

The background features abstract organic shapes in green, orange, and yellow. A large green shape is on the left, a large orange shape is on the top right, and a yellow circle is on the right side. A yellow brushstroke is on the green shape.

Annual Report 2019-20

Project KHEL

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“Perhaps play would be more respected if we called it something like “self-motivated practice of life skills,” but that would remove the lightheartedness from it and thereby reduce its effectiveness. So we are stuck with the paradox. We must accept play’s triviality in order to realize its profundity.”

~ Dr. Peter Gray


Foreword

Project KHEL was not born out of an aha moment. In hindsight, Akshai was always destined for the life of a PLAYducator. A shy kid who came alive on the playground of his boarding school, Akshai was determined to pass on the advantages of having a disproportionately sports-driven education that he received, to children. His internship with AISEC at Austria, furthered his resolve to return to his country, to mold young minds into empowered adults. Post an MBA from IIFM, Bhopal and a few years of working in the development sector with big organizations and big funding, Akshai founded Project KHEL in 2012 with a firm belief that characters of children really do get made in the maidaan (playground).

As we started out in 2012, we were clear that we wanted our interventions to be responsive to the needs of the children we work with. This belief led us to design a programme that heavily depended upon the learnings that our field team had to share with us. Multiple programmes that Project KHEL eventually branched out to, has also been a result of this belief and the same has guided us to rebrand ourselves and our work. Our tagline speaks about the work we do, our colours are inspired from the playground that is our classroom and our programme outcomes are aligned to the current socio-political need of our country.



Apart from the internal changes, we also had an exciting year with us receiving our first international grant, two of our girls spoke at a TEDx event, 4 of our girls got selected to represent India in an international ultimate frisbee tournament and many more reasons to celebrate! As we reflect through the year that was, we only feel gratitude for the opportunities that have come our way, for the children and our partner institutions that have trusted us, for the individuals that have worked with us in our team, our donors and supporters who have continued to cheer for us.



Towards the end of the financial year, we were hit with the global pandemic, finishing off with a complete lockdown in the country. With schools being shut, our work took a major hit, but we responded to the situation by diverting our energies to serve the populations that were struggling the most. For this, we sincerely credit our senior management to empathetically work out strategies to distribute ration, medical aid, and financial support as and where needed and stronger gratitude to our senior-most children, who worked hard to identify the most vulnerable families who were in need of help.



Our Positioning

In a world of escalating (gender) friction,
in times of lost childhoods and increasing
competition,

In the growing multitude of serious life-skills
organizations, we speak to children in the
language they most intuitively understand.

We Speak Play!




Our Endeavour

In an era of gender strife,
we disarm resistance by using play to
pursue gender-integration
in action, gender-neutrality in spiel and
gender-inclusivity in
purpose

New Logo, New Colours

This year, we set on to create a new identity for ourselves, built over the past several years of work and the experiences we have gathered from our work with our children.



