



PRABHAAV FOUNDATION

Annual Report

Year 2021-22

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Journey of 10 Years

Prabhaav is a journey...

**which began with a couple of like-minded friends,
from diverse educational backgrounds,**

to be instrumental in making a difference and having a positive IMPACT on society.

**Since 2011 there was no looking back... we started, we stumbled, we paused, we learnt, we failed,
we struggled, we succeeded, but NEVER GAVE UP!**

**PRABHAAV is a passion, a dream to be fulfilled with a long-term goal
to leave a legacy behind.**

**We are still growing at 10 and learning to face the harsh realities of the society, moving with conviction,
taking firm steps, with a few laurels in our lap too!**

We thank our Corporate partners for strongly supporting us in implementing CSR projects professionally.

**Development and sustenance in itself, is a multifaceted process,
which involves aggressive participation of the people,
possible only when they are**

awakened, motivated, educated and adapting themselves to the changing times.

Evolving From **ME (self empowerment) **To WE** (empowering others).**

**Co-Existence as we believe is always the first step towards creating a
strong happy Eco-System.**

Our journey from a dot to a circle,

encompassing in itself challenging issues like

Health, Environmental sustainability, Road Safety

to sensitive issues like preserving, rejuvenating, reviving our Culture.

OUR IMPACT SINCE 2011



ROAD SAFETY AWARENESS PROGRAM

1,00,000



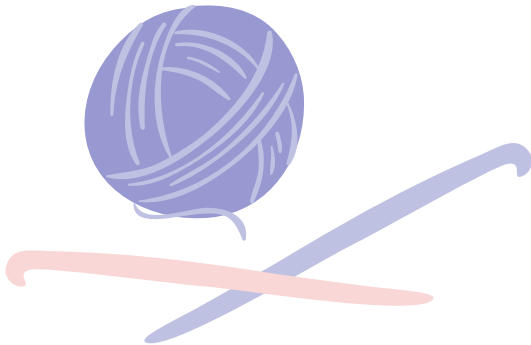
HEALTH

8,50,000



CULTURAL EVENTS

110



SKILL DEVELOPMENT

26,400



PLANTS PLANTED

75,000



ARTISTS SUPPORTED

