



ANNUAL REPORT

APRIL 2020-MARCH 2021



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MESSAGE FROM THE FOUNDERS

Dear Supporters,

We are happy to share our Annual Report for 2020-21!

As we entered the year 2020, we had a very ambitious plan for the entire year which was suddenly put on hold on the evening of 24th of March 2020, when the Government of India declared a nationwide lockdown as a preventive measure against COVID-19. The lockdown was extended for 68 days, limiting movement of the India's 1.38 billion (138 crore) population.

Soon after the lockdown was declared, we started realizing that this pandemic would cause a public health as well as humanitarian crisis. In the immediate aftermath of the 1st wave of COVID-19 hitting India, people were reeling from the impact, particularly vulnerable groups like migrant workers. Many states and the Government of India announced welfare packages in response to the pandemic and economic stimulus packages to absorb the shocks to the informal and small business economy. However, the efficacy of last mile delivery of the welfare stimulus was questionable. With people in dire need of support, Tapasya jumped into action to support households struggling to stay afloat.

Tapasya was able to serve 2109 families during the first 3 months (April-June, 2020) of the pandemic through its helplines and on-ground interventions. Through this work, Tapasya was able to identify certain critical areas for intervention with respect to last mile delivery of welfare entitlements, that will inform future work at Tapasya.

During this period of time, we were also reflecting on the organization's model of operation. We conducted some small research studies and initiated pilots on a few ideas. We realized very strongly that providing access to the welfare policies only will not help the beneficiaries attain the quality of life we hope. Hence, to make our programmes ('School Chune Hum' and 'Aai') more inclusive and holistic in nature, we decided to intervene in the area of 'parenting'. To validate our idea, we conducted a pilot study in Pune. We also conducted a research study in 5 villages in Nandurbar to understand the community needs. Overall findings from both the studies emphasize the fact that a lack of a supportive ecosystem and lack of access to information among marginalized sections of society affects the development of not only children but also the entire family.

At Tapasya, we are constantly looking for opportunities to grow, partner and create meaningful impact. In our effort to seek holistic development of children from economically and socially disadvantaged backgrounds, we are fortunate enough to have amazing individuals and organizations who have been guiding us. We are overwhelmed by the kindness and support of our Trustees, Advisors, Funders & Government Partners who have been with us throughout this journey. We would also like to take this opportunity to thank you for your trust, guidance, and encouragement. Thank you for believing in our young team and in our beliefs to reach our audacious mission. We admire your support over the last three years in completing the crucial first 1000 days of a start-up and look forward to celebrating many more successful years with you.

Yours truly,
Mrinal & Tapas,
Co-founders

ABOUT TAPASYA

Our Vision

Holistic development of children from economic and socially disadvantaged backgrounds



Our Mission

Developing adult capacities towards creating a nurturing and stimulating environment for the holistic development of young children

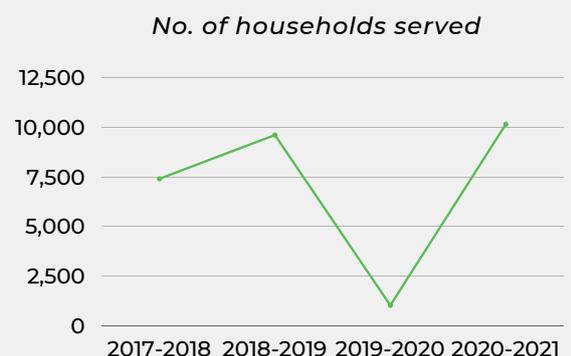


What we do



Our impact

Thus far, our principal intervention focused on creating access to policy benefits and the number of families served has been detailed alongside. In the last year, apart from working on COVID response, we have piloted other approaches to deepen our impact.



*We changed our reporting cycle in 2019-2020, from October-September to April-March

A SNAPSHOT OF 2020



*Families served during the pandemic's First Wave**

- 271 families supported with accessing policy benefits
- 1000+ families supported with on-ground support, food kits, medicines and ration
- 4363 senior citizens & pregnant women received information on COVID-19 and how to keep themselves safe

*In partnership with various organisations



*Unlocking maternity benefits**

4500 pregnant and lactating women supported in accessing maternity benefits under Pradhan Mantri Matru Vandana Yojana

*In partnership with Indus Action



School admissions support

8577 students supported (via helpline) in gaining admissions to private schools through the Right to Education Act

Over 5647 students gained admission to private schools



Maternal health and early childhood development pilot

A pilot cum baseline study in Janata Vasahat, Pune with 600 women who were either pregnant or lactating or have a child of 3-6 years of age.



