



अमर उजाला
फाउंडेशन

ANNUAL REPORT

2023-24

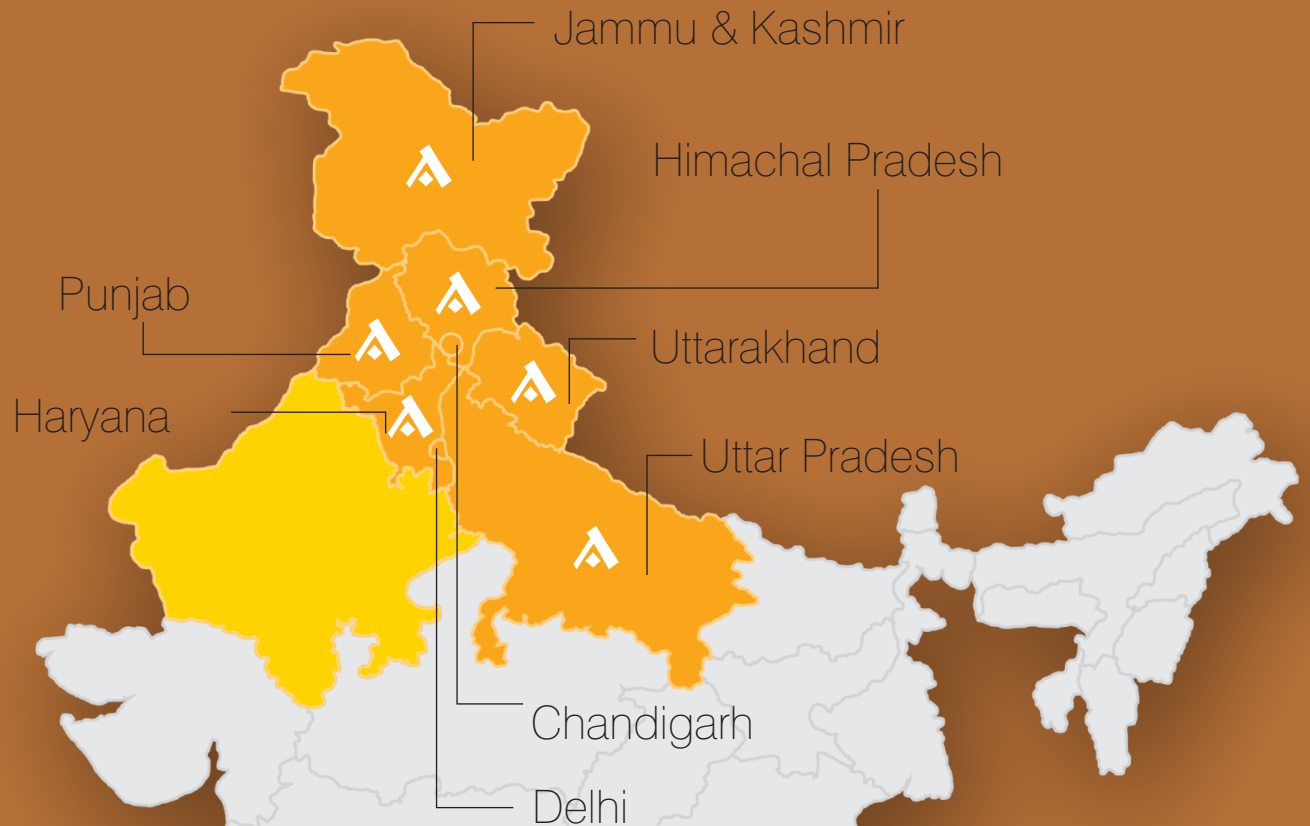


Rebuilding
THE SOCIETY



www.amarujalafoundation.org

AMAR UJALA FOUNDATION'S
**GRASSROOTS
PRESENCE**
THROUGH AMAR UJALA



03rd
LARGEST
HINDI DAILY
NEWSPAPER
OF INDIA

4.76
CRORE
READERS
PER DAY



105

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

992



Free health checkup camps at various locations in remote areas
1,06,650 beneficiaries

