

Gautam Ghosh President - SAHAY



### **SPONSORSHIP JOURNEY AT A GLANCE**



Gautam Ghosh
President - SAHAY



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Gautam Ghosh
President - SAHAY



## From the desk of **Board Secretary**



SEEMA PAUL Board Secretary, SAHAY

When COVID-19 infection began to be reported around the world, India responded with a complete lockdown. Institutions, workplaces, and most economic activities were suspended to discourage any form of gathering to contain the spread of the virus. Even after two years, and three phases of vaccinations, the threat of another peak still persists.

Under such circumstances, SAHAY continued all its services, switching from earlier practices to adopting new methods of intervention, providing timely and adequate support to the beneficiaries.

Despite innumerable challenges of uncertainty, SAHAY has been a ray of light for over ten thousand families. Delivering its programmes and services to communities through a hybrid mode, disseminating accurate information, and raising community awareness for every precaution against the odds, SAHAY ensured that families felt secure and protected during the worst crisis of recent times.

Last year, as communities were reeling with income loss and job cuts, the families received economic and financial assistance, which helped them cope with their daily lives. The various forms of support families received helped them cover their grocery needs, health needs, house rent, fees for education, and educational requirement, including internet data.

SAHAY played a crucial role in creating awareness and facilitating free vaccination camps within service areas, collaborating with local municipal health offices to reach the communities.

The trust SAHAY has built over decades of service to the communities helped in earning community support as families reciprocated by learning and quickly adapting to new approaches for programme participation.

Two years apart and despite extensive scientific research on COVID, returning to normalcy still remains distant. While several factors added to unfavourable circumstances for the families, team SAHAY's unorthodox approach steered each successful initiative to serve its sponsored population.

A team that is comfortable even with uncomfortable situations-Sahay- is and always will be resilient to adversities and a guiding path to progress.

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## From the desk of **Agency Director**



KIRTIMAYI MISHRA Agency Director, SAHAY

#### Greetings!

As we complete another year in service, I express my deepest gratitude to all the staff, supporters, and associates of SAHAY. Your unwavering support at a crucial juncture immensely contributed to making a difference in the lives of our children and youth in the communities.

It is truly gratifying to be part of a team that believes in accomplishing missions despite stiff challenges, effortlessly transitioning into roles to address the needs of our sponsored families, and exemplifying our value-driven approach through their work.

This year, we designed most of our programmatic interventions in hybrid mode to ensure continuity in our services for the communities. We established closer connections with our sponsored families over phone calls to understand their imminent needs and addressed them through a systematic process. Providing families with financial assistance via direct bank transfers helped them fulfill their specific needs.

While designing the programmes, we incorporated components to create a network of support systems that connects the families' requirements with the available services. We opened doors for new partnerships, collaborating with government initiatives, non-governmental organisations, and private establishments, which align with our scope of work, to ensure the communities use the resources optimally for their benefit.

Our foremost organisational priority was to maintain 100% adherence to all legal compliances in our functional areas. We met the stipulated requirements with transparent processes and close monitoring of all operations.

The Covid crisis has inflicted severe damage on the growth prospects of the economically weaker section. The road to recovery will be gradual but assured, where patience and perseverance will be vital for an impactful outcome.

Heading into the future, we have strengthened our programme curriculum with added age-specific interventions. We will be introducing an early childhood programme for pre-school education to setting opportunities for our youth to prepare for employment. A complete journey, transitioning from childhood to independent adulthood, as citizens contributing to our country's progress.

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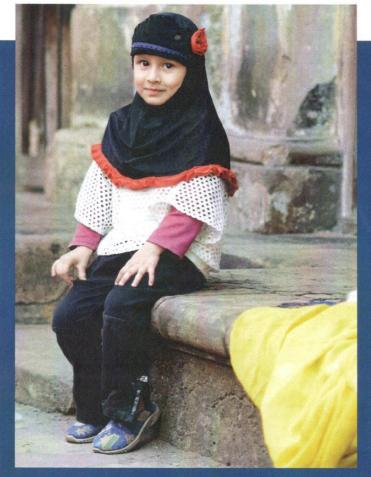
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SAHAY is a Kolkata based non-profit organisation, working with the underprivileged children and youth across Kolkata and West Bengal for over 33 years.

