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ANNUAL REPORT **2024-25**

अमर उजाला फाउंडेशन



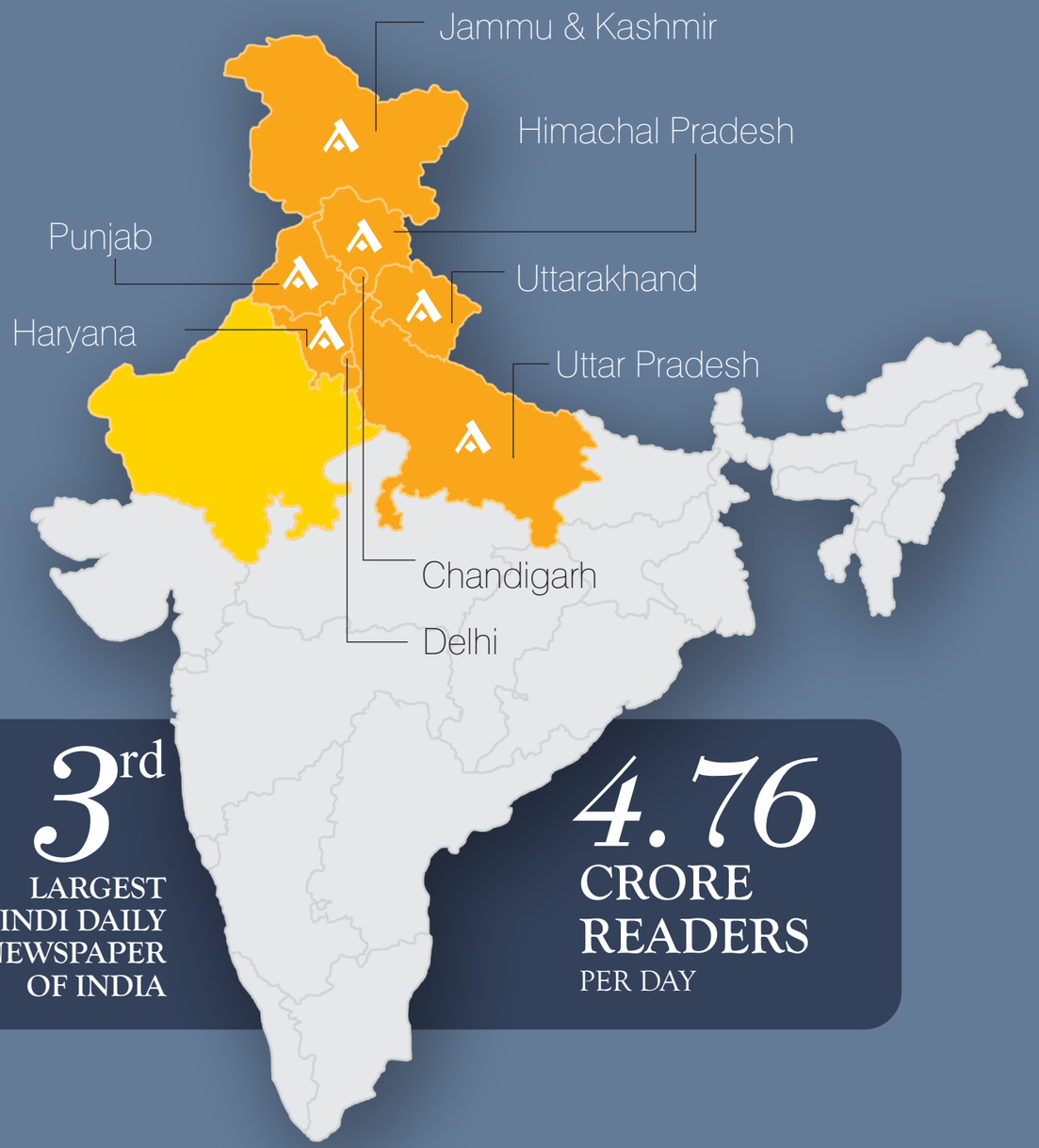
Rebuilding THE SOCIETY

www.amarujalafoundation.org

AMAR UJALA FOUNDATION'S

GRASSROOTS PRESENCE

THROUGH AMAR UJALA



3rd
LARGEST HINDI DAILY NEWSPAPER OF INDIA

4.76
CRORE READERS
PER DAY



93
Dorilal Agrawal National Meritorious Scholarship for specially-abled students from 75 Districts of 12 states



46
Atul Maheshwari Scholarship for underprivileged students



2014
Free health checkup camps at various locations in remote areas with 1,47,662 beneficiaries



23,668
Units of blood donated, across 459 camps

695
Police-Students interactions conducted in 51 cities of 6 states with 1,43,777 student beneficiaries



I am proud to share our unwavering commitment towards building a prosperous society and shaping a hopeful future, particularly for those most in need. Over the past year, our team orchestrated approximately 5,364 transformative activities across 22 units, extending our reach to even the most remote corners of the nation and touching countless lives.