25,500

VISION & MISSION



VISION

**Empowering Society through
Self-Belief**

MISSION

**Social Development through
Education, Health, Culture
and Environment
for creating a happy Eco-
System**

CONTRIBUTION TOWARDS SDG'S

1 NO
POVERTY



2 ZERO
HUNGER



3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



5 GENDER
EQUALITY



6 CLEAN WATER
AND SANITATION



8 DECENT WORK AND
ECONOMIC GROWTH



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



13 CLIMATE
ACTION



15 LIFE
ON LAND



17 PARTNERSHIPS
FOR THE GOALS



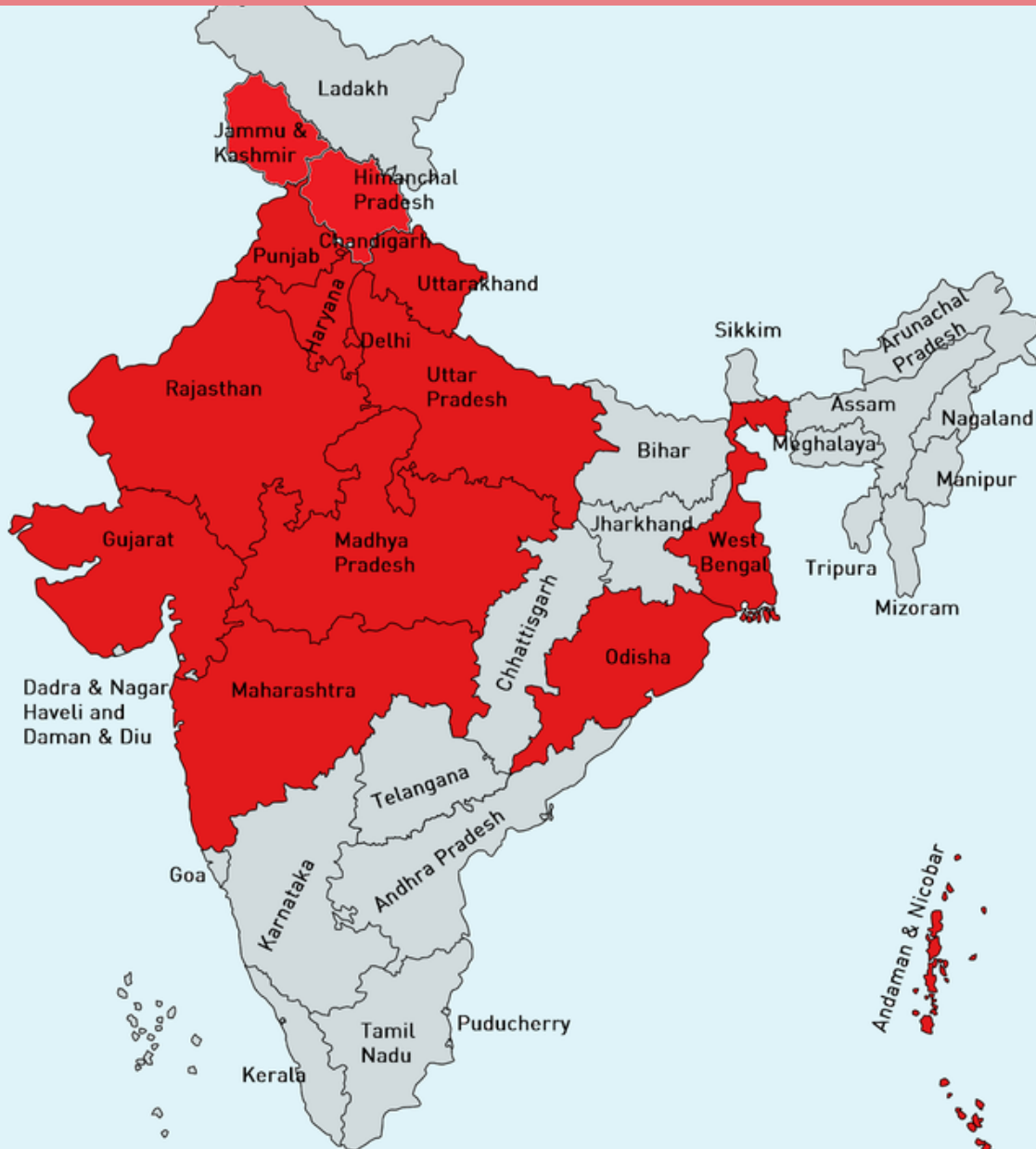
MESSAGE FROM OUR FOUNDERS

**Vandana Lakhanpal
and
Parul Kumar**



CALMNESS AND TRANQUILITY-
THERE WAS LOVE, PEACE, BALANCE, HARMONY
AMID FEAR AND UNCERTAINTY ABOUT LIFE.
NATURE WAS ALIGNED, ORDER IN EVERY MOMENT FINDING PEACE
AND BALANCE.
WITH UNASSUMING MODESTY
PRABHAAV FLOW-ON, EVER SERVING.
LIVING THE SECRET, THE UNIVERSE HAS WHISPERED TO US.
THAT WHEN YOU SERVE OTHERS, YOU RESTORE YOURSELF.
TRUE POWER LIES IN SERVING OTHERS SELFLESSLY.
BLESSED ARE WE TO BE ALIVE AND STRUGGLE CONTINUES FOR THE
SURVIVAL OF MANKIND.

GEOGRAPHICAL REACH



STATES COVERED SO FAR

- Jammu and Kashmir
- Himachal Pradesh
- Chandigarh
- Punjab
- Haryana
- Delhi
- Uttarakhand
- Uttarpradesh
- Rajasthan
- Madhya Pradesh
- Gujarat
- Maharashtra
- Odisha
- West Bengal
- Andaman and Nicobar Islands

ROAD SAFETY

In India

- **150,000 out of 450,000 road accident victims die annually.**
- **53 road accidents every hour.**
- **one death every four minutes.**



Road accidents often occur due to laxity resulting in human error on the part of road users, despite their being aware of the general rules and safety measures.