We reach the economically marginalised families in urban slums and remote districts through the Child Sponsorship Programme, which currently supports over 13,000 children and youth, aged 2-24 years. Adopting an approach for holistic development, we address key challenges in areas of Education, Health and Employment. Through a framework programme benefits and services, we facilitate opportunities for our families to gain economic stability and effect sustainable impact within the communities.

Data and Technology are at the core of our functioning and operations for greater accountability and transparency. Most of our programmes as designed embracing technology to expand the scope of access for our programme beneficiaries.

Working in an environment of trust as agents of change, demonstrating our organisational values in our work is a part of our work culture.

Our teams with years of on-field expertise and close connect with the families understand the complexities of people living in communities. Using a system of feedback, our teams are equipped to find solutions.

We hope for lasting change as we continue to build a better future for the youngsters.

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## WEST BENGAL WHERE WE WORK



#### **CLUSTER DIAMOND HARBOUR**

Sadhurhat P.S, 24 Parganas (S) Sponsored Population -1030



#### **CLUSTER HOOGHLY**

Gopalnagar, Hooghly, 24 Parganas (N) Sponsored Population -1011



#### **COMMUNITY CENTRE- JORASANKO**

181, Muktaram Babu Street, Kolkata Sponsored Population - **4373** 



#### **COMMUNITY CENTRE- NARKELDANGA**

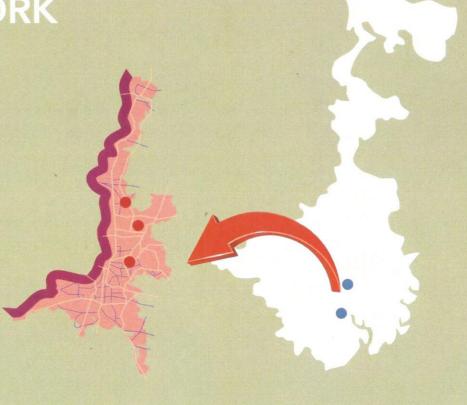
90A Garpar Road , Kolkata Sponsored Population - 4714



#### **COMMUNITY CENTRE- HAZRA**

5/22, Sevak Vaidya Road, Kolkata Sponsored Population - **2899** 

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## 2021 - 2022 AT A GLANCE

#### **FINANCIAL ASSISTANCE**

10477 Families 13559 Children

## SECONDARY AND POST SECONDARY SCHOLARSHIP

9887 Students

## TELE-HEALTH SERVICE AVAILED

8052 Cases

#### **TABLETS DISTRIBUTED**

1152 Devices

## CHILD - SPONSOR CORRESPONDENCE

30252 Letters Processed



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### **SPONSORSHIP PROGRAMME**

There has been an increased demand for child sponsorship within our communities. Identifying the most needy families and vetting their economic capacity to qualify for the sponsorship programme, the enrollments this year had-

New Registrations: 3593

**Newly Notified Registrations: 2681** 

Letters of Correspondence

Letter writing is a direct form of communication between sponsors and children that forges a stronger bond between them.

However, due to COVID restrictions, this mode of communication has transformed to Digital Correspondence, where the process is more streamlined, time-saving and easy to monitor.

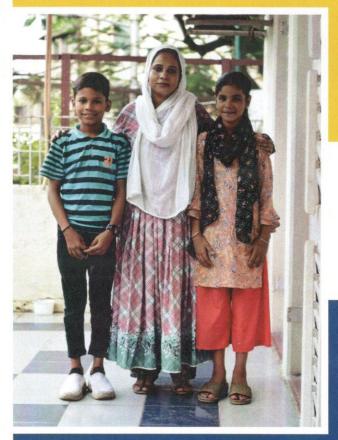
This year 30252 letters of correspondence were sent to sponsors.

Special Needs Donation (SND)

A sponsor decision driven initiative, where the sponsor may choose to send additional gifts for their sponsored children.

This additional support from sponsors to children and families that are enduring peculiarly difficult situations had a significant impact on their lives. This year 981 SND gifts were distributed.





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### **HEALTH ASSISTANCE**

#### **NUTRITIONAL SUPPORT**

We distributed monthly rations to 374 malnourished children as supplementary nutrition support. The selected items for the food basket were protein-rich and energy-inducing essential food items (lentils, whole wheat flour, oil, sugar, soya beans, semolina, milk powder, chickpeas, gram flour, dates, peanuts, and biscuits) that are easily available in the local market with high shelf life. Along with the baskets, we provided hand-wash to help children maintain hygiene and sustain healthy habits.