Our flagship event, Shabd Samman, celebrates the profound beauty of Indian languages and the richness of our cultural heritage. This year, it was my privilege to witness a rare and moving violin performance by three generations—N. Rajam, her daughter, the eminent Sangeeta Shankar, and her granddaughter, Ragini Shankar, bringing tradition and artistry together in front of an enthusiastic audience.

During its 6th edition, the 'Akashdeep' Award 2024, honoured the extraordinary contributions of literary artists. We recognised Govind Mishra in the Hindi category and Sitashu Yashchandra, the renowned Gujarati poet, playwright, and critic, in the non-Hindi language category. These accolades reflect our dedication to uplifting voices that inspire change and enrich our cultural discourse.

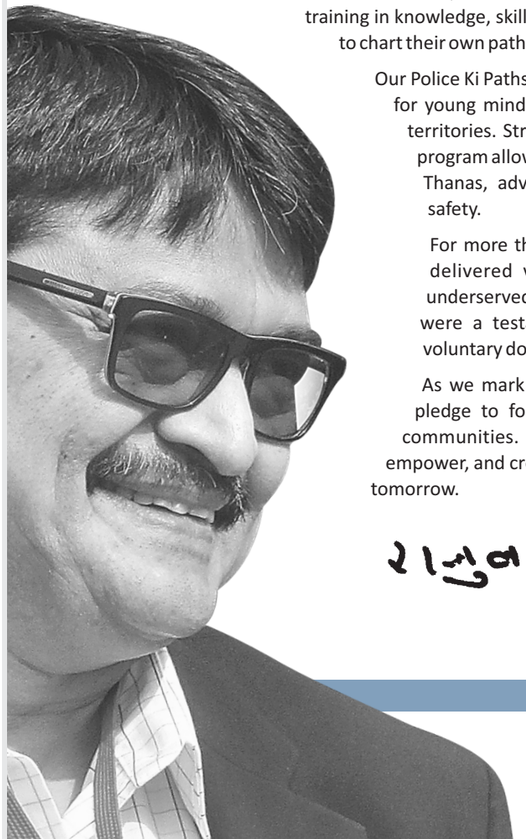
The 'Atul Maheshwari Scholarship' continues to be a beacon of hope for students defying financial barriers and excelling academically. This year, 46 scholarships were awarded to meritorious students, including those with disabilities, affirming our resolve to transform adversity into opportunity and ambition into achievement.

