

*IDEA Lighting Up Lives*



# ANNUAL REPORT 2020-2021



Foundation for Initiatives in Development and Education for All (IDEA)

# *IDEA activities at a glimpse...*

We shall  
overcome...



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# 1. MESSAGE FROM THE DIRECTOR



**Dr Usha Pillai**  
Director of IDEA Foundation

*The year 2020-21 was a challenging year for all of us. But it was also an year of a great learning and opportunity for us to adopt technology in our programmes.*

*When the Pandemic hit people in March 2020, we closed down all our centres in the field and focused on relief work and raised funds for supporting our beneficiaries for grocery and meeting their medical needs. We focused more on cash transfers in the range of Rs 2000 to Rs. 7000 per family depending on the need and family size directly into their bank account so that there is some cash available at their disposal. Financial support was given to more than 2000 families from Maharashtra and Kerala who were mainly daily wage earners, people who lost job or directly affected by the pandemic. In addition, distributed grocery kits and food packets to more than 1200 families who were not having an active bank account. This was possible due to the trust and cooperation of our partners like Giveindia, Hexaware, Tata Communications Ltd., Women Entrepreneurs Enclave (WEE), Association of Beauty Therapy and Cosmetology, India (ABTC) . Our women and youth also took active part in identifying the needy, conducting COVID awareness in their communities, making and distributing masks, hygiene kits, food packets, grocery kits etc. Youth also helped people in registering for vaccination.*

*After the initial relief work, we shifted our focus to continue our programmes on a virtual mode. For generating a sustainable income for the family, the members need training and livelihood support.*

*Transitioning quickly to remote-work from an office or field environment certainly has been a major challenge for us. But we at IDEA Foundation, quickly discovered how to adapt to this new work-culture. The entire team gathered to pool in ideas around a series of virtual meetings on 'how to move forward' . We prepared a very practical 'business continuity plan' . We also supported each other, giving birth to a new 'shared culture', and a sense of belonging no matter from where we worked.*

*Corporate volunteers from Tata Communications & Accenture played a major role in staff training for using advanced software tools to continue work remotely. The trained staff gave training to the teachers and instructors who deliver services to the beneficiaries. In the third level beneficiary women and children were trained by the team so that they can make use of the virtual educational programmes we deliver. By the beginning of the second quarter we successfully moved to online mode .*

*Our partners like Tata Communications, Hexaware Technologies, VMware Foundation, Cotivity, Prorigo stood with us. They appreciated the hard work and the commitment shown by IDEA team in delivering the best possible results . We modified our budget and programme delivery mode based on the field situation for the effective continuity of programmes.*

*Looking back at our work during 2020-21, I am confident that this ' home grown talent' will leverage our existing strengths. In an era of social networking, crowd-sourcing and virtual training and virtual marketing, we have stepped up our efforts to enhance our online presence.*

*We are thankful to all our donors and appreciate the role of volunteers from India Welfare trust, Accenture and Nav Gurukul for mentoring , imparting training in coding for our children and youth . Also appreciate interns from various colleges for helping our staff in developing virtual training content. Their contribution is very important for the growth and development of IDEA.*

*Though our beneficiary reach during the year was slightly less than what we have targeted, considering the challenges, our team has done an excellent job in delivering the best possible quality programmes to the individuals we serve.*

-Dr Usha Pillai



## 2. ABOUT IDEA

Foundation for Initiatives in Development and Education for All (IDEA) is a Pune based Non-profit which serves underprivileged/ migrant/ tribal children, youth and women through educational and skilling programmes. IDEA originated from the findings of a PhD study by Dr. Usha Pillai to deal with the problems in education and developmental issues of the marginalized people. Realizing the need for adopting a holistic approach to minimize school dropout, IDEA started its work in a slum in 2002 with a study centre and later expanded its work to include educational sponsorship for High school children and also started Skill development courses for women and youth since 2010. IDEA has its presence in more than 35 communities in and around Pune and 11 villages around Hinjewadi and Bhore, Maharashtra state, Mumbai, a few locations in Chennai and Alappuzha district in Kerala and since 2002 directly reached 58,942 children, 13,424 youth & 22,566 women through its 5 core programmes.

***“IDEA’s vision is a just society where individuals have access to equal opportunity.”***

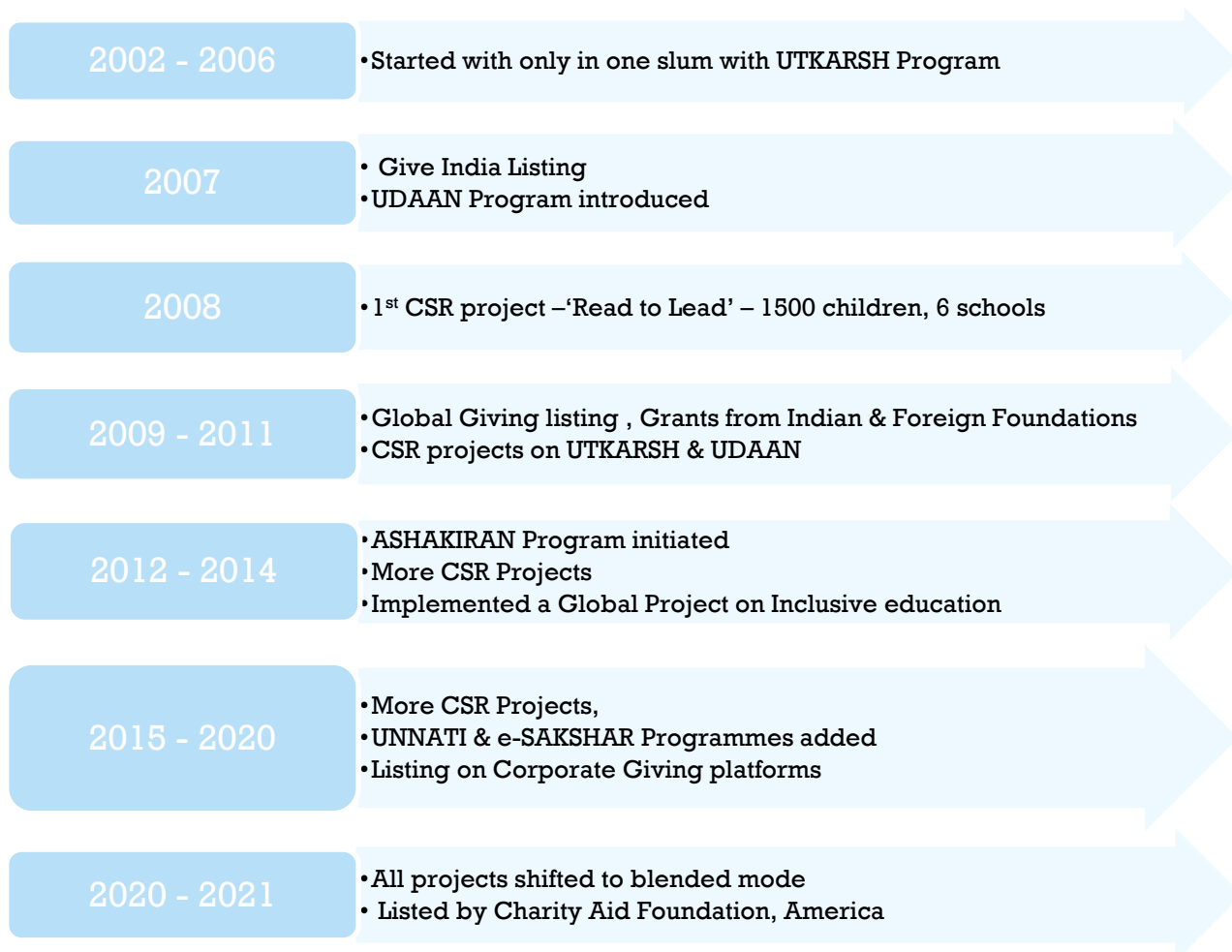
***“Our mission is to create equal opportunities for the underprivileged sections of society for their all-round development.”***

### IDEA OBJECTIVES

- To conduct and develop Research, Consultancy, Documentation and Training. To undertake scientific studies, evaluation and research projects in the area of Applied Social Sciences and Rural and Urban Development.
- To undertake Action Research Projects in the field of Rural and Urban Development.
- To implement Schemes and Programmes/ Projects in the field of Social Development with particular reference to the promotion of education.
- To facilitate development aid and support to the needy children to complete their education, training and all round development.
- To extend help in exceptional cases to poor and needy.
- To organize seminars, conferences, workshops, etc.
- To provide vocational guidance, training and facilities for vocational rehabilitation of the needy.