We conducted an assessment with caregivers of malnourished children to understand their existing knowledge on child care and adequate nutrition.

After completing KAP with the sampled caregivers, virtual workshops were conducted through WhatsApp on child care and nutrition. The topics ranged from ideal feeding habits to macro & micro nutrition, safe water and hygiene.

#### **MUACAND MALNUTRITION**

We successfully executed MUAC growth measurement among all 374 malnourished children.

The caregivers used MUAC measurements twice a month to track their children's health status through a easy to use height-weight tracking template. The age group of the children was 2-11 years.

MUAC often known as Mid-upper arm circumference is a simple and practical tool which can be used easily with minimal training to detect malnourishment in children.

120

Children successfully rehabilitated

"The MUCA measurement method is so convenient. I can keep a close eye on my child's growth" - Sabita Devi (mother of a child in the Nutrition Rehabilitation program for 1 year, who enrolled in grade 2 malnutrition and exited as grade 1"

#### KAP DATA:

Components	Pre KAP	Post KAP
Hand washing	86%	96%
Safe water	49%	65%
Use of health service	94%	97%
Appropriate quality	11%	24%
Variety	44%	58%
Responsive feeding practices	77%	91%

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President - SAHAY



## HEALTH ASSISTANCE

4560

youth received vaccination through special camps

61 staff received vaccination through special camps



#### TELE-HEALTH SERVICE

Our coverage of Tele-Health services was increased from 6943 to 8052 this year.

We have already catered to approximately 2,000 children in the first quarter across all 5 locations through our Telehealth programme.

#### **DEMAND GENERATION**

The objective of this programme is to create demand of accessing locally available health services among sponsored children, youth and their families at health service delivery points (both primary and secondary).

As components of the demand generation programme, we emphasised on:

#### STRENGTHENING PARTNERSHIPS

We collaborated with the local municipal bodies for vaccination drives in our operational areas at all 5 locations. Using our Voice Recording (VR) system and leveraging the digital medium, we broadcasted messages to our beneficiaries to mobilise our youth within the age category of 15-18 years for vaccination.

Children and youth were referred to Kolkata Municipal Corporation ward clinics for dengue, malaria, platelet-count, and COVID tests.

#### STRENGTHENING HEALTH CARE NETWORK

Critical and emergency cases were referred to hospitals by our in-house doctors. Through our tie up with our network hospitals our beneficiaries avail the critical health services free of cost as and when required.

#### SOCIAL MARKETING

Created community awareness about the different health services in public and private health institutions has been done for the sponsored community.

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## ACCESS TO EDUCATION AND CONTINUED LEARNING

#### GROUPTUTORING

As cases of COVID declined, classes had multiple resumptions and closures as cases increased. Such disruptions severely impaired age-appropriate learning in children and the youth. We added components in our programmes to ensure their continued education and learning.

Our **Group Tutoring** programme's module was designed hybrid to ensure maximum participation. Online classes with video tutorials, and worksheets were provided to the students to maintain grade-specific learning.

There were several participants without any electronic gadgets. In such cases, we delivered the worksheets to their homes through our network of volunteers.

A total of 1,993 students within the age group of 6-14 years received support for Group Tutoring.

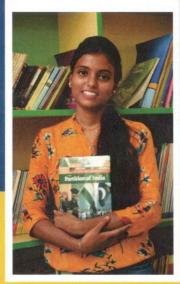
Our Scholarship support helped students to continue with their education despite severe financial constraints in their families during the lockdown.

**328** programme graduates pursuing University and Technical courses received Post-Secondary Scholarship, as part of our **Employability programme** for youth aged 19-24 years.

9887 students were provided scholarships 281 Scholarship for university courses

4 / Scholarship for technical courses

328 programme graduates pursuing University and Technical courses received Post-Secondary Scholarship, as part of our Employability programme for youth aged 19-24 years.



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### **ACCESS TO EDUCATION AND CONTINUED LEARNING**

#### NON FORMAL EDUCATION SUPPORT

#### **AFLATOUN**

Social and Financial Education programme is a crucial component for holistic development.

The Aflatoun programme offers an age-specific life-skill curriculum for children and youth from 10-19 years.