Common factors contributing towards road accidents are:

Drivers: Over-speeding, rash driving, violation of traffic rules, failure to understand road signs, fatigue, alcohol, avoiding safety gears like seat belts, helmets etc.

Pedestrian: Carelessness, ignorance, crossing at wrong places on the roads/highways.

Passengers: Projecting their body outside the vehicle, talking to/distracting the drivers, alighting and boarding vehicles from the wrong side, travelling on footboards, catching a running bus etc.

Vehicles: Failure of brakes or steering, tyre burst, inadequate light, overloading, projecting loads and poorly maintained vehicles.

Road Conditions: Potholes, damaged road, eroded road merging of rural roads with highways, diversions, illegal speed breakers, no street lights.

Weather conditions: Fog, snow, heavy rainfall, wind storms, hail storms.

Road safety refers to the methods and measures used to prevent road users from being killed or seriously injured, and is a vital part of our lives. With the hourly increase in vehicles on our roads, it is important that every citizen knows and abides by the rules. Even the younger members of our society, our children should be educated about road rules and regulations.



ROAD SAFETY INITIATIVES



UN SDGoal 3.6 By 2020, halve the number of global deaths and injuries from road traffic accidents.

UN SDGoal 11: Making cities and human settlements inclusive, safe, resilient, sustainable.

Keeping in mind the UN SDGs, we have been conducting **Road Safety Trainings, Workshops, Awareness Campaigns & Rallies** throughout the year, to spread the understanding and importance of safe roads, Pan India. In collaboration with our esteemed corporate partners we have trained more than **1,00,000 parents, students, teachers and drivers**. Carrying forward this dream of reaching out to lakhs, a Road Safety Anthem in 29 Indian languages and 10 international languages was launched.

It is a known fact that the majority of fatalities in two-wheeler related accidents is due to head injuries. **Road Safety Workshops** were conducted in **40 Schools** in the cities of **Nagpur & Ahmedabad**. More than **10,000** individuals were trained on Road Safety norms. **Helmets were distributed to 5000 adults and 5000 children**. This program aims at encouraging the use of helmets for the drivers, as well as children, as they are often pillion riders and ride unprotected.

Recent statistics indicate that most cyclist fatalities occur at night due to visibility issues. Injuries most often occur due to the absence of proper cycling gears, from falls to crashing onto vehicles, these accidents are very common. Unfortunately, these accidents can be traumatic and fatal as bicycles lack the protection of an enclosed vehicle.

The accidents can be avoided if we take proper precautions. While **cycling**, wearing a **helmet** adds a protective layer that reduces the impact of a collision on the head. This, in turn, reduces the risk of death and serious brain injuries.

We conducted a **Road Safety campaign** in **Delhi NCR**, where we trained Students, Teachers, Parents, Non Teaching staff of **10 Schools**. The value addition to these trainings was the distribution of **1500 Bicycle helmets**.

Cycles with **reflective tapes** are safer when riding at night. These tapes make the cycle stand out as they reflect back the light from the oncoming vehicle thus making the cyclist more conspicuous.



Paniyala Mod to Dudu Highway

The Road Safety Campaign was initiated in the month of March, 2022. So far we have covered **45**

Schools on the Highway and trained over **1200 individuals** on Road Safety.

Singrauli to Sidhi Highway

The Road Safety Campaign was initiated in the month of February, 2022. So far we have covered **65** **Schools** on the Highway and trained over **1000 individuals** on Road Safety.

Conspicuity Drive

A Conspicuity Drive was organised in the city of **Hisar**, where we supported **1150 cyclists** with **reflective tapes** of multiple colours for their cycles. The drive concluded with a road safety rally organised with all the beneficiaries which included school **students** and **factory workers** along with the general public.



ENVIRONMENT



Our environment is the surroundings in which we live and is often applied to the Earth, which for the last two centuries has faced monumental proportions of depletion of natural resources due to fast growing population and industrial revolutions.

