

ANNUAL REPORT FY









# Innovating Sustainable Change

Ashray Foundation governmental organization committed to empowering rural, underserved, and marginalized populations since 2006. We create lasting change by providing taraeted interventions and that address opportunities fundamental needs of communities. From access to quality healthcare and clean drinking water to sustainable livelihoods, we are dedicated to making a positive impact in the lives of those who need it the most.





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# Leading with Vision, Impacting Lives

Dear Stakeholders,

I hope this note finds you well. I am delighted to present Ashray's Annual Report for the year 2022-2023, a testament to our collective efforts and achievements. Your unwavering support and collaboration have been instrumental in our success, and I am immensely grateful for your continued belief in our mission.

Throughout the year, we remained steadfast in our commitment to supporting underserved and marginalized communities. We also took significant strides towards aligning our programmatic pillars with the Sustainable Development Goals, ensuring that our work contributes to a more sustainable and equitable future.

This year, Ashray Foundation is proud to unveil its new identity, including a new name and logo that better represents our impactful work.

None of these accomplishments would have been possible without your invaluable support. Your contributions have enabled us to make a tangible difference and bring about positive transformations in the communities we serve.

As we reflect on our achievements, we are more determined than ever to continue our journey towards a more inclusive, sustainable, and compassionate society. We recognize the challenges that lie ahead, but we face them with optimism, knowing that we have a network of dedicated stakeholders like you standing beside us.

Thank you for your unwavering belief in our vision and for being a crucial part of our journey. Together, we can create a brighter future for all.

Sincerely,

Nalin Johari Executive Director

Malin Johari

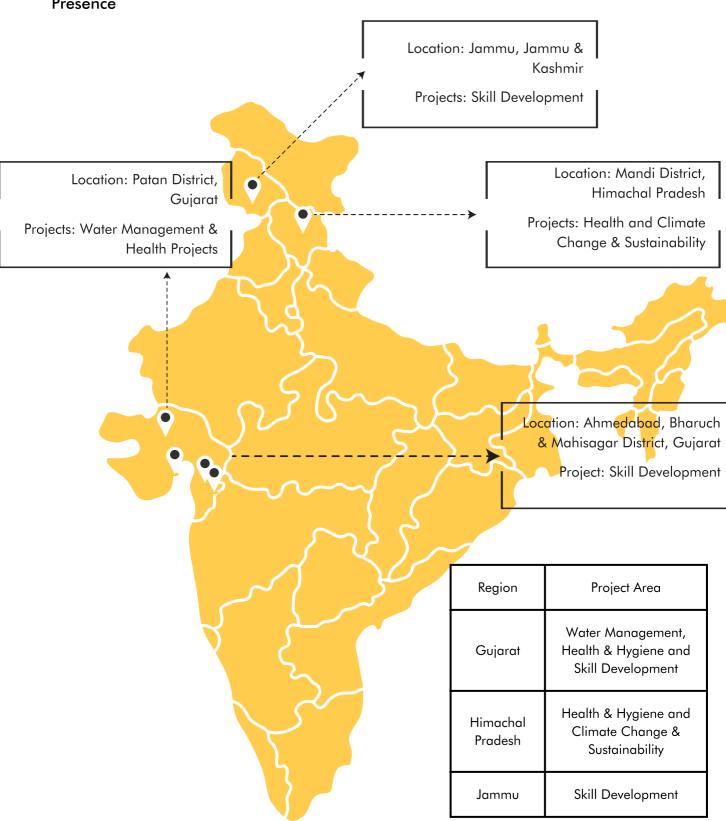




### Building a Legacy, Embracing the Future

We have a specialized approach that enables us to fulfill our mission and make a meaningful impact. Learn more about our vision for the future.

#### Presence





#### Our Approach



Empowering Individuals



Attracting Resilient Partnerships



Fostering Innovative and Sustainable Approaches



#### Vision

Our vision is a world where every individual, regardless of their background or circumstances, has the opportunity to thrive. We strive to create a society that is inclusive, sustainable, and compassionate, where basic needs are met, and every person can fulfill their potential. Through our work, we aim to inspire hope, transform lives, and build resilient communities that contribute to a brighter and more equitable future for all.