2,336 participants received training from the Aflatoun programme this year, which also coincided with the 10th Anniversary of Global Money Week- an annual worldwide campaign highlighting the importance of money and financial decision-making.

Celebrations were held in all locations. Our youth entrepreneurs exhibited their products for visitors and guests, and a seminar was held on career development facilitated by industry experts.

Invited representatives from nationalised banks and postal offices also shared insights on 'how to save'.

#### **EMOTIONAL WELL BEING**

Our Emotional Well Being programme aims to provide emotional stability. Participants of this programme are equipped with the knowledge of self-care, self-calm, emotion in self, and social support to counter anxiety and depression.

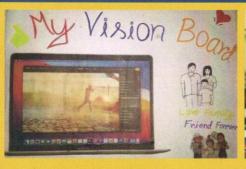
4,935 children received training on Emotional Well Being.

We conducted a pilot on the EWB programme with LMS (Learning Management System), an online platform to assess enhanced impact on children through the digital learning process, a key component in our programmes.

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LEFT AND RIGHT PHOTOS: POSTERS CREATED BY PARTICIPANTS

## SOME OF THE POSITIVE OUTCOME OF THE PROGRAMME

- Children were more involved in studies due to interesting and innovative curriculum
- Reduced the number of school drop outs
- Writing skill improved for innovative co scholastic syllabus
- Inter personal skill of the children improved



## MASTI KI PATHSAALA - THE SUMMER SCHOOL CAMP INITIATIVE WITH TRANSFROM SCHOOL

The abrupt break from academics culminated in learning deficiency with students losing interest in studies and they were unable to cope with the curriculum. Several reports indicated increase in school dropout rates across the country as many students joined work to support their families.

With the objective to bring children back to mainstream learning, we partnered with 'Transform Schools' (an organisation working with 67,000 government secondary schools and 2.4 million children across 4 states in India) for 'Masti ki Pathshala', a summer school camp designed to address the learning needs of the children.

Students of standards 6-9 actively participated, including some of the parents. Total of 219 children participated in this programme and through fun learning sessions and activity-based approach, students regained their interest in learning.

The activities included worksheets on **Mathematics, English and Science**, watching topic-related video lessons, story writing, poster designing, photography and video shooting. The participants enjoyed the exercises and found them simple and easy to execute.

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### **ACCESS TO EDUCATION AND CONTINUED LEARNING**

#### COMMUNITY SERVICE PROJECT MANAGEMENT: IN PARTNERSHIP WITH PMIEF

We partnered with Project Management Institute Educational Foundation to implement Project Management Training curriculum, a virtual training initiative focussing on the fundamentals of project management. More than 2,000 children and youth from the Aflatoun programme participated in the initiative.

The objective of this programme was to empower our children and youth to learn, adapt and lead projects that help the communities. Building project management capacities, learning life skills matrices, and integral procedures for project implementation were the core focus areas of this training programme.

Through this training programme the youth learnt the ways to convert an idea to tangible reality through a plan. Advocacy, networking, collaboration, and education are integral parts of this curriculum-oriented training programme.

The participants were thoroughly trained, and post-completion of their training, they implemented community service projects.



Through group discussions, and exchanging several ideas within their own groups, participants selected three projects- Covid Awareness, Natural resource-saving, and Tree plantation. Implementation was planned in both, online and offline methods as the pandemic situation was still continuing.

#### **EXECUTION, MONITORING, AND CONTROLLING**

Around 75 participants constituted the core teams to execute the projects. Life skills like Leadership, Teamwork, Communication along with PMIEF templates such as Responsibility Assignment Matrix, and Self and Peer Assessment guided them to execute the projects.

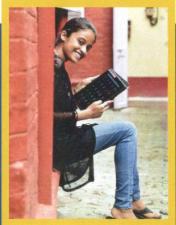
These core groups worked hard to complete the projects. Groups developed their own videos and shared them with other programme beneficiaries to create awareness. Children were energetic and they actively involved while implementing this project.





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#### **ACCESS TO EDUCATION AND CONTINUED LEARNING**

#### COMMUNITY SERVICE PROJECT MANAGEMENT: IN PARTNERSHIP WITH PMIEF

#### LEARNING OUTCOME:

Participants verified their learning outcome through learning templates and assessment tools.