Air pollution, poor management of waste, growing water scarcity, falling groundwater tables, water pollution, preservation and quality of forests, biodiversity loss, and land/soil degradation are some of the major environmental issues India faces.

According to a Lancet report out of the **6.67 million deaths due to air pollution** in 2019, **1.67 million** were in **India**, the second highest worldwide. According to a CSE report, deaths because of particulate matter 2.5 pollution have increased 2.5 times in the past decade, as air pollution has increased across India. The 2019, worldwide survey, unfortunately highlighted that 21 out of the 30 most polluted cities are in India.

Long-term exposure to outdoor and household air pollution contributed to over 1.67 million annual deaths from stroke, heart attack, diabetes, lung cancer, chronic lung diseases and neonatal diseases in India in 2019, according to the State of Global Air 2020.

Most of the wastes generated have been dumped in **landfill** sites since the 1940's and are slowly becoming potential killers for human existence. They are responsible for pollution of the local environment, such as **contamination of groundwater** or **soil** contamination. They produce multiple **greenhouse gases** that create smog, hazards like acid rain and depletion of the ozone layer. Research shows that people living closer to landfill sites commonly suffer from medical conditions such as asthma, recurring flu, cholera, malaria, cough, skin irritation, diarrhoea and tuberculosis.

About **80% of surface water in India is polluted** due to dump sewage and garbage, and an alarming percentage of groundwater is contaminated by various organic and inorganic sources, said a study published in March 2020.

Among highly populous countries, **India** (population, 1.267 billion) has a tree population of only 35 billion, leading to just **28 trees per person**. Compared to Brazil which has 301 billion trees (1,494 per person), Canada 318 billion (8,953 per person) and China 139 billion (102 trees per person). The U.S. has 716 trees per person.

The 2021 **World Environment Day** was observed at the most difficult of times with India battling on two fronts - Water and air continues to be as polluted, and forest degradation continues, as India tries to revive itself.





UN SD GOAL: 15 LIFE ON LAND

**SUSTAINABLY MANAGE FORESTS,
COMBAT DESERTIFICATION, HALT AND
REVERSE LAND DEGRADATION, HALT
BIODIVERSITY LOSS**

It is time everyone realizes the importance of preserving our ecosystem especially as it is the primary inheritance of our future generations! Aiming towards protection, conservation and betterment of Nature and Humanity. We are working on our various projects to nullify the environmental imbalance by reviving water bodies, cleaning our air and restoring our degraded land through tree plantation drives and other innovative methods for a greener and better world.

One tree alone produces enough oxygen for four people while not only absorbing Carbon Dioxide but also absorbing pollutant gases. Plantation Drives have been carried out regularly across Schools, Colleges & various RWAs annually, as we help increase the Green cover giving due consideration and importance to the region specific plants. Among our more significant plantation drives of 2022, has been our contribution of planting **1500 saplings in the 75 acres of Bio-Diversity Park in Noida** and in a **govt girls school in Ballabgarh.**

Beginning on 5th June 2021, the **World Environment Day**, we planted **4000 trees** along **Yamuna riverbed** in the **Delhi-NCR** region over 3-5 months.

We are nurturing a **24 acre park in Hisar**, Haryana which works as the green lung of the city, cleaning the air we breathe. The healthy greens around the park have been adorned with elements made of discarded material to enhance the sustainability of the ecosystem. Vibrant bird feeders, created out of the discarded air conditioners, planters made out of old discarded brightly painted lights, attractive installations made of recycled tyres stand tall across the park.



Old tyres are burned or often dumped in streams and landfills, creating pollution. We have been converting these tyres into eye-catching, cost-effective, eco-friendly, rust and termite proof **furniture** and other useful products like **planters**.



Our efforts to achieve Zero tolerance to any kind of waste- water, food, dry flowers, leaves and construction debris. The process includes extensive public awareness along with treatment plants for converting the waste to useful by-products.

HEALTH AND COVID-19

India despite a centuries old heritage of medicine and health sciences tracing to the Vedic times accounts for a substantial part of the global burden of disease, with **18% of global deaths** and **20% disability-adjusted life-years**.



