



# ANNUAL REPORT

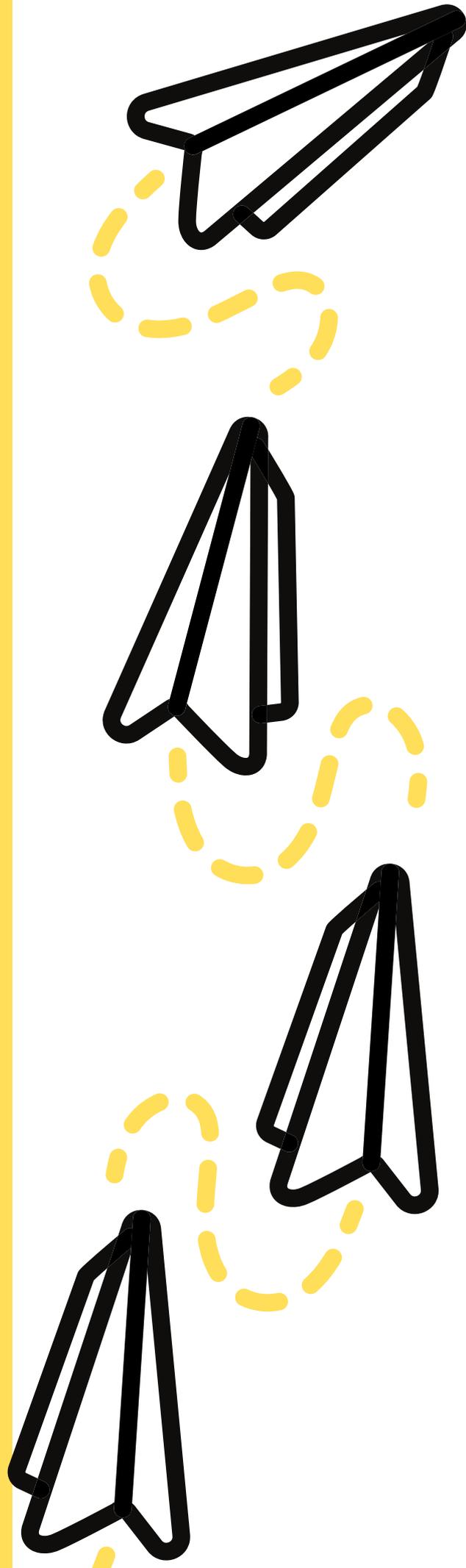
FOR APRIL 2019- MARCH 2020



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# MESSAGE FROM THE FOUNDERS

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Dear Supporters,

We are happy to share with you our Annual Report for the year 2019-2020. This year included many milestones in the journey of this young organization. Tapasya expanded its programmatic footprint to new focus areas.

In 2019-2020, our third year of operations, we continued our work in the area of Right to Education and proceeded to pilot interventions in the area of Maternal and Child Health through Pradhan Mantri Matru Vandana Yojana (PMMVY).

Cumulatively, we have been able to support 30k households in the last 3 years. We have been able to accomplish all this only with your kindness, guidance and encouragement. Thank you for believing in us!