The success of this initiative reflected with

- High rate of enrollment and completion of programme.
- Enhanced planning, budgeting, and leadership skills exhibited by the participants through their community service projects and put into practice in their daily lives
- Community appreciation for the awareness programme

2012
Children/youth participated in the PMIEF training

1871
Children/youth successfully completed the training

12 Community project initiated by the youth



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## CONNECTING WITH FAMILIES

Initially, we started the 'Connecting with families' initiative with the objective of reaching maximum number of families and helping them cope with the COVID-crisis. In due course, the primary focus shifted to building closer ties with the families and connecting them with the programmes and resources.

Our staff began interacting with the families through phone calls at least once in three months. Inquiring about the family and the child's well-being, the conversations spanned around specific questions to assess the needs of each family.

These dialogues served as a key touch point with the sponsored families, and as feedback is the primary constituent of this initiative; be it health, economic support, or a child's education, we listened to the families to understand their needs. We prioritised our services to allocate adequate resources and support the families. Subsequently, our teams applied a slew of strategic changes to build closer connect with the families. Subsequently, our teams applied a slew of strategic changes to build closer connect with the families. We conducted a satisfaction survey among the families, where almost 97% of respondents expressed their gratitude and perceived the organisation a compassionate and supportive partner.

#### **TECHNOLOGY FOR COMMUNICATION**

Automated Voice Recorded Messaging system was introduced to broadcast relayed information to the families on the available services.

11267

Families connected mostly through phone call and volunteer support



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## **KEEPING WORKPLACE** SAFE

The POSH committee aims to make the office workspace safe and secure, especially for the women employees.

The main functions of the committee are to conduct awareness sessions, display posters at prominent places for information, and handle all cases reported without any bias.

POSH training with IC members of SAHAY was conducted by external consultant on 25th and 26th August over zoom. This was an open workshop and participants from other organisations also joined. As intense workshop and fall relevant topics were covered. On completion of workshop certificates were provided.

### SAHAY

#### SAY "NO" TO SEXUAL HARASSMENT

#### What is Sexual Harassment?



- unwelcome touching or pinching or grouping.
- Caressing, Kissing or fondling someone against her will (could be considered assault).
- Invasion of personal space. (getting too close for no reason, brushing against or cornering someone).
- Making a person uncomfortable by following or stalking her.



- · Making sexually suggestive remarks or innuendos.
- · Repeated offensive remarks, such as comments related to a person's body or appearance.
- Offensive or sexist comments or jokes.
- Inappropriate questions, suggestions or remarks about a person's sex life and sexual orientation.
- Unwelcome social invitations with sexual overtones.
- Unwelcome sexual advances which may or may not be accompanied by promises or threats, which maybe, explicit or implicit.
- · Persistently asking someone out, despite being turned



or e-mails.

consent.

- · Displaying, sending · Staring at a person, or or sharing sexist or her body parts, thereby other offensive making her pictures, posters, uncomfortable. MMS, SMS. · Threats, blackmail, WhatsApp, intimidation through
- Making audio dr video recording with sexual undertones without consent.
- · Threats, intimidation or retaliation against a · Sharing the audio or person who speaks up a video recording with against unwelcome sexual undertones on behaviour that has sexual social media or any overtones. other media / platform without
  - · Abuse of authority or power in any manner to gain sexual favours.

gestures or any other

manner for sexual

favours.

 Controlling a person's reputation by spreading rumours about her private life.

#### For any complaints please contact the Internal Committee (IC) of SAHAY

Ms Arity Oberoi	98311 4208
Mr Archit Bose	92392 7336
Ms Tapashi Basu	90075.2899
Mr Raju Gorain	99396 5769
Ms Arpita Roy	89619 9652
Md Shahnawaz Ahmed Zah	ndi 89613 1135
Ms Zeenat Bano	98315 5884
Ms Ipsita Roy	90886 9129

Source: Handbook on Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013, Government of India. Ministry of Women and Child Development

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Gaulain Ghosh President - SAHAY



## **FINANCIAL ASSISTANCE**

The lockdown resulted in a significant economic crisis for families in the communities. As most families rely on earning from daily wages, job disruptions, and income loss, and without any scope for alternate income, they were facing extreme financial hardship and were in dire need of cash.

Direct cash transfers to the bank accounts of our beneficiaries not only provided the flexibility for the families to cover the expenses according to their needs but also to get the support faster.