44



Atul Maheshwari Scholarship for underprivileged students

26,762

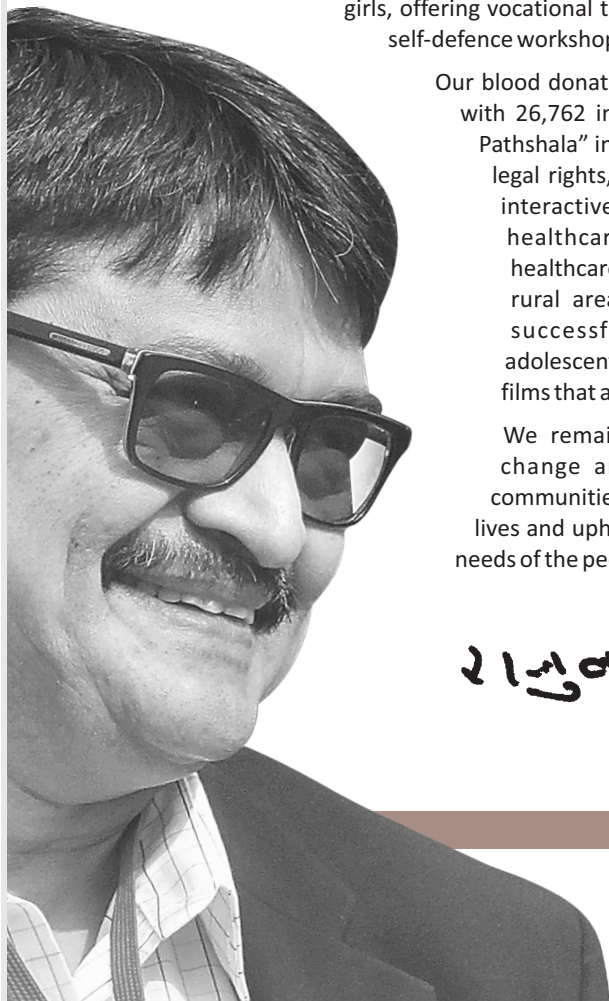


Units of blood donated, organised
467 camps

598

Police-Students interactions conducted in 51 cities of 6 states
1,30,575 student beneficiaries





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t the Amar Ujala Foundation (AUF), we are unwavering in our mission to foster a better society and future. Our efforts are anchored by the pillars of healthcare, education, women empowerment, and the socio-economic development of rural communities. We have made significant strides in reaching and impacting remote areas through our various initiatives. Over the past financial year, AUF conducted a total of 4,498 activities across 22 units.

Shabd Samaan, one of our key initiatives, was launched with the intention of honoring and promoting the rich diversity of Indian languages as well as our cultural heritage. This fifth edition, hosted at the Ambedkar International Centre in New Delhi, featured distinguished Indian classical flautists Pandit Hariprasad Chaurasia and Rakesh Chaurasia. **We proudly presented the "Akashdeep" award to Vinod Kumar Shukla for his contributions to Hindi literature and M. T. Vasudevan Nair, a celebrated author and screenplay writer in Malayalam, for non-Hindi languages.**

The Atul Maheshwari Scholarship has continued to be a beacon of hope for students facing financial constraints. We awarded scholarships to 44 meritorious students, including those with disabilities, ensuring they have the resources to pursue their educational dreams. "Aparajita" initiative, aimed at women's empowerment, has been particularly impactful. In this initiative, 1134 activities were conducted that engaged over ten thousand women and girls, offering vocational training, legal awareness, career counselling, and self-defence workshops to achieve their full potential.

Our blood donation drives saw tremendous community support, with 26,762 individuals voluntarily donating blood. "Police ki Pathshala" initiative has educated young students about their legal rights, civic responsibilities, and social duties through interactive sessions in 598 schools across 7 states. In healthcare, we have continued to provide essential healthcare services to underserved communities in remote rural areas. In addition, our "Bal Film Mahotsav" has successfully used cinema to educate and inspire adolescents by screening impactful and thought-provoking films that address important social issues.

We remain committed to bringing about constructive change and enhancing the lives of underprivileged communities. I believe that AUF will continue to transform lives and uphold our commitment to addressing the essential needs of the people we serve.