*Tapas and Mrinal*  
Co-Founders



Tapas  
Sutradhar

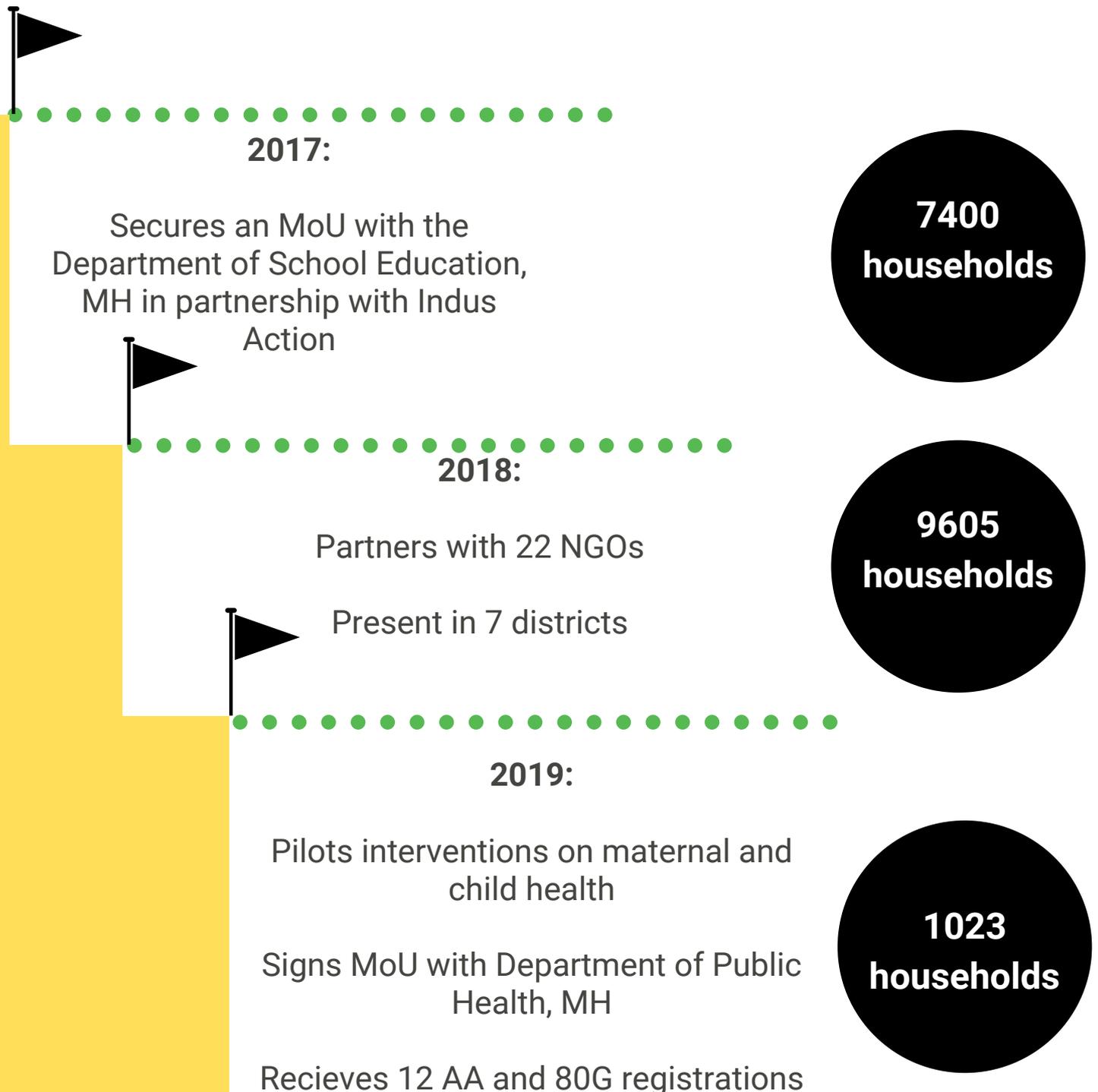


Mrinal  
Rao

# ABOUT TAPASYA

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Tapasya is a not-for-profit organisation in Maharashtra that enables change at an individual, community and systemic level by facilitating access to welfare entitlements and opportunities for better educational and health outcomes.



## OUR VISION

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Sustainable & inclusive development of people from socially disadvantaged & weaker sections.

## OUR MISSION

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To make existing social policies accessible to beneficiaries.

## WHERE WE WORK

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While we operated in 7 districts in 2018-2019, we chose to consolidate operations in 2019-2020 with interventions in primarily, Pune and Nandurbar and to a limited extent, in Mumbai and Thane

## HOW WE WORK

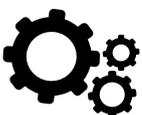
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Community awareness and outreach