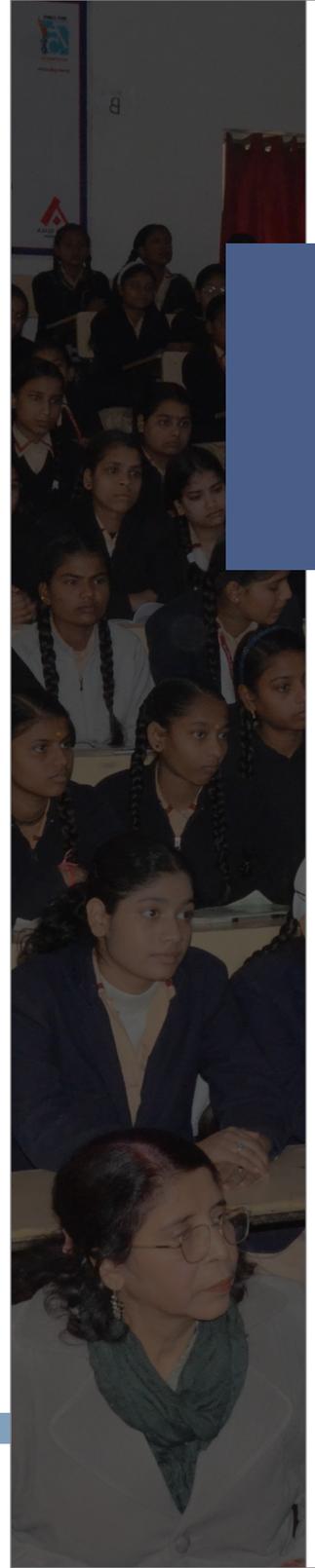
Through Aparajita, our flagship women's empowerment initiative, our efforts reached more than 60,000 women and girls in 621 impactful sessions. By providing training in knowledge, skills, and self-defence, we empowered these women to chart their own paths towards independence and self-sustainability.

Our Police Ki Pathshala initiative broadened legal and civic education for young minds in 695 schools across six states and two union territories. Strengthening this endeavour, the new 'Dost-Police' program allowed female students to engage directly with Mahila Thanas, advancing legal awareness and a deeper sense of safety.

For more than a decade, our dedicated healthcare wing has delivered vital medical services through free camps in underserved rural areas. This year's blood donation drives were a testament to the community's spirit, with 23,688 voluntary donors stepping forward.

As we mark these achievements, I reaffirm AUF's unyielding pledge to foster positive change and uplift underprivileged communities. Our team's resolve remains strong—to serve, empower, and create lasting impact on the journey toward a better tomorrow.





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 create an enabling environment by adopting an inter-sectoral approach and building linkages to people.



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 check up camps.



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 women & adolescent girls of rural and urban areas.

The focus is to develop a community with a positive mindset along with generating awareness on sense of equality towards women, advocating gender equality and committed to stand against any form of violence against women.



This year, we conducted 621 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.





KEY ACTIVITIES







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.

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.

we received tremendous support from many educational institutions, teachers and district administration. This year, over one lac students applied and 46 students, including two differently-abled, received scholarships after rigorous exams and interviews. AUF awarded INR 28.8 lakhs for these scholarships.







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 1 lac students across 22 units, with around 85 examination centres set up for the written exams.
- **Selection :** After multiple rounds of interviews, 46 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 THE DIFFERENTLY-ABLED





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.

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

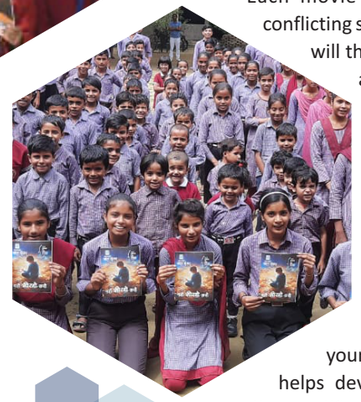
For financial year 2024-25, 93 students from 12 states received scholarships amounting to INR 17.16 lakhs. Scholarships range from INR 12,000 to INR 24,000 per annum based on the course of study.



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 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 impact in the mind of children 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 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. The program helps develop children's creativity, and understanding of diverse lifestyles, enhancing their overall knowledge and imagination.