रविशंकर प्रसाद



AMAR UJALA FOUNDATION (AUF)

Amar Ujala Foundation (AUF) serves as the **CSR** arm of **Amar Ujala Limited**. Amar Ujala is **India's** leading Hindi newspaper, with 22 editions across Uttar Pradesh, Uttarakhand, Himachal Pradesh, Jammu and Kashmir, Punjab, Haryana, Delhi NCR, and Chandigarh.

AUF was established in 2012 to create a brighter future through empowerment of all. Our initiatives address grassroots issues to ensure socio economic inclusion, leveraging our extensive network for impactful programs.

MISSION AND VISION

AUF's mission is to create a more equitable society by empowering marginalized communities through sustainable and impactful interventions. Our vision is to enable every individual, irrespective of their socio-economic status, to live with dignity, and achieve their fullest potential. We strive to bring positive change in society by focusing on key areas such as health, education, women empowerment, awareness, and rural development.

AUF OUTREACH

The Amar Ujala Foundation envisions inclusive, rigorous groundwork, devoted to translating our intentions into action and we create an enabling environment by adopting an inter-sectoral approach and building linkages to people as grassroots connect is the backbone for any developmental organization.



AUF's outreach spans
**7 STATES AND
179 DISTRICTS**
in North India, covering several verticals:

HEALTH

We aim to provide accessible healthcare services to underprivileged communities, focusing on preventive, promotive, and curative healthcare through free health check-up camps, blood donation drives, and specialized health interventions.

EDUCATION

Our education initiatives include scholarships for meritorious students from economically weaker sections, providing financial aid and resources to help them pursue their academic dreams.

WOMEN EMPOWERMENT

Through initiatives like Aparajita, we empower women and adolescent girls by providing vocational training, legal awareness, career counselling, and self-defence workshops to foster socio-economic independence.

AWARENESS

Programs like Police ki Pathshala educate young students about their legal rights, civil responsibilities, and safety measures, aiming to build a law-abiding and informed citizen.



We aim to provide accessible healthcare services to underprivileged communities focusing on preventive, promotive, and curative healthcare through free health che





APARAJITA 100 MILLION SMILES



Launched in November 2018, Aparajita is a flagship program of the Amar Ujala Foundation that aims to empower women and adolescent girls by providing equal opportunities for socio-economic development.

This initiative was created to inform and empower the women, adolescent girls of rural and urban areas. The focus is to develop a community with positive mindset along with generating awareness on sense of equality towards women, advocating for gender equality and is also committed to stand against any form of violence against women.



This year, we conducted 1,134 activities, including rallies, self-defence training, legal awareness workshops, career counselling sessions, and more. The initiative also features a platform, aparajita.amarujala.com, to share inspiring stories and highlight issues related to women, promoting immediate action and awareness of government schemes and policies.



Self-defence Training: Over 200 sessions were held to teach women and girls self-defence techniques.

Legal Awareness Workshops: More than 100 of these workshops provided legal knowledge and resources to help women understand their rights.

Vocational Training: Over 150 various vocational training programs were conducted to equip women with skills for economic independence.

Career Counselling Sessions: More than 60 sessions were held to guide women and girls on career opportunities and planning.

Key Activities



ATUL MAHESHWARI SCHOLARSHIP

Introduced in June 2014, Atul Maheshwari Scholarship supports students from poor socio-economic backgrounds who are keen to continue their studies. 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. This year, over 60,000 students applied and 44 students, including two differently-abled, received scholarships after rigorous exams and interviews. AUF awarded INR 27.5 lakhs for these scholarships.



अमर उजाला



Eligibility Criteria:

- **Academic Performance:** Students must have secured more than 60% marks in their last annual exams.
- **Board:** The scholarship is open to students studying in classes 9 to 12 from government state boards.
- **Family Income:** The annual family income of applicants should be less than INR 2 lakh.

Highlights:

- **Application Process:** The scholarship saw applications from over 60,000 students across 22 units, with around 75 examination centers set up for the written exams.
- **Selection:** After multiple rounds of interviews, 44 students, including two visually impaired students, were awarded the scholarship.
- **Impact:** The scholarship has significantly aided students in continuing their education and achieving their academic goals.





