



TAPASYA ANNUAL REPORT

APRIL 2022-MARCH 2023



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MESSAGE FROM THE FOUNDERS

Dear **Supporters**,


We are happy to share our **Annual Report 2022-23**.

This year we have completed the **milestone** of **5 years** of **journey** to support families from the low-income category to come out of the poverty cycle in the state of Maharashtra.

In the last five years of existence, we constantly focused on implementing many welfare schemes like RTE, PMMVY, E-shram card, Ayushman Bharat card, Sukanya yojna, etc., while working with the various department like Health, Education, etc., and bodies like Mantralaya, Zilla Parishad, Municipal Corporations, Gram Panchayat, etc. of Government of Maharashtra and the potential beneficiaries' families. We also partnered with many other non-profit organizations to fast-track our program while supporting more than 30000 beneficiary families, who have received a cumulating benefit of more than INR 40 crore till now.

Secondly, we also realized that only ensuring access to the benefit of any welfare scheme is not enough as, in a real sense, the actual changes happening in the lives of the beneficiaries cannot be measured only by the policy benefits that they have received. That led to our extended support to the families, where we tracked the existing habits and practices of the beneficiary families and worked towards adult capacity building for holistic development of the children between the age group of 0-6.





Last year Tapasya signed a multi-year agreement with its previous donor '**Indus Action**' and one new donor '**Azim Premji Foundation.**' Simultaneously we also completed the incubation program by **UnLtd India** last year. One of the co-founders of Tapasya was among the top 50 finalists of the **Acumen fellowship** the previous year. Tapasya getting selected by various donors and in all these programs validates the efforts we are putting in.

Last year Tapasya also partnered with **Dataogram** to have in-house tech support for **data management & M&E** for all programs across all projects. This new initiative has made us quick in validating the input and transparent in showcasing our output/outcomes.

In the last five years, we have grown a lot in terms of developing our operating model and our resilience to sustain, resulting in building a strong organizational foundation. We believe it will help us to grow and support many more families in the coming years.

We want to thank all our supporters, mentors, and well-wishers for helping us reach here and achieve whatever we have been able to do. We hope this annual report gives a glimpse of all the efforts, commitment & work we have done in the last financial year, 2022-23.

Happy Reading!