- To undertake programmes of community development in the field of education, health, etc.
- To undertake implementation of the various schemes of Government bodies and local bodies, in the fields of education, income generation and vocational training. To initiate programmes for:
  - i. Needy and destitute children who have no shelter, education and who are found to be exploited in the society.
  - ii. Street children and school dropouts and to restart their education and organize special programmes for them.
- To achieve the aims and objectives aforesaid, to co-operate, enter into partnership programmes and to take joint programmes and or to lend assistance to and seek assistance from other institutions, national or international with similar aims and objectives

## MAJOR MILESTONES



### 3. IDEA BOARD



**President and  
Trustee**  
**Mr. Balakrishna  
K Pillai**



**Vice President**  
**Mr. Ashok  
G Budhkar**



**Co-Founder and  
Director**  
**Dr. Usha  
Pillai**



**Hon.  
Secretary**  
**Dr. Vijay  
Kulkarni**



**Treasurer**  
**Mr. Sachin  
Gokhale**



**Member**  
**Mr. Ajay  
Talreja**



**Member**  
**Mrs. Sujata  
Kelkar**



**Member**  
**Mrs. Sangeetha  
Menon**

## 4. CREDIBILITY AND AWARDS

IDEA is an accredited member of Credibility Alliance. We have also received Gold or Platinum certification from Guidestar India, whenever applied . After a thorough due diligence process, IDEA is now listed / supported by various funding platforms or funding partners

1. Give India - <http://www.giveindia.org/m-858-idea-foundation.aspx>
2. Global Giving - <http://www.globalgiving.org/donate/6846/foundation-for-initiatives-in-development-and-education/>
3. Guidestar - <http://www.guidestarindia.org/Summary.aspx?CCReg=374>
4. Sir Peter Ustinov Foundation - <http://www.ustinov-stiftung.de/content/ustinov-world-school-indien>
5. Charity Aid Foundation America (CAFA) :- [https://cafa.iphiview.com/cafa/Organizations/OrganizationView/tabid/437/dispatch/byorganization\\_id\\$329613\\_hash\\$f6503ae958ad828d94f93718b0851db21611c3f9/Default.aspx](https://cafa.iphiview.com/cafa/Organizations/OrganizationView/tabid/437/dispatch/byorganization_id$329613_hash$f6503ae958ad828d94f93718b0851db21611c3f9/Default.aspx)

**For its work in the field of social development, IDEA has won many awards such as –**

1. Outstanding Annual Report award, in 2008 from CSO Partners, Credibility Alliance & FMSF- All India Level.
2. DHYAS award for social excellence, 2011
3. Platinum Certificate by Guide Star, 2014 & 2016
4. STREE innovation award to Dr. Usha Pillai, Founder, Director, IDEA in 2015
5. NGO leadership award, 2017
6. Consistently maintained "SUPERSTAR" rating on Global Giving from 2017.
7. "Commitment to Transparency" key from Guidestar, 2019
8. "Best NGO partner" at Partners for Goals meet, TATA Communications Ltd , 2019
9. Two time finalist for e-NGO award, in 2015 and 2019
10. Finalist for Polestar award, 2019



## 5. HIGHLIGHTS 2020-21

Year 20-21 was a challenging year for all of us. But it was a great learning experience too as we all struggled to continue the programmes remotely. For the first three months of this year, our study centres and skill training centres remained closed. As the months passed, we realized that we can't keep the children away from learning, locked up in their small abodes with stressful family situation. Our women beneficiaries also needed to learn alternate income generation methods. So, we have decided to start our activities remotely with the support of technology. Like every other organizations, we have also switched to alternate methods of communication and intervention in our programmes.



Mask Distribution drive



Food Distribution at Bhor

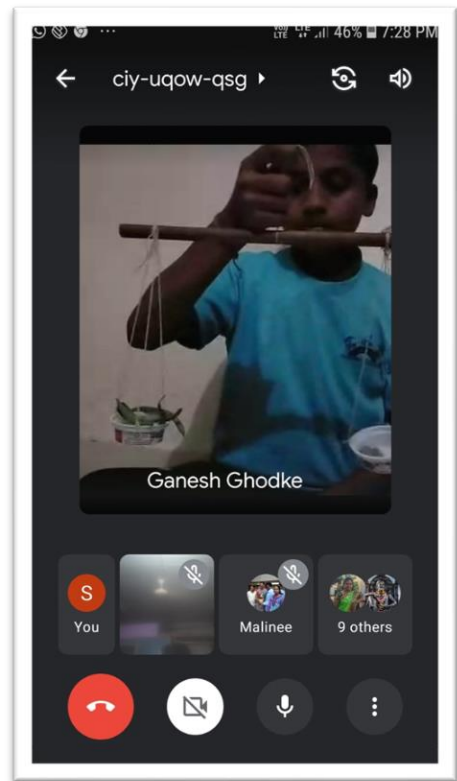
We made an online survey to understand the situation in our project areas. Initially our activities were focused on conducting awareness programmes, giving financial support and sending groceries and medicines to families in our project area. With the support of experts in different fields we have

organized webinars and zoom meetings for children and parents to keep the mental health of families in check. We have made them understand the need of continuing education through available resources. Switching to technology wasn't easy as there is a huge gap due to unavailability of devices and internet connection, but with the support and coordination from all stake holders we are able to conduct all our programmes efficiently.

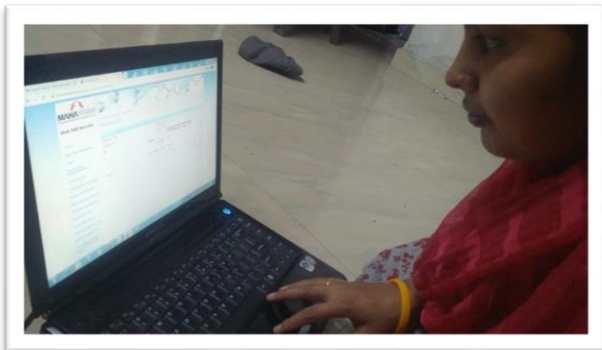
Our classes started with zoom meetings for children in our study centres in the city. We have also conducted online extra-curricular activities and competitions. We celebrated all the festivals on online platforms, to keep the spirits high for children. For centres in remote areas

we have used a blended approach, we have taken hard copies of activity sheets and send it to them through our social workers. Thus, with different creative approaches we continued our educational support programmes.

For women under skill development program, the unexpected lockdown created a big confusion. Many of them have just started earning with their new skills, like stitching, beauty care and catering. But we didn't want to let them lose hope. Our social workers were supporting them to find out different methods to continue earning. Some of our women who learned stitching started making face masks, to earn a living, Home chef students started taking food orders for COVID affected families. We have given computer training to all women under skill development, so that they can use the internet to continue their business. Women started selling their products with the help of social media and online payment methods.

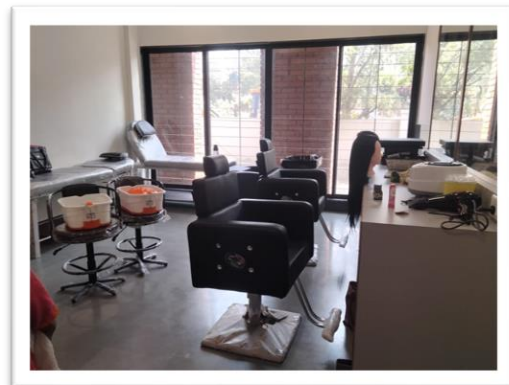


Children are actively Participating in Online classes



Women beneficiaries are able to use computers for their day to day activities

We have started 2 more centres in Pune for beauty care training this year by partnering with Pune City Connect ( PCC ) at Tingarenagar and Bibewadi, as the demand for this course is increasing.



Beauty Parlor Setup at Tingrenagar

## 6. IDEA CORE PROGRAMMES

IDEA Foundation's activities focus on empowering children, youth and women from underprivileged communities through access to education and employment with the help of carefully planned 5 core programmes. They are namely

1. **UTKARSH** - Study centers for children studying between std. 1st to std. 7th where they are taught in a holistic manner using Activity Based Learning (ABL) and e-learning, with focus on improving their fundamental learning skills.
2. **UDAAN** - Educational sponsorship for children studying from std. 8th to graduation, through which very needy children get part reimbursement of their school/college fees, stationary, and Life skills sessions. Some youth with high potential are given training in leadership skills through Youth clubs.
3. **ASHAKIRAN** - Skill development courses for women and youth in various vocations like tailoring, beauty parlor, Home chefs and Art & Craft to improve their employability.
4. **UNNATI** - Entrepreneurial Development Programme (EDP) to encourage women who complete vocational training to start their own business. SHG formation and hand- holding support are hallmarks.
5. **E-SAKSHAR** - Digital Literacy Programme, through which we teach basics of Computers and internet under Government's NDLM (National Digital Literacy Mission) to people of all age groups.