DORILAL AGARWAL SCHOLARSHIP FOR DIFFERENTLY-ABLED

In collaboration with Viklang Sahayata Sanstha, Agra, AUF supports differently-abled meritorious students through the Dorilal Agarwal National Meritorious Scholarship. Dorilal Agarwal Scholarship initiative aims at assisting deserving and meritorious differently-abled students with financial aid.

For financial year 2023-24, 105 students from 11 states received scholarships amounting to INR 14.73 lakhs. Scholarships range from INR 12,000 to INR 24,000 per annum based on the course of study.

Scholarship Details:

- **Eligibility:** Differently-abled students pursuing various courses, including BA, B.Sc., B. Com., MA, M.Sc., M. Com., ITI, Polytechnic, Engineering and Medical are eligible.
- **Scholarship Amount:** Undergraduate students receive INR 12,000 per annum, postgraduate students receive INR 15,000 per annum, and students pursuing MBBS, B. Tech, Ph.D., and MCA receive INR 24,000 per annum.
- **Support:** The scholarship provides financial assistance to students, enabling them to pursue their education without financial barriers.





BAL FILM MAHOTSAV

Amar Ujala Foundation's special initiative Bal Film Mahotsav is for awareness and education in adolescents Children through inspirational and impactful movies. It is generally said that movies teach children various concepts and skills.

The first thing that a children can absorb from movies is the diverse life styles of people across the country, usually the story in the movie raises issues related to history, culture, country, or language. Every film makes a deep penetration in the mind of childrens with its story and also gives excellent lessons. Each movie has characters whose roles are positive and conflicting stories that spread the message of struggle. Children will think that doing positive things will lead to goodness and will not easily give up facing various life problems. Films can help develop children's cognitive skills, such as forming long-term memory, maintaining focus, developing logic, reasoning, visual and auditory processes. Films present various stories and visuals that increase children's knowledge of different objects and ideas. Those lead to the increasing of their imagination and creativity. If we talk about the plot, then there is patriotism in some films, while in some, the character drives away the fear of baseless ghosts in the minds of the children. In some, grandmother is seen narrating her experiences, while in some film, the character of a young soldier captivates everyone's heart.



This year, AUF organized 1,090 screenings, reaching 1,44,407 childrens.

The program helps develop children's cognitive skills, creativity, and understanding of diverse lifestyles, enhancing their overall knowledge and imagination.

Objectives:

- **Educational Films:** The screenings feature films that address historical, cultural, and social issues, imparting valuable lessons to children.
- **Cognitive Development:** Films help develop children's cognitive skills, including long-term memory, focus, logic, reasoning, and visual and auditory processing.
- **Emotional Well-being:** Watching inspirational films can reduce stress and promote a happier emotional state in children.

Key Activities:

- **Film Selection:** The films are carefully selected to cover a range of topics, from patriotism and social issues to historical events and cultural heritage.
- **Screenings:** The program organized 1090 screenings across various locations, making films accessible to children in remote areas.
- **Impact:** The films have made a significant impact on children's understanding of diverse lifestyles and social issues, encouraging them to think critically and creatively.



BLOOD DONATION CAMPS

AUF's "Raktdaan-Mahadaan" campaign successfully organized 467 blood donation camps, collecting 26,762 units of blood. Every year, all the units of blood collected are sent to Government Blood Banks associated with local District Hospitals, where the maximum numbers of patients getting operated are from below poverty line.

These camps provide crucial support to government blood banks and help save lives, especially during emergencies. Special drives were held on occasions like World Blood Donors Day (14th June), Kargil Vijay Diwas (26th July), and National Voluntary Blood Donation Day (1st October). Donor cards and appreciation certificates are also awarded to all blood donors on behalf of the Amar Ujala Foundation and Blood Bank in these blood donation camps.

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.