OUR PROGRAMMES

COVID-19 RESPONSE

In collaboration with
Indus Action & other
local partners



4000+ calls made
through COVID-19
helpline



250+ volunteers
recruited

In collaboration with
Piramal Foundation in
Gadchiroli



COVID-19 related
information & services
provided to 1369 senior
citizens

In collaboration
Give India & Saaras
Impact Foundation



Dry ration kits
provided to 200
families



Policy benefits
unlocked for 271
families; support
provided to 1231
pregnant women



Food and medicine
needs of 1000+
families serviced

In collaboration with
Noora Health



Disseminated Noora
Health's high quality
COVID-19 resource
materials to 1000+
families

COVID-19 allowed us to leverage our existing strengths like helplines, partnerships and volunteering to service an immediate need in the community. It was also a period of reflection and consolidation allowing us to build the learnings from our response into the organisation as a whole.

- The helpline captured grievances, channeled escalations to appropriate authorities and supported people in accessing welfare benefits and the immediate information and support they needed. It also helped us understand critical challenges and needs of the communities we serve.
- Our COVID-19 response was anchored in the support of multiple collaborators like Indus Action, Piramal Foundation, Noora Health, Give India, Saaras Impact Foundation and other local partners. It allowed us to embed our networks in various communities in Pune and Nandurbar, which serves us well as we work in these districts.
- Tapasya activated a network of civic champions to manage the helpline and match the demand and supply of essential goods and services. They also supported Tapasya with core functions of the organisation. This opened up the idea of a structured volunteer engagement programme.

POLICY IMPLEMENTATION

Guided by the collective experience of the founders in the development sector, Tapasya recognised that there were a lot of initiatives introduced by the Government to alleviate the problems being faced by the most marginalised 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.

Apart from demand side issues like low levels of awareness and issues with access, there are issues on the supply side with servicing the demand, including but not limited to technical issues, and infrastructure and skill gaps in the systems responsible for policy implementation.

Since 2017, Tapasya has been helping individuals, households and communities in Maharashtra battle adversity and marginalisation by helping them access government schemes and entitlements.

SECTION 12.1.C OF THE RIGHT TO EDUCATION ACT

Under Section 12.1.c of the Right to Education Act, the Government reserves 25% of entry level seats in private unaided, non-minority schools for students from socio-economically disadvantaged backgrounds. These students are eligible to complete their education upto 8th grade free of cost and the schools are reimbursed for their expenses by the state government to the extent of Rs. 17,000 per student (as applicable to the State of Maharashtra).



Tapasya operated a helpline and set up 4 help desks in Mumbai & Thane district of Maharashtra to aid 8577 parents in navigating the school admission process.

5647 students were eventually supported in gaining admission to private schools through the RTE mandate.

PRADHAN MANTRI MATRU VANDANA YOJANA

Greater prenatal and postnatal care means healthier mothers and children. Through the effective implementation of the Pradhan Mantri Matru Vandana Yojana, Tapasya is committed to helping pregnant and lactating women have safer births and healthier children. PMMVY seeks to encourage health seeking behaviour among pregnant & lactating women, and partially compensate women for wage loss.



As part of our efforts to strengthen the implementation of this policy in Nandurbar, Tapasya liaised with the District Programme Officer, the Taluka Medical Officer and other government functionaries. Tapasya also coordinated with 9 Primary Health Centres in the district to understand how best we can support pregnant and lactating women in accessing the benefits of the policy. Tapasya also worked with ASHA and ANM to understand how best to support their efforts. Tapasya reached out to the target population through community visits, helpline initiatives and by supporting the ASHA and ANM to adequately assist the families in accessing PMMVY.



Picture: Training for ASHA workers in Nandurbar

Tapasya supported 4500 beneficiaries between April 2020 and March 2021 to unlock the benefits of the policy in Nandurbar & Pune District of Maharashtra.



