

ANNUAL REPORT

2023-24



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FOREWORD

This year has been a defining chapter for Project KHEL, as our joyful, safe learning spaces have shaped countless young lives. Guided by our core values—respecting each child, embracing individuality, and transforming learning—we’ve fostered a strong sense of self and inclusivity across our programs. Each story reflects our vision of nurturing resilient individuals who feel empowered to challenge societal norms.

Through Made in Maidaan, over 486 children have benefited from engaging, game-based learning that builds life skills. Aarti’s inspiring journey from exclusion to leadership stands out as the impact we aim to achieve in every child. FrisB(arabar), using Ultimate Frisbee, continues to push boundaries and address gender dynamics. Govind’s choice to support his team off the field during a crucial match highlights the humility and team spirit we value as highly as athletic skill.

Our Red Spot and Teen Talks programmes have expanded open discussions on menstruation, puberty, and self-awareness, reaching 566 young individuals this year. Each workshop we do highlights the powerful impact safe, candid dialogue has on building confident, informed young adults. Meanwhile, our Trainings have empowered nearly 63 youth leaders with tools in gamification and gender sensitivity, which will impact communities far and wide.

Our achievements have been possible thanks to the steadfast support of our donors, partners, and the Project KHEL team. This year’s financials reflect balanced growth, directing resources judiciously across programs to ensure lasting impact.

We have been privileged to witness resilience, empathy, and profound change. The children and communities we serve remind us of the power of play and the strength of the human spirit. Looking forward, we are committed to deepening our impact and empowering more young minds, building a future where every child feels seen, heard, and empowered to lead.

With gratitude,
Akshai
Founder-Director, Project KHEL



MISSION

to create joyful learning experiences by leveraging the principles of 'safe spaces' and 'gender sensitivity' for the holistic development of children.

VISION

To create a generation of secure individuals who are gender inclusive in their purpose, gender-neutral in their spiel and gender-integrated in their actions.

VALUE STATEMENT

At Project KHEL we aim to:

- Respect our children as thinking individuals and serve them with the dignity of time, thought, and action
- Work with groups but make each child feel acknowledged
- Act with integrity, especially when doing so requires an act of courage
- Appreciate individuality and embrace naughtiness and see the potential in each child
- View each touchpoint as an opportunity to create impact



ENGAGE

Capture children's interest through games and activities that draw them into the learning process.



DO

Use experiential learning techniques where children participate in play and activities that simulate real-life experiences.



TRANSFORM

Encourage the takeaways from these reflections to lead to transformative changes in behavior, aiming for long-term positive societal impact, one child at a time.



REFLECT

After each activity, we guide children in discussing their learning, encouraging critical thinking about how their insights can impact their lives and society.



OUR PROGRAMMES

- Made in Maidaan
- FrisB(arabar)
- Red Spot
- ab BAS!
- Teen Talks



MADE IN MAIDAAN

Made in Maidaan uses the power of play to teach 21st-century life skills to children from underprivileged and challenging backgrounds. We partner with after-school programs, shelter homes, and low-income and government-aided schools for a minimum of two years, working with a fixed group of children twice a week.

In the first year, our curriculum focuses on fostering pluralism, helping children appreciate diversity and inclusivity. In the second year, we concentrate on building a strong sense of self. Throughout both years, we incorporate a gender-transformative approach, promoting equality and self-awareness.

Major themes of work

- Creating safe and joyful learning environments.
- Emphasizing experiential learning practices.
- Addressing the need for alternative education within the current education system.
- Focusing on 21st-century life skills education.

IMPACT

1 Slum Community
After School Programme
Private school

3 low income schools

259 boys

227 girls





AARTI

Initially, she faced rejection from her peers and struggled to find acceptance.

Over time, Aarti was gradually included in group activities through the facilitators' customized interventions and acts of inclusion that set a good example for children to practice too.

