

# ANNUAL REPORT

2019 - 2020





OUR STRENGTH

AMAR UJALA  
FOUNDATION'S  
GRASSROOTS  
PRESENCE  
THROUGH  
AMAR UJALA

4.47  
CRORE  
READERS  
PER DAY

04<sup>th</sup>  
LARGEST DAILY  
NEWSPAPER  
OF INDIA



139

Dorilal Agrawal National  
Meritorious Scholarship for  
Specially abled students from  
134 Districts of 16 states

241



Free Health  
Checkup Camps at  
various locations  
in remote areas

38



Atul Maheshwari  
Scholarship for  
underprivileged  
students

22590



Units of Blood  
donated this  
year, organised  
329 camps



256

Police-Students  
interactions conducted in  
51 cities of 7 states

## PRESIDENT'S MESSAGE



**I**n continuation with the vision of the parent company, Amar Ujala Foundation strives to conduct impact-generating programs through our vast network and deep reach, with a mission to create a better future through empowerment, facilitation and contribution of our stakeholders. Through AUF, we have been able to reach out to people living in extremely remote areas for the past many years. Our activities are categorized into several verticals. During the Financial Year 2019-20, we have been at the helm of driving series of social initiatives under AUF.

In the year 2019-20, our flagship initiatives- Shabd Samman saw the conclusion of its 2nd chapter. This event has been commenced to promote and recognize Indian languages and our heritage. The ceremony was conducted in Mumbai and awards were handed over by the famous and eminent lyricist, Shri Gulzaar. The event's highest accolade 'Akashdeep' was given to renowned author Shri Gyan Ranjan for Hindi language and renowned poet-novelist Shri Bhalchandra Nemade for non-hindi language category – Marathi. The awards were further given in 5 more categories.

Another focus area has been scaling up our women empowerment program - 'Aparajita 100 Million Smiles', where we are proud to announce that we conducted more than 6800 ground activities. Under this program, we have been able to directly engage with over 21 lakh individuals from across our operational geography and over 100 districts, to spread awareness and give wings to the sustained development of our society by harnessing and amplifying the potential of women in a positive and incremental direction. A series of workshops, motivational talks, self defence camps, webinars, school activations, etc. were conducted for the purpose.

With our blood donation camps, we are glad to report that we have been able to collect and donate over 30,000 units of blood in this year, and we hope to sustain the momentum of this most noble of donations, with members of the community coming forward for the cause.

We believe the coming year offers us extraordinary and unparalleled opportunities to impact the community in pragmatic and constructive ways and to lead more boldly in areas of Health, Education, Women Empowerment, Rural Development, and Community Development. We end this year in the face of an unprecedented crisis and we are sincerely hopeful that the Foundation will rise up to the occasion and be helpful in whatsoever way we may contribute to the society.

*21-01-2021*



## Amar Ujala Foundation (AUF)

is the CSR arm of Amar Ujala Ltd. Amar Ujala is India's leading Hindi newspaper. It has 21 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.

AUF was founded in 2012 with a mission to create a better future through empowerment of all. In alignment with the overall vision of the company, AUF continues to deepen the service-outreach of impact generating programs through its vast network and deep reach.

AUF had initiated a series of field activities that are now maturing and 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 the environment, serving the elderly, identifying unsung heroes from all walks of life and to helping the blossoming of excellence in our youths are some of the other priorities.

## AUF OUTREACH

AUF believes in rigorous groundwork and outreach to people as grassroots connect is the backbone for any developmental organization. At AUF, we have been reaching out to people living in extremely remote areas for the last 6 years. Our activities can be categorized into several verticals such as Health, Education, Women Empowerment, Awareness and Rural Development. AUF has presence across the 7 states and 179 districts of North India.

## CAMPAIGN

# APARAJITA

## 100 MILLION SMILES

'Aparajita - 100 million smiles' a flagship programme of AUF was launched in November 2018. This initiative was created to empower the women of rural and urban areas and to develop a community that thinks in a positive direction, has a sense of equality towards women, advocates for gender equality and is also committed to stand up against any form of violence against women.

Under the banner of Aparajita, AUF conducted more than 6,800 activities including Self-Defense Training, Legal Awareness Workshops, Self-Employment Workshops, Career Counseling, Rallies and many more activities at various locations in schools, colleges, and community spaces in remote areas of its coverage. This programme has empowered more than 8 lakh adolescent girls and women so far. To complement this initiative, a platform - [aparajita.amarujala.com](http://aparajita.amarujala.com) has been created to capture and share inspiring women empowerment stories and highlight the news related to women violence so that adequate and immediate action can be taken. The platform also updates women about government policies, schemes, dedicated help lines related to the safety and support of women.