**Regards,
Mrinal & Tapas**

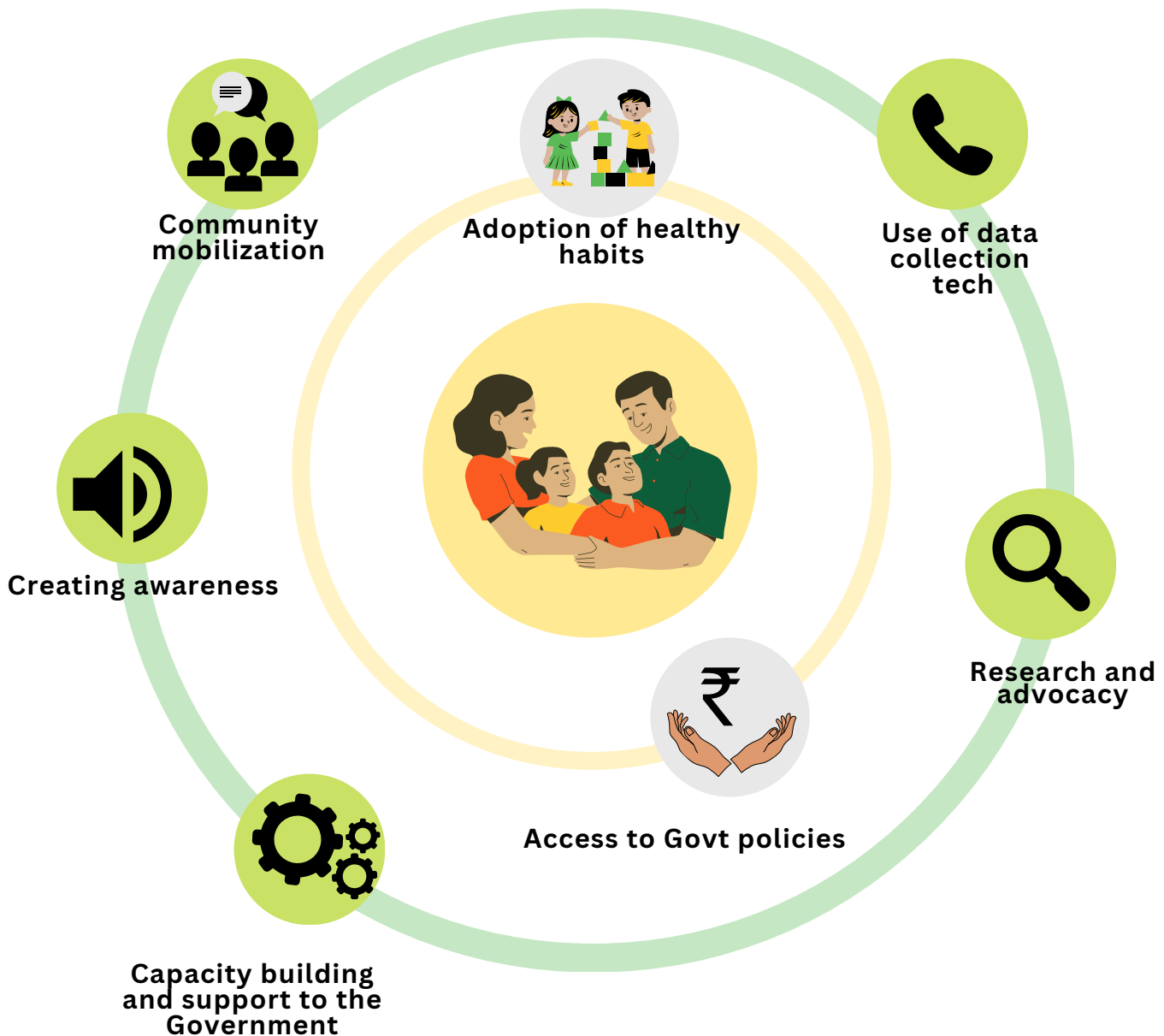
ABOUT TAPASYA

Our Vision:

Holistic development of families from economic and socially disadvantaged backgrounds



What we do



Our Mission:

Developing adult capacities towards creating a nurturing and stimulating environment for the holistic development of family members.



Our Impact in last 5 years

30+ Sakhis engaged & trained till now



Access created to benefits worth **INR 40+ Crore**



30,000 households supported with minimum 1 scheme

1 Crore+ funds raised



Partnership with Dept. of Health, Education & PMC



A SNAPSHOT OF 2022-23



Unlocking multiple welfare schemes*

2767 families from the Janata Vasahat & Pan Mala community in Pune city were onboarded, and **1200 families** were supported with multiple welfare schemes

Each family benefited from more than two welfare schemes with a monetary value ranging between **INR 7,000 to 5,00,000**



One new community center

- Tapasya's **new community center** is in Janata Vasahat which has a population of more than two lakhs
- There is a dedicated team of 8 members to run this center & project
- We have already **onboarded** more than **1600 families** around this community center



Behavioral change communication

350 mothers were supported for the adoption of healthy habits around maternal and child health care and child development

They were tracked every month and their capacity building was done



A research study to understand the inclusion rate of potential beneficiaries for multiple welfare schemes

- **Around 95% of families** in the study **earn less than 1 lakh annually**
- Less than 10% of families have benefitted from any welfare schemes.
- Govt. systems like ASHA/AWW/VRP are over-burdened and unable to support all the families

OUR JOURNEY TILL NOW:

Tapasya is a not-for-profit organization in Maharashtra that enables change at an individual, community, and systemic level by facilitating access to welfare entitlements and Behavioral Change Communication (BCC).

