

# Project KHEL ANNUAL REPORT 2020-21



# FOREWORD

COVID-19 has put the world in a state of disarray. Since early 2020, the world as we know it has been completely upended. In what feels like a sudden crash of social and economic order, COVID-19 has forced us to re-imagine almost everything familiar about 21st-century routine living.

Project KHEL we recognized these vulnerable times early on, and took significant measures in order to ensure the safety of our task force, including Youth Leaders. We adopted 'physical distancing', 'work from home' and staggered office timings before lockdown itself; and as soon as the lockdown was announced, we put in place various online initiatives to continue our engagement with our Youth Leaders, more of which is mentioned in the report ahead. We realized that the lockdown was not a matter of 14 days or 21 days and would last long - thus we needed to go beyond just supporting them financially and the only way to do this would be to work with them in fun and interesting ways 'online' such that they continue to learn and grow.

This new normal of working remotely presented challenges of its own and to combat the same, we came up with several strategies to cope up with changing contexts and better serve the children and communities we have been engaged with, overall maintaining that our heart remains at the center of each pivot we tried to make as an organization.



# PRE- LOCKDOWN



**AWARENESS ON  
SAFETY  
PROTOCOL**



**INFORMATION ON  
COVID**



**SOAP  
DISTRIBUTION  
INITIATIVES**

## **AWARENESS INITIATIVES**



Before lockdown, we were facilitating workshops with our children, highlighting the need to change existing habits to deal with the new situation, understanding social distancing, and similar protocols for COVID prevention, heavily contextualized to their own settings.



## **COMMUNITY YOUTH LEADERS**

We had committed to continue to pay them their stipend throughout the lockdown period and till a few months after, till their families had regained their livelihoods.

# DURING AND POST LOCKDOWN



**ACADEMICS AND INFORMATION**



**PHYSICAL AND MENTAL ENGAGEMENT**



**COVID RELIEF WORK**

Owing to COVID related lockdown, we were not able to facilitate much of our regular work. Once the lockdown was lifted, collecting groups of children to play together definitely felt like an unnecessary risk, also, the schools we had been working with were all shut down and following an online schedule. We did consider taking our programme online, but gave up on the idea within less than 24 hours. Our children were already struggling with having a smartphone and managing internet usage within their families, there also has been a strong sense of internet fatigue. The last thing we wanted them to detest playing.

We were able to work with a select group of 50 children, from the two shelter homes that we work with and about 25 odd children for our Ultimate Frisbee programme. Each interaction with them happened while following strict COVID protocols.

# ENGAGEMENT WITH YOUTH LEADERS

01

## COVID TASKFORCE

Selected youth leaders had been appointed as our 'emergency taskforce' for our COVID relief work. They were responsible for identifying the financially most vulnerable individuals and families around their neighborhoods, and within their extended circles.

02

## HIGHLIGHTING RANDOM ACTS OF KINDNESS

Encouraging a positive sense of community via frequent check-ins with each Youth Leader on how they responded with kindness since we had last spoken. These stories were then shared on Facebook, as an added appreciation for their effort, and inspiration for the other Youth Leaders to do the same.

03

## ONLINE WORKOUTS

In order to support their physical and mental wellbeing, we began giving workout challenges that everyone had to do, record and share in our WhatsApp group. A healthy competitive environment ensured that we all had fun while we also did our workouts to best our previous performance.



04

## **SOCIAL MEDIA ENGAGEMENT**

Befriending the obsession that a lot of children have with TikTok and Instagram Reels, we began giving video challenges on a variety of themes like COVID information dissemination, Menstruation related, Toxic Masculinity and Femininity and such. Every post shared on our official handles were then open to public voting and the post drawing the highest amount of 'Likes' for a particular theme, was then given small rewards for encouragement.



05

## **ONLINE CLASSES**

We created the position of an Academic Coordinator to help our children navigate through online classes. This person, along with support from rest of the team continues to help our Youth Leaders understand content shared by the school.