### IDEA Project Locations -

- Slum communities in Pune- Kothrud, Karve Nagar, Warje , Yerwada and Hadapsar.
- Rural & Semi-urban areas of Pune - Dighi, Vishrantwadi, Bopkhel, Kalas, and Hinjewadi areas.
- Migrant laborer communities in rural Bhor – Anantnagar, Sanjaynagar, Indira Nagar.
- Tribal communities in Pune & Bhor – Katkari communities & Lamanvasti .
- Flood affected underprivileged communities from Alappuzha district in Kerala state.
- Underprivileged communities from urban areas of Mumbai and Chennai.

## 6.1 UTKARSH- Community based Learning Centers

( Currently in Pune & Bhore )

IDEA has been running study centres for the holistic development of children studying between std. 1<sup>st</sup> to 7<sup>th</sup> in marginalized communities from the year 2002. Our focus is on improving fundamental learning skills through Activity Based Learning, e-learning, extra-curricular activities and exposure visits. Year 2020-21 was very challenging as we had to shift all our study centre activities to a virtual platform when COVID hit our project locations . But with a properly designed plan, we took it forward step by step.

### Utkarsh in 2020-21

- Total of 669 children were enrolled in IDEA study centres in rural and urban areas of Pune
- Families of 70 children were supported with grocery kits and 74 families were given financial support to buy essential items as an immediate COVID response
- Base line survey was conducted to understand the family situation of study center students
- Awareness sessions conducted for parents to make them aware of the COVID situation and to take necessary precautions.
- Teachers were given training on conducting classes online
- All the study center activities were shifted to online platform

### Success story



Krishna

Krishna was a very quiet boy who did not show any interest in studies until he joined IDEA's study centre. He could not express himself as he was under confident and self-conscious about his looks. His own family used to tease him for his dark complexion. But at the study centre, he was encouraged to speak up and come out of his fears. The activities and academic support helped him to reach his potential and he is showing a tremendous improvement in his academic performance as well as other activities. His parents are also given counselling on the importance of motivating children and the consequences of comparing children with peers. Krishna is much happier now and his parents are able to appreciate his achievements.

## 6.2 UDAAN- Educational Sponsorship Program

( Currently in Maharashtra, Chennai & in Kerala )

Programme UDAAN was started to provide educational sponsorship to children, especially to girls who attended our study centres. Many children are not able to get career guidance and financial support from family to continue education in high school. Through this sponsorship programme IDEA is selecting children in dire need and give them financial support to pay their school/college fees and buy books and stationaries required and uniforms. We also organize Life skill sessions, Career counselling, Spoken English classes, Personality development classes, Digital Literacy and Exposure visits for the sponsored children. Community youth clubs are formed in different localities to encourage leadership qualities among the youth. These clubs are equipped with WiFi enabled PCs, reference books where children can involve in self-learning , group learning and spend quality time.

### Udaan in 2020-21

- 517 needy students received support to complete their High school and college education
- Total 90 very needy beneficiaries from Pune received Rs.7000/- per family through bank transfer
- 20 girls were selected for mentorship programme by call and connect.
- 15 students from 11th and 12th std participated in virtual coding session conducted by Gurukul organization.

### Success story

Shanthi is studying for B. Pharm with IDEA sponsorship and is also working part time in a medical shop. Her life would not have been the same without the support from IDEA. Her father died when she was an infant and her mother had to work as a house maid to bring her up and her 4 sisters single handedly. Her mother had to sell her property in their village to marry off her four daughters, all at an early age, when it was Shanti's turn, she expressed her wish to continue her studies to get a decent job. With the help of IDEA Foundation, she came to know about the B Pharm course and joined it with a sponsorship from IDEA. Now she is confident that she will get a good job and will be able to support her mother.



Shanthi



### 6.3 ASHAKIRAN - Skill Development Program for youth & women

( Currently in Pune )

We conduct Basic and advanced courses in Tailoring and Beauty care, Catering classes, Computer Literacy, Art and Craft courses, Bag making ..etc under this project. All classes were shifted to virtual mode / blended mode this year. Computer literacy has become an inevitable part in this program now. In the first quarter of this year, we could not conduct classes due to lack of technical knowledge and availability of smart devices. But slowly by second quarter we could start our programmes one by one. COVID 19 awareness programmes, Stress management and hygiene sessions were also conducted for the beneficiaries by experts from each field.

#### Ashakiran in 2020-21

- 1205 women received training in various skills
- Computer literacy is made a mandatory subject for all skilling courses
- Started 2 more centres for beauty care courses
- Started networking with Anubhuti foundation to conduct Advance Pro tailoring classes

#### Success story



Kavita

Kavita is mother of 2 boys and her husband is an ambulance driver. She was working hard as a house maid and was supporting the house hold expenses before joining IDEA. After completing Advance tailoring course and bag making course, she started her own bag making venture and started earning. Her journey from working as housemaid to a successful entrepreneur with expertise in bag making was very inspirational to all of us. She encouraged other women from her locality to undertake skill development programmes under IDEA. But the pandemic hit her business badly. The effect was so bad that she was on the verge of losing hope. She could not find much demand for her bags. But IDEA has given her support through the

handholding programmes and helped her financially to buy a special sewing machine for stitching button holes and embroidery which is in demand now, and she started getting orders once again. She also takes orders for masks and completes all orders on time during the pandemic.

## 6.4 UNNATI - Entrepreneur Development Program for women

( Currently in Pune )

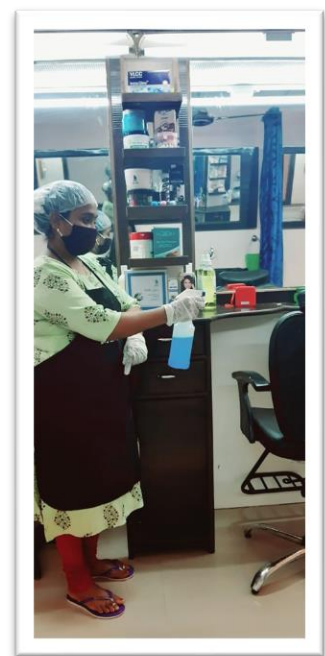
Our skill development programmes help our women learn a new skill, but we often see that there is a gap in initiating the earning process. Due to lack of knowledge and self confidence in running a business, these women tend to go back to their old routines. To fill this knowledge gap, IDEA started UNNATI which is an Entrepreneurial Development Programme (EDP). The focus is to encourage women to find self-employment / entrepreneurship opportunities. The programme also acts as a support agency and organizes women into clusters or Self-Help Groups (SHGs) which can start their own business. In the 6 days of EDP training, various sessions on topics like entrepreneurial qualities, market demand, selecting a trade, making a business plan, branding, micro-finance, record and inventory management, Govt. laws, etc. are taught through interesting and innovative methods like skits, role play, presentations and case studies. The programme also comprises of sessions on Communication skills, inter-personal skills and consumer behaviour.

### Unnati in 2020-21

- Virtual Exhibitions were held for the first time during Diwali & Christmas Festivals..
- SHGs which were non- functional were revived and new groups are formed
- Financial support is provided to 21 women to revive their businesses

### Success story

Madhuri's life has completely changed after her encounter with IDEA Foundation, for a girl from Mumbai who was a drop out from high school, got married at an early age, there was nothing much to do in Pune except to look after her husband and children. It is the common plight of many girls from her background. But now she is an entrepreneur, running her own beauty parlour. Even in the midst of COVID attack, she is able to make a living through her business. Well, what did she do differently? She was determined to make a difference, she joined IDEA's beauty care course, attended the entrepreneur development programmes and gained all the skills necessary and started her own parlour. Needless to say, she follows all COVID 19 protocols strictly.