Tapasya was founded in 2018 by Tapas Sutradhar and Mrinal Rao. Their collective experience of working in the development sector for a long time acknowledged the fact that there were a lot of initiatives introduced by the Government to alleviate the problems being faced by the most marginalized people in India, but there was a breakdown in the delivery of these initiatives, and there was an urgent need to bridge these policy and implementation issues. Therefore, they founded **Tapasya to help individuals and communities battle adversity and marginalization by accessing resources and entitlements that are available to them.**

Initially, Tapasya began its work on the effective implementation Right to Education Act, in 2018, in collaboration with Indus Action and the Government of Maharashtra, which mandates the reservation of 25% seats at the entry-level in private, unaided, non-minority schools for children facing socio-economic disadvantages. Since 2018, through a number of interventions and initiatives, **Tapasya has supported more than 30000 families** by connecting them with multiple welfare schemes like the Right to Education Act., Pradhan Mantri Matru Vandana Yojana (PMMVY), E-shram card, Ayushman Bharat Card, etc.

Eventually, Tapasya started its work in **Behavioral Change Communication (BCC) with a special focus on maternal and child health.** Tapasya created a **cadre of trained community champions called 'Sakhis'** in urban communities of Pune, who run the behavioral change program for pregnant and lactating women and mothers having children up to age 6. Due to the consistent efforts under this program, required shifts in **daily habits were absorbed among 1500 families in Pune.**

SUMMARY OF 2022-23:

In the last two years, the pandemic had a very bad effect on the community in terms of health, education, livelihood, etc. The pandemic ameliorated deep-seated inequalities in our societies. Continuing our **commitment to uplifting these marginalized and vulnerable communities**, this year, Tapasya focused its work on unlocking access to multiple welfare schemes and Behavioral Change Communication (BCC) among mothers and their children.

This year we continued implementing our **hallmark project, 'Sakhi,'** in Maharashtra's Pune district. In this initiative, 'Sakhis' (community champions) were identified and trained to assist the families in the community in availing the benefits of welfare schemes and also building adult capacities for the holistic development of children between the age group of 0-6. They were trained to work closely with the local service providers such as ASHA, Anganwadi workers, Vasti Resource Persons, and PDS shops to ensure the last-mile delivery of the services. Our Sakhis have **reached out to 2767 families and successfully unlocked the benefits of multiple welfare schemes for 1200 families among them.** Similarly, they have worked closely with **350 families** out of the total for our program around **Behavioral Change Communication (BCC).**

Apart from direct intervention, this year, we also **conducted research** in the communities we are working with. We tried to study the rate of inclusion of potential beneficiaries in various welfare schemes. We conducted this study in Janata Vasahat, Pune. The study was conducted with 119 families in which we tried to understand their demographic variation, availability of documents, and level of awareness around the welfare scheme. This study also validates the need for our work in urban slums.

In the coming years, with consistent work in the field of social development, we will continue to strive for the well-being of vulnerable and marginalized families.



HIGHLIGHTS: POLICY UNLOCKING UNDER PROJECT SAKHI:

- The main objective of the project was to **ease access to various government schemes**
- Around **1200 families** got the benefit of at least one or more government welfare schemes
- Each family was covered under social security of **at least INR 7,000 and up to 5,00,000/-**



(One of our Policy Application Camp)

CONTEXT OF POLICY UNLOCKING WORK:

About project Sakhi policy focus:

Project Sakhi was implemented in Janata Vasahat & Pan Mala community, with the main objective of easing access to various government schemes. We worked together to support the eligible families by providing access to at least two or more social welfare schemes.



(Families received the Aadhar card, Post Office passbook and Accidental Insurance coverage).

We facilitated the delivery of government schemes to 1200 families. We worked closely with various departments of the State Government & Pune Municipal Corporation to provide the benefits of the schemes.



Testimonial from Govt. Officials



“Tapasya is doing good work in communities in Pune. We have jointly organized many camps in the slums to make sure that the maximum number of people get the benefit of Aayushman Bharat Cards. My best wishes to the organization.”