India with a current population of 14,05,013,751 has a **per capita expenditure on health of Rs.2097**. Over 80% of the current government **health expenditure (2.1.% of the GDP)** is on primary and secondary health care. Despite this progress in improving access to health care, inequalities by socioeconomic status continue to persist. Health expenditures are responsible for more than half of Indian households falling into poverty; the impact of this has been increasing pushing around 39 million Indians into poverty each year.

Over the years we have faced many challenges, one of the major killers in the health sector remains communicable diseases. The most recent and critical challenge we faced was **Covid 19**. Almost **500 Million people have been infected and 6 million people have died** with the coronavirus since March 2020 and new variants are still a threat. It's been two years since the World Health Organisation (WHO) characterised the global spread of COVID-19 as a pandemic.

Waterborne diseases affect an estimated **37.7 million Indians** annually; **1.5 million children** are estimated to **die** of diarrhoea alone and 73 million working days are lost due to waterborne diseases each year. Over five years to 2017, water-borne diseases--cholera, diarrhoea, typhoid and viral hepatitis--caused 10,738 deaths. Water-borne diseases can be prevented with improved access to safe drinking water. In 2019, out of about 18.93 crore households in rural areas, about 3.23 crore only 17% had tap water connections. India needs to strengthen its drinking water sources and the grey water has to be treated and reused.

It's a common belief that as long as we can “See Clearly”, we do not need a routine eye check-up. Eye diseases are on the rise around the world, including in India. According to the World Health Organization (WHO), at least **2.2 billion people worldwide** have a **near or distance vision impairment**.

A survey says that in 2020, **27.5 crore** Indians **damaged their eyesight** due to **excessive screen time** in the lockdown. According to a study, including data from 14.5 lakh patients, the number of cases of dry eye disease increased to 21,000 in 2019. By 2030, it will **affect approximately 40% of the urban population**.



Health is important to live life to the fullest.

Living a healthy life extends longevity and regenerates the body and mind, being the core to human happiness. Health issues not only impact the well-being of an individual, but burden the family and public resources, and weaken societies. The health and well being of people at all ages therefore lies at the heart of sustainable development, strengthening economic growth and prosperity.

The private sector and public sector are working hand in hand to deliver quality healthcare services in India and the not for profit sector is considered as a "**third stakeholder**" whose role has been mostly constricted to camps and awareness.

To reach a level of sustainability we must focus on prevention, more than cure, to reduce the 'disease burden' on the common man and the healthcare providers.



3 GOOD HEALTH AND WELL-BEING



UN SUSTAINABLE DEVELOPMENT GOAL 3; ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR ALL AT ALL AGES.

Addressing **Sanitation, Eye Care, Menstrual Hygiene, Internal and physical wellness** and any other Emergencies like **Covid-19**, Prabhaav conducted widespread awareness campaigns in a large number of communities in **Delhi-NCR, Maharashtra, Uttar Pradesh, Madhya Pradesh, Rajasthan, Odisha, Uttarakhand and Haryana**. We took an initiative of providing **clean drinking water** to the school children in the city of **Pune**, Maharashtra. Under this initiative **140 Eureka Forbes water purifiers** were installed in **government and semi aided schools**. Water bottles were distributed for the children to ensure that they stored and drank clean water. To ensure sanitation and cleanliness, hand sanitizers mounted on stands were also installed in these schools.

“An ounce of prevention is worth a pound of cure,” Unaddressed blurred vision or an unattended eye injury, can lead to irreversible vision loss. Eye checkups allow an eye care professional to monitor not only one’s visual acuity and power of glasses, but also the comprehensive health of the eyes looking out for signs of any disease. **Eye camps** give us the opportunity to provide services to a large number of individuals under one roof. **More than 13000** have **benefited** across **Delhi NCR, Pune, Nagpur, Raghurajpur and Ahmedabad**. The patients were provided with **free medicines**, Eye drops and **Spectacles** and due medical assistance as required. Patients diagnosed with cataract were given **free treatment/surgery** and hospital accommodation if required.

