



PROJECT  
**KHEL**  
Kids Holistic Education & Life-Skills

## Annual Report 2014-2015

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## Introduction to Project KHEL



*“You can best teach **character** on the playing field, using sports to teach Life Lessons.”*

*– Jim Thompson*

Project KHEL (Kids Holistic Education and Life-skills) uses sports, 'play' and interactive methods to engage with children in order to arm them with 21st century life-skills, provide them with various educational and leadership development opportunities and also awareness on crucial issues - thus taking education beyond the classroom and into the play-spaces.

**OUR VISION:** To transform adolescents into responsible agents of change within their community, through interactive and experience based learning.

**OUR MISSION:** Is to reach out to and empower underprivileged children by harnessing the power of play and alongside create awareness on issues related to Puberty, Child Sexual Abuse and Menstrual Hygiene Awareness among both the mainstream and the underprivileged population.



## THEORY OF CHANGE:



“To take education beyond the classroom by harnessing the ‘Power of Play’ for imparting 21st century life skills to underprivileged adolescents and also build awareness on crucial issues through fun and interactive means with the larger community, thus developing informed and empowered agents of change.”

# Highlights of Year 2014-2015



## Global Menstrual Hygiene Day Campaign: 24 May 2014

We conducted a Training of Trainers for Menstrual Health Management sessions and a 5-day long Menstrual Health Management Campaign attended by more than 480 young girls and women from different walks of life.

## Sadguru Gyananda Fellowship: August 2014

In August 2014, our founder Akshai Abraham was awarded with the Sadguru Gyananda Fellowship, given to only 3 individuals each year by the Centre for Social Initiative and Management (CSIM-MSDS) to support the work being done by individuals working for betterment of society.



## Hosted Global Peace Games: September 2014

August, 2014: Hosted the Global Peace Games-2014 for the 3rd time. Apart from the regular sports mela, we also had a team of our selected beneficiaries compete against the RSP team in Kho Kho and Rumaal Kabaddi).



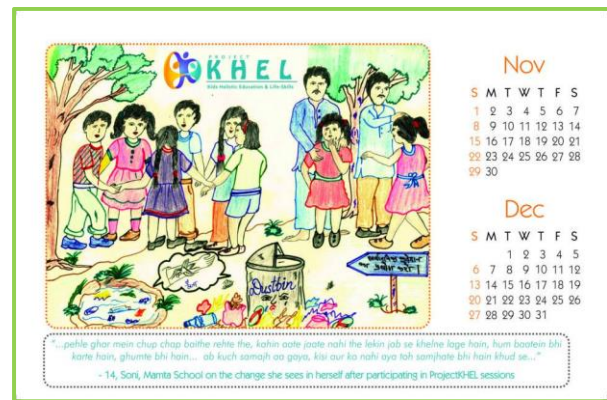


### Founder Akshai Abraham featured in Deshkanamak: September 2014

TATA SALT initiative features Akshai Abraham, Founder Project KHEL for his inspirational work. Desh ka Namak is an initiative to salute to all those unsung heroes who are fulfilling their responsibility towards the nation.

### KHEL Calendar – 2015

Project KHEL calendar designed by the beneficiaries, awesome illustrations about what we do in our sessions.



### TEDx MICA Talk: February 2015

February 2015: Project KHEL's founder Mr. Akshai Abraham gave TEDx talk 'Power of PLAY' at MICA highlighting the importance of sports as a form of education.



## Stories of Change



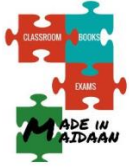
Deepak Rajbhar, one of our beneficiaries shared, *"I like coming to Project KHEL's sessions and have completely stopped abusing and fighting. In fact I m able to stop people from getting into fights a lot more calmly. Thanks to you."*

Deepak is a usual 14 year old boy, who attends school and loves to play sports. What is unusual is that he also supplements his family income by working for few hours in a tobacco stall. One day we realized that Deepak who is regular at Project KHEL's sessions, had been absent in past few sessions. On enquiring we found out that he has stopped coming to school so we decided to pay him a visit to find out the reason. We met Deepak 's parents and found that he has started working in a photo studio and is thinking to discontinue studies so that he can earn more and supplement his family's meager income. Our team spoke to his parents and made them realize that Deepak has potential to have a better future post completing his studies. His parents got convinced to send him back to school to pursue higher education.

The school was happy with Deepak's rejoining and Mrs. Sunita Das (Principal) told us *"Deepak was not coming to school from last three months; you did a good job by going and meeting his parents. We tried to call him back to school through his friends but your approach was better to go and directly talk to his parents. We lacked this initiative. He is regularly coming to school now and performing well in studies. Thank you."*

Made in Maidaan Program has shown tremendous impact in improving students' regularity in school and their behavior has also been more disciplined. Our play based programme approach has been successful in getting drop-out children back to school.