Madhuri at her parlour

## 6.5 E-SAKSHAR- Computer Literacy Program

( Currently in Pune )

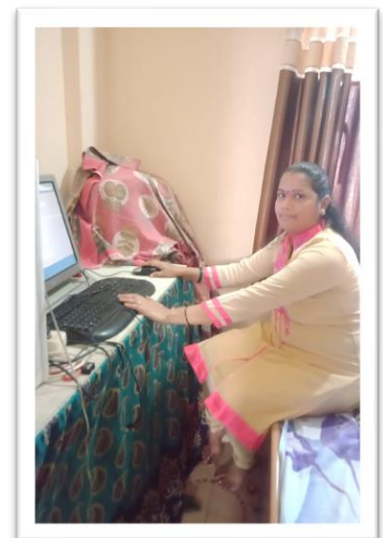
IDEA's e-Sakshar program is an effort to complement government's vision to transform one from each household as digitally literate , so that each household is ready to interact with the digital World through skills which are necessary to meet its ever increasing demands. We have been successful in teaching thousands of beneficiaries skills required to manage online bank transactions, ticket booking and filling up school or college applications. But we never knew that we all will be completely dependent on these skills. Today we are able to run our programmes remotely because we have already laid a foundation and we could make our students confident to use technology with ease through our National Digital Literacy Mission(NDLM) centres. Our beneficiaries from all skilling programmes were also encouraged to complete the NDLM program as an added skill and now they are making use of this knowledge.

### e-Sakshar in 2020-21

- 300 people across all age groups enrolled for the complete NDLM course with IDEA .
- Computer training is made compulsory for all skill development programmes
- Our syllabus is modified to adapt the new challenges, beneficiaries are given training on different online platforms, use of social media for business promotion, cyber security, financial literacy..etc.

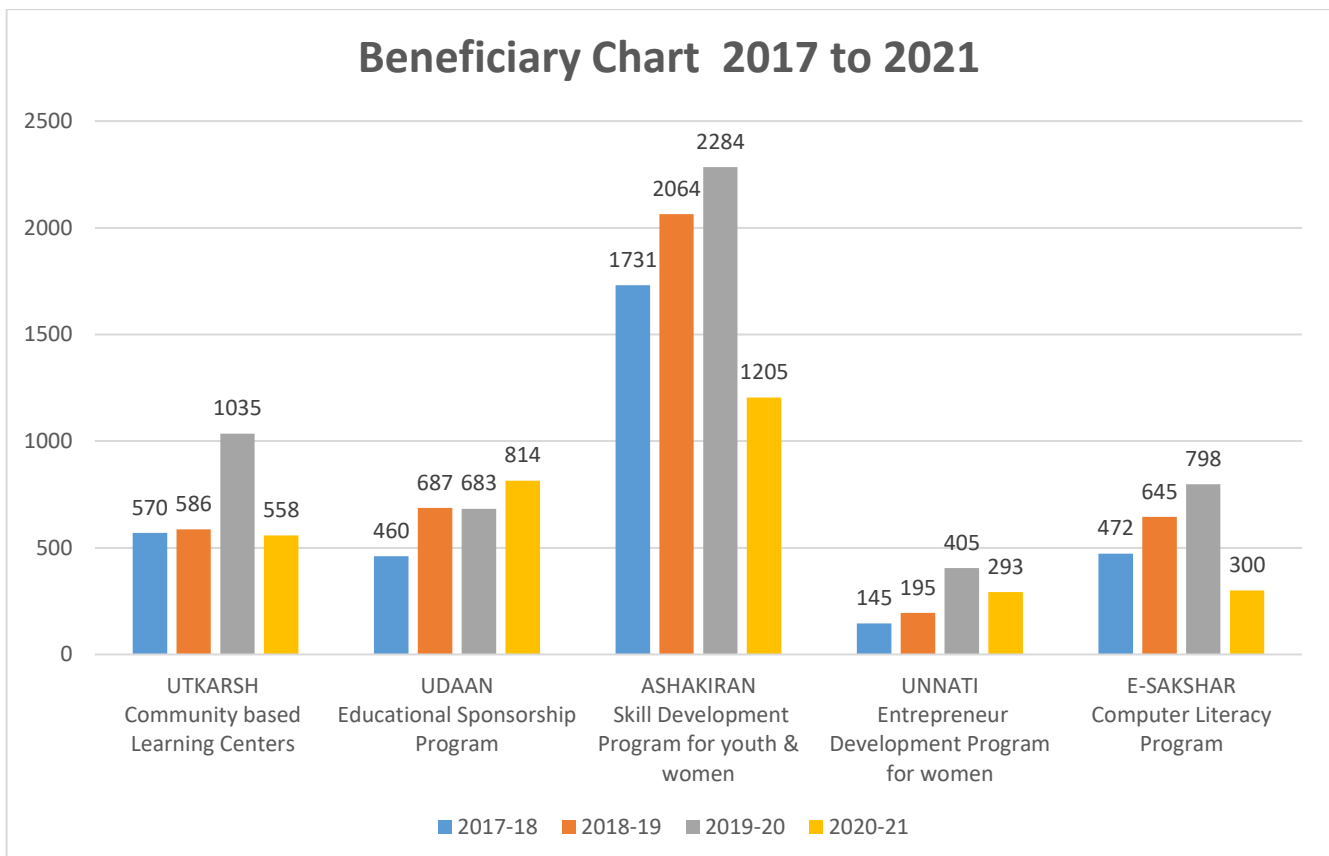
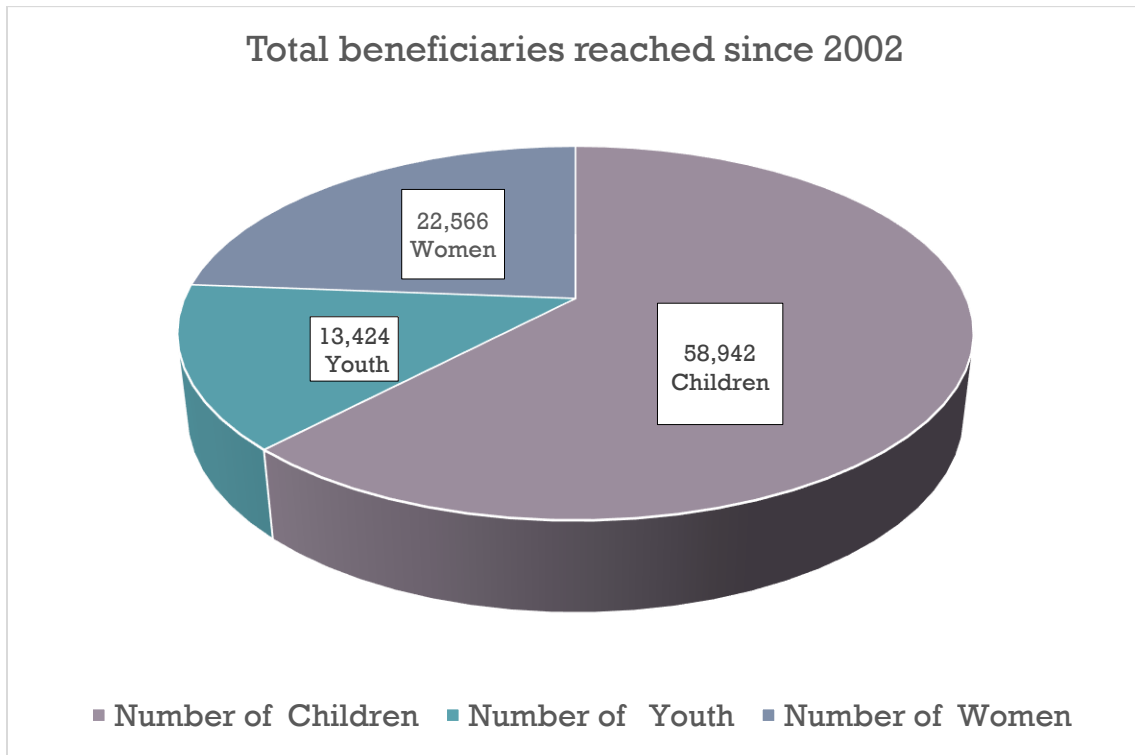
### Success story

One of our beneficiaries from Arts and Crafts course Ms. Shalini says "I am so fortunate to get computer training as a part of our art and craft course. Now I am confident to use my smart phone for selling my products without going out of my house during lock down. I am able to do all money transactions without fear. I am also able to use YouTube to learn new designs for jewelleryes. I pay my children's school fees online, I can send emails and use social media to market my products. I am thankful to IDEA foundation for their timely action and for helping us to make use of these skills we have learned to earn during lockdown. My children are attending online classes and I am able to support them."



