

The Essence of Ashray

"I alone cannot change the world, but I can cast a stone across the waters to create many ripples." These are the gentle words of Mother Teresa, who believed in the healing power of touch and love. It offers an enduring legacy of care and commitment towards the weak and the underprivileged, which is also mutually transformative. Ashray has worked consistently towards building such an ecosystem of awareness, care, concern, collaboration and commitment. Ashray's undergirding philosophy, throughout the years, has been collaboration and commitment towards change. With our team of change-makers, we have strived hard to create ripples of change, big and small, and transform lives across the under-served populations of Gujarat.

In the process, we have undergone change as well, particular during the challenging period of 2021-2022. We have modified our ways of thinking, transformed the stages and manner of implementation of projects, processes and dissemination of training and learning materials. Change, we believe, is multidirectional and in accordance with the lives we have impacted, we have also changed our directives, methodologies and perspectives. Digging deep and introspecting has been at the heart of Ashray and our commitment to change extends to our own philosophy as well and shall continue to be so, for the years to come.

When Ashray was incepted, it was founded on the grounds of identifying, responding to and setting up and encouraging holistic development initiatives. After 16 years, that spirit still continues in a more comprehensive, distributive manner. As the years passed, people from diverse backgrounds with a lot more knowledge and resources to offer, became a part of this vision.



With community- building being part of our primary motives, we sought to enact change from within, in terms of beneficiaries, the people employed, the skills imparted, the training provided and the literature generated about the basic rights of a community: ranging from education, health and hygiene, agriculture, nutritious food, to immunization and menstrual health. This year, particularly, was about taking a step back, in order to arrive at an honest vantage point and introspect on our goals and initiatives, our scope and vision of expanding to involve more communities across India. Which is why this year would be the "thinking behind an action" year for us.

With another year ahead of us, this is perhaps the most apt time to look back at the past year and track our footprints. Our legacy of change could not have been possible without our talented, earnest and hardworking staff of change-makers, the support of donors and friends and most importantly, the beneficiaries who allowed us into their lives and accepted our help. There were several touchstone moments throughout the year, particularly in the domains of Health, Hygiene, Skill Development and Agriculture & Environment. With projects like WASMO, we yet again set a milestone by catering to 100 villages of Kheda district within a span of 4 months, in order to spread awareness on water handling and conservation. With projects like Jalashay, we encouraged women beneficiaries to take up entrepreneurship for sustaining their livelihood. Skill trainings combined with the homegrown edition of aromatic oil extraction and a whole lot of financial & marketing exposure through Jalashay project remains our one of the most holistic interventions of the year.



Vision

Our organization is committed to providing basic amenities in under-served areas and works as a catalyst for providing sustainable means of livelihood through educating, training, capacity building and empowering the needy sections of the society.

Mission

To provide sustainable livelihood options, basic amenities, health and medical facilities, to train and empower women and youth and educate children. Along with this, working on environmental issues, to invoke a sense of ownership by involving our beneficiaries and ensure transparency in the system and community participation.



From the Executive Director's

Dear change-makers,

For us and the world, 2021 would be the milestone year: the year of devastation and interruption. The pandemic generated new conditions of need and socio-economic interventions on our part. In 2021, we came to terms with the fact that post pandemic, nothing would remain the same and er would have to shape our policies, responses and interventions accordingly. The end of the pandemic marked the possibility of the next leg of the journey for us. As the world acclimatized to the new normal, we made an inventory of the changes wrought on and by us. This is the year we will remember for the changes/lessons we learned from the field. At Ashray, this year played an important role in changing the scripts of the project timelines, its processes and monitoring procedures.

This year, we celebrated our 16th year of bringing small but meaningful changes to vulnerable, marginalized and under-served communities. As we make progress towards reaching our commitment of #Impactinglives communitywide, we pause to acknowledge the achievements from the past year, through our lens of holistic rural development.