Special Drives: Significant blood donation drives were conducted on:

- **World Blood Donors Day (14 June 2023):**
 - Units of blood collected: 7,544
 - Camps: 126 • Cities: 101
- **Kargil Vijay Diwas (26 July 2024):**
 - Units of blood collected: 1,202
 - Camps: 49 • Cities: 49
- **National Voluntary Blood Donation Day:**
 - Units of blood collected: 2,221
 - Camps: 63 • Cities: 63



- **Collaborations:** AUF collaborated with local district hospitals, blood banks, IMA, local NGOs, and institutes to ensure the success of these drives.



Camps Organized :

467

blood donation camps were held across various locations.

Blood Units Collected:

A total of

26,762

units of blood were donated voluntarily.



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FREE HEALTH CHECK-UP CAMPS

AUF has been organizing free health check-up camps since 2013 in remote villages in Uttar Pradesh, Uttarakhand and Haryana.

Under the 'स्वस्थ शरीर, सुरक्षित जीवन' program, AUF organized 992 free health check-up camps benefiting 1,06,650 individuals. These camps are organized in collaboration with local government and renowned private hospitals at various locations in remote areas of its coverage. These camps provide comprehensive healthcare services, including curative, preventive, promotive, and referral services to marginalized communities in remote areas.





Services Provided:

- **Medical Check-ups:** Senior doctors from local government and private hospitals conducted health check-ups.
- **Medicines:** Free medicines were distributed to beneficiaries.
- **Comprehensive Care:** The camps provided a range of healthcare services, including general health check-ups, eye check-ups and dental check-ups. The camps included preventive care services to promote overall health and well-being.
- **Community Engagement:** The camps saw high participation from local communities, reflecting the trust and reliance they have on AUF's healthcare initiatives.





POLICE KI PATHSHALA

AUF conducted 598 police-student interactions across 7 states to raise awareness about law, civil rights, and social responsibilities. These sessions aim to enhance life skills and foster a positive relationship between young citizens and law enforcement. The slogan of the workshops conducted is 'कानून का सम्मान-कानून से जीवन आसान' These interactions also emphasize on enhancing life negotiating skills and making them informed citizens.

The officials also guide them about safety and security related issues like road safety, women's safety, self-defense, helpline numbers and other various safety precautions and laws, thereafter discussing case-specific administrative measures. Sometimes police officials also provide the demonstration of fire safety techniques. The senior police officials also provide their contact details so that the communication gap can be reduced between citizens and law enforcing agencies. When the students get an opportunity to interact with the IPS officials of their area, as a consequence they find the police more approachable. This facilitates close engagement between police and young citizens, discuss the current scenario of crime in the society, and spreads their message through these messengers.





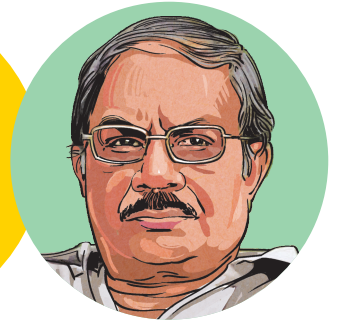
Program Goals:

- **Law Awareness:** Educate students about laws, civil rights, and their social responsibilities.
- **Safety and Security:** Provide information on road safety, women's safety, self-defence, and emergency helplines.
- **Interactive Sessions:** Senior police officials interact with students, providing demonstrations and discussing safety measures.

Key Activities:

- **Interactive Workshops:** Conducted 598 sessions across schools and colleges, engaging over 1,30,575 students.
- **Expert Speakers:** Senior police officials, including SSPs, SPs, traffic police, and cyber security experts, led the sessions.
- **Topics Covered:** Workshops focused on legal rights, cyber security, road safety, women's safety, and self-defence techniques.
- **Practical Demonstrations:** Police officials provided demonstrations on fire safety, self-defence, and emergency response techniques.
- **Community Policing:** The sessions aimed to bridge the gap between students and law enforcement, fostering trust and cooperation.





SHABD SAMMAN 2023

Respect for human values and the power of dreams, Shabd Samman is a platform created by AUF to recognize the work in preserving the ethos of our literature in the form of awards.