#### Mission

Our think tank is fully committed to developing innovative and environmentally conscious ideas. Our goal is to tackle social and environmental challenges by exploring creative and impactful solutions, while keeping the long-term sustainability at the forefront. We shape our concepts based on the following four thematic areas:

- Climate Change & Sustainability
- Health & Hygiene
- Water Management
- Skill Development
- Our projects are designed to make a positive impact on society. We strive to achieve this by empowering women, hosting literacy sessions, promoting hygiene awareness, and pursuing other similar objectives.







# Solid Growth, Sustainable Prosperity

Delve into our projects for the financial year 2022-2023 in 4 thematic areas: climate change & sustainability, health & hygiene, water management and skill development.



# Leading with Vision, Impacting Lives

**+3** 

**States** 

**↑** 

12

**Projects** 

**^** 6

Centers

**1** 

Change-makers

**5** 

**Districts** 

**↑** 

2,088

**Impact Hours** 

^ **14** 

**Partners** 

**^ 42,944** 

**Beneficiaries** 



### **Targeted**

### SDGs

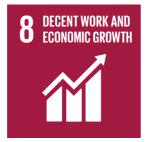






















# Climate Change & Sustainability

Introducing the practice of pine needle collection among locals and establish a pine briquetting unit, which will act as a biofuel production unit for Mandi, Himachal Pradesh. This initiative also helped our stakeholders earn a long-term livelihood through biomass clearing activities. This will in turn decrease the frequency of forest fires and safeguard the biodiversity of the region. Simultaneously we launched two pilot projects: Food Processing & Walnut Grading.



20 hectares of land cleared



1,00,000 kg pineneedles collected





- The project focuses on forest fires and their impact on the fragile ecosystem of the Himalayan region, specifically in the Mandi district of Himachal Pradesh.
- Forest fires in Himachal Pradesh have been a significant concern, with a large number of fires reported and a significant area of forest land affected.
- Forest fires contribute to greenhouse gas emissions and disrupt the ecological balance of the region, leading to the destruction of pasture land, crops, wildlife habitats, and loss of carbon sink.
- The Mandi district is chosen for the project due to its dense forest cover, high incidence of forest fires, limited financial capability, and density of rural population.
- The project aims to reduce carbon emissions through converting pine-needles to briquettes, protect the environment, create local employment opportunities, and generate sustainable livelihoods.
- The objectives include reducing instances of forest fires, establishing a value chain for biofuel products, providing livelihood security to rural communities, and building the capacity of women through training and skill development.
- Project highlights include training workshops on pine needle collection, employment of beneficiaries in land clearance, training sessions on pine briquetting, formation of self-help groups (SHGs), inauguration of the briquetting unit, training on apple and walnut processing, and business training on branding, distribution channels, and e-commerce.
- The project aims to empower local communities and create additional earning sources for mountain communities while addressing the environmental challenges posed by forest fires.









- As a part of Project Cheer-Urja, we introduced a pilot initiative under it that uses food processing unit that produces edible products from B & C grade produce without the usage of preservatives.
- Himachal Pradesh, known as the 'fruit bowl' of India, lacks the necessary infrastructure to handle surplus or leftover C&D grade fruits and vegetables, resulting in significant food loss.
- This pilot project aims to invest in the human potential of the region, specifically women, by involving them in sustainable enterprise creation activities using C&D grade fruits and vegetables.
- The concentration of C&D grade produce has increased in recent years due to climate change triggers.
- The project created livelihood avenues for women, girls, and unemployed youth in the region, allowing them to participate in sustainable enterprise creation activities using food waste.





120 Beneficiaries



30 beneficiaries who were able to set up their own venture



- The project aims to support communities with limited market access and belonging to Below Poverty Line households through Walnut Grading, Sorting, and Packaging training.
- Prior to the training sessions, awareness sessions were conducted through Panchayat meetings and beneficiary mobilization.
- Selected villages were equipped with training tools and participation of locals facilitated dissemination of knowledge and skills.
- The training focused on teaching the villagers various steps involved in walnut processing, hygiene and sanitation regulations, and industry knowledge.