As you explore this report, you will see our perssitent efforts of enabling and encouraged locally-sourced, locally- based manufacturing processes. With 'Rootean', we launched a fledgling step towards returning to our roots, while enforcing the ideology of sustainable development. This impact would not have been possible without our collaborators' shared belief in our system of operation and our beneficiaries' self-independent vision.

We are proud to share, that this year was the beginning of impact realization of projects, that we began in 2018 with environment sustainability in focus. Our farmer beneficiaries being able to reap out profit from the yearlong cycle of aromatic crops will unarguably remain the highlight of the year.



Nalin Johari
Executive Director

Tokens from Our

beneficiaries



www.ashrayfoundation.org

Gitaben Age: 26 Village: Kalyanpura

Ginni)

Caught within a web of patriarchal norms, lack of education and village customs, Gitaben, like many of her counterparts resorts to traditional and often harmful means (like using ash, old rags etc) for dealing with periods. In our sessions, Gitaben learned the importance of transitioning to sanitary napkins and conversing about female hygiene and diseases openly.

Married off at a young age,

Gitaben has a daughter but

remains woefully uninformed

about the female reproductive

I have 5 children. My youngest son is two and half years old. About one and a half years ago he developed black spots all over his body. No one could understand what had happened to my child. I could not afford to take him to the hospital. I feared for his health. Then, through Sangitaben Nai, a Health worker I heard of the health camp in our village and that they were providing free healthcare to those in need. I took my son to the Doctor, he said that it was a skin allergy due to the sun. The Doctor gave me some medicines and ointments for my child and instructions to be followed on basic health, hygiene and eating habits. I have been following the doctor's instructions and now my son's allergy has reduced significantly. I am confident that my child will be completely healthy very soon. I thank Ashray Social Welfare Foundation for giving free health services to our village where there is no medical aid available.



Bharathbhai Village: Subapura



Agriculture is his main source of income but with rising prices of seeds and fertilizers, he is unable to mobilize his resources and save them for the future. Our community care manager informed him about us and consequently, he attended our training sessions. Already drowning in debt, Bharath bhai learned that he could have avoided that situation by borrowing from the bank, instead of a moneylender and by

prioritizing his expenses.

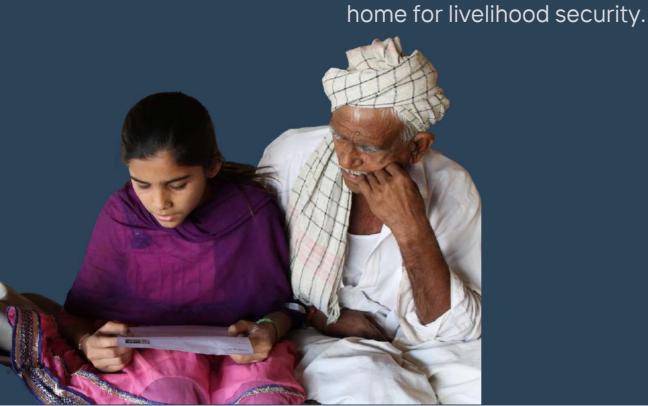
Sumina Age: 19 Village: Kalyanpura



Sumina studied till 10th before she was pulled out to get married. She got her first period at age 11 but because of social taboo and tightlipped silence regarding female health and hygiene even among women, she suffered from anxiety and learned to hide it and be embarrassed about it. After our training sessions, Sumina learned the importance of being vocal about menstruation and related problems, and resolved to generate more conversation and discussion about it among her peer groups.