Aarti's confidence grew significantly, enabling her not only to participate fully but also to take on a leadership role. Now, she guides and leads her group, exemplifying her remarkable transformation from exclusion to leadership.

You can watch the entire video [here](#).

AYUB

Initially, she faced rejection from her peers and struggled to find acceptance.

Over time, Aarti was gradually included in group activities through the facilitators' customized interventions and acts of inclusion that set a good example for children to practice too.

Aarti's confidence grew significantly, enabling her not only to participate fully but also to take on a leadership role. Now, she guides and leads her group, exemplifying her remarkable transformation from exclusion to leadership.

You can watch the entire video [here](#).





SABA

Initially shy and reserved, Saba gradually gains confidence and finds her voice through our program's supportive environment and activities.

She learns to express herself, take on leadership roles, and participate actively in group discussions and projects.

Her biggest high point was when she was able to respectfully communicate to her father about she and her siblings doing their domestic chores at their own pace.

The transformation in her personality is evident as she becomes more assertive and self-assured, showcasing the significant impact of the program on her personal development.

You can watch her journey [here](#).



FrisB(arabar)

The only sports coaching programme we run for underprivileged children and, to create club teams to use the sport of Ultimate as a development tool.

We strive to offer as many of our athletes intra-city and outstation tournament experience, so they learn to travel confidently, interact with people they are not familiar with, open themselves up to experiences outside of parental care and gain real world experience to horizon their perspectives.

Major themes of work

- Transforming public recreational spaces to challenge traditional gender roles.
- Using sport as a tool for social change.
- Tapping into the Spirit of The Game to:
 1. Encourage youth to overcome the bystander effect.
 2. Promote non-violent communication.
 3. Teach effective conflict management skills.

IMPACT

8 community centers

109 men athletes

58 women athletes

9 outstation tournaments





GOVIND

Govind, a young star of Awadh KHELadis Ultimate Frisbee team, has risen quickly with his skill and dedication, supported by deeply involved parents. His coach, Akshai, champions gender equality, challenging traditional roles when Govind's sister, Shalini, was expected to help with chores while he wasn't. Akshai insisted that Govind, too, learn tasks like making tea, so Shalini could focus on practice. This led to a team culture where all players, regardless of gender, share responsibilities.

Recently, when Govind had to sit out of an integral match during the Nationals, much unlike his nature, he volunteered to fill water for his team and serve them in between points, embodying humility and support—qualities valued as highly as athletic skill in our inclusive program.

You can read the full story [here](#).



HIGHLIGHTS

1

3 of our women athletes represented India at the 2023 Asia Oceanic Ultimate & Guts Championships in the Philippines.

2

Awadh KHELadis secured first place in the FLY BABA tournament in Kodaikanal.

3

Our youth coaches led a 3-day frisbee camp with One All-Gudalur Youth Fellows.

4

Awadh KHELadis secured 4th place at the NCS '23-'24 Nationals in Anantapur.



5

We hosted the 1st Arun Kumar Memorial tournament- Chilly-o with 10 teams participating.

6

Awadh KHELadis finished 1st at the IU NOCS Qualifiers and were Spirit runners-up.

7

Awadh KHELadis took 2nd place and won Spirit at the North Central Sectional in Noida.

8

Awadh KHELadis took 2nd place, and Udta Kebabs won 1st in Spirit at the Fast Five tournament in Delhi.

9

Awadh KHELadis went for their first ever Beach National held at Chennai.



RED SPOT

Red Spot is focused on reshaping attitudes toward menstruation by encouraging young women to view it as a healthy, natural process. Our workshops are filled with laughter, interactive conversations, action songs, games, and stories, creating a relaxed environment to discuss menstruation openly. We normalize terms like "periods" and "vagina" to break taboos and provide balanced information on flow management products, helping participants make informed choices. Through engaging discussions on hygiene and safe spaces for sharing, we foster self-love and emphasize that all decisions about one's body should prioritize personal well-being.