**अमर उजाला** **my city** **आजली**

निपटनवार 21.01.2020 [www.ajjal.com](http://www.ajjal.com)

**'आत्मसम्मान व सुरक्षा का संदेश दे रहीं श्रावस्ती की बेटियां'**

सीप्रसादी इंटर कॉलेज में अमारजिता 100 मिलियन स्माइल्स के गहरा कार्यक्रम

**अपराजिता** 100 MILLION SMILES

अत्याचार से निजात के लिए मजबूत इच्छा शक्ति ज़रूरी

ग्रीन वैनी पालिक स्कूल में अमारजिता 100 मिलियन स्माइल्स के तहत संवाद

**संवाद**

01

# FILM SCREENING PROGRAMME

Amar Ujala Foundation and Children's Film Society of India (CFSI) organized 263 film screenings at various locations and more than 43,497 children audience benefitted.

A specially designed mobile van went to rural and semi-urban areas to show nationally and internationally acclaimed movies like Heda Hoda, Kabhi Pass Kabhi Fail, Karamati Coat, Malli, Choo Lenge Akash, Yeh Hai Chakkad Bakkad Bumbe Bo, Chhota Sipahi, Abhay, Ek Ajooba, Mahek Mirza, Charandas Chor and Hungama Bombay Ishtyle for educational and motivational purposes.

Every film makes a deep penetration in the minds of children with its story and also gives excellent learning. Seeing the movies, the children were very happy and enjoyed each moment with joy and astonishment. AUF plans to continue this film festival in the times to come and make otherwise ill-informed children and adolescents of small towns and villages enthralled with this world, filled with amazingly diverse people, places, communities, and stories waiting to be explored. Each of CFSI film provides something new in a very interesting and educative way to the children.



# CHILDREN FILM FESTIVAL

was run in the following geographies of **Amar Ujala Foundation-**

## ALIGARH

20 Aug 2019 to 30 Sep 2019

**73**  
shows

**8,355**  
in-person audience

NCR

23 Apr 2019 – 06 Sep 2019

**17**  
shows      **4,300**  
in-person audience

## KANPUR

17 Oct 2019 to 24 Dec 2019

**129** shows      **22,042**  
in-person audience

## ROHTAK

19 Jan 2019 to 17 Feb 2020

**44**  
shows

**8,800**  
in-person audience





## ATUL MAHESHWARI SCHOLARSHIP

Atul Maheshwari Chhatravritti (AMC) is a unique scholarship programme of AUF launched in 2014 for the underprivileged meritorious students to assist them with financial aid. The scholarship is awarded to students studying in 9<sup>th</sup> to 12<sup>th</sup> class having annual family income less than INR 1.5 lakhs. During the financial year 2019-20, more than 1 lakh students registered for Atul Maheshwari Scholarship exam through online application mode and around 50,000 eligible students took the scholarship entrance test at 57 exam centres. This competition took place across the states of Uttar Pradesh, Himachal Pradesh, Jammu and Kashmir, Chandigarh, Punjab, Haryana and Uttarakhand.





A total of 38 students were selected (18 students from class 9<sup>th</sup>/10<sup>th</sup> received INR 30,000 each, 18 students from class 11<sup>th</sup>/12<sup>th</sup> received INR 50,000 each and 2 blind students from class 10<sup>th</sup> and 11<sup>th</sup> received INR 30,000 and INR 50,000 respectively). These students were invited to Delhi for felicitation programme along with their guardians.

On the first day, the students got a chance to understand how the newspaper is designed and printed, and how Amar Ujala works. They interacted with senior editors as well as Managing Director of Amar Ujala Group.

On the second day, these students and their guardians were taken to a day-long Delhi Darshan trip and later facilitated by the honourable Lok Sabha Speaker Shri Om Birla at Parliament House, New Delhi, making it a memorable experience for the students.



## ACHIEVEMENT OF RECIPIENTS BEYOND S A M C

- **Himanshu Rathaur**, a resident of Ghaziabad and recipient of Atul Maheshwari Scholarship in 2016 has been selected by the Indian Air Force for the Airman Technical position. His training started in Bengaluru last year.
- **Pravesh Yadav**, a resident of Etah and recipient of Atul Maheshwari Scholarship in 2016 has been selected in Uttar Pradesh Police and joined the Pradeshik Armed Constabulary (PAC), Aligarh.