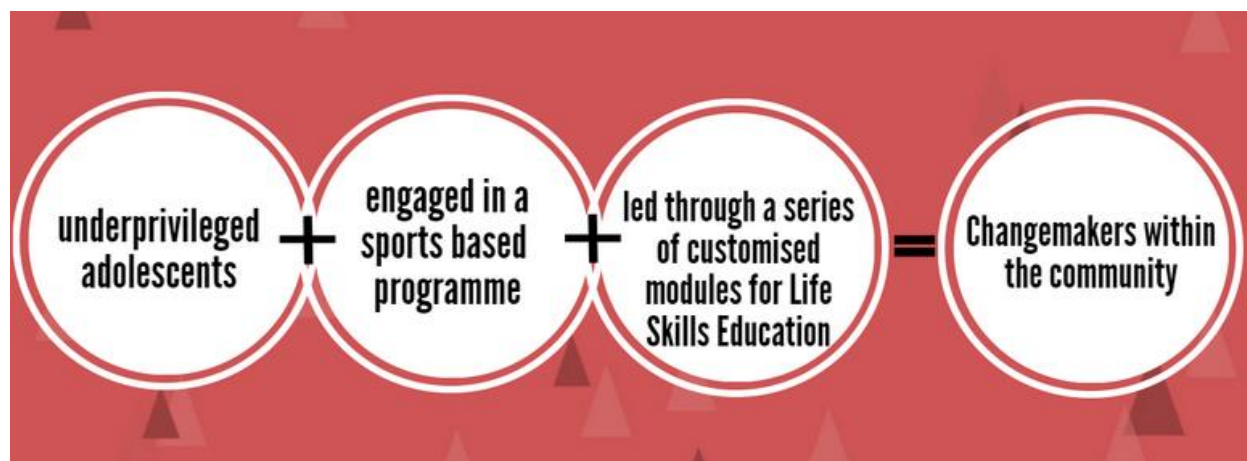


# Made in Maidaan



**Made in Maidaan** is our regular programme, which harnesses the ‘**Power of Play**’ for development through a series of modules designed to impart crucial Life Skills Education (LSE) through experiential learning and activity based learning models.

Exclusively meant for adolescents, aged 9-18 years from underprivileged backgrounds, it is free of cost for the beneficiaries. Sessions at each beneficiary location are held on a semi-weekly basis and consist of both sports as well as Life Skills Education (LSE) components. In addition to these sessions, the programme conducts specialised thematic workshops and modules from time to time which aim to arm the beneficiaries with awareness on issues such as Civic Responsibility, Personal Hygiene and Self Presentation, Safe Hand washing, Peer Pressure, Tobacco and Substance Abuse and more.



### Why Life Skills:

The World Health Organization (WHO) defines Life skills as “the abilities for adaptive and positive behavior that enable individuals to deal effectively with the demands and challenges of everyday life.” Life Skills are psychosocial competencies and interpersonal skills that help people make informed decisions, solve problems, think critically and creatively, communicate effectively, build healthy relationships, empathize with others, and cope with managing their lives in a healthy and productive manner.

### Why Sports:

United Nations Inter Agency Task Force on Sport for Development and Peace: Sport has the unique power to attract, mobilize and inspire. By its very nature, sport is about participation, inclusion and citizenship but most importantly it stands for human values such as respect for the opponent, acceptance of binding rules, teamwork and fairness. Each of these values is relevant to the holistic development of children and youth, building blocks for a strong, responsible and healthy community in the future.

**Life skills and Sports based development programs are considered especially important for underprivileged children and adolescents who are being deprived of an all-round education available to their counterparts that emphasizes on holistic development of individuals. These set of skills have been shown to be particularly essential for children ‘at risk’ or in especially difficult circumstances as it equips them to deal with various challenges they face.**

## **Our Partner Locations: Made in Maidaan**

In 2014-2015, Project KHEL's Made in Maidaan sessions were conducted at 14 partner locations. These sessions, conducted free of cost with the beneficiaries, are aimed to inculcate life skills in them and transform them into change agents of tomorrow. We are thankful to our partners as well as government bodies such as the Child Welfare Committee, Lucknow and schools such as La Martiniere College for Boys, M.R. Seth Jaipuria School, La Martiniere Girls College, Study Hall, Modern Academy, Ehsaas, Samarth foundation for providing us constant support.



- **Leelavati Munshi Nirashrit Balgrih**
- **Rajakiya Baal Griha (Balika)**
- **Prayaas School**
- **Justice Triveni Sahay Shiksha Niketan**
- **Prerna Girls' School**
- **Pramodini School**
- **Nav Srijan School**
- **Acharya Narendra Dev Academy**
- **Akansha School**
- **Deepshikha**
- **Lucknow Childrens' Home**
- **Samarth Foundation**
- **Mamta Foundation**
- **Gharonda – Ehsaas Shelter home**