Thakor Ranabhai and his family have been inhabitants of Korda. His younger brother has sold his portion of the land and moved to the city. But being the elder, Ranabhai cannot do the same to his family legacy. The aridity of the region significantly affects the crop yield. To add to that, waterlogging problems and rising salinity levels have further deteriorated the condition of his land. The income generated from cultivation and livestock rearing is not sufficient to feed his family of five members. It is in this context, that Ashray intervened and introduced 'Holiya' structures into the village lands, including his. Over the last few months, the Holiyas have addressed and remedied most of his problems. There is more water for irrigation as well as for livestock purposes. Now, Ranabhai will not have to leave his

Thakor Ranabhai Village: Korda





I used to faint because

of excess heat and feel

extremely tired even

2021-22 FOOTPRINT



Health & Hygiene Initiatives

A look at the numbers

17,380 sanitary napkins

378 women counselled on breastfeeding

300 post-natal counselling

100 awareness sessions

on cervical cancer, breast cancer & polio

1188 FSW tested for HIV

208 MSM tested for HIV

FSW tested HIV positive

Projects
this year

With an aim of leading the community towards a healthier living, Ashray Foundation orchestrated a combination of health and social sector related interventions in the marginalized communities of Patan & Tapi Gujarat. Our team consisted of trained doctors, nurses, field officers and program heads. We endeavored to provide quality and affordable preventive and curative healthcare services.

Environment & Agriculture Initiatives

A look at the numbers

200 Farmers learned about IFS

20 Kitchen Gardens

25 Farmers

now cultivate palmarosa & established their nurseries

15 Holiyas constructed

10 women

trained on developing products such as: hand-made soaps, candles & aromatic soy wax bars

Project Jalashay successfully achieved 5 objectives:

- Introduce farmers to the cultivation of high value economic aromatic plants and initiate aromatic product creation and marketing.
- Initiate integrated farming system to increase crop yield of farmers within a small area of land.
- Promote food security through the establishment of kitchen gardens.
- Eliminate ecological barriers like water-logging and water scarcity.
- Promote Health and Hygiene through social gatherings and awareness sessions.

Water Management Initiatives

A look at the numbers

35,504

beneficiaries trained in water handling & preservation

3,876

beneficiaries received access to clean water

6,263

received an induction on the process of sustainability using water for livestock

Ashray Foundation successfully intervened in the 100 villages in the Kheda, district of Gujarat to provide access to clean water that can be used for human needs as well as for livestock.

4,696

were introduced to the concept of utility-related compensation.

Rural Development Initiatives A look at the numbers

VILLAGES
Radhanpur Taluka of
Patan, Gujarat

2000+
BENEFICIARIES

The project reached out to two significant sections: Menstrual Hygiene & Financial Literacy. The beneficiaries were selected after a discussion with Panchayati Raj Institutions of each village as well as Asha Workers (in the case of women and girls.)

Skill Development Initiatives

A look at the numbers

30 women trained in handicraft making

60 women
trained to be jute stitching operators

beneficiaries
trained in English communication
skills, industry-relevant skills
such as IT-ITES

180 beneficiaries
trained in retail, apparel & logistics

Ashray Foundation organized mobilizing campaigns and counseling sessions to generate community participation. We set up training centers, making sure that they were well-equipped as well as easily accessible. Our trainers were given lessons on building rapport with beneficiaries. Along with this, we designed a curriculum, furnished with modules, field visits, assignments.

Community Development Initiatives

A look at the numbers

614 free eye check-ups

for bus & truck drivers

310 schools reached

for road safety awareness

5800+ reach for on-road event

We conducted a readiness assessment to gather data about traffic level awareness.

Striving to ensure driver survivability, we started a drive for efficient eye-checkups of commercial drivers. We sought to generate more awareness and action regarding road safety while adapting to and modifying the undertakings according to the shifting demands of the pandemic.

Our transgender changemakers collaborated with us for
an 'on-road' awareness event.
We distributed road safety
pamphlets, composed radio
jingles regarding the topic, and
generated media traffic before
the event.