Shalini

## 7. IDEA IN NUMBERS



## 8. OUR MAJOR PROJECTS

The mandatory introduction of Corporate Social Responsibility under companies act helped us to partner with many reputed corporates to expand our core programmes. Our major Projects are

1. **UMANG Project** Supported by Tata Communications to run our women empowerment program in Dighi and nearby areas in Pune
2. **HEXAWARE Sponsorship Program** – with the support of Hexaware technologies we are giving educational sponsorship to selected college students from Pune, Mumbai and Chennai.
3. **AMHI PARIVARTAK ( We are the Change Makers) Project** –VMware Software Pvt Ltd is supporting children from Sangamwadi and Ganeshnagar by providing access to quality education through eLearning and fully equipped resource centres and Slack technologies Ltd is supporting students from Hadapsar by forming youth clubs and conducting self-development programmes
4. **SHIKSHA UTKARSHA** - Cotiviti India Pvt Ltd is supporting us to run study centres in 2 communities in Pune, Shinde Vasti and Renuka Vasti.
5. **SAMARTHA** - We are working with children and their families from 10 schools in Bhore and nearby villages, a rural area in Maharashtra - with the support of Sir Peter Ustinov Foundation, Germany.
6. **SPECIAL PROJECTS UNDER IDEA** – There are 3 special projects supported by IDEA .
  - i. **HOME CHEF** Course in Pune to improve culinary and business skills of women as a part of our women empowerment program
  - ii. **LIGHT HOUSE** Project to impart skill training in 3 Beauty care centres in Aundh, Bibvewadi and Tingarenagar
  - iii. **KERALA PROJECT** - IDEA Foundation is supporting children from 6 schools including SNDP High School, Kuttamangalam and Govt. High School Kuppappuram in Alappuzha district, Kerala through different educational initiatives.



## 8.1 PROJECT UMANG

With the CSR support of Tata Communications, IDEA started the project in the year 2015, for the empowerment for women from the semi-urban neighborhood communities in the vicinity of Tata Communications, Dighi campus. The focus of the project was sustainable livelihood and employability through vocational training and Entrepreneurship development programmes. IDEA encouraged women from Affirmative Action Group to involve in economic growth and development of their communities by acquiring necessary skills. In the year 2020-21, due to saturation of training in the current project area, the project was expanded in 3 new communities (viz. Vaiduvadi, Shinde vasti, Manjari, Malwadi) of Hadapsar.



Tailoring class

### Year 2020-2021:-

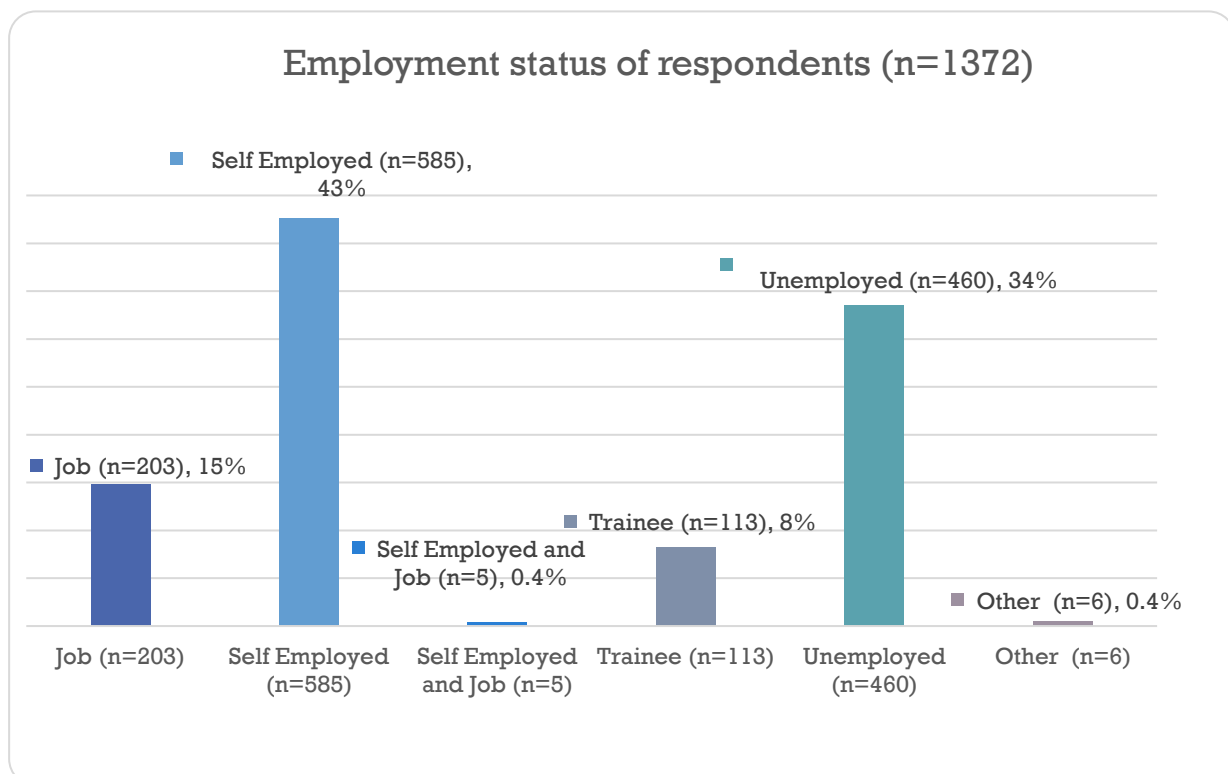
1. Reached out to 6563 through mobilization both virtually & physical.
2. 1038 women were given skill training in basic & advance vocations in Tailoring, Beauty care & Art & craft through Blended learning model.
3. 178 women started Income Generation after completion of Entrepreneurship Awareness Program ( EAP)
4. 22 started women entrepreneurial activity after attending Entrepreneurship Development programme (EDP)
5. 13 existing SHGs were regularized and 3 new SHGs formed
6. 21 women given financial support for starting an enterprise.
7. 83 beauticians were certified with the 'Sanitation & Sterilisation' Certificate by CIDESCO (International Committee of Aesthetics and Cosmetology) with reference to Covid 19 safety norms in their profession.
8. CASH transfer to 76 needy families & Grocery kits to 80 families.
9. 10 women were engaged in mask making & distributed to 6500 people from three communities.

## Survey Findings

According to recent survey done of 1372 participants from Umang project, the findings have encouraged us and have given a direction to plan strategically for the development of the women in Entrepreneurship.

The findings were:

1. 59% participants are earning either through a job or through self-employment.
2. 91% women are doing their business from home.
3. 86% women are in the age group of 21 to 40 years which is productive, energetic and aspirational group.
4. 54% beneficiaries are group Affirmative Action group like SC, ST & OBC.
5. 84% women are married. Hence 39% also expressed that due to family issues they cannot concentrate on their work.
6. 17% women had lack of confidence to start a business after completion of the course. Hence the focus is on handholding the women & giving confidence to do business.
7. 64% women started business with minimum investment less than RS 5000/, with available resources like sewing machines at home. 33% women invested upto RS 25000/. The major sources of invested was through family & relatives. A very small percentage



of women preferred loan from Self Help group or Bank. Women are not confident to take financial decisions for their loan.

### **Way forward in 2021-22**

1. Use of blended virtual training.
2. Enterprise creation.
3. Establishing production Unit and forming a separate entity for women under the brand UMANG.
4. Integrating environmental sustainability in project through awareness programmes, training on developing eco-friendly products/ raw material etc.
5. Conducting Entrepreneurship Awareness programme ( EAP) for Basic courses & Entrepreneurship Development Programme (EDP) for Advanced course.
6. Handholding support to group & individual enterprises.
7. Focus on Digital marketing of products made by women through facebook page, WhatsApp business page, Vocal for Local campaign etc.



Certificate distribution after completion of course

## 8.2 HEXAWARE SPONSORSHIP PROGRAM

With the support of Hexaware CSR initiative, IDEA started this project in 2017 to give educational sponsorship to selected students from Pune, Mumbai and Chennai who are studying for higher secondary or pursuing undergraduate courses. Children from backward communities are selected, preferably girls and differently abled children. The sponsorship cover their course fees and educational material thus encourage the students to continue education. Apart from that, the sponsored students get opportunities to take part in life skill sessions on career counselling, personality development, exposure visits and digital literacy conducted by experts in these fields.

### Year 2020-2021:-

400 students got educational sponsorship from Hexaware this year, 145 students are from Pune, 65 are from Mumbai and 190 are from Chennai. 42 families of the sponsored children from Pune got financial support during lockdown period, Rs 7000/ each. It was a great relief for the poor families to meet their expenses. 142 students received used laptops to continue their studies online. A library was started in Hinjewadi for making good books available for sponsored children from this locality during lockdown. 20 girls were selected to attend a mentorship programme under 'call and connect' programme of India Welfare Trust. 15 students from 11<sup>th</sup> and 12<sup>th</sup> participated in a virtual coding program by Gurukul organization



Sponsored Students received laptops

### 8.3 PROJECT AMHI PARIVARTAK

The project Amhi Parivartak (" we are the change makers ") is an attempt to enable the children and youth to be change makers in their own communities. VMware supports us to run this programme in Sangamvadi and Ganeshnagar, whereas Slack technologies supports us in Malwadi and Ramtekdi in Hadapsar area. We ensure quality education and self-improvement opportunities through carefully planned and executed programmes. The programme is two fold – STUDY CENTER & YOUTH CLUB . Study centres focus on improving fundamental learning skills in mathematics and science of school children while through youth clubs formed in these localities we give enhanced learning opportunities to the youth. The clubs are equipped with WiFi connection and PCs, these facilities give them space to study and explore new horizons. We organize regular programmes for the beneficiaries like Environmental awareness activities, Gender Sensitivity sessions, Sports competitions, communication skills and e learning. The youth are encouraged to identify problems in their community, discuss on solutions and execute them under the guidance of a Facilitator.