Wellness Campaigns and workshops were undertaken to achieve the state of having a sound body, mind, and spirit. Prabhaav organised various such camps exploring all aspects from **mental and physical health** of **school children** in the cities of **Delhi NCR, Nagpur and Ahmedabad**. Free Dental Check ups were organised with an initiative to ensure good oral health and were guided to maintain good oral hygiene.

During the second wave in 2021, again **a nationwide lockdown** was imposed by the Government of India and the lives of millions of migrant labourers, daily wage workers, rag-pickers, house-helps, street vendors came to a standstill. Addressing various concerns and issues prevailing within the society, Prabhaav Foundation came forward. **Cooked meals and dry ration** were distributed to more than **8000 families** in partnership with the **special police force**. Our geographical reach was **Delhi NCR, Jammu, Rajasthan and Odisha**.



INITIATIVES TAKEN DURING COVID 19

In **May 2021**, India's hospitals were at breaking point with **18 million confirmed cases**, and **over 200,000 deaths**. Some hospitals posted **“oxygen out of stock”** signs. Prabhaav with the support of **ICICI LOMBARD** and **GIC LTD** stepped in to provide **300 plus oxygen concentrators** in the states of India like **Delhi NCR, Rajasthan, Uttar Pradesh and Maharashtra**.

As the **remote areas of India** were hit hardest and ran short of basic medicines, medical aids like oximeters, ECG machines & thermometers. These were provided by us in the **interiors of Ranikhet** (Uttarakhand), **Jammu, Uttar Pradesh and Rajasthan**.

The best way to show care for those who care for others is by serving them. With this thought in our mind we provided **oximeters, thermometers, basic medicines, PPE kits, Sanitisers etc** to **Delhi Police and local district administrations**.

The Indian vaccination drive started in the first week of January 2021, with an aim to inoculate the entire population. Our organisation played a small role in achieving the national target, by conducting a **free vaccination drive at Gurugram, Haryana for 1000 beneficiaries**. Free **Covishield shots** were given in collaboration with **Ananta Hospital, Gurugram in January 2022**. With a motive to restrict the spread of the virus, **construction workers**, a section of the floating population were our primary beneficiaries.

Our motto is that a society will grow only when people move ahead and adapt themselves to the changing times.



LITERACY

Literacy in India is a key for social-economic progress. Latest data puts India's **adult literacy rate at 73.2 percent**. While the country has made significant progress in improving literacy over the years, it continues to be home to **313 million illiterate people; 59 percent are women**.

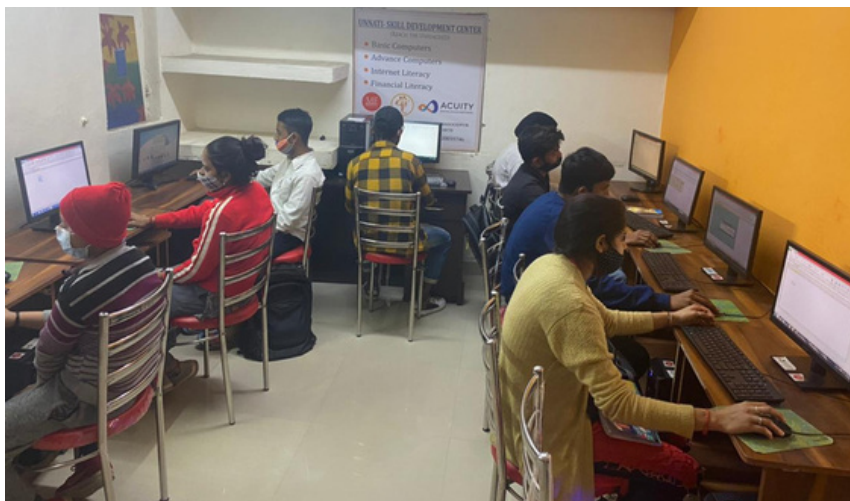
The Constitution of India, through Article 46 entrusts the State to promote economic and educational interests of the marginalized and weaker sections of its citizens, to protect them from social exploitation and all forms of social injustice. The lower literacy level of education and the continued discrimination of marginalized in educational institutions in our country pose a major problem, jeopardizing the future.