We also provided support to our senior children who graduated school in the year 2020 and were to enroll in a bachelor's course the same year, but were struggling with confusions regarding their board exams and ever changing dates of the application release and submission deadlines.



02



06

## **SCHOOL FEES**

As livelihood took a massive hit due to COVID, survival topped the priority list of families over their children's education. Since April 2020, we have supported the school and college fees of all our Youth Leaders and senior players of our Ultimate Frisbee initiative for the academic year, to ensure that no one has to drop out of school.



## **PROCURING SMARTPHONES**

Another of the more pressing struggles with online education has been the access to smartphones. In most families only the parents or the eldest sibling had a smartphone. In houses with multiple siblings accessing online classes and appearing for exams became a problem, owing to a limited number of handsets and also internet bandwidth issues. We facilitated smartphone donation drives where we encouraged local donors to give their old smartphones which we allotted to our Youth Leaders in need.

# COVID RELIEF WORK

## RATION DISTRIBUTION

01

As the lockdown was announced, we were aware of numerous individuals and organizations who were distributing food and dry ration to families that were struggling. We analyzed patterns and realized that most of this was happening in established and visible slums and temporary settlements. We noticed that families living in empty plots of posh colonies were not receiving much support. Our youth leaders, who also belonged to similar communities, personally made home visits to enlist vulnerable families. We supported individual families for multiple weeks, and some for months, through our ration distribution drive.

02

## MEDICAL EXPENSE SPONSORSHIP

Apart from supporting with ration, we also opened up offers for supporting medical costs of unwanted emergencies as well as prescribed daily medication that might have come up in low income families, that they were unable to support with a massive decline in income.

03

## SMALL CASH TO INDIVIDUALS (AMPHAN RELIEF)

Although our work is primarily focused in Uttar Pradesh, we provided assistance to as many families who reached out for support to settle the damages made by the Amphan cyclone that hit West Bengal. Most of these individuals were house helps of our donors from the state.



# IMPACT

**1,83,371**

Amount paid as school fee

**25**

Number of smartphones given

**8000+**

Kilograms of ration distributed

**20000**

Amount given towards medical expenses

**21000**

Amount given for Amphan Relief

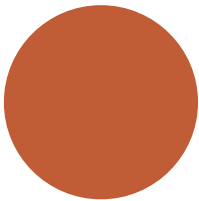
**272**

Number of families supported



# GLOBAL MENSTRUAL HYGIENE DAY

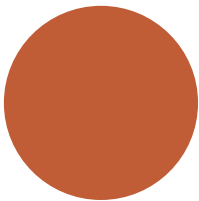
In our efforts to provide more exposure to our Youth Leaders, this year we encouraged them to take the lead on managing our celebration of Global Menstrual Hygiene Day.



## PODCASTS

Our Youth Leaders hosted 5 Podcasts, to gain a more nuanced understanding of Periods and also to make conversations more inclusive. Guests were invited to speak on the following aspects:

- Men who menstruate
- Periods and Disability
- Periods and Sex Workers
- Periods in the context of Sexual and Reproductive Health
- Non-female Menstrual Educators



## TIKTOK VIDEOS

As mentioned before, we tapped into the TikTok craze to encourage our Youth Leaders to create videos on the following themes:

- Girls' feelings during Periods
- Men and Menstruation
- Periods and Shame
- Representation and Inclusion in Menstruation