#### **Year 2020-2021:-**

This year 442 students have benefited from this program, 218 belong to study centre and 224 are enrolled in youth club.

- 240 students were supported by VMware Software
- 202 students were supported by Slack technologies

We distributed grocery kit to 70 families from Ganeshnagar and Gandhinagar as well as we helped 77 children from this project by transferring Rs. 7000/- to each as support in this pandemic.

During lockdown our youth took many responsibilities like conducting awareness drives on COVID, proper garbage disposal and nature care in their local communities. They also supported people in COVID Vaccine registration, distributing food or grocery kits etc to needy families



Awareness drive by students



## 8.4 SHIKSHA UTKARSHA

This project is running IDEA Study centres and Digital literacy centres in Shinde Vasti and Renuka Vasti in Pune with the support of Cotiviti and supporting 106 children. Here we focus on improving Science, Mathematics and Communication skills of children by conducting activities all throughout the year. This year we have shifted all our activities to online platforms. Nevertheless, we have celebrated different festivals, conducted competitions for essay writing, handwriting and drawing on virtual platforms. Even sports competitions were modified to make it possible to conduct online. As we had started a digital literacy course for teachers last year, they could switch to online teaching methods with less efforts. Parents are also encouraged to take part in different activities. Awareness programmes on COVID-19 were conducted through zoom meetings for everyone in the family. Though in first quarter of this year, we had to close down these study centres, we conducted online surveys to understand the situation of our students and their access to virtual classes. After the survey we classified the students into 3 categories and followed 3 different approaches to continue the classes.

- Children having smart phones- attended the sessions as per the schedule decided. The sessions were held on alternate days and children were given Home work.
- Children with simple phones- Teacher called them in groups through conference call or individually & discussed the studies.
- Children with no phones- Teacher went to community once in fortnight & provided the worksheets / activity material to children.



Study centres at various places

## 8.5 SAMARTHA PROJECT

IDEA with the support of Sir Peter Ustinov Foundation (SPUF) is working in 5 communities and 2 schools in Bhor, a rural village in Maharashtra. SPUF focuses on empowering young people worldwide through access to education and creativity. The foundation cooperates and supports carefully selected, experienced and trusted local partners in order to achieve this goal. In India, IDEA is selected as their implementation partner. The objectives are to make students interested in studies, improve attendance in schools, and better academic performance. Total 221 children from Indiranagar, Sanjaynagar, Mahadnaka, Kasurdi and Anantnagar in Bhor received academic guidance & support through our study centres. Children from Degaon Z P School and Ingwali Z P School are also covered in this project. Our special educators and instructors have organised various competitions, health camps, sports activities, Children's Bank, Festival celebrations and fun activities for these children during the project period of Jan2020 to Mar.21.(extended due to COVID-19). This year was very difficult for us as the project location is far from the city. Unlike in our city centres, it was challenging to shift our programmes to virtual platforms here. The access to technology is limited in these communities. We began with a remote survey to understand the situation in these communities. We have made arrangements to continue the classes online and completed virtual classes for 1st to 7th standard children.



Encouraging learning through creative activities

## 8.6 SPECIAL PROJECTS BY IDEA

### 8.6.1 Home Chef Program

This project was started for making women earn money from their natural skill in cooking. In addition to teaching healthy recipes and better methods in cooking, we also train our beneficiaries to develop business skills needed to start their own catering and home based food businesses. IDEA Home Chef centre is equipped with a fully functional kitchen where expert chefs share their knowledge in different cuisines with the students.



Food prepared by our students

Additionally, students benefit from exposure visits, participation in various exhibitions and life skill sessions. IDEA also helps women find orders and facilitates new contracts with companies who require their catering service. Digital literacy sessions were made compulsory as a part of this program to impart basic computer and internet skills. During lockdown many of our students took food orders online and started home delivery to COVID affected families. We have conducted virtual crash courses for Modak Making (Ganesh Festival special) and variety of snacks that can be prepared to eat during fasting, mainly during the Navratri festival. A good response was received for the virtual sessions.



Masala Brand started by a beneficiary





### 8.6.2 Light House Program

IDEA Foundation has started beauty care training units in 3 locations in Pune- Aundh, Bibwewadi and Tingrenagar. The centres are occupied with all equipment needed for beauty care training. A total of 97 women completed beauty care course in these centres. These women will also get to participate in IDEA's EDP training. The training was in a blended mode- online theory classes and offline practical



Beauty care training centre

### 8.6.3 Kerala Project



Mobile phone distribution

IDEA started this project in 2018 to support children from flood affected areas in Alappuzha district in Kerala. With the support of Donations from Global Giving and Give India platforms, we support 103 children from Govt High

School Kuppappuram and SNDP High School Kuttamangalam by providing educational sponsorship and study materials. We also supported 4 more schools for infrastructure or educational support to students including smart phones . Now with the COVID outbreak we are continuing our relief work here as many families are severely affected.

## 9 INTERNS AND VOLUNTEERS

### 9.1 Interns supported IDEA

We are thankful to all the interns and volunteers who have helped us to continue our programmes online during this pandemic period. Interns who worked with us this year are -

No.	Interns	College / School
1	Mr. Varun Rohra	NMIMS Mumbai
2	Mr. Govind Kulkarni	NMIMS Mumbai
3	Mr. Vinay Kumar Kushwaha	Fergusson College Pune
4	Ms. Swati Sosale	Podar school Pune
5	Ms. Sneha Raut	Tilak Maharashtra Vidyapeeth

### 9.2 Mentoring Project Supported by India Welfare Trust

We have joined hands with India Welfare trust for a mentoring program for our study centre students. We would like to appreciate the efforts by these volunteers who helped our students to keep up the good spirit during the lock down, with their valuable time and knowledge. We are thankful to India Welfare trust for providing the resources needed for the mentoring project.

No.	Name of the Mentor	No.	Name of the Mentor
1	Ms Arti Khanna	15	Ms Samruddhi There
2	Ms Radhika Krishnan	16	Ms Preeti Patil
3	Ms Rochelle Dsouza Yephthomi	17	Mr Hari Kishore
4	Mr Sanjay Chadawar	18	Mr Sachin Patankar
5	Mr Stephen Braganz	19	Mr Nilesh Deshpande
6	Ms Vidhi Rathod	20	Ms Pallavi Acharya
7	Ms Deepti Nadagouda	21	Mr Sangram Mohite
8	Ms Netra Shahane	22	Mr Ronak Naik
9	Mr Ganesh Pawar	23	Mr Manish Jain
10	Ms Ankini Vyas	24	Mr Naresh Sharma
11	Ms Drvrushali k Pandya	25	Mr Manoj Janjalka
12	Ms Pushpa sutar	26	Mr aurav Jain
13	Ms Samruddhi Kulkarni	27	Mr Shahid Khan
14	Ms Kaivalya Prasad		



### 9.3 Some Volunteering Activities



Health checkup by Sahyadri Doctors

TCL Volunteers sponsored meal to support 780 members of 217 families of 3 communities (viz. Renukavasti-115 house, Sangamwadi community-75 families, Kasurdi-27 families village in Bhor) affected by COVID.



Hygiene kit distribution

An order for corporate gifting for employees during Christmas by Accenture Company helped our women beneficiaries make income during the pandemic.

Health check-up was done for 335 children from the communities of Ganeshnagar, Yerwada and Sangamwadi by doctors from Sahyadri Hospital.