116 young women reached through workshops

1 community school

1 non-profit organization



TEEN TALKS

Teen Talks is an open forum for teenagers to discuss a range of topics, from puberty to health and safety, in a free-flowing, judgment-free setting without parents or school authorities. Participants ask direct questions, receive open responses, and are encouraged to share differing views. The result is often greater self-understanding and new tools for navigating adolescence.

450

Teenagers reached through workshops

1

School



TRAININGS

We train to empower trainers and educators to connect effectively with their audiences and maximize learning through experiential, play-based facilitation. Understanding that traditional classroom methods may not resonate on topics like gender sensitivity, sexual harassment, consent, and child development, we use “gamification” to turn vital messages into engaging activities. This approach helps trainers from various sectors gain the tools and mindset needed to foster open, impactful conversations on sensitive issues. By training trainers, we aim to create lasting change, as they bring these inclusive, interactive methods into their own communities and organizations.

25

Youth Leaders
trained on Gender
Sensitivity

38

Youth Leaders
trained in the
concept of
gamification

3

non-profit
organization

~1500

individuals
reached indirectly



1

Our Youth Coach, Kajal, co-authored a book in collaboration with Room to Read.

2

Our Executive Director, Angana, participated as a panelist at Hriday Dialogues 2023, hosted by Protsahan India Foundation.

3

Our Youth Coach, Roshni, was selected to join the Girl Advisory Board for Empower India.

4

Our Youth Coaches, Diksha, Shalini, and Monika attended a 3-day Leadership Summit training hosted by Shadhika India.

5

Four of our Youth Coaches—Neha, Roshni, Manju, and Monica—were selected for the Kick-Off Fellowship Program.

6

Our Youth Coach, Kajal, was invited to Google's New Delhi Office to share about her journey with Ultimate Frisbee.



PARTNERS

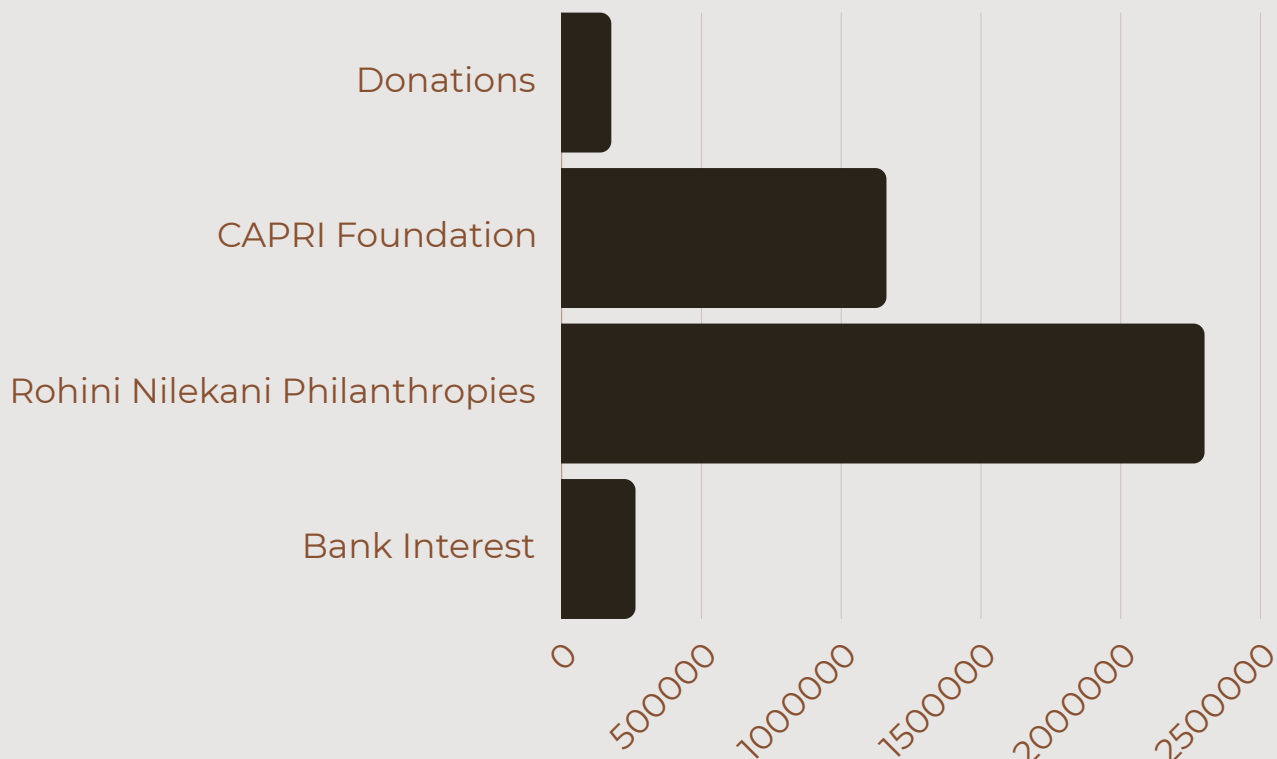
- Community Welfare School
- Indian Public Inter College
- Prayaas (Modern Academy)
- Vardaan International Academy
- Bal Bharati School
- Rajakiya Bal Griha
- St. Joseph's Convent
- Joint Operation for Social Help (JOSH)
- One All
- KickOff Solutions