# IMPACT 2014-2015



## OVERALL ENGAGEMENT



1807  
children  
reached



1605 hour  
long  
sessions  
conducted



19 partner  
locations

### Partner Locations

3 rural  
schools

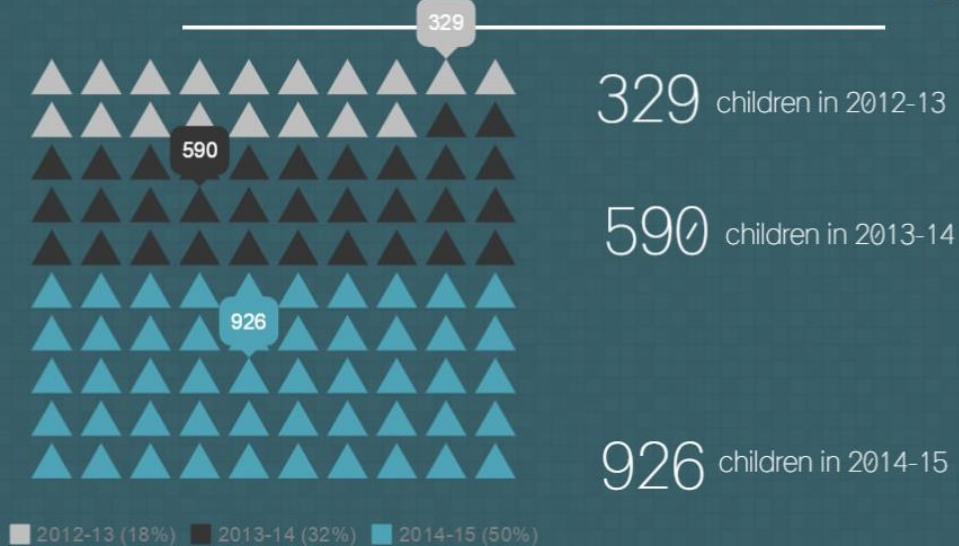
5 shelter  
homes

6 after school  
programmes

3 slums

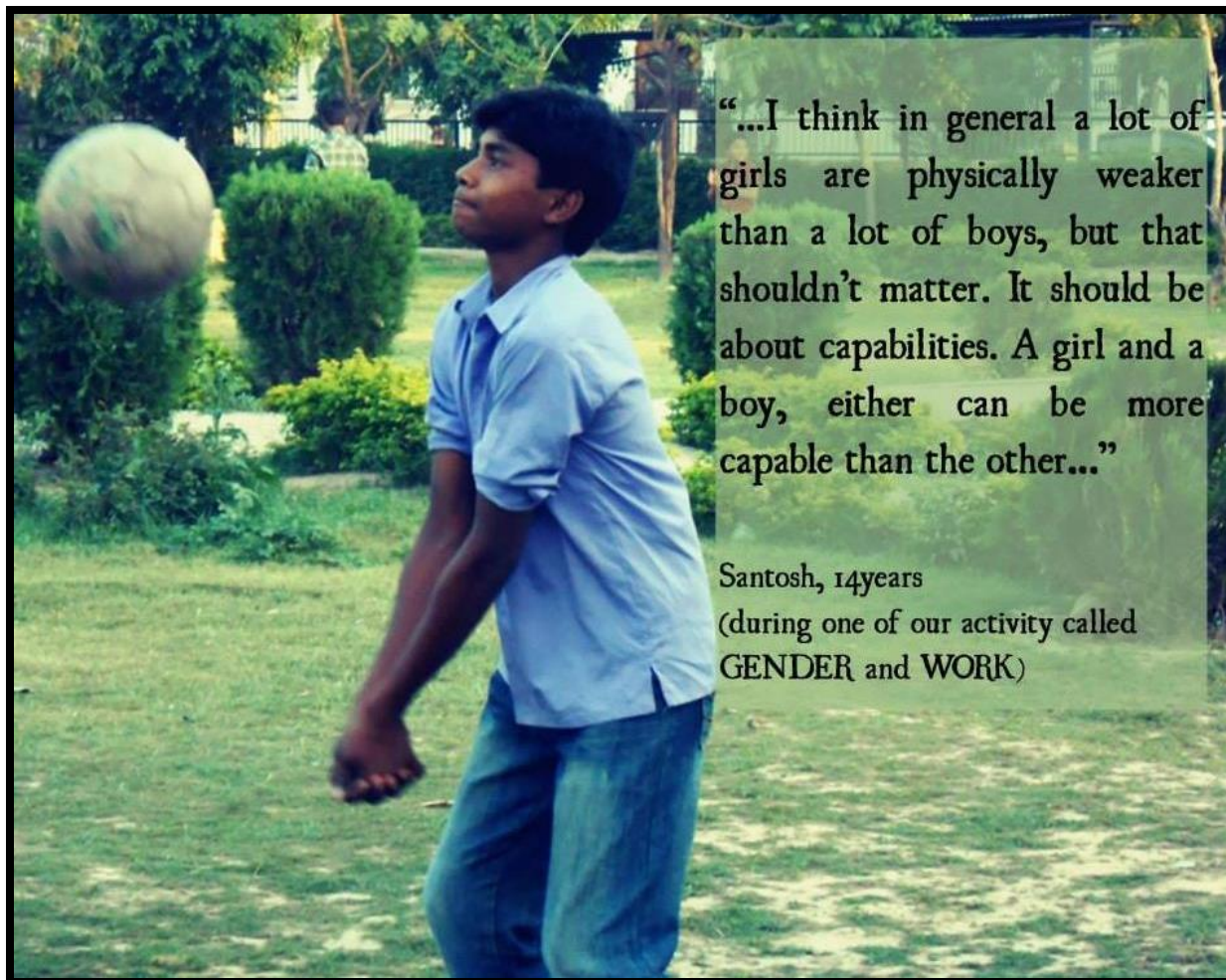
3 govt.  
schools

## Children enrolled each year



## Sessions Conducted





Santosh is 14 years old, one of our oldest beneficiaries from partner location Gharonda (an open shelter being run by Ehsaas).