Food Distribution by TCL volunteers

During Tata volunteering week, TCL Volunteers joined together to be a CHAMPION for women's health and hygiene. 800 + Volunteers participated in a digital marathon right from their home and supported women and young girls' access to hygiene products



Gift order by Accenture

## 10 ACKNOWLEDGEMENT

We are thankful to all our supporters, who have helped us through funding and networking. Your support was the backbone of our work throughout this pandemic. Thank you for trusting us and for enabling us to do the impossible, we have reached our true potential during this challenging time and your confidence in us boosted our energy to continue with the good work, no matter what. We are grateful to all our individual donors and our corporate funding partners, for the generous contributions which helped many students to continue learning through online mediums. We take this opportunity to thank Mr.Cherian Mathai and Mr.Prakash Apte for supporting us last year with major individual contributions. We are also obliged to Manav Jagriti( Jindal) Foundation for supporting us perpetually from the year 2004. We are thankful to Ram Mangal Heart Foundation PVT LTD for their great support through a major contribution for our work last year. We request you dear donors to continue standing with us and extend your support in the coming years too.

### ***Our Partners***



# 11 TRANSPARENCY

## 1. Distribution of Staff according to Salary

Slab of GROSS SALARY + BENEFITS paid to staff per month	Male	Female	TOTAL
Less than 5000	Nil	Nil	Nil
5000 - < 10,000	1	0	1
10,000 - < 25,000	5	17	22
25,000 - < 50,000	3	2	5
50,000 - < 1,00,000	0	1	1
TOTAL	9	20	29

## 2. Staff Remuneration (Gross Salary + Benefits) in INR

- Head of the organization: Rs. 61,100-/PM
- Highest paid: Rs. -61,100/PM
- Lowest paid: Rs. 9,250-/PM

## 3. Staff and Board members Travel (in the year 2020-21)

- International travel: Nil
- Domestic travel: Nil

## 4. Annual Gross Remuneration paid to Board members

No.	NAME	Gross Remuneration per Annum in INR
1	Mr. Balakrishna K Pillai	Nil
2	Mr. Ashok. G. Budhkar	Rs. 60,000/-
3	Dr. Vijay Kulkarni	Nil
4	Mr. Sachin Gokhale	Nil
5	Mr. Ajay Talreja	Nil
6	Mrs Sangeeta Menon	Nil
7	Mrs Sujata Kelkar	Nil
8	Dr. Usha Pillai	Rs. 7,48,200/-

## POSH REPORT

IDEA adheres to India's Prevention of Sexual Harassment of Women in Workplace (POSH) Act implementation and has also constituted ICC (Internal Complaints Committee) as per the policy mandate to receive and redress complaints from IDEA's staff, volunteers, interns and beneficiaries.

### IDEA ICC members – 2020-21

Ms Mrinal Badawe – Presiding officer

Mr Ravikiran Patil – Member

Ms Manjusha Pandit – Member

Dr. Neha Sathe – External member, social work practitioner

**The Annual report for the year 2020 was submitted to the District Collector office.**

### Excerpt of IDEA ICC's reports for 2020-21

1. **Complaint Redressal:** No complaints were received during the year.
2. **Awareness Program:** The new staff, Interns & volunteers are informed about the ICC during the orientation about the Organisation & during staff meetings.
3. **Display:** The Names of the ICC members are displayed in the Office.
4. **Human Resource Policy:** The POSH policy is included in the HR policy of the organisation.



# 12 AUDIT REPORT

## Receipt and Payments

Bombay Public Trust Act, 1950			
Trust Name : FOUNDATION FOR INITIATIVES IN DEVELOPMENT & EDUCATION FOR ALL			
Bombay Public Trust act Reg no. F - 22506/Pune			
Society Reg. No. MAH/195/2002/Pune			
Receipt and Payment Account for the year ended 31.03.2021			
Consolidated			
Receipt	Current year Amt Rs.	Payment	Current year Amt Rs.
<b>To Opening Balance</b>		<b>LOCAL</b>	
<b>Bank Accounts</b>	64,82,061	By Amhi Pariwarta (by VMware)	19,58,936
ICICI Local A/c	24,48,116	By Ashakran Project (by Alhate)	60,312
ICICI Bank A/c	18,27,994	By Benevity Online Programme	10,520
Indian Overseas Bank	65,968	By Danamojo Online Solutions Pvt. Ltd.	81,565
Indian Overseas Bank	1,46,740	By E-SAKSHAR and Digital Literacy & Cyber Safety Project (by Giving for Goods)	4,70,497
ICRA Fund Utilization A/c		By Give India Local	27,56,568
Kotak Mahindra Bank	19,17,656	By Scholarship Prog. (By Hexaware)	52,66,474
Kotak Mahindra Bank - Group Gratuity	50,000	By Study Center & Home Chef Prog. (byProng)	76,173
Laemkrupa Co-op. Bank Ltd.	25,559	By Study Center Project (by Cotiviti)	5,67,629
<b>Cash Balance</b>		By UMANJ Project (by TCT)	68,14,795
Cash in hand	24,426	By IDEA Gen. Project	13,84,728
<b>To Donations/Funds Received</b>	201,93,664	# Events	54,386
<b>LOCAL</b>		# Idea General Home Chef Course	2,67,734
Funds for IDEA General Fund	4,21,855	# Idea General Fund Exp.	58,803
Funds for IDEA Gen. Sponsorship Prog.	1,25,000	# Razorpay for General Purpose	50,880
Funds for IDEA Gen. Vocational Trng Prog.	9,59,203	# Individual Sponsorship Programme	1,03,074
Funds From Give India	28,52,171	# IDEA Gen. Vocational Trng. Prog.	2,72,928
Funds for Hexaware Scholarship Program	52,33,826	# Light House Project (by PCCD)	5,07,259
Funds From Cotiviti for Shiksha Utsav	6,27,000	# Livelihood Support and Training for Women	28,185
Funds From Danamojo	1,15,206	# Support for COVID-19 Affected Daily Wage	38,000
Funds From GIVING FOR GOOD Foundation	4,42,660	# Support to COVID-19 Family (YuvaSTOPPABLE)	50,000
Funds From Prong for Educational & Skill Devt. project	1,00,000	# Campaign for EMPOWERING Through EDU	5,520
Funds From TCT's for Umanj Project	50,00,000		
Funds From TMF for LIVELIHOOD SUPPORT AND TRAINING FOR WOMEN AFFECTED BY COVID-19	2,03,086	<b>ICRA</b>	
Funds from VMware for Amhi Pariwarta Project	25,76,200	By Amhi Pariwarta Project	11,03,802
Funds from Benevity Online Platform	1,00,333	By Benevity Online Platform	1,87,495
Funds from Razorpay Software Pvt Ltd.	84,612	By Danamojo Online Solution Pvt. Ltd.	1,861
Funds From Yuva Unstoppable-IDEA Foundation for Support to COVID-19 Family	50,000	By Give India USA	3,90,474
Support for COVID-19 Affected Daily Wage	36,000	By Global Giving	1,45,991
		By IDEA Gen. and Micro Project	31,985
		By Samarth Project	6,80,835
		By Symantec Project	70,777
		By CAT Project	44,915
		By Profession Tax Paid	47,400
		By TDS Paid	3,80,712
		By TDS Recoverable	83,033
		By New FDRs	85,00,000
		By Audit Fee Payable	17,700
		By EPF-Employees Contribution	2,37,028
		By Sundry Creditors	4,19,495
		By Revolving Fund	60,000
		By Rent Deposit	80,400
		By Sundry Debtor	52,309
<b>To Interest</b>	8,52,325		
Savings Bank A/c	2,18,866		
Fixed Deposit A/c	1,24,059		




By Pillai





			By Closing Balance		
			<b>Bank Balance</b>		85,52,36.7
To FDR Matured	61,46,864		ICICI Local A/c	19,25,224	
To TDS Deducted	3,42,805		ICICI FCRA A/c	3,01,279	
To Profession Tax Deducted	46,500		Indian Overseas Bank A/c	3,54,915	
To Revolving Fund	25,500		Indian Overseas Bank- FCRA Fund Utilization	2,92,096	
To EPF-Employees Contribution	2,51,912		Rotak Mahindra Bank	6,70,711	
To Suppliers Creditors	3,93,214		Laxmikrupa Co-op. Bank Ltd.	8,141	
To Outstanding Grants Received	13,65,915				
To Audit Fees Payable	17,700		<b>Cash Balance</b>		
To TDS Receivable	1,10,970		Cash in Hand		5,272
To Rent Deposit	24,500				
To Miscellaneous Receipt	2,565				
To Outstanding Payment payable	13,990				
To Loans and Advances	6,450				
<b>TOTAL Rs.</b>	<b>357,41,559</b>		<b>TOTAL Rs.</b>		<b>357,41,559</b>

As per our report of even date  
For Khare Deshmukh & Co.  
Chartered Accountants  
ERN 116141W