SCHEDULE VIII

NAME OF PUBLIC TRUST: - ASHRAY SOCIAL WELFARE FOUNDATION

TRUST REGD,NO.: F / 12361 / AHMEDABAD, DATE OF REGISTRATION: - 05/10/2006

ADDRESS OF THE TRUST OFFICE:- C-403, HERITAGE SKYZ, B/H HDFC BANK, PRAHLADNAGAR, AHMEDABAD, GUJARAT - 380015 PHONE:- 9898030611

INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED ON 31/03/2022

BANK ACCOUNT NO. OF TRUST FOR TRANSACTION OF FOREIGN CONTRIBUTION :-

STATE BANK OF INDIA , ACCOUNT NO : 40096320883

F.C.R.A. NO :- 041910428, DATE :- 04TH NOVEMBER, 2011

BANK ADDRESS - STATE BANK OF INDIA, FCRA Cell, 4th floor, New Delhi main Branch, 11, Sansad Narg, New Delhi-110 001

INCOME	ANNEXURE	INDIAN	FCRA	2021-22 RS.	2020-21 RS.
GRANT & DONATIONS	G	16,319,963	2,193,183	18,513,146	19,396,129
INTEREST INCOME	н	104,503	6,429	110,932	27,760
OTHER INCOME	1	86,350		86,350	128,090
TOTAL		16,510,815	2,199,612	18,710,427	19,551,979
EXPENDITURE					
EXPENDITURE ON THE OBJECTS OF THE TRUST	J	11,935,197	1,972,463	13,907,660	15,111,783
ESTABLISHMENT AND ADMIN EXPENSES	к	1,638,762	181,270	1,820,031	3,490,287
REMUNERATION TO TRUSTEES	L	-	*	-	2
CHARITY COMMISSIONER CONTRIBUTION	м	-	-		
AUDIT FEES	N	150,000	50,000	200,000	212,500
DEPRECIATION	E	218,897	80,768	299,665	423,420
EXCESS OF INCOME OVER EXPENDITURE	С	2,567,960	(84,888)	2,483,071	313,988
TOTAL		16,510,815	2,199,612	18,710,427	19,551,979
Accounting Policies and Notes forming part of Accounts	0		2,13,1212	.3/1 10/12/	17,001,777

As per our report of even date attached

OR: ASHRAY SOCIAL WELFARE FOUNDATION

REGD. NO. F/12361 AHMEDABAB

Muli

FOR: A S SHAIKH & CO. CHARTERED ACCOUNTANTS FIRM REGISTRATION NO. 139775W

ASI AM SHAIKH

PROPRIETOR

MEMBERSHIP NO.162345 UDIN: 22162345AUQTCG6682

PLACE: AHMEDABAD Date: 31-08-2022

PLACE: AHMEDABAD

Date: 31-08-2022

SCHEDULE VIII

NAME OF PUBLIC TRUST :- ASHRAY SOCIAL WELFARE FOUNDATION

TRUST REGD.NO.: F / 12361 / AHMEDABAD , DATE OF REGISTRATION: - 05 / 10 / 2006

ADDRESS OF THE TRUST OFFICE :- C-403, HERITAGE SKYZ, B/H HDFC BANK, PRAHLADNAGAR, AHMEDABAD, GUJARAT - 380 015 PHONE:- 9898030611

BALANCE SHEET AS ON 31ST MARCH 2022

BANK ACCOUNT NO. OF TRUST FOR TRANSACTION OF FOREIGN CONTRIBUTION :-

STATE BANK OF INDIA , ACCOUNT NO : 40096320883

F.C.R.A. NO :- 041910428, DATE :- 04TH NOVEMBER, 2011

BANK ADDRESS - STATE BANK OF INDIA, FCRA Cell, 4th floor, New Delhi main Branch, 11, Sansad Narg, New Delhi-110 001

FUNDS AND LIABILITIES	ANNEXURE	INDIAN	FCRA	2021-22 RS.	2020-21 RS.
TRUST & CORPUS FUND	A	43,622	-	43,622	43,622
UNUTILISED GRANTS	G	890		890	12,006
UNSECURED LOAN	В	1,824,170	-	1,824,170	365,000
INCOME AND EXPENDITURE A/C	С	4,997,217	495,655	5,492,871	3,009,801
CURRENT LIABILITY	. D	725,296	· •	725,296	752,395
TOTAL		7,591,195	495,655	8,086,849	4,182,824
ASSETS AND PROPERTIES	-				
FIXED ASSETS	E	1,207,341	490,365	1,697,706	1,976,216
GRANT RECEIVABLE	G	3,148,879	-	3,148,879	-
CURRENT ASSETS	F	1,282,166	5,289	1,287,455	2,206,605
INVESTMENT	F1	1,952,809	5	1,952,809	*
TOTAL		7,591,195	495,655	8,086,849	4,182,824
Accounting Policies and Notes forming part of Accounts	0				