While we were fighting against illiteracy, **Lack of Digital Literacy, Financial education and Vocational skills** emerged as the need of the hour. Those who lack either will find themselves side-lined. Imparting Digital Literacy skills especially during Covid-19 pandemic where the concept of work from home, order from home, has affected the lives, realities of individuals & communities in multiple ways across all the generations and every strata of the society. Many are unable to access technology due to lack of skills, further exacerbating existing Socio-economic inequalities, **90% of the Indian population is digitally illiterate**.





UN SDG- 4: "ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL."



India is home to 17.5% of the world's population and according to a survey conducted by Standard & Poor's, over **76% of Indian adults lack basic financial literacy** and don't understand the most basic and key financial concepts, often getting bilked by swindlers.

Insurance is an arrangement by which a company or the state undertakes to provide a guarantee of compensation for specified loss, damage, illness, or death in return for payment of a specified premium. India has nearly **30%** of its population **devoid** of any **health insurance**. Only **3.30%** of our population is covered under a **life insurance plan**. Approximately **60%** of **automobiles** in India are **uninsured** and most of these are two-wheelers. And **home insurance** penetration in the country is at a dismal **0.07%**.

To Reach out to the unreached by enhancing their digital literacy **PROJECT UNNATI** was introduced. This initiative supported **400 beneficiaries** from the marginalised section by enhancing their skill in basic and advanced computer programs along with basic english courses. Employment opportunities increased for them as they got job ready, benefitting from the digital cafe.

"Managing money is the root from which the buds of prosperity blossoms"

Prabhaav Foundation launched a **Financial Education** Programme in government schools, remote areas, among members of farmers club, self-help groups and marginalised sections of our country. With an aim to educate the people to make the right financial choices and to use their finances judiciously.



Financial education enhances individuals' ability to ensure economic security for their families and makes them aware of :

1. How to use and manage money and minimise financial risk.
2. Manage personal finance efficiently
3. Identify the benefits and facilities offered by banks and boycott the moneylenders.
4. Derive the long-term benefits of savings.
5. Knowledge about various policies, schemes and other financial instruments.

While knowledge of finance is important, it is even more important to secure ourselves against all odds like fire, earthquakes, accidents etc. Prabhaav Foundation undertook the responsibility of educating individuals about the **importance of insurance** in areas of **Delhi NCR** and helped many beneficiaries secure their future. Our initiative reached out to the marginalized section of the society, to give them an idea about the importance of Insuring themselves and giving their families health protection cover along with other insurances like vehicle, property, and even crops insurance .

Pandemic destabilized the incomes of many households substantially. **Women** of the household were sitting idle and were enthusiastic to **add to the family income**. The foundation collected rags from tailors and designers and helped these women **create useful items** like multi utility pouches, potlis, cutlery pouches, sanitary napkin pouches etc. Discarded laces and ribbons were used to decorate these items. Our endeavour helped these women become financially independent as they supported the family.