This year, AUF organized 1,396 screenings, reaching 87,286 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 can aid in the development of children's cognitive skills, including long-term memory formation, focus retention, logical reasoning, and the enhancement of visual and auditory processing abilities.
- **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 1545 screenings reaching 95,500 children 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



Special Drives: Significant blood donation drives were conducted on:

- **World Blood Donors Day (14 June 2024):**
  - **Units of blood collected:** 6,438
  - **Camps:** 125 • **Cities:** 110
- **Kargil Vijay Diwas (26 July 2024):**
  - **Units of blood collected:** 1,629
  - **Camps:** 60 • **Cities:** 60
- **National Voluntary Blood Donation Day:**
  - **Units of blood collected:** 1,899
  - **Camps:** 76 • **Cities:** 76
- **Collaborations:** AUF partnered with local district hospitals, blood banks, the Indian Medical Association (IMA), local NGOs, and educational institutes to ensure the success of these blood donation drives.



AUF's "Raktdaan-Mahadaan" campaign has been instrumental in supporting Government Blood Banks and Government District Hospital, which serve a significant number of patients from below the poverty line.

These blood donation camps provide vital assistance in saving lives, particularly during emergencies. Special drives are organized on key occasions such as 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 presented to all participants on behalf of the Amar Ujala Foundation and the associated Blood Bank as a token of gratitude for their contribution.

Through this initiative, AUF has not only given hope and life to those in need but also encouraged individuals to make meaningful contributions to society.







Camps Organized:

459

blood donation camps were held across various locations.

Blood Units Collected:

A total of

23,688

units of blood were donated.







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 2014 free health check-up camps benefiting 1,47,662 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



This initiative aims to raise awareness about laws, civil rights, and social responsibilities while enhancing life skills and fostering 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 initiative fosters close engagement between the police and young citizens, provides a platform to discuss the current crime scenario in society, and helps disseminate the police's message effectively through these youth ambassadors.

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 695 sessions across schools and colleges, engaging over 1,43,777 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 2024



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 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**. 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: **Alok Dhanva, Sanjeev, Vageesh Shukla, Vishwanath Sachdev and Akhilesh.**

Shabd Samman's highest honour 'Akashdeep' was given to renowned author Govind Mishra for Hindi Language and Famous poet and play writer Sitanshu Yashaschandra for non-Hindi language category (Gujrati).



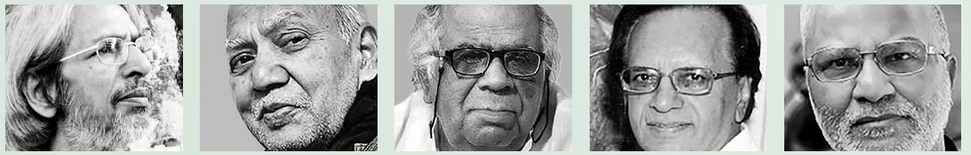
Each awardee was presented with a cash reward along with a statue of Ganga, made by a famous sculpture: Shri Ram Sutar.

Award Categories:

- **Akashdeep:** Awarded for lifetime contribution in literature. Govind Mishra (Hindi Language) Sitanshu Yashaschandra (Gujrati Language)
- **Chhap-Kathetar:** Recognizes outstanding non-fiction works. Dhruv Shukla for his work 'Vaa ghar sabse nyara'
- **Chhap-Poetry:** Honors exceptional poetry collections. Jyoti Chawla for his poetry collection 'Yah unindi raaton ka samay hai'
- **Chhap-Story:** Recognizes outstanding story collections.
- Yugal Joshi for work 'Agnikaal'
- **Thaap:** Award for the first published book. Kinshuk Gupta for her first book published 'yah dil hai ki chor darwaza'.
- **Bhasha-Bandhu:** Celebrates the best translation between Indian languages to Hindi. Subhash Neerav for the work 'Tum kyun udaas ho'



निर्णायक मंडल 2024



आलोक धन्वा
प्रख्यात कवि

संजीव
जाने-माने कथाकार

वागीश शुक्ल
ख्यात आलोचक

विश्वनाथ सचदेव
वरिष्ठ लेखक-संपादक

अखिलेश
चर्चित कहानीकार

BAANDAL Valley DEVELOPMENT PROJECT









Villages and Activities:

- **Villages:** Sitapur, 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-geysers 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.





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.