FUNDING PARTNERS

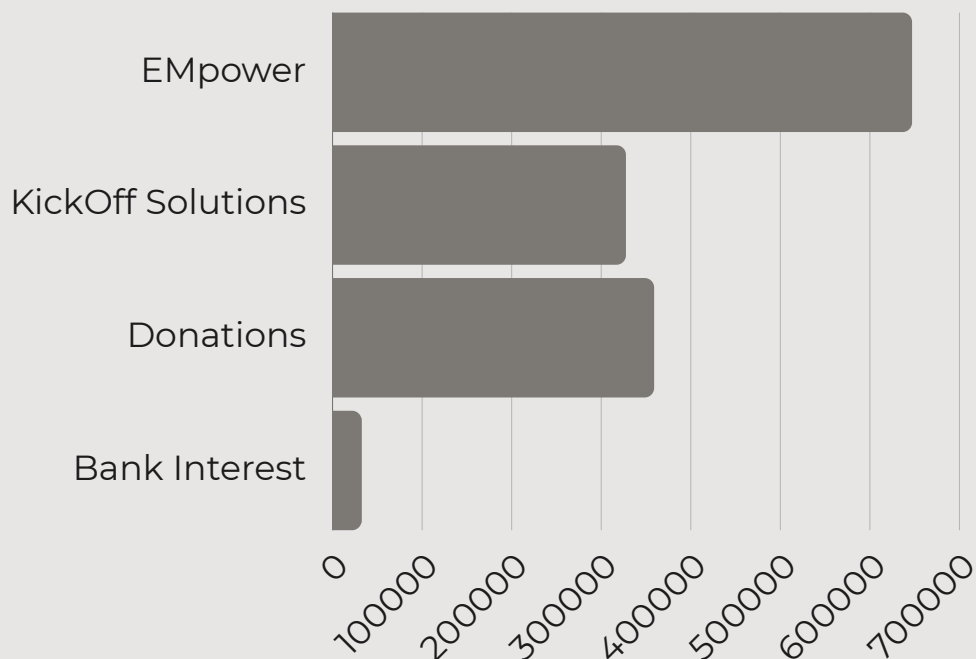
- EMpower - the emerging markets foundation
- Rohini Nilekani Philanthropies
- Capri Foundation
- KickOff Solutions