Our sessions' intrinsic value is Gender Equity, which we inculcate in our beneficiaries by making play spaces a gender neutral place. Children of both genders play together and win together as a team. This sharing of space boosts their confidence helps them to understand each others' perspective and appreciate their strengths.





# Ab Bas!

Ab Bas! is our program on building awareness around the topic of Child Sexual Abuse (CSA) which affects children of all age groups, genders and social backgrounds.

The programme got its name from a session with 5 year olds, who were asked to read what was projected on the screen, resulting in- “Child Seksal Ab-bas”. The words “Ab bas” sounded just so correct for this issue. There has been enough of preying on little children and enough of keeping quiet, AB BAS!

In India, 53.22% reported having faced one or more forms of sexual abuse that included severe and other forms. Among them 52.94% were boys and 47.06% girls. The age wise distribution of children reporting sexual abuse in one or more forms showed that children in the teenage years are most vulnerable.



In many places, adults are outspoken about the risk of sexual violence their children faced at school or at play in the community, but rarely did adults speak of children's risk of sexual abuse within the home and family context. The shame, secrecy and denial associated with familial sexual violence against children foster a pervasive culture of silence, where children cannot speak about sexual violence in the home, and where adults do not know what to do or say if they suspect someone they know is sexually abusing a child.

We conduct sessions at a minimal cost for those who can afford it and the same sessions at no cost for children from lower income backgrounds / economically weaker sections.



#### **Our Workshop themes for Children:**

- Help children to identify between Good, Bad and Accidental touch
- Help them come up with their own ideas of escaping from a certain situation
- Focusing on statements like 'MY body belongs to ME' and 'It is not MY fault'

#### **For Parents and Teachers:**

- It also helps Parents and Teachers to talk to children about their private parts and about Child Sexual Abuse
- In dealing with their ward's story of sexual abuse through role plays.

Our workshops use interactive methods such as role plays, videos and skits for children to understand and engage in the discussion. It also helps them to figure out different ways to escape from a potential abuse situation.



In October 2014, we conducted multiple sessions on Child Sexual Abuse, Menstrual Health and Puberty with > 3000 girls at La Martiniere Girls College and Seth M.R. Jaipuria School. We also conducted workshops for our low income institutions - Akansha School, Justice Triveni Sahay Shikshaniketan and Jaipal Khera Prathmik Vidyalaya.

In year 2014-2015, we reached out to 4265 children and 1000 parents and teachers from different backgrounds to build awareness on Child Sexual Abuse. We did workshops with Private schools, Governments schools and Shelter Home's children.

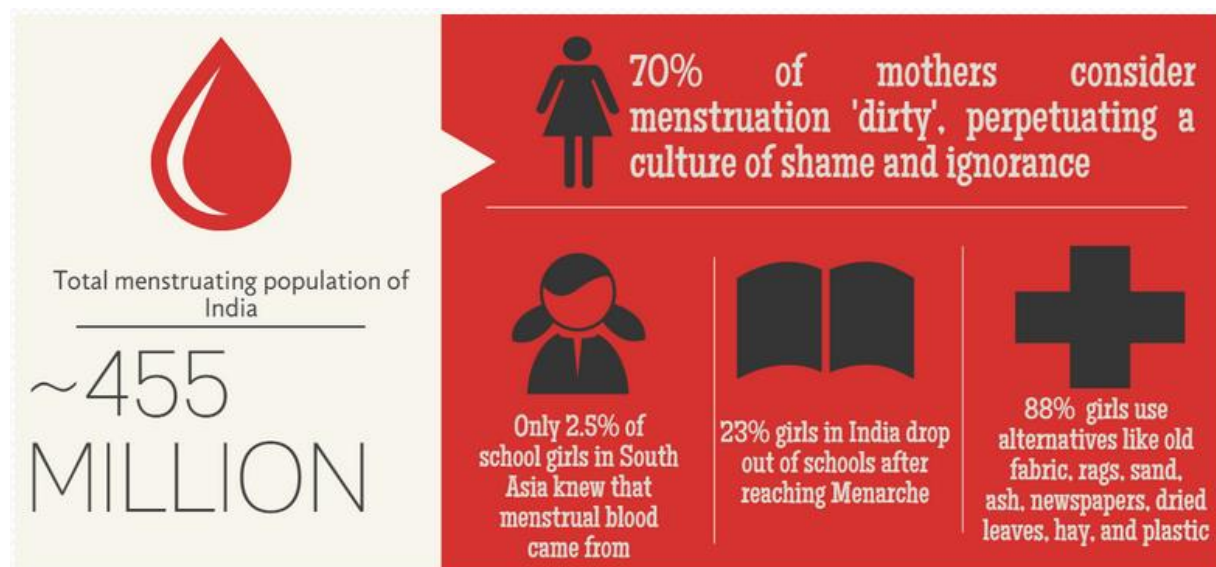






# Red Spot

Taboos and Myths surrounding menstruation (e.g. restrictions on entering the kitchen or temple, preparing certain foods, touching other people) make it difficult for girls and women to see menstruation as a natural phenomenon and talk about it. The negative impact of poor MHM is immense.