## CONTINUING SUPPORT FOR CONSISTENT PERFORMERS

In addition to Atul Maheshwari Scholarship and Dorilal Agrawal Scholarship programme, AUF has provided educational aid to 7 meritorious students who would receive support for their higher studies; AUF is bearing all the educational expenses, including college fees together with tuition and hostel, and stationary up to the limit of INR 1 lakh annually.



- Mr Sachin Choudhari, Moradabad (B.Tech 2<sup>nd</sup> year, IIT Roorkee)
- Ms Muskan Chugh, Muktsar, Punjab (BSc Honours 3<sup>rd</sup> year, Guru Nanak Dev University)
- Ms Monika, Sirsa, Haryana (Preparing for CA)
- Ms Sakshi Gupta, Gorakhpur (LLB Honours 4<sup>th</sup> year, University of Lucknow)
- Mr Bharat Kumar, Ghaziabad (BSc Chemistry Honours 1<sup>st</sup> year, Shyam Lal College, University of Delhi)
- Mr Sachin Kandari, Chamoli (BA Economic Honours 2<sup>nd</sup> year, Hansraj College, University of Delhi)
- Mr Abdul Hussain, (BSc Physics Honours, 3<sup>rd</sup> year, Jamia Millia Islamia University, New Delhi)

## EDUCATIONAL HELP TO TWO MERITORIOUS BLIND BROTHERS



To facilitate the smooth education of two meritorious blind brothers, Amar Ujala Foundation is bearing all educational expenses since December 2017. As an additional support for their studies, AUF also provided a laptop to these specially abled students. Pankaj is studying in 11<sup>th</sup> class and Pramod is in 9<sup>th</sup> class. These children have a passion for music and they also practice singing in their spare time. They perform on stage and participate in auditions.

# DORILAL AGRAWAL NATIONAL MEMRITORIOUS SCHOLARSHIP FOR SPECIALLY ABLED STUDENTS



Amar Ujala Foundation and Viklang Sahayata Sanstha, Agra joined hands together to support the specially-abled meritorious students under this initiative. In this financial year, a total of 150 students from 108 districts and 18 states were selected for Dorilal Agrawal National Meritorious Scholarship, who are pursuing B.Tech, BCA, MCA, MBA, MBBS, LLB, BCom and 27 other courses. Scholarships worth INR 22.58 Lakhs were awarded on 22<sup>nd</sup> December 2019 at Amar Ujala Agra office by Chief Guest Smt Rani Saroj Gaurihar, freedom fighter and distinguished guest Shree Ram Sharan Mittal.



# ADOPTION OF SCHOOL



**AUF adopted a Govt. Primary School in Rajnagar, Agra in May 2015 for its overall development. AUF also opened an evening clinic in the school premise.**

Regular classes began to happen after the involvement of AUF and are continuing smoothly ever since. A new computer lab has been set up. A new guard and a private teacher were appointed by AUF in the school. AUF also appointed a private teacher in the school. AUF continuously organizes activities like- debate, singing, painting, and other competition to encourage the inherent skills of the students. Senior Government officers are also invited to interact and boost the confidence of the students and encourage them to become a better and informed citizen. AUF is also taking care of the infrastructure of the school.



## AWARENESS

# CYBER SECURITY

## AWARENESS WORKSHOPS

A series of Cyber Security Awareness Workshops were organized in the schools, colleges and societies to create awareness among students and guardians about cyber crimes. Young and enthusiastic cyber security experts and district police team spoke of safety, issues, challenges, laws and much more related to cyber security in great length. The sessions were followed by dos and don'ts and the preventive measures to protect the public at large. AUF has conducted over 50 awareness workshops at various locations.

During the session we also provide the demonstration on fake calls and other online security features. The basic objective of these workshops is to make the people aware and understand about the basics of Cyber Security.

Cyber Security experts interact with students and senior citizens to sensitize them about most common cyber threats like- social media frauds, ATM threats, online banking frauds, phishing attacks, forwarding product or shipping scam, email scam etc. We also provide the general safety tips to avoid risks by using Social Networking sites/apps. Cyber expert's team discusses with children what they can and cannot do online. Also advised guardians how to monitor and supervise children's use of the internet.