Helplines and helpdesks for application support and grievance redressal



Capacity building and technical support to Govt



Research and policy advocacy

# OUR PROJECTS

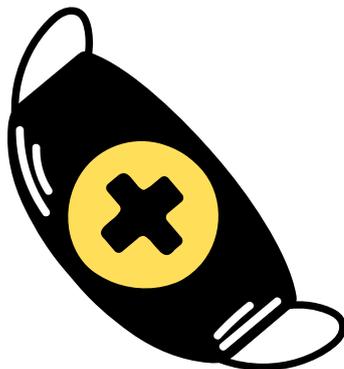
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**SCHOOL CHUNE HUM**



**AAI**



**COVID 19 EMERGENCY RESPONSE**

# SCHOOL CHUNE HUM

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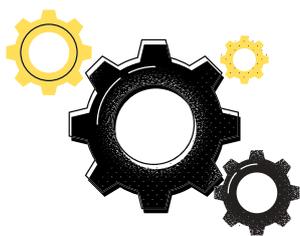
Section 12(1)(c) of the **Right to Education Act** mandates the **reservation of 25% seats** at the entry level in private, unaided, non-minority schools for children facing socio-economic disadvantages:

Tapasya is committed to strengthening the implementation of Section 12(1)(c) of the Right to Education Act.

## HIGHLIGHTS

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This year, we ran **6 application desks across Mumbai and Thane** to support parents in filling online applications.



We **identified more than 9000 schools which were not enrolled under RTE Act mandate**. The Director of School Education, Government of Maharashtra asked all DEOs to share their district update on this.

We ran a **RTE helpdesk for 276 drivers in Mumbai and Pune in collaboration with UBER** to support their drivers in learning about RTE and filling RTE application online.

**Uber**



**RTE application desk  
in Bandra East**

**RTE helpdesk in  
collaboration with  
UBER**



**TATA Proengage  
volunteer  
conducting an RTE  
awareness session  
at his office**

# AAI

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Through the effective implementation of the **Pradhan Mantri Matru Vandana Yojana**, Tapasya is committed to encouraging health seeking behaviour among pregnant and lactating women. Greater pre-natal and post-natal care means healthier mothers and children.

## HIGHLIGHTS

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Tapasya **collaborated with the Department of Health and Family Welfare** for the implementation of PMMVY. We secured permission to work in Pune, Raigad and Nandurbar districts in Maharashtra.

We started our work in **Pune and Nandurbar** districts from the month of January and ran a **pilot of 3 months till March 2020**. In this time, we also got approval and support from **Pune Municipal Corporation**.



Our district coordinators **worked closely with ASHA (Accredited Social Health Activists) and Hospitals** in the districts to reach out to pregnant and lactating women.



3000  
households



**Receiving signed letter of approval from Dr. Deshpande, Asst. Director, Department of Health and Family Welfare, Government of Maharashtra and Mr. Awchar, State Project Co-ordinator, PMMVY**

**Survey done by team to identify and support eligible women in Nandurbar**





**Post Office account opening drive in collaboration with the post office and ASHA in Pune to ensure PMMVY benefits reach to the eligible women.**



**Capacity Building of ASHA in Nandurbar**



# COVID -19 EMERGENCY RESPONSE

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COVID-19 public health crisis is likely to push the last half billion citizens back into extreme poverty, while keeping 900 million+ Indians below the empowerment line. Many states and the Government of India have announced welfare packages in response to the pandemic and economic stimulus packages to absorb the shocks to the informal and small business economy. However, **in the immediate aftermath of COVID-19 hitting India, people were reeling from the impact.**



In the last month of 2019-2020 and the beginning of 2020-2021, **Tapasya jumped into action to support households struggling to stay afloat.**



Tapasya set up a **COVID-19 welfare helpline** in collaboration with Indus Action. We captured grievances of eligible people, and supported them in accessing their rightful welfare benefits and channelled escalations to appropriate authorities.



We activated **network of civic champions**. The civic champions managed the helpline and helped matched the demand and supply of essential goods and services, and even supported us with core functions of the organisation, as we strove to improve our service delivery.