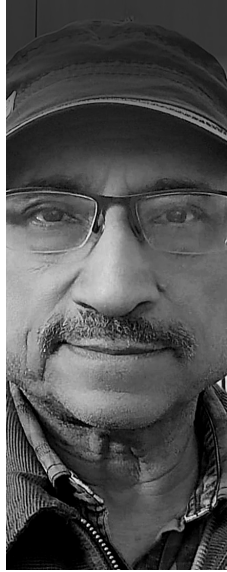
In order to discharge its inevitable responsibility of eulogizing and immortalizing the life-enriching tradition of the written word and to highlight the best literary work coming up in various Indian languages, Amar Ujala, being an Indian newspaper of Hindi language, has decided to institutionalize 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 five lakh rupees.

The other five, each worth Rs. one lakh, also includes a special honor, named **BHASHA-BANDHU**, for the best translation between Indian languages and Hindi. This is for making bridges between languages of India.

More than 2,000 pieces of work were judged by a panel of jury members comprising stalwart writers: Naresh Saxena, Chitra Mudgal, Shazi Zaman, Alok Bhalla and Ashtabhuja Shukla.

Shabd Samman's highest honour 'Akashdeep' was given to renowned author Vinod Kumar Shukla for Hindi Language and renowned Indian author and screenplay writer M. T. Vasudevan Nair for non-Hindi language category (Malayalam).





Award Categories:

- **Akashdeep:** Awarded for lifetime contribution in literature : **Vinod Kumar Shukla** (Hindi Language) and **M. T. Vasudevan Nair** (Malayalam Language)
- **Chhap-Kathetar:** Recognizes outstanding non-fiction works : Dalpat Singh Rajpurohit for his work 'Sundar Ke Swapn'
- **Chhap-Poetry:** Honors exceptional poetry collections : Kumar Ambuj for his poetry collection 'Upshirshak'
- **Chhap-Story:** Recognizes outstanding story collections : Manoj Rupada for work 'Dahan'.
- **Thaap:** Award for the first published book : Chinmayi Tripathi for her first book published 'Apani Kahi'.
- **Bhasha-Bandhu:** Celebrates the best translation between Indian languages to Hindi : Malini Gautam for the work 'Gujarati Dalit Kavita' translation to Hindi language (original Gujarati work of different 13 Gujarati poets).



Each awardee was presented with a cash reward along with a statue of Ganga, made by a famous sculpture: Shri Ram Sutar.



निर्णायक मंडल



नरेश सक्सेना
प्रख्यात कवि



चित्रा मुद्गल
जानी-मानी कथाकार



राजीव जहा
विख्यात रचनाकार



आलोक भट्टा
प्रख्यात लेखक



अरमुजा शुक्ल
प्रख्यात कवि

2023

BAANDAL *Valley* DEVELOPMENT PROJECT



In collaboration with HESCO (Himalayan Environmental Studies and Conservation Organization). AUF has adopted eight villages in Baandal Valley near Dehradun, focusing on holistic development through science and technology. Activities include capacity building of self-help groups, bio-geyser provision, and protective cultivation, aiming to enhance the socio-economic status of the community.

In eight villages of Baandal Valley, meetings are held every month with women SHGs run by HESCO and the Amar Ujala Foundation. In the meetings, the savings of women self-help groups are deposited every month and along with-it loans are given to the needy members. Formation of women self-help groups, while on the one hand women have developed the spirit of working together, on the other hand, awareness of their rights and a sense of empowerment has developed among women. At present, women self-help groups in each village have their own bank savings account.



Villages and Activities:

- **Villages:** Seetapur, Sharkhet, Ghantusera, Tachila, Sillasera, Fuleth, Kumalda and Bharwakatal
- **Capacity Building:** Training self-help groups on savings, loan facilities, and vocational skills.
- **Alternative Energy:** Provision of bio-geyzers to support sustainable energy use.
- **Agriculture:** Protective cultivation techniques to improve vegetable production and profitability.
- **Community Meetings:** Monthly meetings with women self-help groups to discuss savings, loans, and training needs.
- **Economic Empowerment:** The Formation of self-help groups has fostered a spirit of collaboration and awareness of rights among women, enabling them to open their own bank accounts and achieve financial independence.





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