## NAZARIYA

### CHANDIGARH CHAPTER

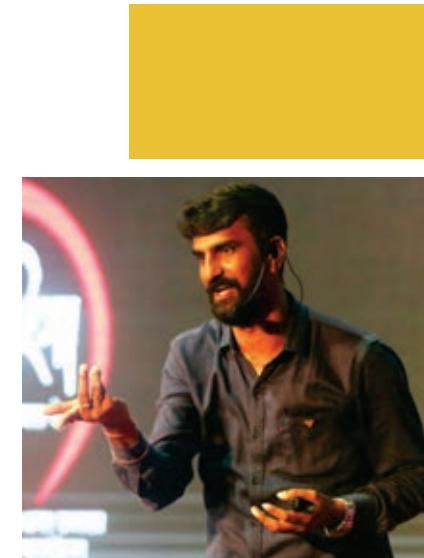
Amar Ujala Foundation has started a series of thought-provoking talks in Hindi titled – “नज़रिया-जो जीवन बदल दे” (Perspective that can change life) in 2018. The Nazariya dialogue series aims to bring proven thoughts and ideas that have the potential to change the lives of wider communities/society/nation. These talks are delivered by thought leaders, idea mavens, contrarians and youth icons on various topics.

The third event of Nazariya series was organized at Bhargav Auditorium, PGI, Chandigarh on 17<sup>th</sup> September 2019. The event had an overwhelming response with participation from students, academician, lawyers, professionals, and government officials among others.



**The Eminent speakers who have graced the dialogue with their presence include:**

- Anand Malligavad, Man of Lake Rejuvenation
- Vivek Atray, Motivational Speaker and Author
- Sonam Wangchuk, Innovative Engineer and Teacher
- Sanjay Routray, Film producer





**my city celebration** 10.08.2018

**आमर ऊआला**

**जिनमें कुछ कर गुजरने का जज्बा.. वही लाते हैं बदलाव**

अमर ऊआला चालाकी और से आर्थिक "प्रगति रो जीवन रो" चालाना में लालाजी ने अपनी जीवन की अवधि अपने लिए आवश्यकताएँ और जीवन का लाभ लाया।

**रिक्ता नीति तो बेहतर कीजिए जनाब'**

कराक को जिट है जहा विजलियां गिराने की, हमें भी जिट है वहीं आशियां बनाने की...

प्रगति रो जीवन रो



## AWARD CEREMONY

# SHABD SAMMAN

2019

**SHABD SAMMAN** is a platform created by Amar Ujala Foundation to recognize the work in preserving the ethos of our literature in the form of awards.

In order to discharge its inevitable responsibility of eulogizing and immortalizing life-enriching tradition of the written word 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 AUF includes two highest honors, named **AKASHDEEP**, one for non-Hindi Indian languages and one for Hindi, for lifetime contribution in literature, each worth INR 5 Lakhs.

The other five, each worth INR 1 Lakh, also includes a special honor, named **BHASA BANDHU**, for best translation between Indian languages and Hindi. This is for making bridges between languages of India.

More than 1500 pieces of work were judged by a panel of jury members comprising stalwart writers – Abdul Bismillah, Arun Kamal, Nand Kishore Acharya, Anamika and Jyotish Joshi. The second award ceremony of Shabd Samman was organized at Yashwantrao Chavan Centre, Nariman Point, Mumbai on 28<sup>th</sup> December 2019. The Shabd Samman awards were handed over by Indian lyricist Shri Gulzar.

Shabd Samman's highest honour 'Akashdeep' was given to renowned author Shri Gyanranjan for Hindi Language and renowned Poet-novelist Shri Bhalchandra Nemade Non- Hindi language category (Marathi).





In the Chhap- Upanyas (novel) category, Gyan Chaturvedi's collection 'Pagalkhana' was selected. In the Chhap- Poetry category, the collection of Gagan Gill's 'Main Jab Tak Aai Bahar' and in the non-fiction category Sunita Budhiraja's book 'Rasraj Pandit Jasraj' was given the award.

Under the Thaap category- for a first published book, Amber Pandey's work ' Kolahal Ki Kavitayen' was selected for the award. In Bhasha Bandhu category- for translation from one to another Indian language (Hindi) Utpal Banerjee was embellished with the award for his translation of Nihshabd Ki Tarjani (original Bengali work of Mr Shankh Ghosh).

Each awardee was presented with a cash reward along with a statue of Ganga, made by a famous sculpture: Shri Ram Sutar. The next year Shabd Samman would be organised in the state capital of that state whose state language literature would be nominated for non-Hindi Akashdeep Award.