**Dr. Asaram Kakde
Ward Medical Officer
Health Department, Sinhgad Road Ward Office, Pune**

“Tapasya has a deep sense of social responsibility and sympathy for the needy in society. Tapasya works in slums to create awareness about various government schemes. I have personally seen their camps organized in joint collaboration with our department. I am happy with their community connects, which has resulted in nearly 1000 citizens receiving the Aayushman Bharat card. I appreciate the kind of work that they are doing. My best wishes to team Tapasya.”

***Dr.Priti Lokhande
Senior District co-ordinator Mjpajy & Pmjay
Health Department***



“Tapasya is working in various slums in Pune City to help people to get the benefit of various government policies. Tapasya team creates awareness at a community level, organizes camps for applications, and reaches out to the poor and illiterate people in the communities. I appreciate their efforts and wish them the best for the future.”

**Mr. Mahesh S. Shinde
Public Relation Inspector
Department of Posts, India.**



Welfare Schemes Testimonial

“I am Radha Londhe. I live in the Panmala community with my family. All of our family members have received Aayushman Bharat cards through Tapasya. Tapasya Sakhi played an important role in this. She told us about the benefits of Aayushman Bharat Card. We are daily wage earners, and it is not possible for us to save money for future. But because of Aayushman Bharat card, we are eligible to get assistance up to Rs. 5 lakhs. Now we are not worried about medical expenses in the future. Thank you, Tapasya.”

**- Ms. Radha Londhe
Panmala community**



“My name is Rakhi Vinod Dahibhate. I live in the Panmala community. I work as a domestic worker and also make garlands for my livelihood. My husband works as a painter. Our financial condition is not very good. We have school-going kids. I am always worried about the increasing expenses vs. our low income. We have to manage school fees, medical expenses, and household expenses in our limited income. But Tapasya Sakhi visited us many times and told us about various Government schemes. She helped us make our E-Shram card. Now we are registered as ‘unorganized workers, and because of the E-Shram card, we are insured for Rs. 2 lakhs each. It is a big coverage for us. I thank Tapasya and request them to be always with us.”

**-Ms. Rakhi Vinod Dahibhate
Panmala community**

HIGHLIGHTS: BCC WORK UNDER PROJECT SAKHI, PUNE:

- **5 Sakhis** are working conjointly with families, Anganwadi, and ASHA workers for the health and wellbeing of children and pregnant and lactating women.
- Project Sakhi has catered to **267 women** who are either pregnant or lactating or having children up to the age of 3 years. Another **82 women** having children up to the age of 3-6 are also covered under this program.
- Sakhis have conducted **1061 home visits** to **counsel 350 women** who are either pregnant or lactating or having children up to the age of 6 years.
- **Eight sessions** have been conducted for these women around topics like school readiness, nutrition, family planning, breastfeeding practices, cleanliness, etc.



CONTEXT OF THE BCC WORK:

In India, people residing in slums cannot get safe food, drinking water, and shelter. A special vulnerable group, such as women and children, are at high risk of infectious diseases and malnutrition. Women workers have the dual responsibility of family and job, so reproductive and child health gets compromised. The government has launched its flagship Reproductive and Child Health (RCH) program to address these challenges. The RCH and ICDS services were badly affected, especially in urban slums, during the COVID pandemic.



(Glimpse of our BCC activities in Pune)



Tapasya designed and implemented ‘Project Sakhi’ to supplement the efforts of ASHA and Anganwadi workers in the slum communities of Pune City. The project was implemented in the Janata Vasahat and Pan Mala Community of Pune City. The ‘Sakhis,’ who are basically our community champions from slums, were tirelessly working to cater physical, mental, and social well-being of pregnant and lactating women and children. They tracked the pregnancies and births during regular home visits of mothers, counseled them about pregnancy and vaccinations-related anxieties, and conducted informative sessions with them. We have developed a comprehensive tracking system to record

various aspects of reproductive and child health, such as the place of delivery, weight at birth, breastfeeding practices, hemoglobin, etc.



“ Samvidha was selected as Sudrudh Balak (Healthy child) among three Anganwadis in Pan Mala slum in the Poshan Maah competition.