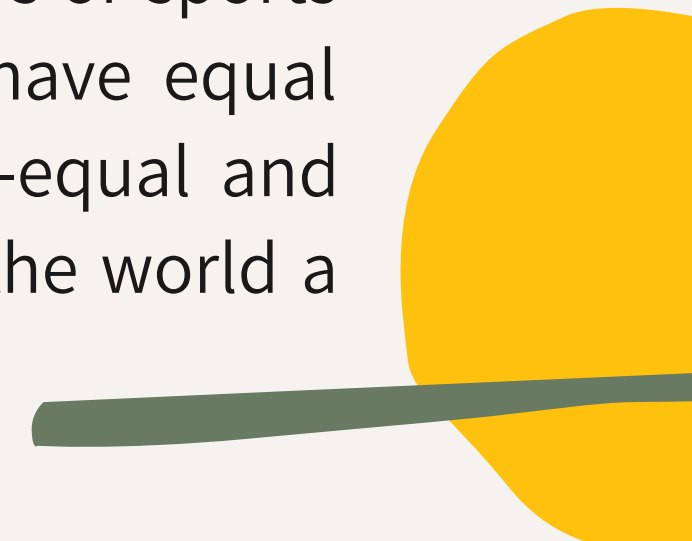



When we started Project KHEL 7 years back, we wanted to invest every penny we have into working with our children. So, to begin with, we put together a logo out of free stock images. It basically was 3 colourful abstract figures, holding hands in a circle and text that said Project KHEL. It served us well for 7 long years and as we are growing bigger with our work and our team and the number of people we are working with, and have increased clarity in what we are doing and intend to see ourselves impact, it only made sense to invest in a logo that represents US, our value system, our heart, and what we are here to do.

So here is introducing Our new logo that is out and out about Project KHEL-

ELEMENTS:

1. **STAR:** If you look at the star closely, you'll see a girl and a boy high fiving each other! The star reflects Gender equality, the strongest over-arching message we strive to deliver across all our programmes. Stars also stand for outstanding people within a domain, like the film stars or sports stars, and having both girls and boys reflect in this states our intention that both have equal potential of being stars within their own workspaces and also that having a gender-equal and integrated society could make the entire community, the city/village, the nation, and the world a star!

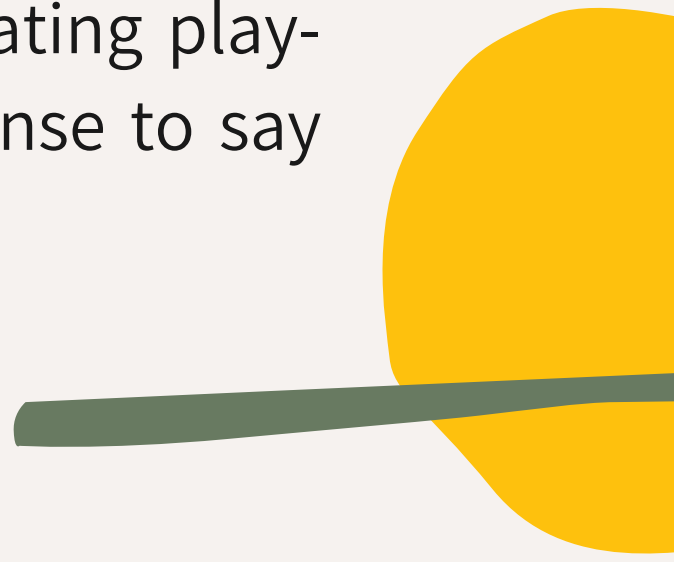




2. HIGH FIVE: The high five in the logo deserves a mention of its own. It is one of the most positive actions on the playground that you will often see us using to encourage a teammate or a fellow, to celebrate a win or a job well done. Also, we use it as a greeting, where the children run in high five us, expressing their happiness at meeting us and we also always close with a high five, leaving the children on a positive high, with a promise that we'll be back the next day.

3. P and खे: We work in Uttar Pradesh, and therefore the language we deliver our programme in is Hindi and we also have all our documentation and communication in English. Also, we often see our children feel bad about not knowing English fluently enough and we can't stress enough that responsible communication in any language, that helps the other person understand what they need to is all that is needed. So this is our little attempt to language inclusivity and equality.

4. WE SPEAK PLAY: While working on the logo, we had various discussions on whether to continue with the previous tagline and we unanimously agreed that our strong-point lies in creating play-based curriculums and gamifying information delivery of all kinds, so it only makes sense to say that we do speak play!





COLOURS:

Green -


The colour signifies nature, open spaces, a playground. The playground is our classroom. Do notice how the playground actually is at the heart of the logo, just like playing is the central element of how we go about delivering our work.

Rust -

The rust colour is the earth, the soil – our roots. Apart from the fact that the soil is also an element of the outdoors, we take immense pride in customizing our interventions for our children, with full consciousness of who they are and where they come from.