## BLOOD DONATION CAMPS

AUF, realizing the urgent need for blood donation across the country, started a campaign named '**Raktdaan-Mahadaan**'. AUF has organized more than 481 blood donation camps in this financial year and collected more than 30,226 units of blood. The unique feature of this campaign is that all the units of blood collected is sent to government blood banks associated with the local district hospitals, where a maximum number of patients getting operated are from below the poverty line category.

AUF has been organizing such blood donation camps at high frequency at various locations across Uttar Pradesh, Uttarakhand, Himachal Pradesh, Chandigarh, Punjab and Haryana. AUF has also touched villages and people wholeheartedly take part in these camps. Special blood donation drives on the occasion of 'World Blood Donors Day'- 14th June and 'National Voluntary Blood Donation Day'- 1st October were also organized. AUF has not only given new hope of life to those who needed blood but also gave a chance to many, to contribute back to society.





- On the occasion of World Blood Donor Day - 14<sup>th</sup> June 2019 AUF conducted 80 blood donation camps in 80 cities and collected 7035 units of blood.
- On the occasion of National Voluntary Blood Donor Day - 1<sup>st</sup> October 2019 AUF conducted 75 camps and collected 3126 units of blood.
- Donor cards and appreciation certificate are also awarded to all donors on behalf of Amar Ujala Foundation and Blood Bank in these camps.
- AUF conducted more than 481 Blood Donation Camps and collected 30,226 units of blood this year.
- Collaborating Organizations - Local District Hospital Blood Banks, IMA Dehradun, Local NGOs and Colleges/Institutes.

**481**  
Camps

**COLLECTED  
30,266**  
UNITS OF BLOOD



## EVENING CLINIC

### AGRA

AUF had been continuously organizing mobile health checkup camps at various remote locations where proper health services are not available. Taking one step forward, AUF started evening clinics in order to cater to the needs of low lying backward areas of Agra and Vrindavan to create awareness about proper medical treatment. AUF inaugurated its 1<sup>st</sup> evening clinic in Rajnagar, Agra.

It is a special initiative of AUF to provide free health services to needy people. It is known as 'Janhit Clinic', established on Amar Ujala Agra's 67<sup>th</sup> foundation day. The clinic runs three days a week on Monday, Wednesday and Friday from 6 pm to 8 pm.

This Janhit Clinic is run by senior doctors. Several awareness campaigns and events are also organized in the locality from time to time.



## EVENING CLINIC

### VRINDAVAN

The 2<sup>nd</sup> evening clinic was started for the old widows staying at various old-age and shelter homes at **Vrindavan**. It is catering well to the medical needs of otherwise neglected widows. Apart from widow mothers, local poor people are also benefiting from this. The clinic runs three days a week on Monday, Wednesday and Saturday from 5 pm to 7 pm.

During the financial year 2019-20, more than 5,000 people benefitted from the services. On an average, about 500 patients are tested and provided free medicines at these clinics.



It is a special initiative of AUF to provide free health services to needy people. It is known as 'Janhit Clinic', established on Amar Ujala Agra's 67<sup>th</sup> foundation day. The clinic runs three days a week on Monday, Wednesday and Friday from 6 pm to 8 pm.



## HEALTH

# FREE CANCER CHECK-UP C A M P S

Amar Ujala Foundation has joined hands with Bhakti Vedanta Hospital, Mumbai in 2014, for organizing free cancer checkup camps, as well as spreading awareness through newspaper to prevent cancer amongst masses. AUF organized two free cancer checkup camps in the financial year 2018-19. The first one is in Lucknow and the second one is in Kanpur region. Senior Doctors examined more than 300 peoples. Those in need of further treatment are referred to Bhakti Vedanta Hospital, Mumbai where they receive highly subsidized treatment. In these camps we are not only provided free medical examination, but highly subsidized treatment and lodging facilities are also being 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.



- No fee is charged for the cancer checkup camps
- Collaborating Organizations – Bhakti Vedanta Hospital, Mumbai





**कैंसर जांच शिविर** में लोगों को मिला समस्या का समाधान

अमर उजाला फाउंडेशन और भवित येदांत अस्पताल ने घंटलक्ष्मी अस्पताल में लगाया शिविर

## कसर जाच शिवर म अमर उत्ताला पाउडरेन और भवित वेलां अस्पताल ने लगाया नियुक्त जांच के लिए रिपोर्ट, सात जगह मरीज मिले

1000

25

# FREE HEALTH CHECK-UP CAMPS



‘स्वस्थ शरीर सुरक्षित जीवन’ is a special initiative of AUF to provide free healthcare services through standalone camps to meet the immediate health care needs of the marginalized communities in remote rural areas. We first make them aware and then take care of their health issues. AUF organized 503 free health checkup camps this year in collaboration with local govt. hospitals and renowned private hospitals at various locations in remote areas of its coverage and benefitted more than one lakh people so far with medicines apart from expert medical advice. This year AUF also initiated free Dental Check-up camps in Delhi NCR region.

