' campaign – an Amar Ujala Foundation initiative had been flagged off in Almora on 22nd May, 2017. The 10-km awareness walk started from the Garg Muni Ashram in Kukuchina. The flow of perennial Gagas River has decreased drastically over the last decade. Well-known environmentalist and Magsaysay awardee Rajendra Singh also participated in the initiative.

Renowned social activist Radha Behan and environmentalist Padm Shree Dr. Anil Joshi also participated in the Gagas Pad-Yatra to motivate local population. The Gagas river, in Almora district of Uttarakhand, spans 14 major gadheras (streams) on both banks, and its river basin comprises over 500 sq. km with a population of over 1,20,000 spread in 350 villages.

The aim of the campaign is to instill awareness among the locals and teach them ways to save the river from drying up. Environmentalist Dr. Rajendra Singh also educated villages about the conservation of water resources, its importance in maintaining the ecological balance in the villages of Dunagiri and Nayal. He also emphasized that in order to save the rivers, conservation efforts are needed – one gadhera at a time. The two important steps, according to Rajendra Singh, are conservation of the water with the help of rainwater harvesting and secondly, proper utilization of the water.



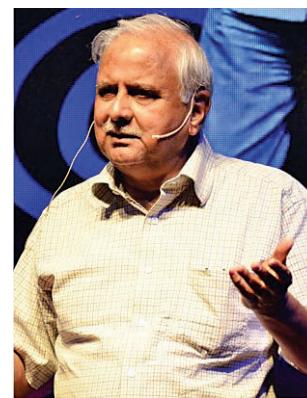
# NAZARIYA JO JEEVAN BADAL DE

Amar Ujala Foundation started a series of thought provoking talks titled- "नज़रिया—जो जीवन बदल दे (Perspective that can change life)", in association with Minds Ignited. These talks are delivered by people who have brought about change through the power of experiential ideas and practical experiences. The Nazariya dialogue series is new in many ways. It has been introduced for the first time in Hindi language and based on the format of internationally acclaimed **TED Talks**. Nazariya dialogue presents lectures by highly acclaimed experiential speakers on topics like Threats to our Cyber Lives, ISRO and India's Environmental challenges, Tips of Success through labyrinthine hurdles, Road to the Top in Sports.

A series of thought provoking Talks by people who have brought about change through the power of ideas. These Talks have brought together thought leaders, idea mavens, contrarians and youth icons under one roof to do a deep exploration of the most important ideas of today.

The first event of this series was organized in Agra on March 25th, 2018 and the response from all sections of local society was overwhelming. The participants included students, teachers, lawyers, professional and government employees.

The series aims to bring those proven thoughts and ideas that have the potential to change the lives of wider communities/society/nation. Experts who have vast experience on issues share their experiential journey with specific audience.



## Invited speakers at the first Nazariya event were:

1. **Pavan Duggal**, Cyber Expert, Advocate, Supreme Court of India ( Spoke on Cyber Crime and Security)
2. **Jagdeep Chhokar**, Civil Rights Activist and Founder, ADR ( Spoke on civil Rights)
3. **Dr. Sameer Parikh**, Psychiatrist ( Spoke on Mental Health and Strong Personality)
4. **Balendu Sharma Dadhich**, Director, Localization & Accessibility, Microsoft (Spoke on Language Importance)





## SAFAAI ABHIYAAN

Amar Ujala Foundation and Go Clean Go Green Lets Make it Happen joined hands for campaign 'Swacch Haldwani-Sundar Haldwani'. Clean Haldwani drive aims to aware, sensitize and energize the local population, primarily the young students, to actively participate in the cleanliness drives in the city of Haldwani. With the overall objective of environment protection, the campaign has been focusing on regular cleanliness drives, implementing 'saying no to plastic' strategy at home and in the markets, Street plays, Workshops and Plantation programs etc. Working rigorously on Clean Haldwani drive with local communities, school and college going students, Professionals including Para-military forces for plantation and to clean up the streets, Parks, Plots, Bus Stand, Railway Station, Schools, Colleges and Temples and other public places of Haldwani since February, 2018.



Organized more than 60 cleanliness/plantation programs till date at various locations in Haldwani. More than 450 students of 12 schools of Haldwani along with their teachers have come forward to work regularly for the cleanliness drive.

Small but meaningful innovations are coming up from student's community. And In this Program we aware people by Street plays for cleanliness. Initial results are quite encouraging.



# KEET PAATHSHALA

This unique program is for agricultural education and awareness among women in rural parts of Haryana, and was initiated in the month of **July, 2014** and has been going on successfully since then. The activity has extended to Punjab also. In this activity, local women farmers are identified in a group of 5 each, and trained to research on the types of insects that are beneficial and harmful for the cotton crops. These women are provided with free magnifying lenses, pads-pens and are trained for 18 successive weeks. During this training, the women groups identify 43 vegetarian and 163 non-vegetarian varieties of insects. This whole program provides strength and awareness to the farmers to yield better variety of crops. Ama Ujala Foundation is providing financial help to '**Dr. Surendar Dalal Keet Saksharata Mission**' since 2014.



This programme promotes organic farming practices and reduces dependence on pesticides. It is a known fact now that pesticides badly affect our environment apart from causing long term health problems to mankind. This is proving to be a cost effective alternative to harmful pesticides.



Do visit us!

Do call us in advance to arrange a mutually convenient time.



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