Yellow -

The shade of yellow we've chosen for our logo is bright, it is vibrant, it is deep and it represents our children who we work with. Yellow is also for sunshine that is abundantly available outdoors, the sunshine that nurtures, that helps you grow, that makes your day beautiful, as do our children, who are our sunshine!



Programme Outreach



Made in Maidaan

1091



FrisB(arabar)

200



Red Spot

105 girls and women



ab BAS!

1143 girls and boys



Teen Talks

821 teenagers

Highlights of the year

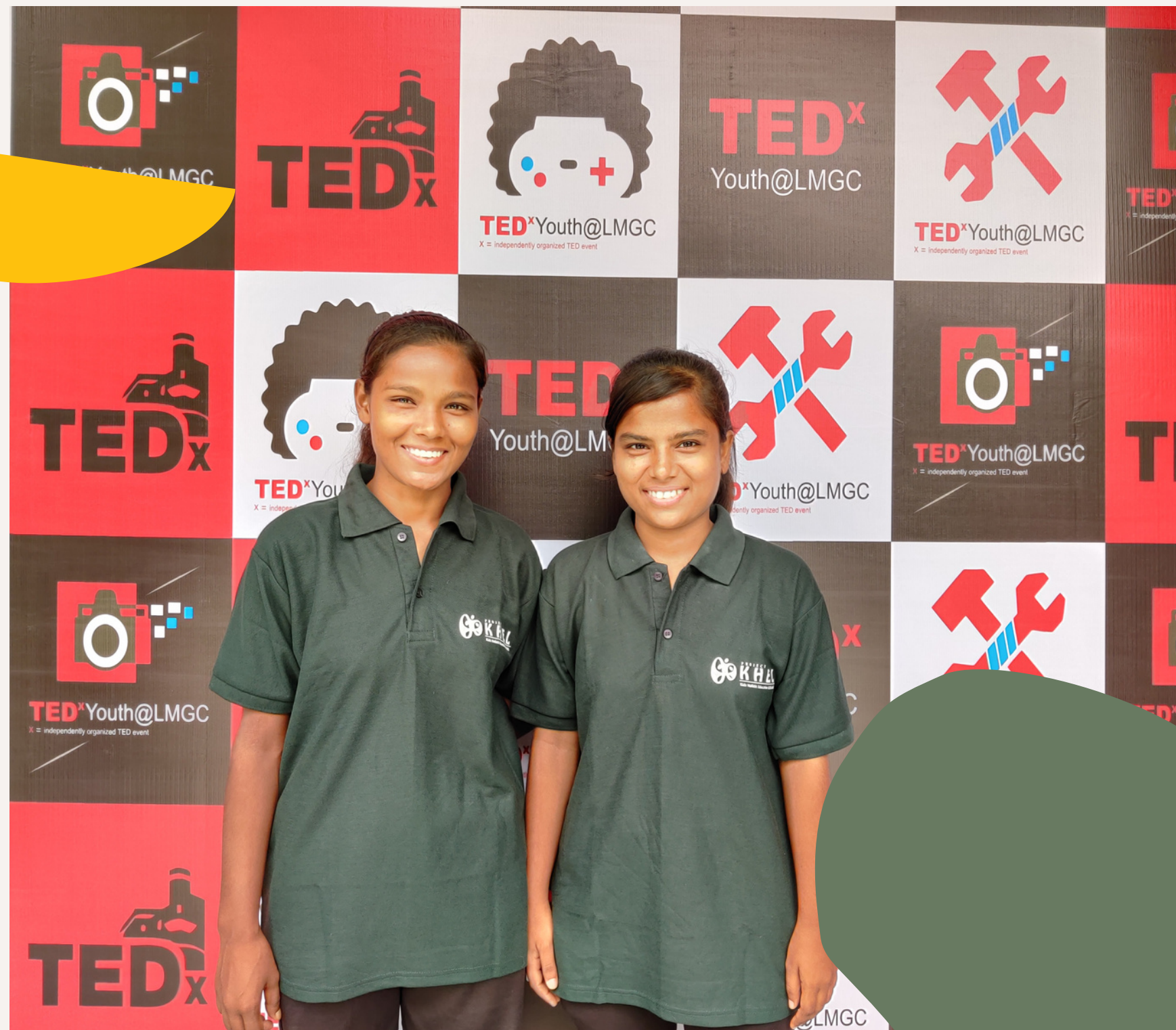
1. Funding

- a. Won a small grant from the Home of Mission Funds run by the New Zealand High Commission in India for a project on Menstrual Hygiene.
- b. Got our biggest funding of the year from the Rohini Nilekani Philanthropies, to further our work with men and boys.
- c. Received our first grant amount under FCRA from EMpower - the merging markets foundation



2. Opportunities for our children

- a. Two of our girls, Kajal and Anita, spoke at a TEDx event themed the story continues...
- b. Three of our girls, Anita, Kiran and Roli were selected to participate in the Youth Ki Aawaz Action Network Fellowship in Lucknow
- c. Four of our girls, Sanju, Manju, Surili and Ragini, were selected to play for team India in the World Ultimate Junior Championship to be held in Sweden in 2020
- d. Eighteen of our Youth Coaches received level 1 coaching certification training from UPAI



3. Opportunities for team

- a. Our senior team member, Angana, was selected for the Acumen Fellowship for the 2020 cohort.
- b. Our senior team member, Angana, was a speaker at Youth Ki Aawaz's event Converge.
- c. Designed and facilitated a Training of Trainers on a series of activities to end child marriages in Uttar Pradesh, supported by UNICEF.