As per our report of even date attached

FOR: ASHRAY SOCIAL WELFARE FOUNDATION

REGD. NO. F/12361 AHMEDABAD

TRUSTEES

FOR: A \$ SHAIKH & CO.
CHARTERED ACCOUNTANTS
FIRM REGISTRATION NO. 139775W

MAHO AAA ISAMIO

PROPRIETOR

MEMBERSHIP NO.162345

UDIN: 22162345AUQTCG6682

PLACE: AHMEDABAD Date: 31-08-2022

PLACE: AHMEDABAD Date: 31-08-2022

Road to Recovery

Still reeling from the impact of the Covid-19 pandemic, we were struck by another blow from the new FCRA Amendment Act 2020 and its stringent provisions, which came into effect on April 1, 2021. The Pandemic had already diminished the size of our workforce, disrupted our channels of communication and posed a roadblock to the organization's imperatives. The numbers from the year illustrate the challenges and obstacle we faced; there was a significant reduction in our annual turnovers from the past years to the year 2021-2022, from 2 crore 70 lakhs to 1 crore, 87 lakhs. The FCRA curbed re-granting or sub-granting relationships that had sustained small-scale NGOs working at the grassroot levels. Additionally, the act skewered the percentage of foreign funds directed towards administration expenses from 50% to a mere, 20%. Administrative expense constituents like salary, office, furnishing, stationery, transport and communication. This proved to be a significant deterrent to potential employee attraction, hiring of qualified staff and retention of existing employees.