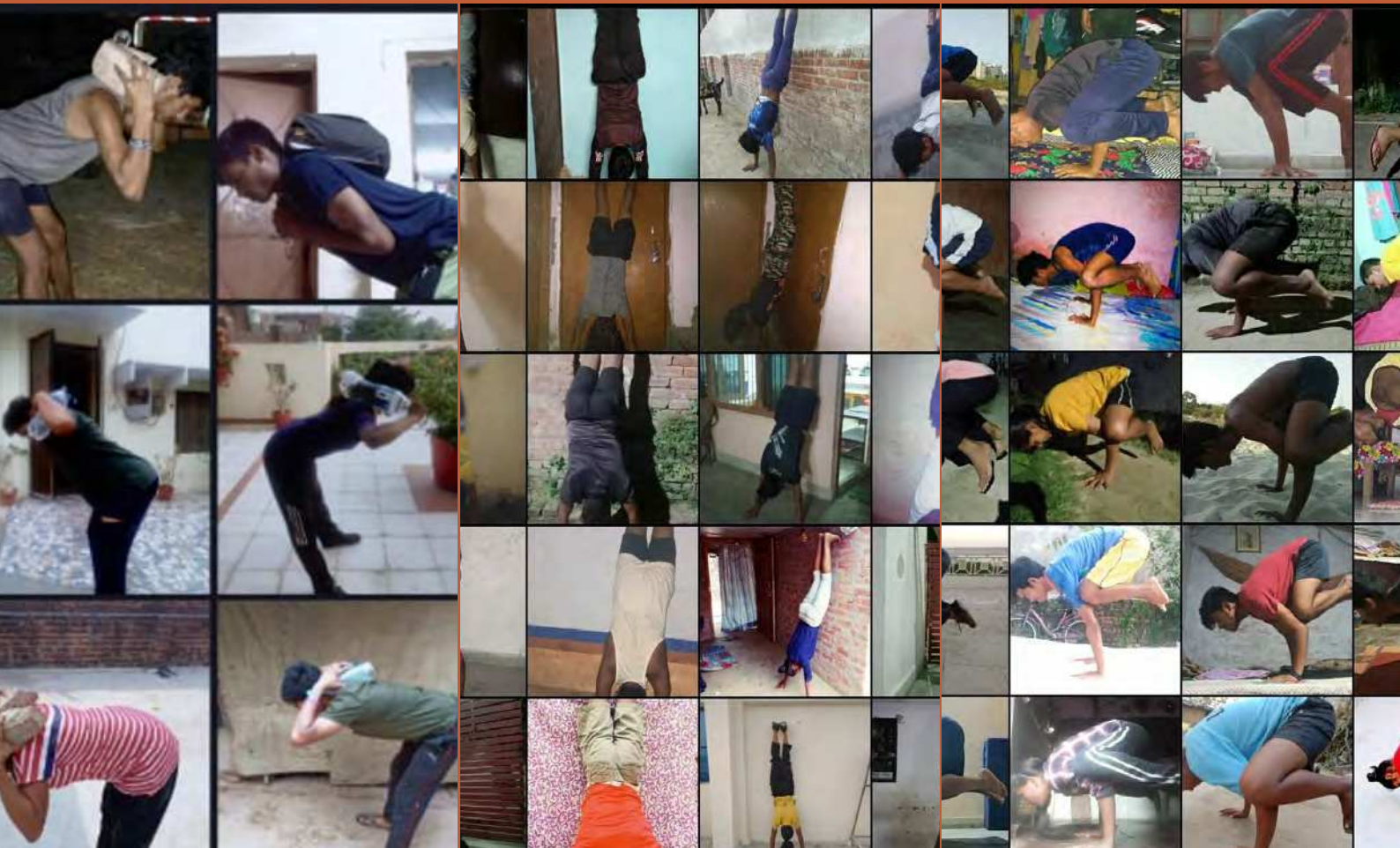
# Made in Maidaan

As schools shut down due to COVID, we had to put our fieldwork on hold. However, our on field engagement continued with around 60 children living in a government shelter home for girls and 18 children living in a hostel for underprivileged boys during this period.