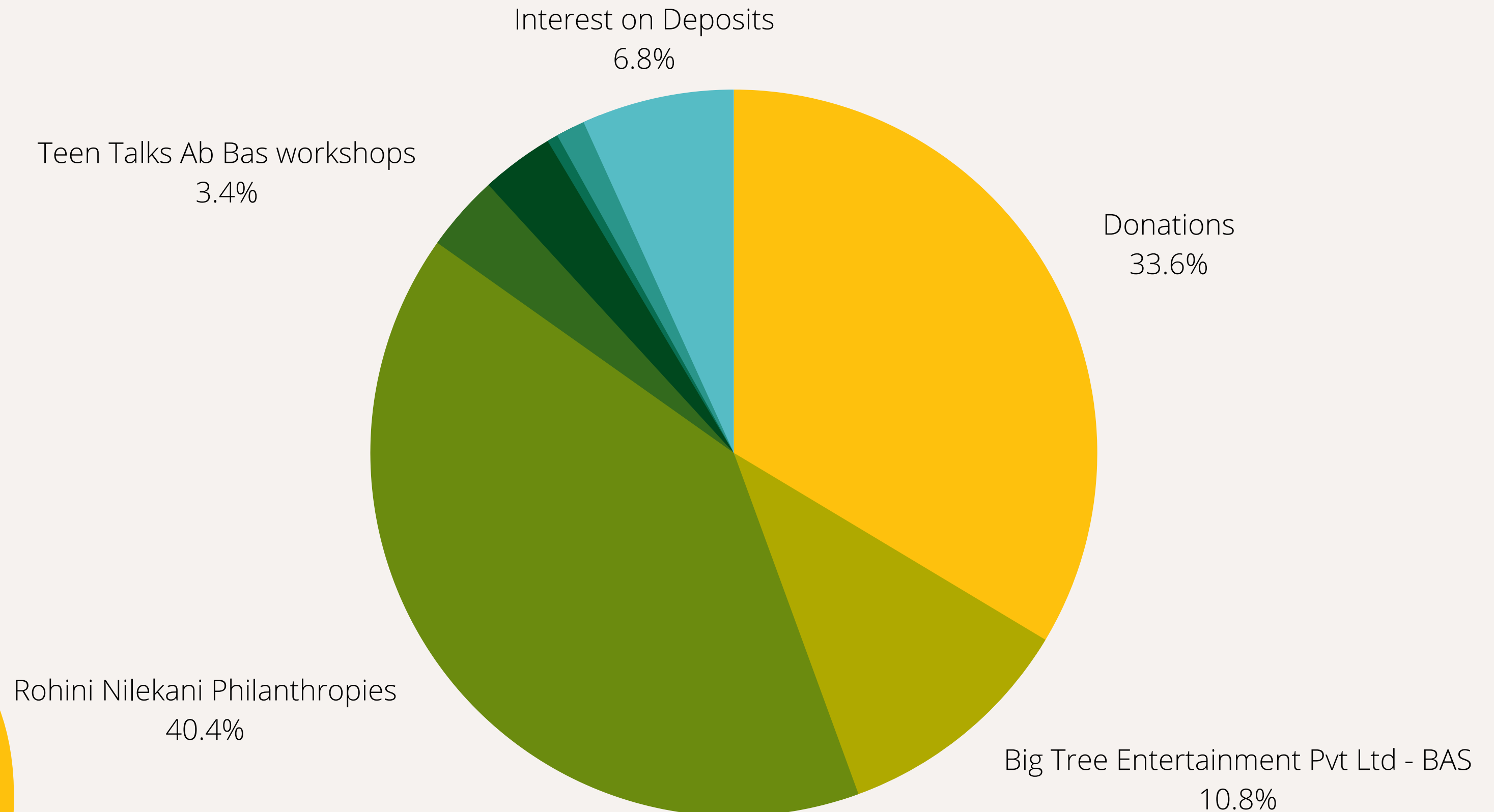
SOURCES of INCOME

Non- FCRA

DOMESTIC	₹ IN LAKHS
<ul style="list-style-type: none">• Donations.....• Big Tree Entertainment Pvt Ltd - BAS.....• Rohini Nilekani Philanthropies.....• Teen Talks & Ab Bas - Awareness Workshops.....• Organic India Foundation.....• Rubaroo-In-Turn-Ship 2019.....• UNICEF - Early Child Marriage Project.....• Interest on all Deposits.....	<div>20.8</div> <div>6.7</div> <div>25.0</div> <div>2.1</div> <div>2.0</div> <div>0.3</div> <div>0.8</div> <div>4.2</div>
Total	61.9

SOURCES of INCOME

Non- FCRA (Graph)