Following are some of the facts mentioned by Dasra in their report, 'Spot on! Improving Menstrual Health and Hygiene in India', which highlights exactly the problems that we are trying to work towards.

- 70% of mothers consider menstruation 'dirty', perpetuating a culture of shame and ignorance.
- 8% of menstruating women in India use home-grown alternatives like old fabric, rags, sand, ash, wood shavings, newspapers, dried leaves, hay, and plastic.
- 63 million adolescent girls live in homes without toilet facilities.
- Girls are typically absent for 20% of the school year due to menstruation, which is the second major reason, after household work, for girls to miss school.
- 70% increase in incidence of reproductive tract infections owing to poor menstrual hygiene.



We conduct discussion and activity based workshops on Menstrual Hygiene Management with an aim to break the silence around Menstruation. We conduct sessions at a minimal cost for those who can afford it and the same sessions at no cost for children from lower income backgrounds / economically weaker sections.

Our target Groups are:

- Pre teens, preparing them for menstruation.
- Educating young girls and women about Menstruation, flow management and related practices.
- Helping young men to understand menstruation and be empathetic and supportive of menstruating women.

We have partnered with EcoFemme, a Pondicherry based cloth pad making organization, which donates reusable cloth pads to underprivileged adolescent beneficiaries. At the end of the session, we offer our beneficiaries an option to receive a pack of 4 EcoFemme pads, after educating them on the use and maintenance of the pads. This year we conducted workshops with La Martiniere Girls college, Swatantra Talim, Prayaas and Rajkya Ba Griha and celebrated Global Menstrual Health day with more than 500 girls and women.

We run 'The Red Spot' campaign on Facebook, photographing individuals with placards reading a message related to Menstruation being normal. The idea behind this is reach out to people, encouraging them to talk about Menstruation normally and spreading the message to thousand others through the platform of social media.



# IMPACT 2014-2015



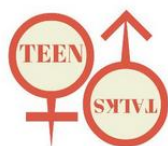
We have successfully reached out to 2200 young girls and women through our workshops and over 500 men and women through fun and educational games on Menstrual Hygiene Management

1550  
young women

150  
pre-teens

500  
middle aged and older women

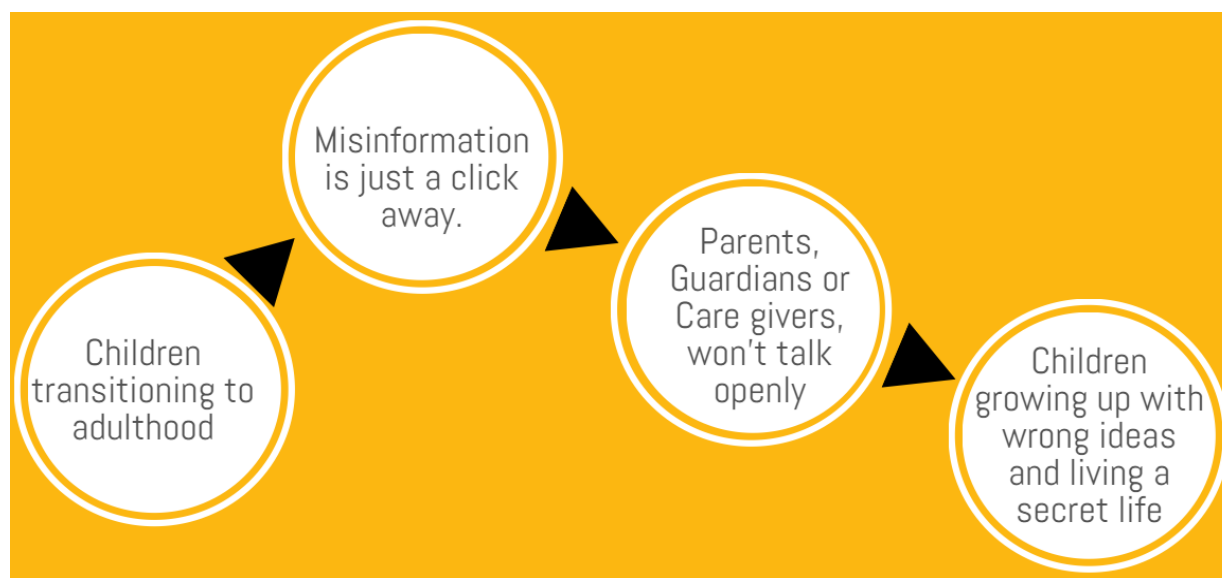




# Teen Talks

The NACO website says, “Most young people become sexually active during adolescence. In the absence of right guidance and information at this stage they are more likely to have multi-partner unprotected sex with high risk behavior groups...”