  
CA Vivek Deshmukh  
Partner, M. No. 118296



For & on Behalf of  
FOUNDATION FOR INITIATIVES IN DEVELOPMENT & EDUCATION FOR ALL

  
Trustee



  
Trustee

Date: 23.08.2021  
Place: Pune

UDIN: 211118296AAAANDS604

# Income and Expenditure

Bombay Public Trust Act, 1950  
Schedule IX  
Name of the Trust : FOUNDATION FOR INITIATIVES IN DEVELOPMENT & EDUCATION FOR ALL  
Bombay Public Trust act Reg no. F - 22506/Pune  
Society Reg. No. MAH/195/2002/Pune  
Income And Expenditure Account  
For the year ending 31st March 2021  
Income & Expenditure  
Consolidated

Expenditure	Sch No.	Current Year	Previous Year	Income	Sch No.	Current Year	Previous Year
		Amt Rs.	Amt Rs.			Amt Rs.	Amt Rs.
To Expenditure in respect of properties				By Rent Accrued		0	0
Rate, Taxes, cesses		9310	25303	Realised		0	0
Repairs and Maintenance		0	0	By Interest Accrued		229121	247958
Salaries		0	0	Realised		150144	183953
Insurance		0	0	on securities		0	0
Depreciation (By way of provision adjustments)		0	0	on loans		0	0
Other Expenses		0	0	on Bank A/C		230450	206268
				on interest on T Refund			47809
To Establishment Expenses		0	0				
To Remuneration to Trustees		0	0	By Dividend		0	0
To Remuneration (in case of Math) to the head of the math, including his House hold expenditure, if any		0	0	By Donation in cash or kind		20167365	22144589
To Legal Expenses		0	0				
To Audit Fees		0	0	By Transfer from Reserve		0	0
To Contribution and Fees		0	0				
To Amount Written off		0	0	By Prize money received		0	0
a) Bad Debts		0	0				
b) Loan Scholarships		0	0	By Honorarium Income		0	0
To Prize money received		0	0				
d) Other items		0	0				
To Miscellaneous Expenses							
To Depreciation		0	0				
To Amount Transfer to Reserve & Specific Funds		0	0				
To Amount Transfer to earmarked Reserve		0	0				
To Expenditure on Object of Trust							
a) Religious							
b) Educational		19815974	22158310				
c) Medical Relief		0	0				
d) Other Charitable Objects		0	0				
To Provision for other expenses		0	0				
To Provision for Audit Fees		17700	17700				
To Surplus Carried over to Balance Sheets		884096	628664				
<b>TOTAL Rs.</b>		<b>20767079</b>	<b>22830977</b>	<b>TOTAL Rs.</b>		<b>20767079</b>	<b>22830977</b>

As per our report of even date  
For Khare Deshmukh & Co.  
Chartered Accountants  
SBN 218141W

CA Vivek Deshmukh  
Partner, M. No. 118296

Date: 23.08.2021  
Place: Pune

UDIN: 21118296AAAAND5604

For & on Behalf of  
FOUNDATION FOR INITIATIVES IN DEVELOPMENT & EDUCATION FOR ALL

Trustee


Trustee

# Balance Sheet

Bombay Public Trust Act, 1950  
Schedule VIII [Vide rule 17(1)]  
Name of the Trust : FOUNDATION FOR INITIATIVES IN DEVELOPMENT & EDUCATION FOR ALL  
Bombay Public Trust act Reg no. F - 22506/Pune  
Society Reg. No. MAH/195/2002/Pune  
Balance Sheet as on 31-03-2021  
Consolidated

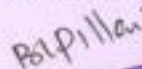

Funds & Liabilities	Current Year Amt Rs.	Previous Year Amt Rs.	Properties & Assets	Current Year Amt Rs.	Previous Year Amt Rs.
Trust Funds or Corpus -	21,56,454	21,56,454	Immovable Properties - [at cost]		
Balance as per last Balance Sheet	21,56,454		Balance as per last Balance Sheet		
Addition during the year			Addition during year		
General Member Fees	0		Less: Sales during the year		
Life Membership Fees	0		Depreciation up to date		
Other Earmarked Funds -	0	0	Investments	97,24,711	
(donor or Scheme out of the income)			Note : the Market value of the above		
Depreciation fund			Fixed Deposits (FDs)	94,95,590	68,94,496
Sinking Fund			Accrued Interest	2,29,121	2,47,958
Any Other Fund - Resolving Fund	71,310	36,810	Fixed Asset	11,40,019	9,91,511
Add: Received during the year	25,500				
Less: Issued during the year	60,000				
Urgent Funds	81,15,256	104,98,438			
Capital Reserve	11,85,337	9,31,849	Loans (Secured or Unsecured - good / doubtful)		
Opening Balance	9,31,849		Loan Scholarships		
Add: During the year	5,70,056		Other Loans		
Less: Depreciation	3,16,568				
Contingency Fund	12,92,278	12,92,278	Advances	11,61,764	
Loans (Secured/Unsecured) Op Bal	0	0	To Trustees		
From Trustees			To Employees	0	5,000
From Others			To Contractors		
Provisions	2,59,185		To Outstanding Grants	5,88,347	19,11,951
For Expenses (Audit Fees)	17,300	17,300	To Others (Reid)	2,87,000	2,31,000
For Expenses (during the year)			To TDS Receivable	2,76,417	2,78,287
For TDS Payable	52,374	87,718	Prepaid Expenses		
For Advances			Profession Tax Payable		
For Sundry Credit Balances	1,66,897	2,22,682	Cash and Bank Balances	35,57,849	
For EPF Contribution Payable	19,079	24,195	A) In Savings Account	35,52,367	64,82,061
For Profession Tax Payable	3,375	4,475	B) Cash in Hand	5,272	14,424
Income and Expenditure Account -	26,43,714	17,59,619			
Balance as per Balance Sheet (op)	17,59,619				
Less: Appropriations if any					
Add: Surplus as per Income & Exp A/c	8,84,096				
TOTAL Rs.	156,89,133	170,64,709	TOTAL Rs.	156,89,133	170,64,709

As per our report of even date  
For Khare Deshmukh & Co.  
Chartered Accountants  
FNN 110111W

  
CA Vikas Deshmukh  
Partner, M. No. 118296



For & on behalf of  
FOUNDATION FOR INITIATIVES IN DEVELOPMENT & EDUCATION FOR ALL

  
Trustee  


Date: 21.06.2021  
Place: Pune

UDIN: 21118296AAAAN05604

# TESTIMONIALS

## Govind Kulkarni studying at NMIMS, Management of Business Studies, Mumbai



Govind Kulkarni

“I am proud to say that I have completed the ‘We Care’ internship and I have enjoyed it. When we were informed that due to Covid situation, our internship is going to be partly online, I was a little disappointed. I wondered how I would be able to do something for an NGO in online mode. So I requested to the authorities of Idea Foundation that if they could conduct my internship or some part of it in offline mode, that would be great and they agreed.

On the third day of my internship, I was told to shoot guidance videos of beauty parlor courses. I was wondering how it would be directed towards social service. (In my head, I was still thinking that donating things and clicking photos while doing so was the only social service). But when I started working, I was able to communicate with a lot of people while covering success stories, shooting training videos, editing the experiences of women who worked with Idea Foundation. Be it having lunch with them or sipping tea, I tried to understand the reality of conditions of people coming from different strata of the society. I realized that the best way one can help people is by empowering them. This realization motivated me to work and answered my question of how shooting these videos would be directed towards social service.

One important thing I realized during editing the interview videos that most of the women said their husbands ALLOWED them to work. Being a son of a working mother, I found this permission thing strange. But the same women said that they were treated with respect after they started earning. So I really admire the efforts of Idea Foundation that they have given these women a chance to live with pride.”



Photo taken during “Dabba Party” in Bhosari Centre



# COVID 19 Response Activities



Grocery Distribution as immediate relief



Food distribution and awareness drive in Bhor



Mask distribution and awareness drive in Pune city



# One team .. One mission..



**People who made it happen** - Dr. Usha, Mrinal, Ravikiran, Arun, Vinayak, Krishna Kumar, Kamlesh, Rajesh, Manjusha, Surekha, Anita, Shaila, Lata, Dhanashree, Swati, Chandan, Mayuri, Kshitija, Avinash, Mahesh, Hema, Smita Yadav, Smita Jamdade, Madhavi, Suraj, Pradyna, Priyanka, Ancy & Kalyani



**आम्ही परिवर्तक**



Address: IDEA Foundation, Survey No:18/2/6B, B-4, Chaitanya Society, Warje, Pune – 411058

Contact-



[Contact@ideafoundation.org.in](mailto:Contact@ideafoundation.org.in)



91-9890119732

Website - [www.ideafoundation.org.in](http://www.ideafoundation.org.in)