AUF has been organizing free health check-up camps since 2013 in remote villages in Uttar Pradesh, Uttarakhand, and Haryana. AUF aims to provide comprehensive health services - curative, preventive, promotive, and referral, to a large number of people in selected areas. Senior doctors from local government hospitals and some renowned doctors from private hospitals examine the residents of these villages. AUF also purchased a mobile medical checkup lab, which can perform 23 different types of biochemical blood tests. These tests can examine a number of diseases. AUF has also designed a special medical van which can reach remote locations easily and facilitate health camps.





## EMPOWERMENT

# PAKHI SANITARY NAPKIN PROJECT

AUF has started a pilot project for the production and distribution of Pakhi sanitary napkins in Sangal village, Mewat/Nuh district Haryana in February 2017. We have covered 20 villages nearby Mewat under this programme.

**Pakhi Sanitary Napkins** are manufactured by the '**Pakhi Women Self Help Group**' comprising of 16 women. AUF is providing technical and financial support to the Pakhi Women's Group. Sanitary pads are being produced from eco-friendly natural raw material. We aim to provide affordable sanitary pads for rural women and also empower them by facilitating hygienic and economical best practices. AUF is distributing these pads free of cost to girl students in government schools.

AUF hopes to increase the standard of living of rural women by providing an alternative means of self-reliance, facilitating a smooth cultural revolution and breaking the societal taboo against public acknowledgement of using sanitary napkin pads in rural areas. AUF has also distributed more than 2500 packets of sanitary napkins so far in 5 villages and 5 schools of Mewat.





# DIVYANG SHIVIR

Amar Ujala Foundation has been empowering specially-abled people since 2013. This year, AUF organized a multipurpose assistance camp in Dehradun on the 15<sup>th</sup> September 2019 benefitting more than 2200 specially-abled.

Realizing the criticality of the issue, Amar Ujala Foundation have provided 15 wheelchairs, 15 tricycles, 130 hearing aids, 270 spectacles, 35 walking sticks, 12 baisakhi, 60 calipers and 93 artificial limbs with the help of other organization.

Under this multipurpose assistance camp, more than 25 facilities (free health checkup camp, yoga Camp, artificial limbs, physiotherapy, calipers and shoes, hearing aid, wheelchair, tricycle, baisakhi, aadhar card, divyang certificate, roadways bus pass, skill development schemes, self-employment schemes, bank loan information, pension Scheme, Ayushman Bharat scheme and Career Counseling etc.) are provided for specially abled people.

Development authorities, government representatives, banks, medical colleges, NGOs, and legal desks all gather at one place to provide free passes, certificates, medical checkups, artificial limbs and accessories distribution as well as scheduling of free operations and surgeries, all under one roof.

The uniqueness of AUF' Divyang Shibir was the process, which was adopted 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 and made them the nodal point of registrations for the mega camp.





## SELF DEFENCE TRAININGS

Amar Ujala Foundation has organized more than 100 self-defence training programmes for school going adolescent girls at various locations where Judo and Karate experts interacted and taught students the art of self-defence. In one such collaborative programme by Amar Ujala Foundation and Manav Academy of Martial Arts, 956 players of 11 states took part in '5<sup>th</sup> National Karate Open Championship' organized in Dr Sampurnanand Sports Stadium, Siga Stadium, Varanasi from 13<sup>th</sup>-15<sup>th</sup> December 2019.

Uttar Pradesh won this championship trophy with 32 Gold, 21 Silver and 19 Bronze medals. West Bengal finished 2<sup>nd</sup> with 18 Gold, 24 Silver and 31 Bronze medals. And Andhra Pradesh 3<sup>rd</sup> with 14 Gold, 19 Silver and 26 Bronze medals.

The Minister of State (Independent Charge) of Stamp and Court Fees Department Shree Ravindra Jaiswal awarded all the winners of the 5<sup>th</sup> All India Open Karate Championship.