BCC Testimonial

“I have been a part of Tapasya's BCC program for the last two years now. I was blessed with a daughter after ten years of marriage, so naturally, we all were very conscious about her health and overall development. Tapasya Sakhi guided me on her diet, vaccination, health and hygiene, healthy breastfeeding practices, and many other such issues. Tapasya Sakhi visits us regularly. Tapasya also organizes various sessions, which are very helpful. I'm thankful to Tapasya for guiding me from time to time..”

**- Ms. Suvarna Gadhve
Panmala community**



“I live in the Panmala community. I registered myself with Tapasya when I was five months pregnant. Now my baby is six months old, and she is healthy. Since the time I got in touch with Tapasya, Sakhi started visiting me regularly. She guided me on the importance of nutrition, rest, a good diet, and so on. I went to my native village for delivery. Doctors told me that there could be some complications in the delivery, so I was very worried. But Tapasya Sakhi used to call me regularly at that time also. She helped me manage my stress. Eventually, I gave birth to a healthy baby. Now also, Sakhi tells me how to take care of the baby and myself. Thanks Tapasya Sakhi. I wish Tapasya all the best for the future.”

**-Ms. Rohini Pachkudwe
Panmala community**





EDMI NOTE 8 PRO
LQUAD CAMERA

RESEARCH STUDY:

A STUDY TO UNDERSTAND THE INCLUSION RATE OF POTENTIAL BENEFICIARIES FOR MULTIPLE WELFARE SCHEMES:

- The study was conducted to understand the **current status of welfare scheme accessibility** among eligible families.
- **119 families** were covered under this study, and out of these families, less than 10% of families have received the benefit of some or the other welfare schemes.
- **95% of families** have an **annual income below INR 1 lakh**.
- The **availability of key documents** like income or caste certificates **is very less**.



(Discussion with community members to understand the status of policy inclusion)

CONCLUSION OF THE STUDY:

The study was undertaken by the team members of Tapasya in Janata Vasahat. During the study, we realized that none of the other NGOs are working towards providing access to various government schemes. The existing ASHA and AWW workers were also overburdened, and they could not reach out to all the families. The Vasti Resource Person (VRP) from the corporation also existed on paper, but they were unable to reach out to a large population.

Tapasya can play a very crucial role in supporting these families to get access to various welfare schemes provided by the Centre, State, and Municipal Corporation of Pune.



(Understanding community via community stakeholders)

WHO WE ARE:

OUR TEAM



Tapas Sutradhar,
Co-founder and
CEO, Partnerships
and Operations



Mrinal Rao,
Co-founder and
COO, Strategy
and HR



Ravindra Jadhav,
Project
Coordinator
(Public-Pvt.
Partnership)



Chaitrali Amble,
Project
Coordinator
(Research and Data
Management)

OUR ADVISORS



Madhukar Banuri,
CEO,
Leadership for Equity



Sneha Arora,
CEO, Atma



Madhuri Dhariwal,
Associate Director,
Indus Action



Suresh Margabandhu,
VP-IT,
Credit Suisse



Ishita Bhattacharya,
Brand & Digital Head
Tata Realty And
Infrastructure Ltd



Sowmy VJ,
Consulting Partner,
TCS

OUR PARTNERS

FUNDING PARTNERS



Caring Friends

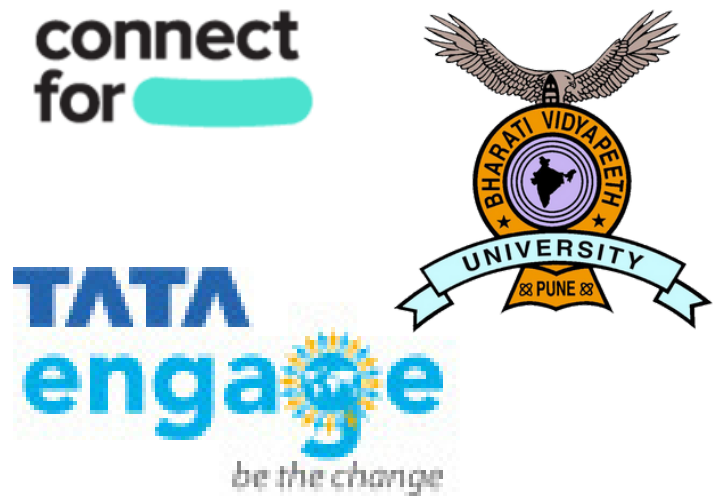
KNOWLEDGE & PROGRAMME IMPLEMENTATION PARTNERS