We validated over 10,000 families with accurate banking details and transferred the funds via National Electronic Fund Transfer (NEFT) directly into the beneficiaries' bank accounts.

13559

Children received one-time financial assistance to support their financial crisis during the pandemic 10477

Families were provided with the financial assistance twice to support their for the post-pandemic financial recovery

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Gautam Ghosh President - SAHAY



## **OUR BOARD**

Mr. GAUTAM GHOSH, President

Ms. SEEMA PAUL, Secretary

Mr. SANDIPTO BOSE, Treasurer

Dr. BULA BHADRA, Member

Ms. IPSITA SAPRA, Member

Dr. MADHUMITA ROY CHOWDHURY, Member

Ms. SWATI CHAUDHURI, Member

## **OUR TEAM**

Ms. KIRTIMAYI MISHRA, Agency Director

Ms. RINKU GUPTA, Accounting Manager

Mr. BIJOY PATI, Information Technology Manager

Ms. SHIKTA BANERJEE, Sponsorship Programme Manager

Mr. ARCHIT BOSE, Operations Manager

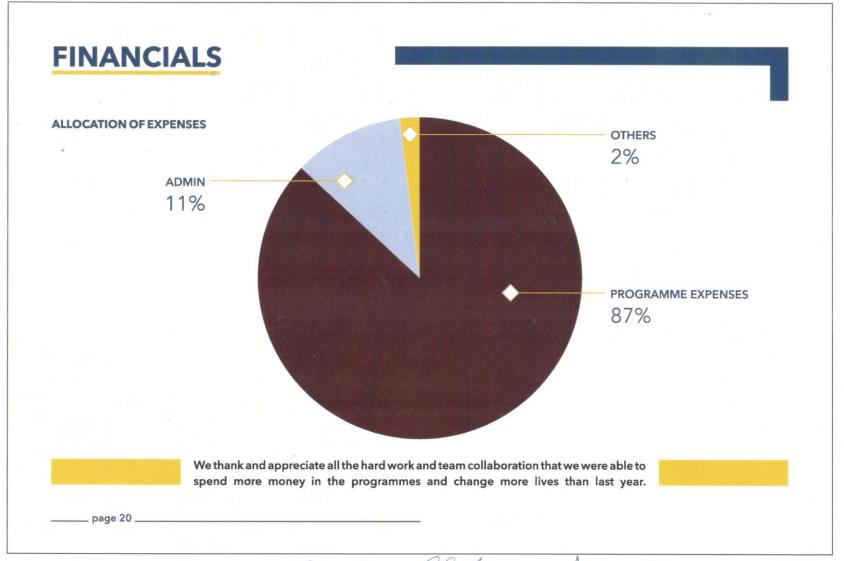
Mr. SAMBHU KUJUR, Programme Manager



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## **FINANCIAL STATEMENT SYNOPSIS**

#### BALANCE SHEET AT ATN 31<sup>5T</sup> MARCH 2022

Assets	31st March 2022	31 <sup>st</sup> March 2021
Current Assets, Loans and Advances	85,46,437	1,23,11,625
Fixed Assets	4,20,55,276	1,23,14,566
Capital Work-In-Progress		2,82,56,567
Total	5,06,01,713	5,28,82,758

Liabilities	31st March 2022	31* March 2021
Capital Fund	4,57,36,887	4,42,25,511
Earnest Money	24,418	75,804
Current Liabilities & Provisions	48,40,408	85,81,443
Total	5,06,01,713	5,28,82,758

#### INCOME AND EXPENDITURE FOR THE YEAR ENDED AS 31<sup>57</sup> MARCH 2022

Income	31 <sup>st</sup> March 2022	31 <sup>st</sup> March 2021
Contribution Received	20,74,75,960	16,15,11,853
OtherIncome	16,87,979	29,12,191
Total	20,91,63,939	16,44,24,044

Expenditure	31* March 2022	31* March 2021
Administrative Expenses	2,34,28,541	2,89,01,434
Programme Expenses (Note 1)	18,10,82,514	13,72,69,977
Depreciation / Amortisation & Impairment Expenses	31,19,760	23,90,736
Unrecoverable TDS/TCS written off	21,748	0
Total *	20,76,52,563	16,85,62,147
Excess / (Deficit) of Income over Expenditure carried to Capital Fund	15,11,376	-41,38,103