# FrisB(arabar)

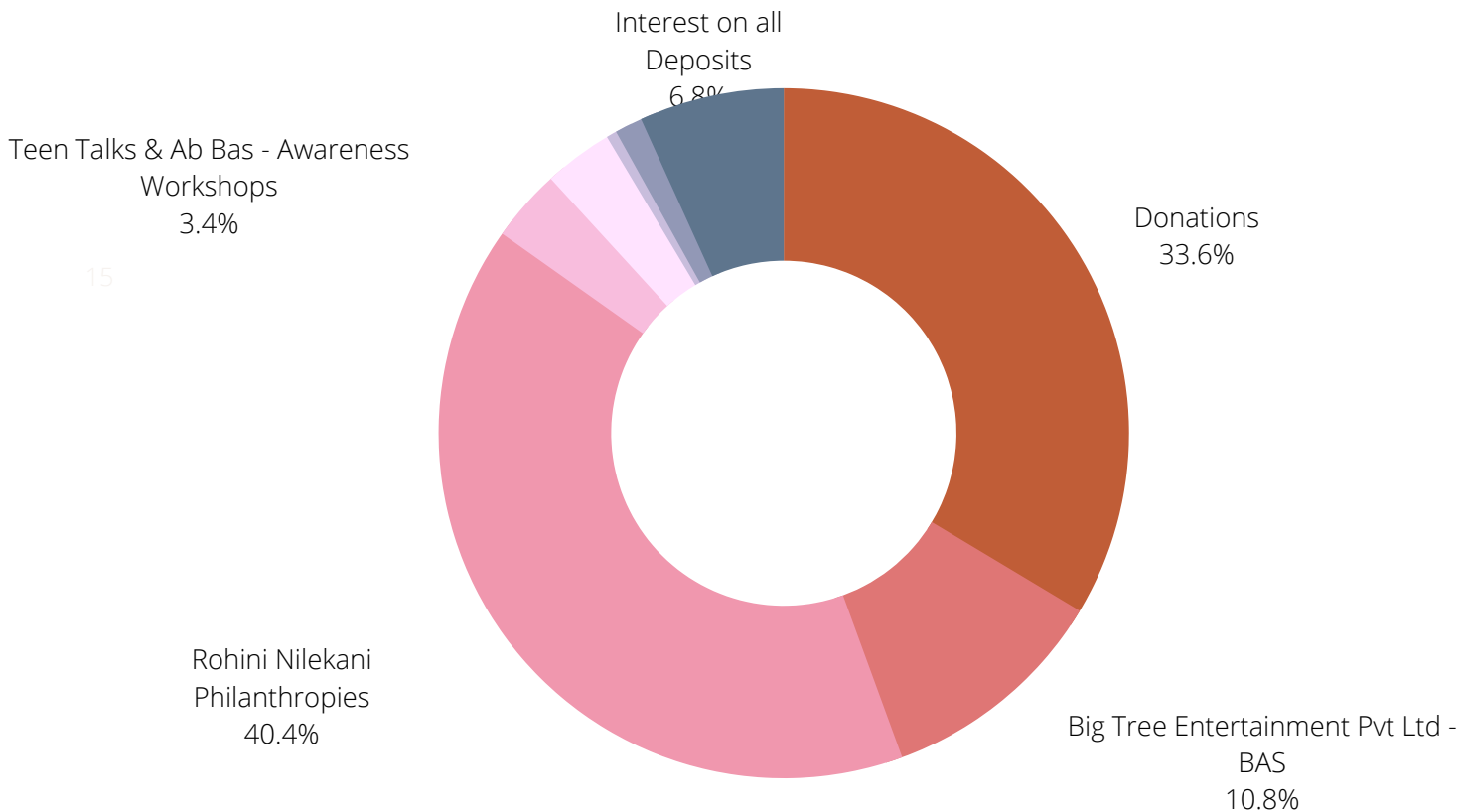
Although we worked directly in communities, considering the risk we would be putting our children through, we discontinued with our Ultimate Frisbee coaching programme too. We were in constant touch with 25 of our senior most team players through calls and video calls, engaging with workout challenges, and capacity building workshops, alongside aide for education.