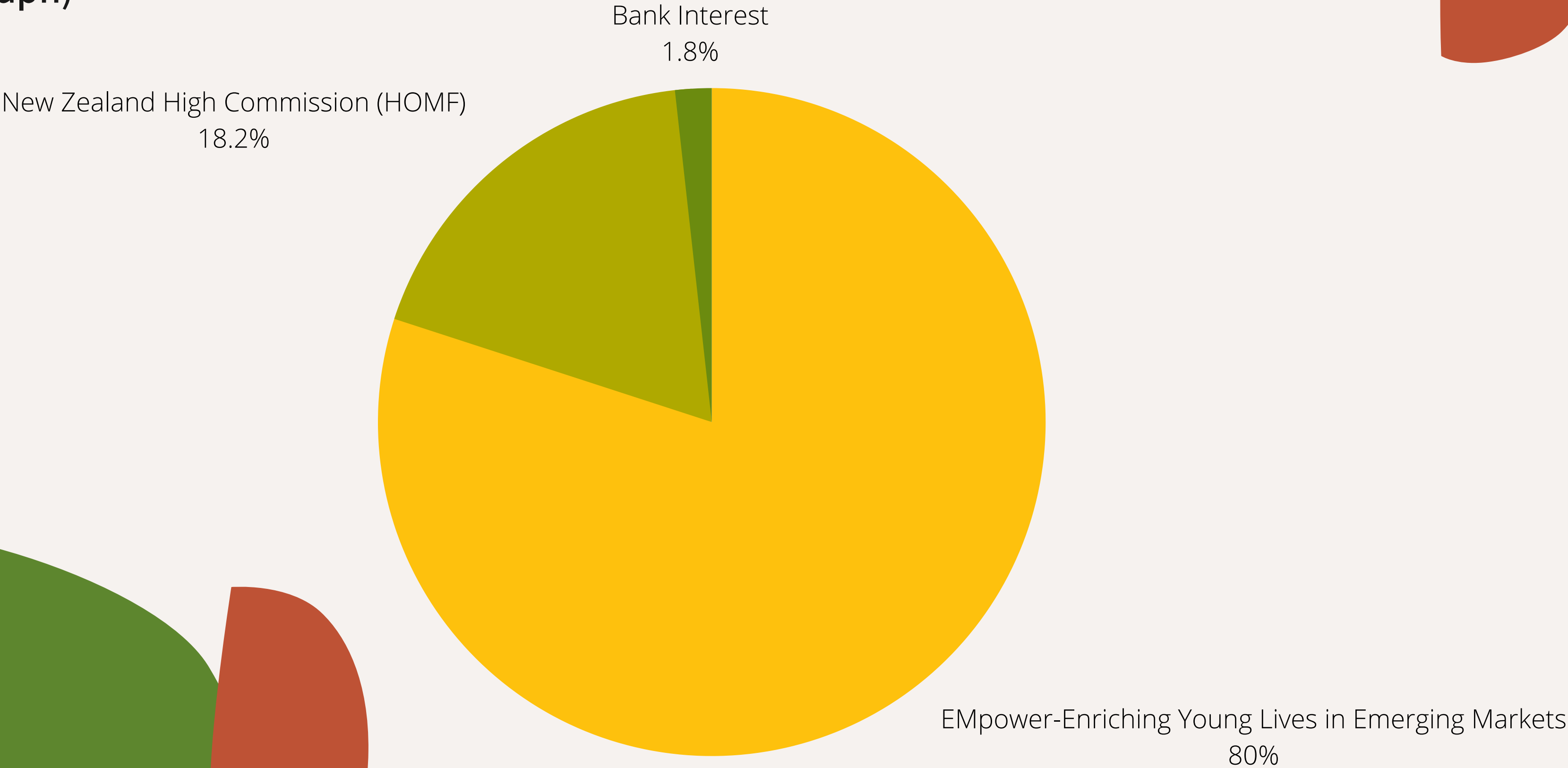
SOURCES of INCOME

FCRA

FOREIGN	₹IN LAKHS
<ul style="list-style-type: none">• EMpower-Enriching Young Lives in Emerging Markets.....• New Zealand High Commission (HOMF).....• Bank Interest.....	<div>13.6</div> <div>3.1</div> <div>0.3</div>
Total	16.9

SOURCES of INCOME

FCRA (Graph)