# छात्राओं ने सीखे आत्मरक्षा के गुर



अमर उजाला व्यूरो

फिरोजाबाद। अमर उजाला की अपराजिता मुहिम के तहत बुधवार को पूर्व माध्यमिक विद्यालय कटरा पठानां की छात्राओं ने आत्मरक्षा के गुर सिखे।

रामलीला मैदान में आत्मरक्षा प्रशिक्षण शिविर का आयोजन शिक्षिका कल्पना राजीरिया के निर्देशन में किया गया। कराटे एसोसिएशन ऑफ फिरोजाबाद के सचिव आशीष गौतम ने छात्राओं को बताया कि जब कोई पीछे से हमला करे तो कैसे स्वयं का बचाव करते हुए हमलावर को घायल करना है। उन्होंने कहा कि पैन, बालों में लगाने वाली विलप से भी



अमर उजाला अपराजिता के तहत लेवर कॉलोनी दियत प्राथमिक विद्यालय की छात्राओं को आत्मरक्षा के गुर सिखातीं कल्पना राजीरिया। अमर उजाला

जाएगी। शिक्षिका कल्पना राजीरिया ने कहा कि छात्राएं खुद को कमज़ोर न समझें। इस दौरान खुशबूज्योति, महरून, निशा, अल्फिया, गोंशिया, शुमायला, सहबा, महकुन निशा, फिजा, जानवी आदि उपस्थित रही।

## AWARENESS

# POLICE KI PATHSHALA



AUF initiated an innovative type of workshops named '**Police ki Pathshala**' to develop awareness in adolescents and young students about law, civil rights and social responsibilities. In this financial year, AUF has conducted 565 police-students interactions in 51 cities of 7 states.

These interactions also emphasize on enhancing life negotiating skills and make them informed citizens. Senior-level police officials such as SSP, SP, senior traffic police officials and cyber security experts, interact with students and inspire them to follow the law and make them aware of their rights and responsibilities.



Also, guide them about safety and security related issues like- road safety, women safety, self-defence, helpline numbers and other various safety precautions and laws, thereafter discussing case-specific administrative measures. Sometimes police officials also provide the demonstration on fire safety techniques and take children on a police station and ITMS (Intelligent Traffic Management System) tour.

The basic objective of this activity is to empower each young citizen of society to understand the basic laws and help prevent further crimes in society apart from protecting themselves. When the students get an opportunity to interact with the local police officials of their area, as a consequence they find the police and the law more approachable. They get to know the officers personally. This facilitates close engagement between police and young citizens, discuss the current scenario of crime in the society, and spread their message through these messengers.

Taking one step forward AUF has started a campaign named- **Police Ki Chaupal** in residential societies with the slogan '**आपकी जागरूकता ही आपकी सुरक्षा है**'. AUF has organized 30 Police Ki Chaupals in Noida, Ghaziabad and Kanpur region during this financial year. The important aspect of this campaign is that senior police officials provide their official contact details so that communication gap can be reduced between citizens and law enforcing agency.



# GILOE ABHIYAN

## HAR GHAR AMRITA

To create environmental awareness, Giloe project was launched in 4 cities - Lucknow, Chandigarh, Dehradun, and Shimla starting with (Har Ghar Amrita) campaign on 21st August 2019 at Shimla and Chandigarh followed by 31st August in Dehradun and 2nd September 2019 in Lucknow. Various ministers and bureaucrats including Chief Minister of UP Shri Yogi Aditya Nath and his cabinet ministers, the Chief Minister of Himachal Pradesh Shri Jai Ram Thakur, the Governor of Uttarakhand Smt. Bebi Rani Maurya and many others launched the city campaigns, by releasing the posters.

**Workshops and Competitions in Schools:** A series of orientation workshops, Quiz competition and plantation drive were organised in various cities such as Haldwani, Kanpur, Lucknow, Varanasi, Chandigarh where Giloe plants could be made available through various nurseries.

**Haldwani** The forest department of Haldwani provided 3000 Giloe plants in the month of July 2019. Later the folders prepared for students were distributed in various schools of Haldwani by AUF and a supporting environmental NGO. Around 2700 Giloe plants were distributed. On 17 July 2019, a huge plantation drive was organized in the city where the ITBP javans also joined. A quiz competition was later organized by the AUF team and the mementos were given to the winners and the principals of the schools

**Kanpur** On August 15, a huge rally was organized by the AUF in Kanpur. Around 750 plants were distributed during the rally which passed through a long stretch of the city. After this, a series of plant distribution activities along with folders and quiz competitions were organized in 8 schools and colleges of Kanpur.