Gangaram Valvi,
District
Prog.Coordinator,
PMMVY ZP, Nandurbar

We have been working together since January 2020 with the goal to facilitate the implementation of PMMVY. We trained Priyanka (Project Co-ordinator) and she has been working on new beneficiaries enrollment, counselling families on Aadhaar, bank accounts and other documents. She has developed a good rapport with ASHA, ANM etc...Priyanka visited JPN hospital and Block PHC, attended ASHA meetings, followed up with Medical officer and ANM, collected contact details of beneficiaries and contacted them personally regarding documents, installments received and other queries .She coordinated with the district for line list and reports.

We would appreciate such continued support from you.

I filled up the form to apply for benefits under Pradhan Mantri Matru Vandana Yojana. My application was stuck and I did not know why. Tapasya got in touch to inform me that my application was stuck because my account was not linked to my Aadhar card. Without Tapasya's support, it would have taken a long time to resolve the issue. We were so happy to receive all 3 installments of the cash benefit.



Mangal, a first time mother



Chandrakala,
ASHA

Before Tapasya operated in my area, I would get calls enquiring about the status of PMMVY benefit. If they were not satisfied with my response, I would even be abused and threatened. Ever since Tapasya has started their helpline, people are calling them and getting all the information they need. Tapasya follows up with the applicants to make sure issues resolved and the cash benefit is received soon. This has made our lives easy and we are able to be more productive.



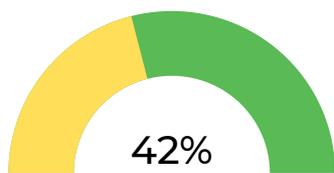
PILOTS AND STUDIES

EARLY CHILDHOOD DEVELOPMENT

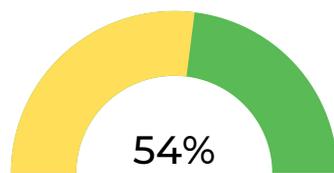
We believe that positive behavioural changes in the overall parenting process can ensure healthy early childhood development and with our intervention, we can help parents focus on areas like physical and emotional health, education, and social emotional skills of the child.

To validate this idea, we ran a pilot cum baseline study in Janata Vasahat, one of the largest slums in Pune. We focused on 600 women who were either pregnant or lactating or have a child of 3-6 years of age.

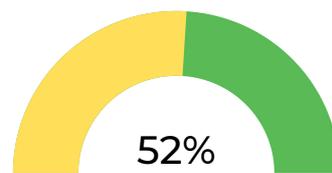
MATERNAL HEALTH STUDY



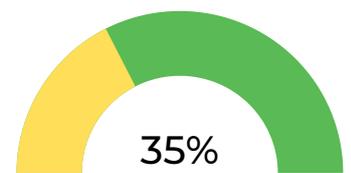
of the respondents had moderate to severe anaemia



of the respondents were practicing basic hygiene when breastfeeding



of eligible women were not connected to maternity benefit policies like the Pradhan Mantri Matru Vandana Yojana.

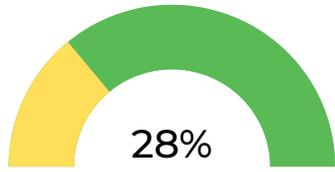


of the respondents had no post-partum check up and at least 8% had post-partum health issues

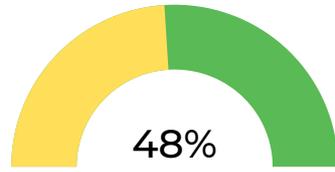


Tapasya identified community champions or "Sakhis" who helped survey the needs of the target population and also supported mothers with critical information on maternal and child health.

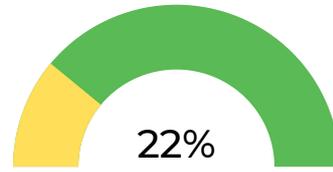
EARLY CHILDHOOD EDUCATION STUDY



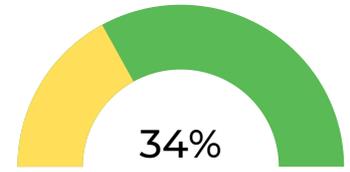
of children between the ages of 3-6 cannot read English



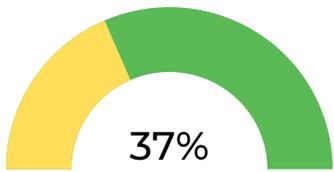
of children between the ages of 3-6 cannot write in English



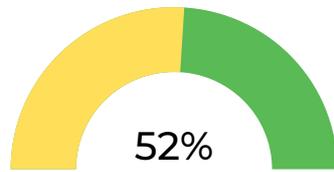
of children between the ages of 3-6 cannot count