FINANCES

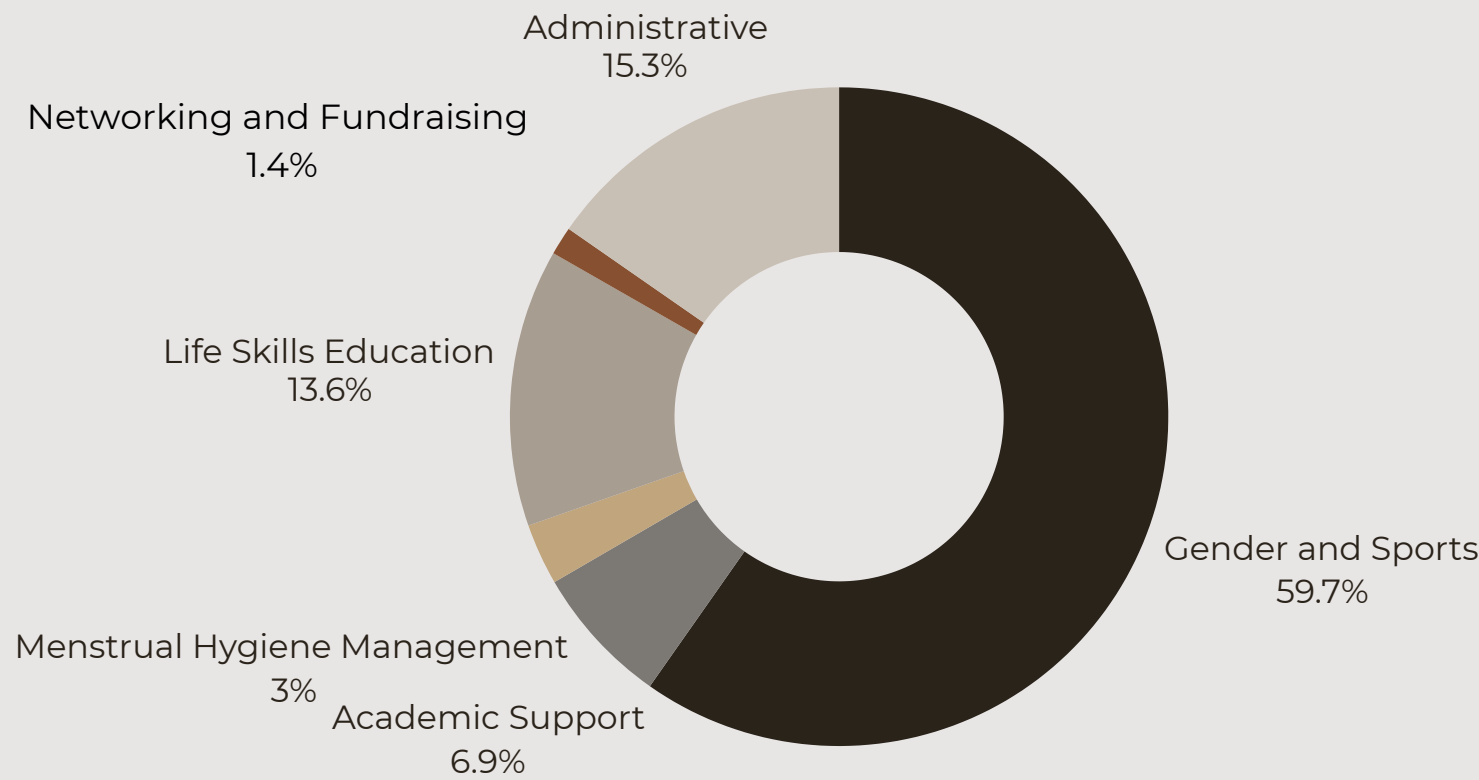
INCOME SOURCES (DOMESTIC): RS. 39,06,693