ART AND CULTURE

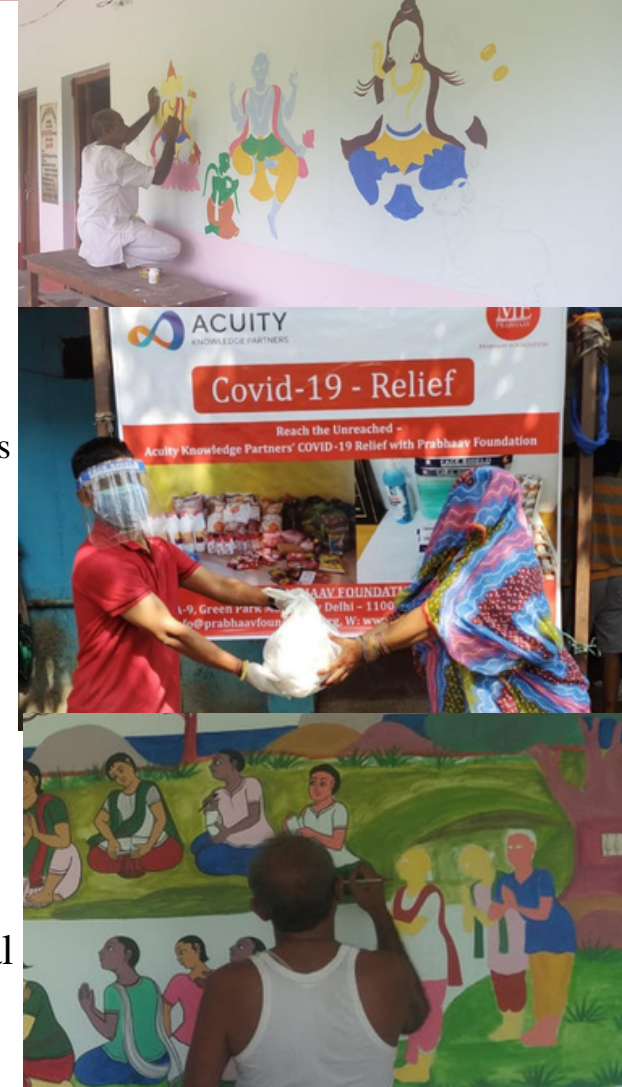
Our **Bhartiya Sanskriti** gives a tapestry to the Nation, every corner of the country has a unique art form. The sad reality is that the different types of arts in India are facing the brunt of modernization and are slowly shifting into the category of dying art and culture.

Leaving behind these artworks of India means forgetting a part of our history. There have been efforts made to preserve these art forms and the artist clan by the Government, NGO's and the private organisations. But are we too late? Are we doing enough?

The **Allocations for the Ministry of Culture (MoC)** as a proportion of the Indian government's budget have remained marginal for the last decade, averaging at 0.11 percent. For the last five years though, they have shown a further decline, falling to a **miniscule 0.07 percent in FY22** – the lowest in the last 10 years.

The Indian artist has been earning his daily bread and butter through international and domestic shows, cultural exchange programs and tourists visiting India. It is estimated that more than **30% of international tourists** come to India to visit the cultural sites.

All these were drastically affected worldwide in the Covid 19 epidemic as Cultural schedule and tourism came to a standstill. The Sales for Indian artists declined **25% in 2020**.



Prabhaav foundation has been supporting cultural development in India. **Artists from Rajasthan, Odisha, Bihar, Gujarat and Bengal have been provided platforms through events, exhibitions etc.** to showcase their creativity. The artist community was badly impacted due to the pandemic. Various lockdowns deprived them of basic necessities like food grains. **Dry ration packets** were distributed to various artist communities, like the **Manganiars**, a world renowned Rajasthani community from the **Thar desert region** known for their Folk music.



UN GOAL: CULTURE MUST BE INTEGRATED IN THE SDG FRAMEWORK TRANSVERSALLY AS IT CONTRIBUTES TO ALL 17 GOALS



Almost **160 Pattachitra** artisan families known for the ancient artworks in **Raghurajpur, Odisha**, went through hardship during the lockdown. Our foundation supported them by **supplying dry ration, basic medical kits, organising health and eye camps**. And also supported them by selling their art through various mediums.

Prabhaav supported a village of **400 families** of **puppet show performers** at **Anand Parbat (Delhi)**. The artists were provided with one month's **dry ration** and also a **health kit with basic medicines and health equipment**. 26

OUR GRATITUDE, PARTNERSHIPS AND COLLABORATIONS

					 India Trade Promotion Organisation (ITPO) (A Government of India Enterprise) Department of Commerce
					
					
					
					
					

ORGANISATIONAL PROFILE

Legal Status	Registered under Societies Registration Act, XXI of 1860
Address for communication	A-9, Ground Floor, Green Park Main, New Delhi – 110016
Registration Number	S/710/Distt. South/2011
Year of Operation	2011
PAN	AABAP8717F
Income Tax Exemption (Under Section 80G)	AABAP8717FF20211
Income Tax Registration Number (Under Section 12 A)	AABAP8717FE20197
CSR1 Registration number	CSR00000335
NGO Darpan- NITI Aayog Registration Number	DL/2013/0071960
FCRA Registration Number	231661862
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Prabhaav Foundation

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