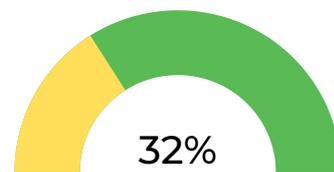
of children between the ages of 3-6 cannot read numbers



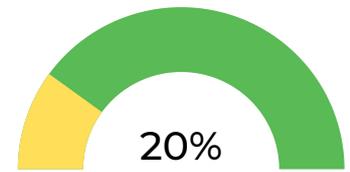
of children between the ages of 3-6 cannot read Marathi



of children between the ages of 3-6 cannot write in Marathi



of children between the ages of 3-6 cannot identify shapes



of children between the ages of 3-6 cannot identify colours.

Our data validated that children from economically and socially disadvantaged backgrounds are vulnerable to the intersectionality of poverty, poor health and educational outcomes.



Through community visits and personal interviews, Sakhis understood the learning needs of children in the 3-6 years age group and sensitised mothers on the need to engage with the child's learning and play.

I have been working as an Anganwadi Worker for past 20 years now. In coordination with Tapasya Pratishtan, we got learn many things such as stages of child development, various dimensions of child development. Tapasya Sakhis have been very kind with helping us by providing education kits whereby our work became much easier while dealing with children and parents, especially during the time of pandemic.



Girija Dhaygave,
Anganwadi Workerr



Gauri Umesh Sagale,
Programme Participant, ECD
programme

I would like to thank Tapasya Pratishtan as the education kit they have provided to my 5 years old daughter, has played a great role is getting her interest back towards learning. Unlike earlier, Shruti now herself demands to learn through the kit as instructed by the Sakhi. She is now able to identify colours, shapes, numbers, etc.

The training we received at Tapasya Pratishtan regarding Maternal and Child Health made us even more confident while working in the field. We gained some new knowledge which strengthened our work-related capacities due to which we were able to reach more and more beneficiaries. Heartfelt gratitude to Tapasya.



Mrs. Kalpana Shinde,
ASHA



Vanita Kumar Dhabekar,
Programme Participant, Maternal Health
Programme

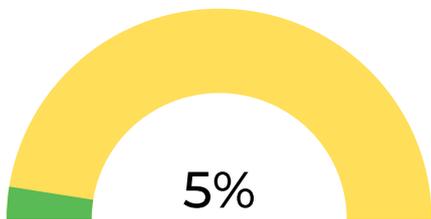
My journey of post natal care was very much improved due to the knowledge and guidebook shared by Tapasya. It was through this programme, that I learnt about the importance of nutrition in my diet. I have a balanced meal now. I also learnt about the various vaccines my baby should get. Thank you Tapasya!

RURAL COMMUNITY NEEDS ASSESSMENT

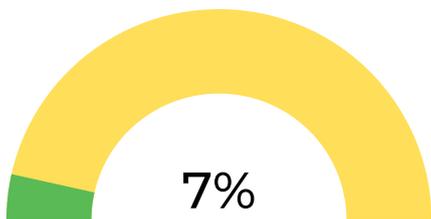
With reverse migration happening at scale during the pandemic, Tapasya felt the need to develop a stronger understanding of rural populations and the challenges they face. Tapasya chose to focus its research on rural areas in Nandurbar, given Tapasya's ongoing interventions in the district.

Tapasya conducted extensive **secondary research** and **surveyed 100 families** from 5 Gram Panchayats in Nandurbar in October 2020 to develop a deeper understanding of families' needs in rural Maharashtra and to design appropriate interventions. Volunteers from Tapasya administered two kinds of questionnaires: (i) individual questionnaire: filled up using a personal interview with a member of the household, (ii) community questionnaire: filled up using a personal interview with a relevant Panchayat level authority.

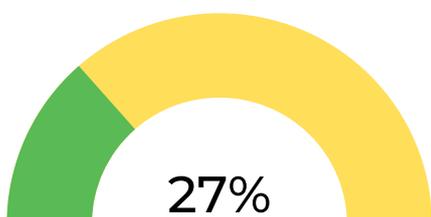
Some interesting findings from the survey are as below:



Only 5% of families surveyed live above the poverty line.



Only 7% of families have health insurance cover or are part of government health schemes



27% of families do not have toilets in their house

Nandurbar district also has low rates of institutional delivery and relatively low levels of ante-natal care due to access and awareness issues.