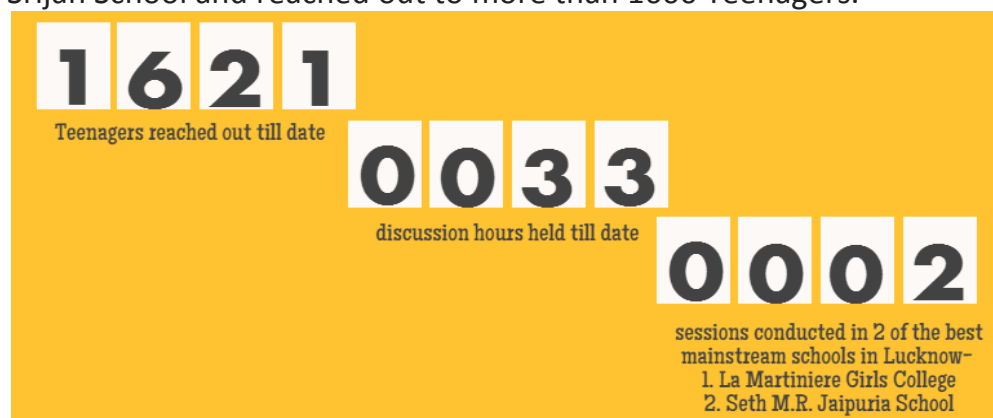
With increasing exposure to television and internet sex education does not imply teaching kids about sex, which knowledge they will pick up anyways, but for many proponents of sex education it definitely means teaching them about what safe, healthy and acceptable sexual behavior is.

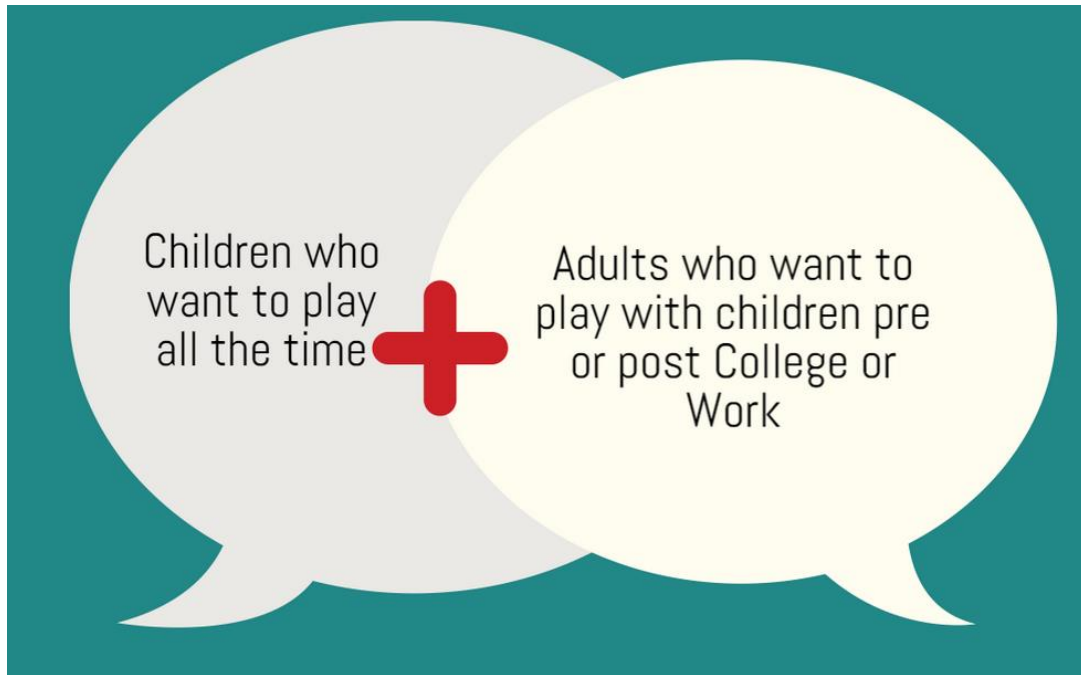


Adolescents and youth in India experience several negative sexual and reproductive health outcomes such as early and closely spaced pregnancy, unsafe abortions, STI, HIV/AIDS, and sexual violence at alarming scale. A new survey, based on interviews of 15,000-odd teens between 13 and 19 from 20 cities, revealed that around 8.9% gave a history suggestive of sexually transmitted infection. The latest survey provides reason for this increase in STDs as no proper communication channels to gain sexuality-related information. The survey said around 6.2% adolescents gained information from teachers. "For the majority, around 57%, media and the internet was the main source of information. Only 4.2% spoke to doctors about it.

[illegible]

Some of our Discussion Topics are Body Image, Safe use of Social Media, Peer Pressure, Pornography, Masturbation, Learning to say NO to Partner. In year 2015-2016, we conducted sessions with La Martiniere Girls College, M.R Seth Jaipuria School and Nav Srijan School and reached out to more than 1600 Teenagers.





JustKHELo connect individuals, who are otherwise busy with life, to children, who are yearning to play in an organized set up, over the weekends.

Volunteers can select any kind of sport, based on the interest of the children and the capacity of the volunteers, and we provide the equipments. The point of these sessions is to just spend some unadulterated play time with children.

It is a volunteer driven program and people from different backgrounds, ranging from college students to corporate personnel, volunteer with us to gain happiness and satisfaction.

over **1036** play hours till date...



## Happy Volunteering!!



Volunteers and Coordinators are vital to Project KHEL's Programs. They are elemental in implementing our vision on ground. We offer many high impact and meaningful volunteering opportunities and have a diverse team of volunteers and interns from different fields. Most of them are college students, others are corporate and service people, who love to engage with children and contribute to create a positive change in their lives through Project KHEL's sessions.