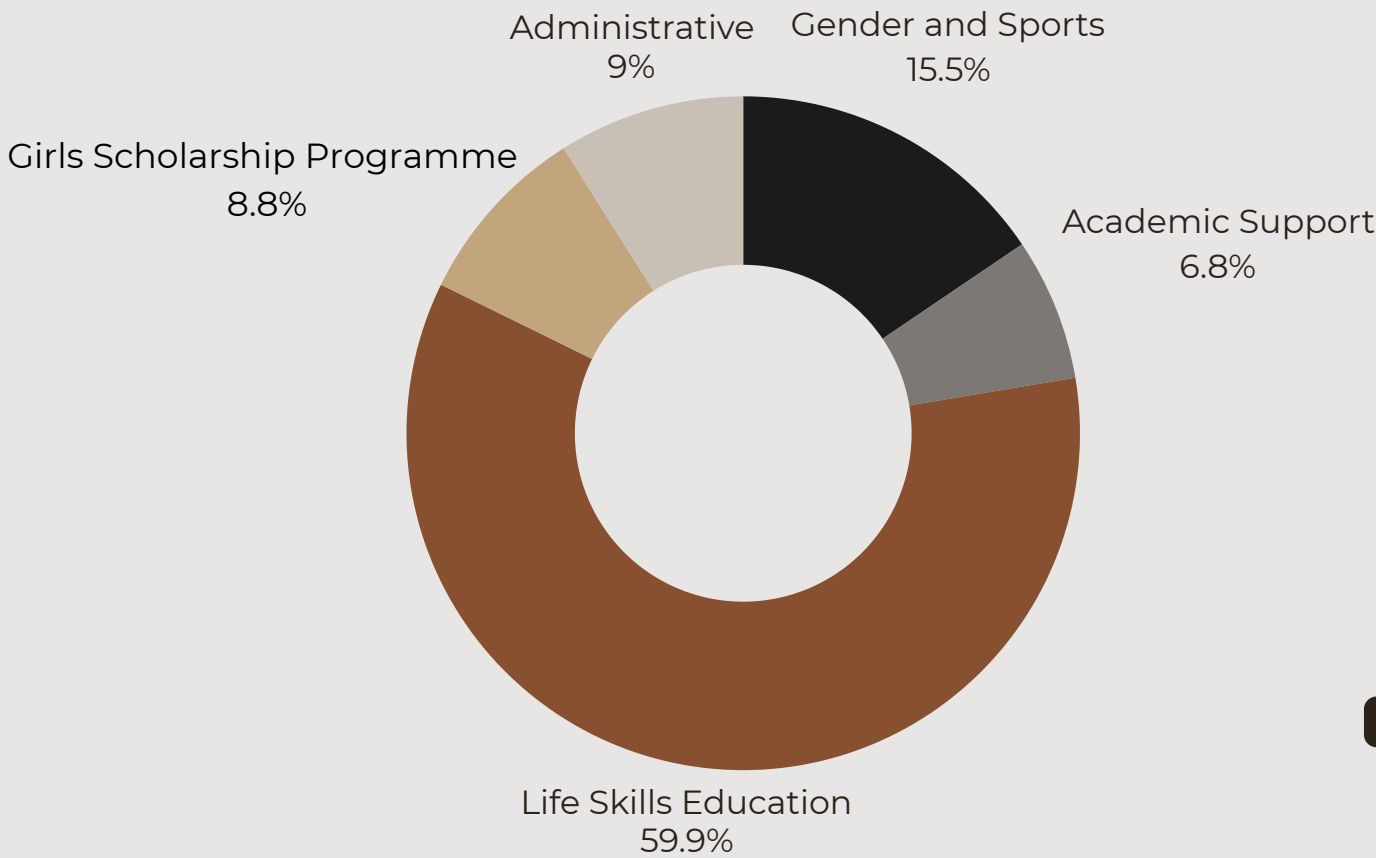
INCOME SOURCES (FCRA): RS. 13,66,149



FUNCTIONAL EXPENSES (NON-FCRA): RS. 39,06,693



FUNCTIONAL EXPENSES (FCRA): RS. 27,34,632





PROJECT KHEL
WE SPEAK PLAY!