Education in the area is also impacted by issues of access and quality. The literacy rate in the district, as per the 2011 Census is 64%.

Agriculture is the main occupation in the district with 40% of families surveyed owning land, with the average landholding being around 5.8 acres.

Financial literacy is a major concern as most of the people does not have an active bank account and are unaware of the financial benefits provided by the banking system.

OUR VOLUNTEER PROGRAMME

We recruit talented individuals committed to solving social challenges as volunteers. We provide them with an opportunity to be on the cutting edge of social sector innovation, learn how the social sector works, hone skills that could benefit them in non-profit and for-profit careers and be part of a proud community of Tapasya volunteers and alumni.

HEAR FROM OUR VOLUNTEERS



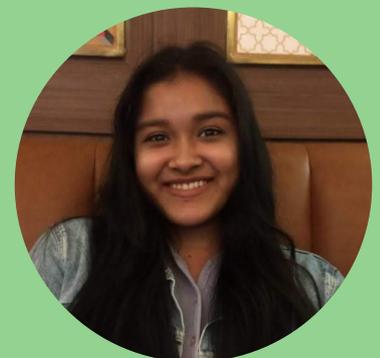
Animesh

I am a social media volunteer at Tapasya. I have taken an active part in fundraising campaigns, spreading information about the importance of education, health, personal hygiene, etc through Tapasya's social media handles. I have personally enjoyed each of these, the team is very helpful and kind, I truly enjoy working with them.

The learning has been ample. I could understand and learn the ground realities, the hardships individuals have to go through, and connect with folks who are the "impact creators" in the truest sense while volunteering here. I truly believe one must experience volunteering for change making NGOs like Tapasya.

My experience volunteering at Tapasya has been great. I mostly worked on doing research for Tapasya. I compiled information regarding government schemes. I also helped gather information regarding CSR policies of companies, and did some research on grants and funding opportunities for NGOs.

Through volunteering at Tapasya, I was able to learn several new skills, and learn a lot more about how NGOs actually function. While doing research for Tapasya, I was able to come across some very interesting government policies. My internship with Tapasya has helped me gain a better understanding and appreciation for the work the NGOs do. I was also given some responsibility and exposure.



Devaki

WHO WE ARE

OUR TEAM



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



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



Shraddha Kadam,
Project
Co-ordinator



Priyanka Baisane,
Project
Co-ordinator

OUR BOARD



Bharat Amalkar,
Businessman and
President, Keshavsmriti
Pratishthan



Anil Rao,
President, Jalgaon
Janata Sahakari
Bank



Amey Dhere,
CA and Co-founder,
Doshi-Dhere Associates

OUR ADVISORS



Madhukar Banuri,
CEO, Leadership for
Equity



Suresh
Margabandhu,
VP-IT, Credit Suisse



Sowmy VJ,
Consulting Partner,
TCS

OUR PARTNERS

FUNDING PARTNERS



KNOWLEDGE & PROGRAMME IMPLEMENTATION PARTNERS



GOVERNMENT PARTNERS



VOLUNTEERING PARTNERS



"Tapasya started their journey with Indus Action in 2017 as a Partner Organization to implement section 12.1.C of RTE Act in Maharashtra. Over the last 3 years, they have delivered on their role as bridge between citizens and the state by closely working with the community in building their awareness as well as increasing their ability to access welfare rights. Leveraging Indus Actions tech and policy expertise Tapasya augmented the state government's capacity, thus ensuring the most vulnerable citizens get social protection. Indus Action appreciates the high level of commitment, project delivery, ethical practices & integrity adopted by Tapasya during this journey. We are grateful for the contribution done by Tapasya in the journey of Indus Action, and wish them continued success as they scale their program to maternity benefits, livelihoods and other welfare entitlements."

- Tarun Cherukuri, CEO , Indus Action

FUTURE PLANS



In the year 2021-22, Tapasya plans:

- To support 500 mothers, around parenting skills
- 1000 families through our program around access to multiple welfare schemes in Nandurbar district (Nandurbar is an aspirational district as per NITI Aayog).

At Tapasya, we are constantly looking for opportunities to grow, partner and create meaningful impact. In our effort to seek holistic development of children 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:



+91-94565 93160



tapas@tapasya.xyz

Find us online:



www.tapasya.xyz



@tapasya



@TAPASYAforU



@Tapasya