### Testimonials from our Volunteers:

#### **Sera Kazmi**

*"My experience with Project KHEL has been exceptional. Despite having busy schedules the members and volunteers never fail to turn up. KHEL has been able to imbibe such a sense of dedication because of their fundamental belief of mutual respect for one another. In an era of prevalent discrimination Project KHEL brings new found hope of bridging socio-psychological gaps in children's development to ensure an upcoming generation that is empowered in it."*



**Suyash:**

*"This is my second season of volunteering with Project KHEL and I could not ask for a better organization to be involved with! I have enjoyed teaching the students as well as learning from them. The students themselves uphold the values of equality. Every session brings a new opportunity for me to grow along with them. The entire structure of Project KHEL is built around that- a holistic integrated approach of development where you can see the impact of your work in action. I believe Project KHEL not only impacts the development of the students but changes you as a person in its course; making you more aware of your duty towards society and helping you collectively bridge gaps one step at a time."*

### **Get Involved with Project KHEL:**

You can get involved with Project KHEL, in any of the following ways:

- Sponsor equipments for Made in Maidaan program
- Sponsor workshops for an underprivileged group
- Intern with us.
- Volunteer for Just KHELo and events
- Connect us to like-minded people to strengthen our cause
- Follow, Like and Share our posts on Social Media
- Start a fund raising campaign
- Visit our Made in Maidaan Sessions

For further details, please write to us at [contact@projectkhel.com](mailto:contact@projectkhel.com)





## Our Partners and Supporters:

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Partnering with different organizations helps us to multiply our Impact. They not only support us to raise funds that are critical to our work but also play an important role in spreading our vision and mentor us to maximize our potential. Their continuous support and belief in our work keeps our spirit up.



## Governance

Society for Development Activities is a registered as a society under the Indian Societies Act (Reg No.: 538-2012-2013).

We are also registered under:

- U/S 12A of the Income Tax Act, 1961.
- Section 80G of the Income Tax Act, 1961

Our operations are managed out of the Lucknow office; the management team takes programme and operational decisions with oversight from the Managing Committee.

Our funds come from multiple sources, including individuals who provide support through annual fundraising events and through direct donations as well as funding from institutions and corporate.

## Financial Statements

The following financial statements provide an overview of revenue, expenses and sources of Project KHEL's (Society for Development Activities) funding for the

### We care about transparency:

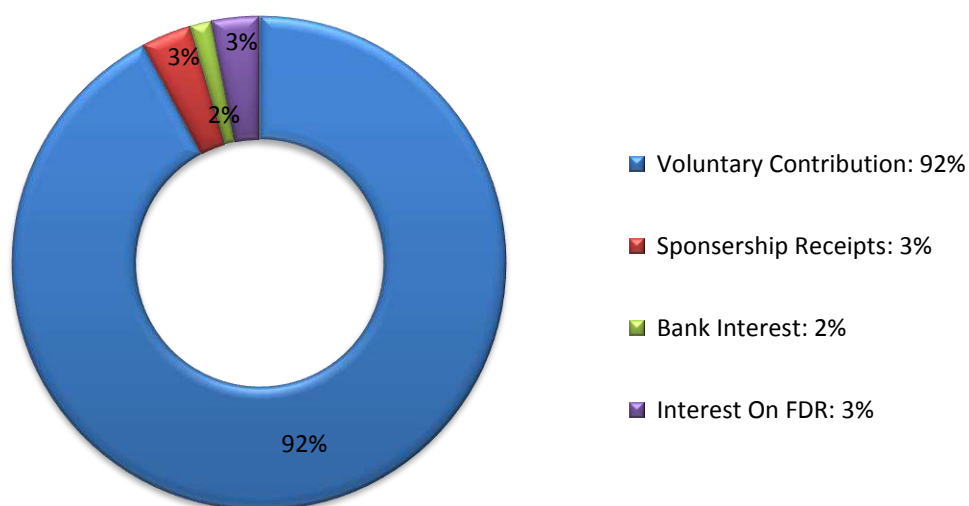
GuideStar India is India's leading provider of NGO information, an initiative of Civil Society Information Services India.



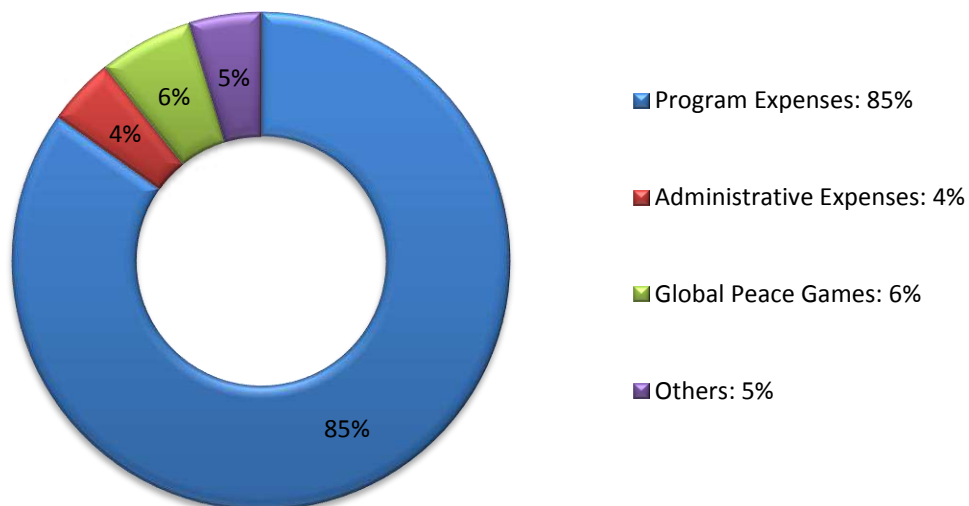
Project KHEL (initiative of Society for Development Activities) is accredited by Guide Star India as complying with the national accountability, transparency and reporting standards and have received their Transparency Badge. Our commitment to full transparency, combined with consistent monitoring ensures that our programs are achieving measurable results. For Children we serve, our programs are changing their lives so they can reshape their own future and be change agents of their communities and nation.