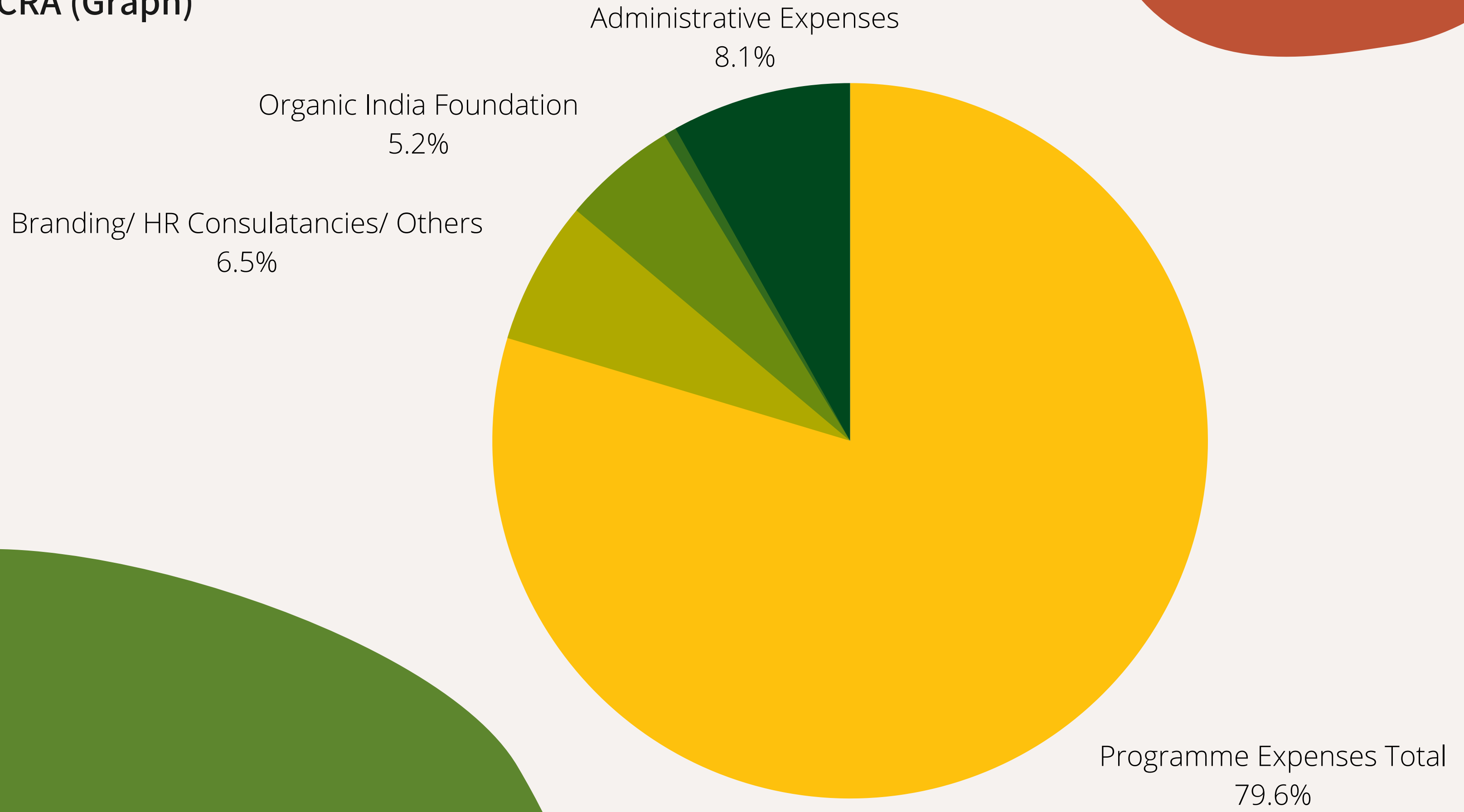
FUNCTIONAL EXPENSES

Non- FCRA

DOMESTIC	₹IN LAKHS
• Programme Expenses Total	
1. Gender and Ultimate Frisbee.....	4.62
2. FrisBarabar (Big Tree supported).....	7.63
3. Made in Maidaan Project (RNP supported).....	28.97
4. Teen Talks & Ab Bas Workshops.....	3.25
• Branding/ HR Consulatancies/ Others.....	3.63
• Organic India Foundation.....	2.89
• Rubaroo-In-Turn-Ship 2019.....	0.32
• Administrative Expenses.....	4.53
Total	55.84

FUNCTIONAL EXPENSES

Non- FCRA (Graph)