GOVERNMENT PARTNERS



VOLUNTEERING PARTNERS

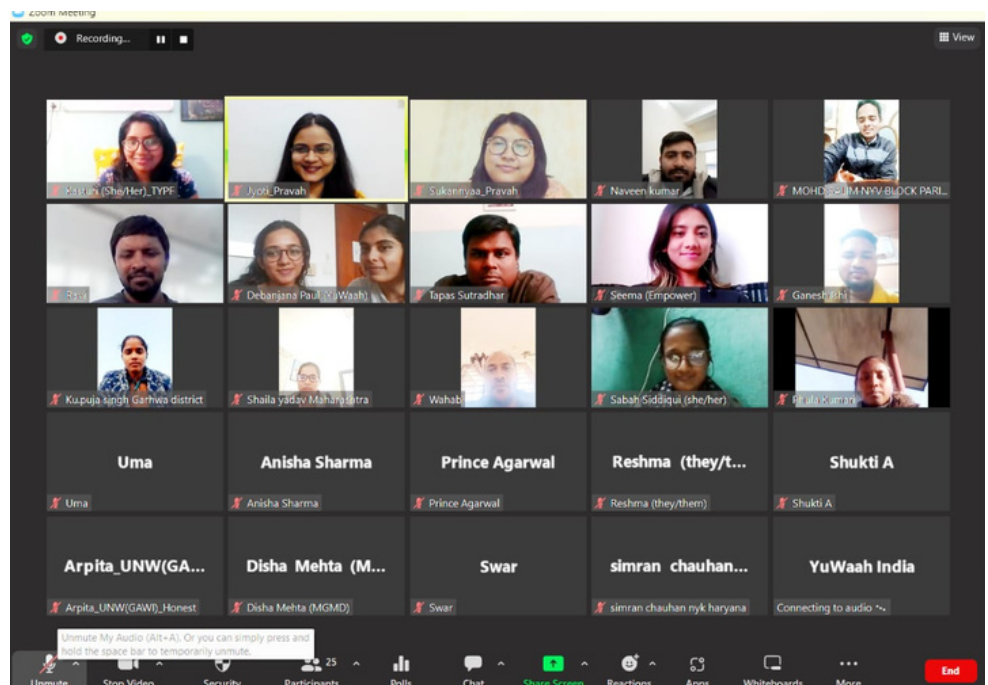


INCUBATION COMPLETED DURING 2022-23:



2022-23 Tapasya:

- Got Incubated by UnLtd India

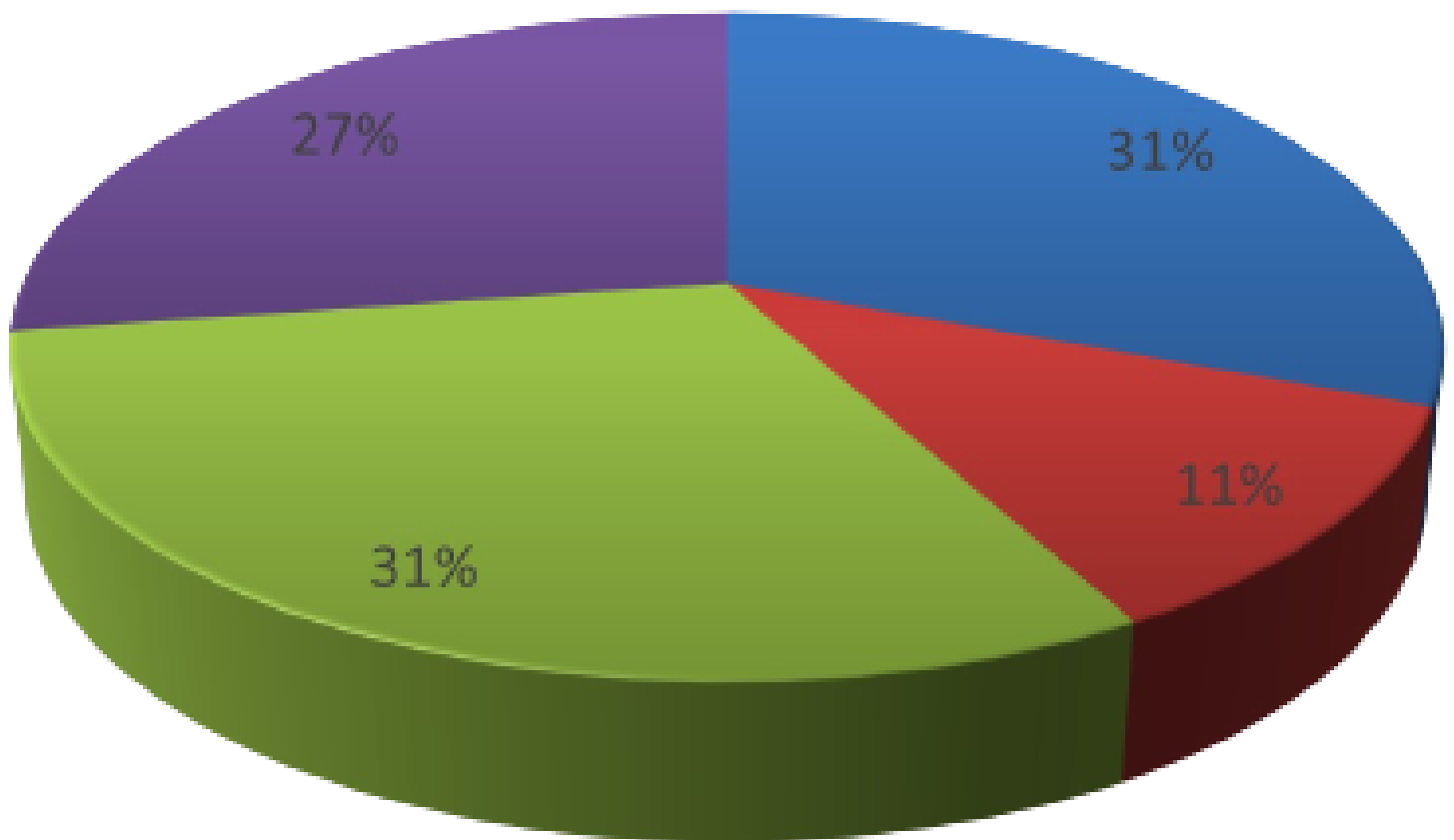


- We were part of a **community of youth networks** supported by **YUWAAH, UNICEF India**. This is a UNICEF-initiated multi-stakeholder global platform in collaboration with Pravah.

****** One of the Tapasya founders was also in the top 50 finalists of Acumen Fellowship***

Financial snapshot: 2022-23

Total Revenue	49.88 Lac INR
Total Expenditure	24.59 Lac INR



■ Program Expenditure

■ Over Head Expenditure

■ Corpus (Unrestricted Donations)

■ Advance for Next FY 2023-24

FUTURE PLANS:



In the year **2023-24**, Tapasya plans:

- To support **3500 families** through our program around access to multiple welfare schemes in Pune city & rural areas.
- To support **1000 mothers** in adopting healthy habits through our Behavioral Change Communication (BCC) program.

At Tapasya, we constantly seek opportunities to grow, partner, and create meaningful impact. In our effort to seek holistic development of families from economically and socially disadvantaged backgrounds, we are fortunate enough to have amazing individuals and organizations who have been guiding us.

To join us in our effort or to learn more about us, contact us at:



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