Tapasya Pratishthan #Volunteer  
@TAPASYAforU

24 labours who were working in welding factory is stuck near Khandoba Mal, Chakan, Pune. They are running short of grocery. Need support urgently. Kindly contact them at- 9810669406

@Info\_Pune @CollectorPune  
@CMOMaharashtra @MahaDGIPR



17:47 · 05 Apr 20 · Twitter for Android

View Tweet activity

4 Retweets 2 Likes



COVID-19 Control Room, Ma... · 1h  
Replying to @TAPASYAforU @Info\_Pune and 3 others

We have forwarded your request to the concerned authority. Rest assured they'll be safe & provided with essentials.



Sumit Patil  
@sumitpatil8383

Help reached @KapilPatilMP  
@TAPASYAforU  
#kapil\_patil\_foundation  
#कपिल\_पाटील\_फाऊंडेशन



Jagat Prakash Nadda and 9 others

Tapasya Pratishthan #Volunteer @T... · 2h

भिवंडी गणेश नगर, BMC शाळा ४१, ठाणे - ४२१३०५ येथे एका कुटुंबास अन्नपदार्थाची गरज आहे. रोजंदारीवर काम करणाऱ्या कुटुंबाकडे सध्या काम व पैसे नाहित. कृपया मदत पुरवावी ही विनंती. संपर्क : शेखर गुप्ता\_८८३००४३३९ @MantralayaRoom @Info\_Thane1 @bjymbhi...



Tapasya Pratishthan #Volunteer  
@TAPASYAforU

खदान रोड, हनुमान मंदीरा जवळ, म्हारळ, पोस्ट वरप तालुका कल्याण, जिल्हा ठाणे-४२१३०१ येथे एकूण ५३ बांधकाम कामगार असून त्यांना तातडीने अन्नपदार्थाची गरज आहे. कृपया मदत करावी, ही विनंती.  
संपर्क: संतोष कुमार ठाकूर -९८९०६३०५४६

@MantralayaRoom  
@CMOMaharashtra  
@Info\_Thane1 @afreenundp

Translate Tweet



14:30 · 06 Apr 20 · Twitter for Android

View Tweet activity

Retweet 1 Like



COVID-19 Control Room, ... · 13m  
Replying to @TAPASYAforU @CMOMaharashtra and 2 others

आम्ही आपली विनंती संबंधित अधिकार्यांपर्यंत पोहोचवली आहे. ते सुरक्षित राहतील आणि त्यांना आवश्यक वस्तू पोहोचवल्या जातील याची आम्ही खात्री करू.



Social media leveraged to match demand and supply and escalate issues

## OUR TEAM

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- Tapas Sutradhar, CEO
- Mrinal Rao, COO
- Priyanka Baisane, District Co-ordinator, Nandurbar
- Jyoti Gajare, District Co-ordinator, Pune

## OUR BOARD

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Bharat Amalkar  
President



Anil Rao  
Secretary



Amey Dhere  
Secretary

## OUR ADVISORS

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Madhukar, CEO,  
Leadership for  
Equity

# KEY PARTNERS

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## Government Partnerships:



## Funding, Knowledge & Operations Support



## Capacity Building



A T M A

## COVID-19 Emergency Response



## Volunteering Support



## Implementation Partners

Network of NGOs working in Pune, Mumbai, Thane and other parts of Maharashtra

# THE WAY FORWARD

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5,000

**HOUSEHOLDS WILL BE SUPPORTED IN 2020-2021**

## **One household at a time:**

We will take each household as a unit and do a 360 degree intervention by focusing on health, livelihood & education for the members of the household, as breaking shackles of poverty requires a multi-level support system.

## **Glocal Approach:**

We believe in “Dream locally, Learn Globally & Act locally”. We will use learnings from global frameworks, breakthroughs and technologies to translate our dreams into local action.

## **Low Cost, High Return Model:**

This will be ensured by a) hiring local community resources, b) leveraging interns and volunteers, c) outsourcing non-programmatic work e.g social media, accounting, HR etc. and d) leveraging technology for process and program automation.

## **Technology:**

We have created a Maharashtra state level IVRS helpline for the Health and Family Welfare Department to improve information dissemination and increase access to the Pradhan Mantri Matru Vandana Yojana. The model can be replicated for other policies. We are also building a WhatsApp based (Artificial Intelligence) outreach and literacy tool.