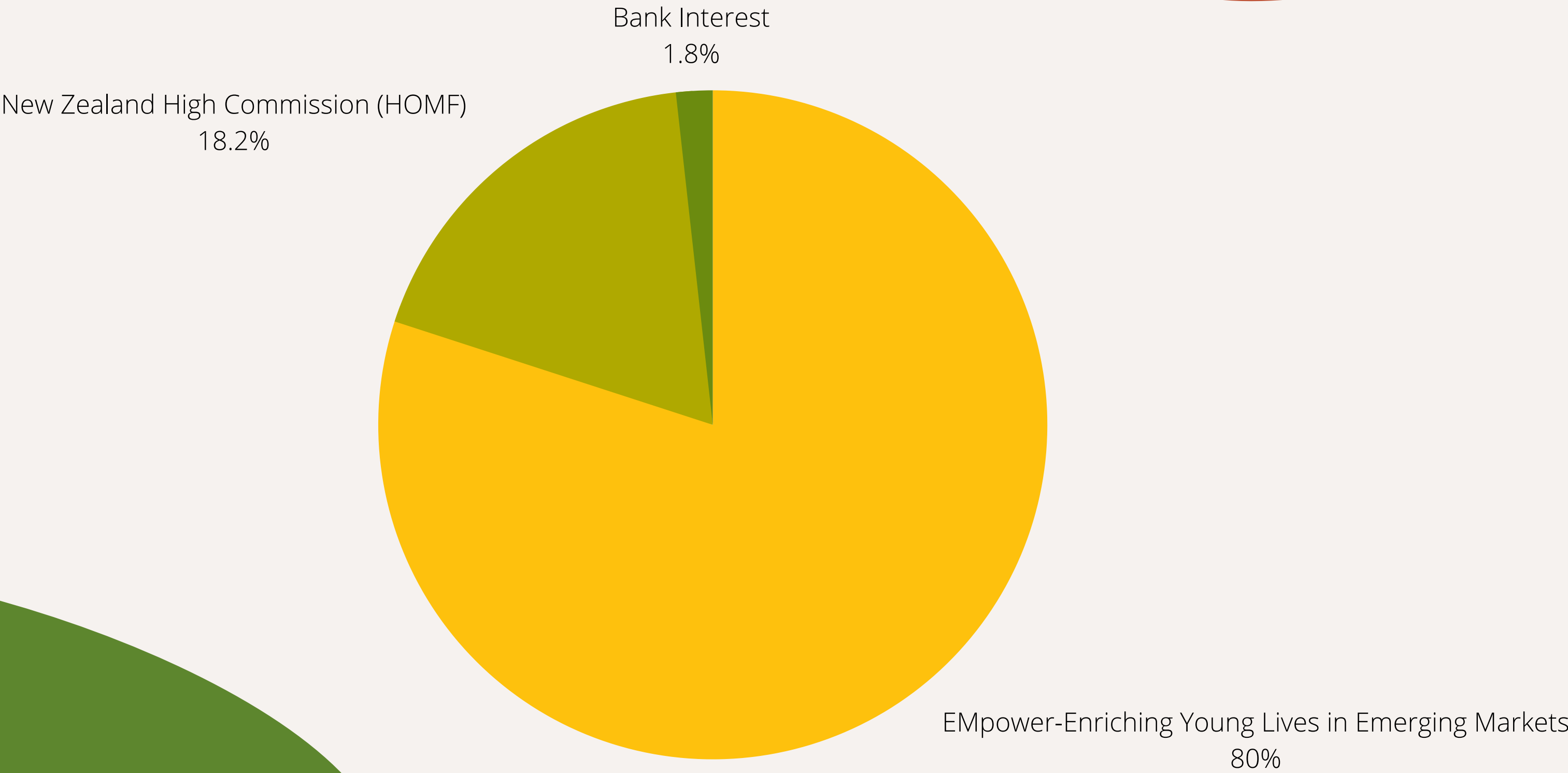
FUNCTIONAL EXPENSES

FCRA

FOREIGN	₹IN LAKHS
• EMpower-Enriching Young Lives in Emerging Markets.....	8.16
• New Zealand High Commission (HOMF).....	0.47
• Bank Interest.....	0.01
Total	8.64

FUNCTIONAL EXPENSES

FCRA (Graph)



Thank you

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