financial year 2014-2015. Complete Audited Financial Statements including the Auditor's Report are available by email upon request.

### Organisation's Receipts and Donations



### Organisation's Functional Expenses Breakdown





Society for Development Activities					
Balance Sheet as on 31st March 2015					
Liabilities	Amount	Amount	Assets	Amount	Amount
<b>General Fund</b>			<b>Fixed Assets</b>		40,021.00
Opening Balance	2,337,944.95		(As per Annexure-1)		
Add: Excess of Income over Expenditure	2,844,628.60	5,182,573.55	<b>Investments</b>		
			FDR	1,500,000.00	
			Add: Interest Accrued	91,701.00	1,591,701.00
			<b>Current assets</b>		
			TDS(F.Y. 13-14)	13,064.30	
			TDS(F.Y. 14-15)	11,323.00	24,387.30
			<b>Cash and Bank Balances</b>		
			HDFC Bank		3,525,164.25
			Cash-in-Hand		1,300.00
		5,182,573.55			5,182,573.55

Society for Development Activities			
Income & Expenditure Account for the year ended 31st March 2015			
Expenditure	Amount	Income	Amount
To Audit Fees	3,932.00	By Voluntary Contribution	3,471,832.00
To Award Ceremony Exp.	12,975.00	By Sponsorship Receipts	122,700.00
To Bank Charges	67.40	By Bank Interest	53,377.00
To FCRA Expenses	2,000.00	By Interest On FDR	117,206.00
To Global Peace Game Expenses	40,766.00		
To Honorarium	621,340.00		
To Meeting Expenses	20,279.00		
To Office Running & Maintenance	8,255.00		
To Repair and Maintenance	5,798.00		
To Postage and Courier	1,255.00		
To Printing and Stationery	19,080.00		
To Prizes	2,400.00		
To Program Activity Expenses	54,719.00		
To Sports Equipments	27,661.00		
To Staff Training Expenses	56,955.00		
To Website Development Expenses	13,500.00		
To Depreciation	29,504.00		
To Excess of Income over Expenditure	2,844,628.60		
<b>Total</b>	<b>3,765,115.00</b>	<b>Total</b>	<b>3,765,115.00</b>

<b>Society for Development Activities</b>			
<b>Receipt &amp; Payment A/C for the year ended 31st March 2015</b>			
<b>Receipt</b>	<b>Amount</b>	<b>Payment</b>	<b>Amount</b>
<b><u>To Opening Balance:-</u></b>		By Audit Fees	3,932.00
Cash at Bank	683,566.34	By Award Ceremony Exp.	12,975.00
Cash In Hand	1,300.00	By Bank Charges	67.40
By Voluntary Contribution	3,471,832.00	By FCRA Expenses	2,000.00
By Sponsors Receipts	122,700.00	By FDR	1,500,000.00
To Bank Interest	53,377.00	By Global Peace Game Expenses	40,766.00
To FDR Maturity	1,627,261.31	By Honorarium	621,340.00
		By Meeting Expenses	20,279.00
		By Repair and Maintenance	5,798.00
		By Computer	42,590.00
		By Office Running & Maintenance	8,255.00
		By Postage and Courier	1,255.00
		By Printing and Stationery	19,080.00
		By Prizes	2,400.00
		By Program Activity Expenses	54,719.00
		By Sports Equipments	27,661.00
		By Staff Training Expenses	56,955.00
		By Website Development Expenses	13,500.00
		<b><u>By Closing Balances:-</u></b>	
		HDFC Bank	3,525,164.25
		Cash In Hand	1,300.00
	5,960,036.65		5,960,036.65



## Thank-You!!

Our programmes are made possible through partnerships with donors, individuals, corporate; partner NGOS, local communities, volunteers, parents and children. We express our gratitude to each one of you. Keep supporting us so that we can reach out to maximum children.



For More Details Visit us at [www.projectkhel.com](http://www.projectkhel.com) or Write to us at [contact@projectkhel.com](mailto:contact@projectkhel.com)

**For Regular updates on our work visit us:**

 <https://www.facebook.com/projectkhel>

 <https://instagram.com/projectkhel>

 <https://www.linkedin.com/company/project-khel/>

 <https://twitter.com/projectkhel>

**[www.projectkhel.com](http://www.projectkhel.com)**