**Lucknow:** In Lucknow quiz activities and plant distribution were organised by AUF. At some places support of Jeevniya Society was also taken—this is the organisation that provided Giloe plants in Lucknow apart from National Botanical Research Institute (NBRI). One of the most prestigious intermediate



colleges of Lucknow, the Colvin Taluqdars College, also participated in the campaign and all the three activities (folder distribution, plant distribution and quiz) were organised there.

**Similarly all the three activities folder distribution, plant distribution, and quiz competition were organized in Varanasi and Chandigarh.**





## RURAL DEVELOPMENT

# BAANDAL VALLEY

Amar Ujala Foundation, in collaboration with HESCO adopted 5 villages in Baandal Valley, situated near Dehradun, Uttarakhand in 2012 for women driven holistic development of these villages. The number of villages has increased to 8 now.

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 of the crop, taking care of the cattle and, of course, the family. Realizing this strength, AUF is rigorously working towards empowerment of these women, who can learn new skills during their free time, which in turn can help them 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 Baandal Valley—Sitapur, Sarkhet, Ghantu Sera, Silla Sera, Kumalda, Phullait, Bharwa Katal and Tachhila. AUF is also providing Livelihood, Agricultural, and Infrastructure Development support to these 8 villagers.



AUF has also helped establish a Food Processing unit for pickles and squash. A Sewing Training Center has also been started and provided with one high-end embroidery machine, and one high-end machine for fashionable stitching in the sewing center in Sitapur village.

AUF has been running a one of its kind Computer centre in GGIC, Phullait village. Apart from this, started 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 reference material. AUF started mushroom and butter mushroom production training in Sitapur and Kulmada villages, vegetable production in Phullait village for maximum production for mushroom and butter mushrooms. Also provided financial help to Phullait women farmers in production of potato.

Fish farming, poultry, goat rearing and bee keeping (Tachhila village) are also being done by the women of these villages. For this, training and other assistance is given to them from time to time. Plantation and sanitation campaigns are also run regularly. In summer vocational training about 30 girls were trained to make paper jewelery and cloth bags.



**Naming of these villages has also given them an identity-** Sarkhet- Urja Gaon, Ghantu Sera- Bakari Gaon, Silla Sera- Jaivik Gaon, Phullait- Sabzi Gaon, Tachhila- Shahad Gaon

#### Tree Plantation

In Bharwakatal village, almost 7 bheega land was unutilized. After a village meeting, it was decided to make use of this land to provide an additional source of income to the local families. As a result, in the month of August during the rainy season, 250 key lime plants were planted, five per family. These plants are all season plants and will start bearing lime in the next 2 years. In the future, this land will be developed as a garden.

**Additionally, in Sitapur, Sarkhet and Ghantu Sera, 85 kinnow plants were planted, 2 per family. They will start bearing fruit in the next 3 years.**



ENVIRONMENT

## SAFAAI ABHIYAN SWACCH HALDWANI

Amar Ujala Foundation and Go Clean Go Green Lets Make it Happen joined hands for a campaign named '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, Uttarakhand.





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. The campaign team is working rigorously on Clean Haldwani drive with local communities, school and college going student volunteers, professionals including medical and para-military forces for plantation and to clean up the streets, parks, plots, bus stands, railway station, schools, colleges and temples and other public places of Haldwani since June 2017. To make people aware about the environment and to connect people with the cleanliness drive, paintings are also being done by Volunteers on the walls.

More than 90 cleanliness drives have been organized and around 7500 plants have been planted at various locations in Haldwani. More than 150 student volunteers participated along with their teachers and they come forward to work regularly for the cleanliness drive. The team distributed more than 1500 cloth bags and sensitized people to avoid use of plastic bags. In this campaign Swacchata Veers goes door to door to make people aware of cleanliness. A signature campaign for cleanliness was also launched on 15<sup>th</sup> November at the Haldwani Book Fair. A poster competition was also organized on 31<sup>st</sup> December. Small but meaningful innovations are coming up from student community.



## Visit us!

Get in touch with us in advance to arrange a mutually convenient time



**Address:**

C-21/22, Sector-59, Noida  
Uttar Pradesh- 201301  
INDIA

**Regd. Office:**

1101, 11th floor, Antariksh Bhawan  
22nd, Kasturba Gandhi Marg  
Connaught Place, New Delhi- 110001, INDIA

**Tel • 0120-4694250**

**Email • [foundation@amarujala.com](mailto:foundation@amarujala.com)**



[www.foundation.amarujala.com](http://www.foundation.amarujala.com)