Road to Recovery

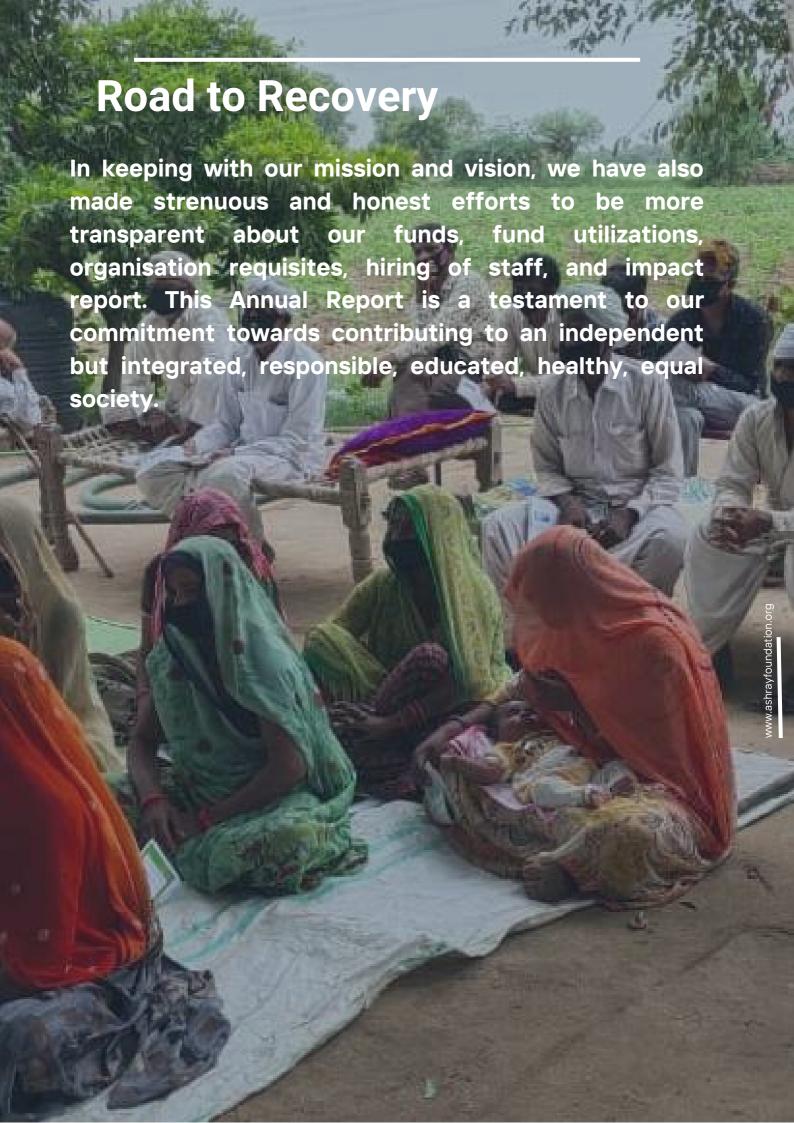
Until the last year 'Ashray' had had a monogamous relationship with one of our primary funding sources, which allocated U.S granted foreign funds to NGOs working to cover bases like education, health, hygiene, sanitation, empowerment, livelihood and disability. They were our primary financers but the redirection of funds was prohibited under the new FCRA laws. This was a touchstone moment for us, that challenged us to consider alternate avenues for funding. Instead of relying solely on one association, we sought to reduce our overdependency and initiated a reinvigorated search for sufficient and continuous funding. Therefore, financial sustainability of the organisation was one of the resolutions of the year. Additionally, our focus had shifted from Government funded projects and initiatives to CSR Projects, which were more streamlined and responsive to our requisites. We grew out of our complacency and over dependency, and kept looking for additional funders and support. Starting with a small family of 10 funders, we finally mobilized and strategically reached out to other organisations, hoping to maximise our impact. This year was also about adopting strategic planning measures and development initiatives, in order to garner and utilize the available financial support. We capitalized on the available technology to establish networks communication and information and digitized the data we were handling on a daily basis.

Road to Recovery

We came up with a roadmap and projected impact of the next five years and planned our actions accordingly. In the year 2021-2022, we had left our marks in diverse sectors like health and wellness, health and hygiene, water management, skill development and road safety, among others. But the need of the hour was the consolidation of all our data, from our work on the field, and solidifying our presence in thrust areas, identified by us. So far, we had worked earnestly on project implementation and deliverables in a centralized manner. However, we felt it was time for us to establish our presence in facilitating projects and events and decentralize our modus operandi by setting up departments and distributing responsibilities.

Instead of simply implementing change, we wanted to be active participants in drawing up and brainstorming for more sustainable solutions. For the future, we seek to tighten the chain of information and networking and maximise the use of current technologies. We would like to attract more donors and supporters to maximize our impact on the ground, to maintain contact with beneficiaries and map the effects of our intervention, continuously.





Looking Ahead

Every milestone reached and every touchstone created strengthens our resolve to reach out, apprehend the needs of and address the requirements of underserved, marginalized, vulnerable communities. We share a vision of egalitarian distribution of resources and opportunities for growth. With each stride we take, we remember to look back at the struggles, roadblocks and challenges of the last year. Keeping this in mind, let us look at our expectations from the year ahead and our projected growth, goals and opportunities for the future:

- Promoting sustainable development of the organisation and its beneficiaries by setting targets for new funding sources.
- Expanding our geographical coverage and extend support to wider networks and more and more communities.
- Adopting a multifaceted approach, while narrowing down to the thrust areas that require urgent intervention.
- Ensuring good governance and quality implementation by setting up and consolidating committees and departments to regulate the specifics.
- Establishing a more diverse and creative work culture, by encouraging the inclusion and participation of people from different backgrounds.
- Assisting and supplementing technical support by encouraging Academic tie-ups.