# SOURCES OF INCOME

## NON-FCRA

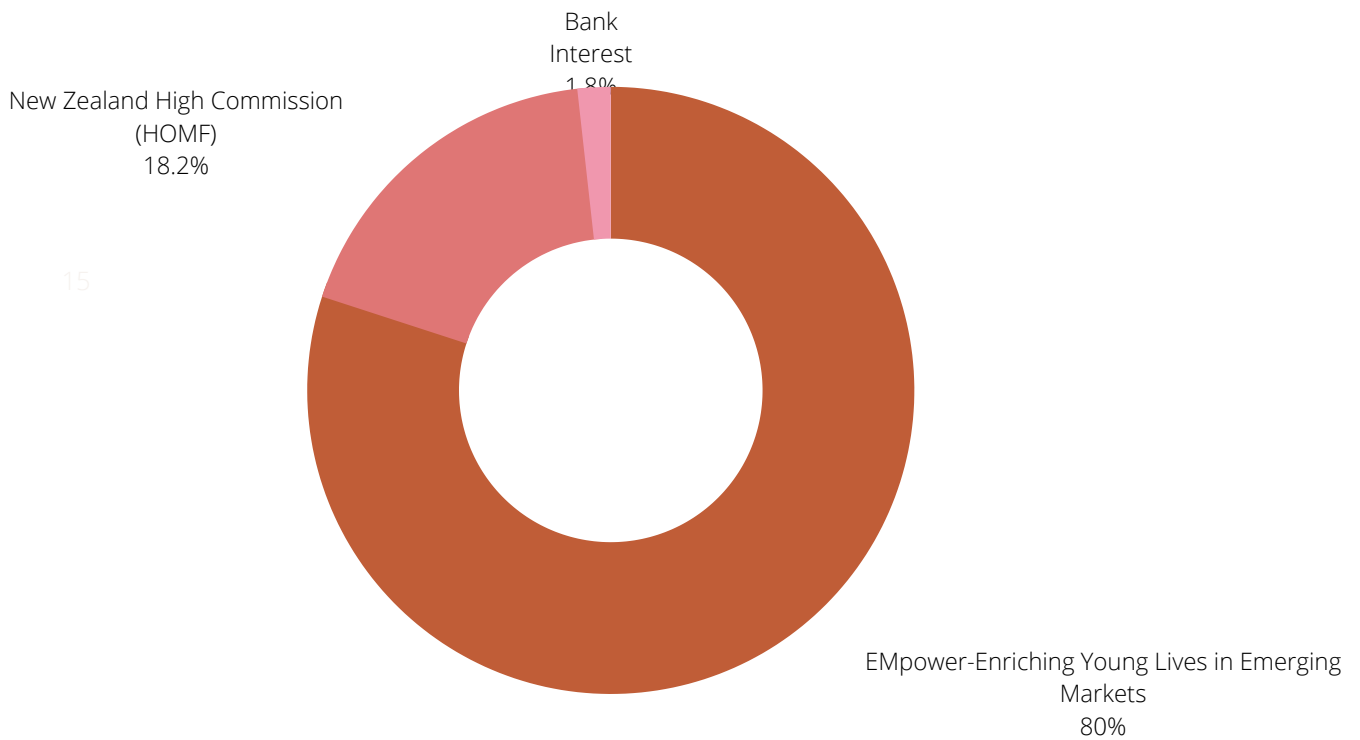
ITEMS	₹ IN LAKHS
• Donations.....	20.8
• Big Tree Entertainment Pvt Ltd - BAS.....	6.7
• Rohini Nilekani Philanthropies.....	25.0
• Teen Talks & Ab Bas - Awareness Workshops.....	2.1
• Organic India Foundation.....	2.0
• Rubaroo-In-Turn-Ship 2019.....	0.3
• UNICEF - Early Child Marriage Project.....	0.8
• Interest on all Deposits.....	4.2
<b>Total</b>	<b>61.9</b>