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## **NOTE 1**

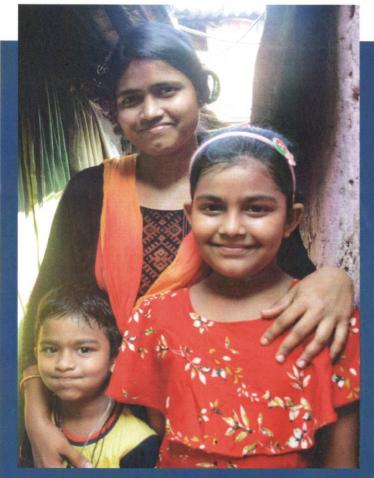
Programme Expenses	31st March 2022	31st March 2021
Partner Project Expenses		3,56,58,236
Educated Programme Expenses	3,23,12,509	1,94,67,051
Employed Programme Expenses	20,96,159	6,32,394
Using Health Services Program Expenses	1,40,50,762	91,40,576
Empowered Programme Expenses	6,174	54,77,285
Exhibiting Healthy Behaviour Programme Expenses	43,34,193	23,74,674
Special Project Expenses	2,60,78,233	1,64,17,930
Training and Development Expenses	3,64,328	
Connecting with Families	10,78,541	1,206
Covid-19 Support to Beneficiaries	7,73,87,590	2,79,26,228
Programme Implementation Expenses	2,29,41,252	1,35,35,261
Universal Values & Other Activities Programe Expenses	4,04,773	66,39,136
Miscellaneous Expenses	28,000	
	18,10,82,514	13,72,69,977

To access our fully audited financial report, visit www.sahaywb.in

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### **OUR DONOR**

CHILDREN INTERNATIONAL, U.S.A

#### **OUR AUDITORS**

THAKUR VAIDYANATH AIYAR & CO

#### **OUR BANKERS**

#### STATE BANK OF INDIA

NEW DELHI MAIN BRANCH, 11, PARLIAMENT ROAD

#### **KOTAK MAHINDRA BANK**

95 PRIYA CINEMA BUILDING, RASH BEHARI, KOLKATA

#### **INDIAN OVERSEAS BANK**

LAKE MARKET BRANCH, 89 RASH BEHARI AVENUE

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## ROAD **AHEAD**

#### **EARLY CHILDHOOD CARE AND DEVELOPMENT**

ECCD programme to be introduced for early life stage development for children in the age category of 3-6 years.

**Objective:** Prepare children for enrollment in primary schools, help them grow with age-appropriate nutritional status, and support caregivers in providing a safe and nurturing environment for their children.

**Present status:** Pilot programme initiated in 3 Community Centres with 317 children. Among them 81 are attending the ICDS (Integrated Child Development Services), while 236 are yet to be enrolled.

#### YOUTH RESOURCE CENTRE

The YRC building is a Centre of Excellence for youth. Offering its space for graduates pursuing higher studies, job seekers and aspiring entrepreneurs, the centre will be a learning hub primarily for the youth of Narkeldanga and Jorasanko Community Centres. The Community Centre at Hazra and Hooghly and Diamond Harbour clusters will have sub-centres near their respective locations.



#### LIFE SKILLS DEVELOPMENT

Development of cognitive, social, and emotional skills enables children and youth to continue learning to become active and productive citizens. We have extensive experience in implementing life skills as a part of the 2016-2020 programme framework.

Integration with Health programme: Building and strengthening life skills in decision-making, communication, and negotiations to make healthy

sexual and reproductive choices.

**Integration with Education programme:** Enhance creativity, problem-solving, and critical thinking to help participants excel in language, mathematics, and science subjects.

**Integration with Employment programme:** Empower youth with effective communication, cooperation, and decision-making skills to represent themselves to prospective employers and be proficient at workplace.

#### **GROUP TUTORING**

As a component of our Education programme, Group Tutoring offered support Mathematics and English to children in the age group of 6-14 years.

We are looking to increasing the scope of learning and rate success in academic curriculum by providing tuitions in all subjects and raising the age limit to 18 years.

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Gautam Ghosh
President - SAHAY





#### SAHAY

15C Anil Roy Road, Kolkata 700 029 E-mail: soa@sah.children.org.in Website: www.sahaywb.in

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