# SOURCES OF INCOME

## FCRA

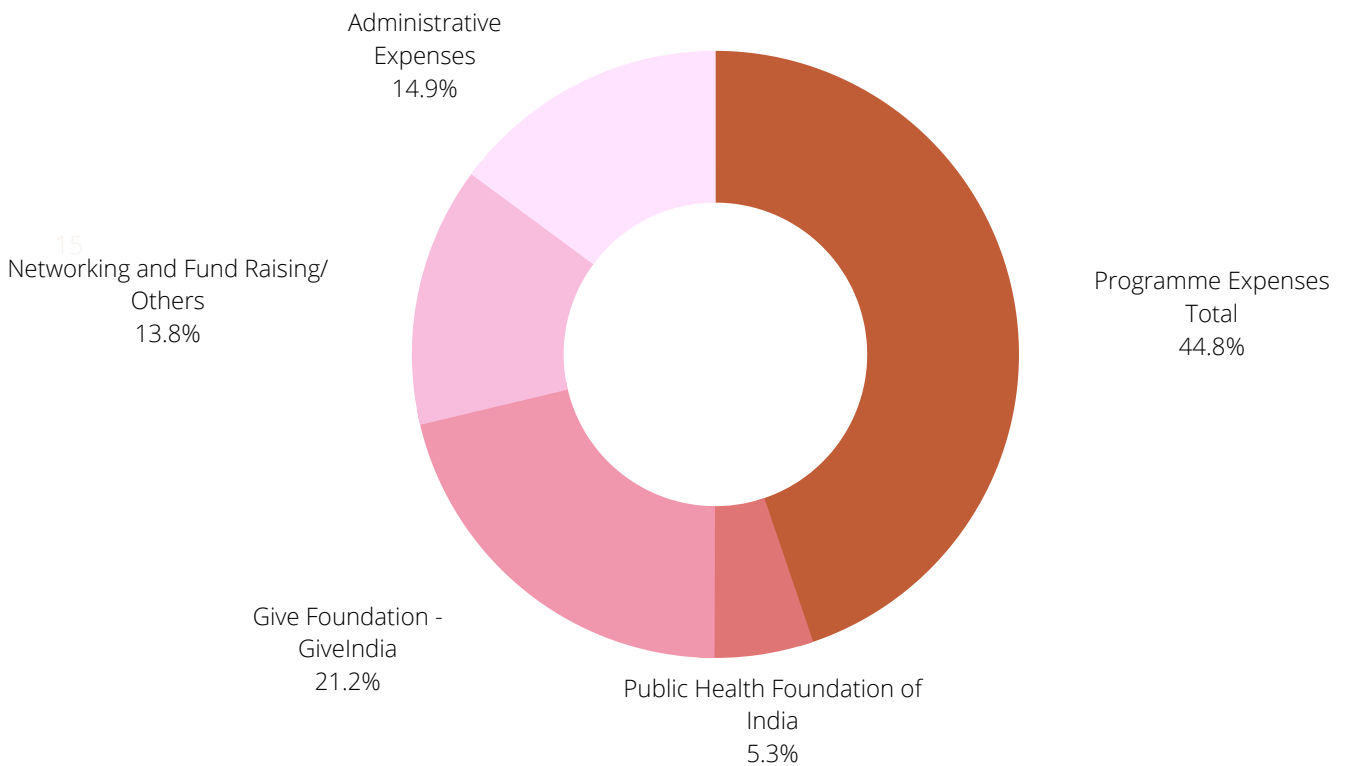
ITEMS	₹ IN LAKHS
EMpower-Enriching Young Lives in Emerging Markets.....	13.6
New Zealand High Commission (HOMF).....	3.1
Bank Interest.....	0.3
<b>Total</b>	<b>16.9</b>



# FUNCTIONAL EXPENSES

## Non-FCRA

ITEMS	₹ IN LAKHS
Programme Expenses .....	15.04
Public Health Foundation of India .....	1.77
Give Foundation - GiveIndia .....	7.13
Networking and Fund Raising/ Others .....	4.65
Administrative Expenses .....	5.00
<b>Total</b>	<b>33.59</b>



# FUNCTIONAL EXPENSES

## Non-FCRA

ITEMS	₹ IN LAKHS
EMpower (1st Phase) .....	5.60
EMpower (2nd Phase) .....	2.64
New Zealand High Commission (HOMF) .....	0.91
The UK Online Giving Foundation .....	2.91
Give Foundation Inc .....	0.20
COVID Relief Efforts (Individual donor supported) .....	0.40
Bank Interest .....	0.01
<b>Total</b>	<b>12.67</b>