# Health & Hygiene

Ashray is involved in various healthcare projects, including Project Sanjeevani and the Healing Hand, which aim to strengthen healthcare in rural India by addressing the shortage of primary healthcare workers and uneven distribution of healthcare services in Gujarat. Ashray is also working on the "HIV/AIDS Awareness" project to combat the epidemic, with a focus on vulnerable communities such as female and transgender sex workers, men having sex with men, and persons who inject drugs.







931 MOPD Cycles



4 Medical Camps



8 Swach Bharat Initiatives



257 Awareness Sessions



8 Awareness Camps



22,632 lives impacted



- Santalpur taluka in Patan District faces significant challenges in providing healthcare to its rural population due to limited access to services, inadequate awareness, and health disparities.
- The area suffers from a lack of healthcare surveillance and information, resulting in increased out-of-pocket expenses and economic burdens on the rural population.
- The shortage of basic medical facilities, combined with geographical, infrastructural, socio-economic, and organizational obstacles, hampers healthcare accessibility in the region.
- Villagers in Patan must travel long distances, around 15-20 kilometers, to reach the nearest health facility, incurring significant costs and making it difficult to prioritize healthcare over basic needs.
- The community lacks health, food, and nutrition literacy, leading to misconceptions and superstitions that impact their health and well-being.
- The Sanjeevani 'Clinic on Wheels' Mobile Medical Unit (MMU) project was initiated to address healthcare challenges and improve community well-being in Santalpur.
- The project aims to bridge healthcare gaps, provide education, promote sanitation, hygiene, and reproductive health through targeted interventions and community engagement.











#### **Highlights**

- The project focuses on HIV/AIDS awareness in Tapi district of Gujarat for vulnerable communities, including female sex workers, transgender sex workers, men having sex with men, and persons who inject drugs.
- The project aims to increase awareness of HIV/AIDS and promote good sexual health through mass media interventions, counseling sessions, focus group discussions, and street plays.
- Self-help groups (SHGs) play a crucial role in initiating conversations, providing support services, and ensuring stigma-free access to sexual and reproductive health services.
- Objectives include developing sustainable intervention strategies, creating an enabling environment for accessing HIV/AIDS-related services, changing behavior and attitudes, promoting early treatment-seeking behavior, and generating literacy about HIV/AIDS.
- The project also focuses on marketing contraceptives and condoms, providing counseling services, and conducting awareness and sensitization sessions for vulnerable groups.
- The interventions aim to reduce risk behavior among clients of sex workers and reach scattered and vulnerable tribal sex workers.
- The project contributes to the achievement of several Sustainable Development Goals (SDGs), including good health and well-being, gender equality, and reduced inequalities.

Health: HIV Pre







### Water Management

Ashray is focused on addressing issues related to groundwater availability, soil salinity, and water pollution. It has initiated two projects: The first project aims to manage and conserve water by providing comprehensive training and awareness programs to transform water behavior and practices for sustainability. The second project is focused on enhancing agricultural practices for small and marginalized farmers in the region. It involves constructing "Holiya" structures that store rainwater, provide long-term livelihood security, and address ecological barriers.





100 Villages



200 Awareness Sessions



12,402 Beneficiaries



- We successfully constructed water procurement structures, such as borewells, pipeline infrastructures, and water storage facilities. These improvements have enhanced water accessibility and availability in the project area.
- Through sensitization and awareness sessions, we educated the community about penalties and provisions of punishment under the Gujarat Domestic Water Protection Act. This has contributed to increased compliance with water protection regulations.
- We developed and circulated Information, Education, and Communication (IEC) materials to raise awareness about water conservation, responsible water management, and the importance of preserving water resources.
- Local artists led engaging street plays focused on water, water scarcity, and pollution. These performances effectively conveyed important messages, capturing the attention of the community and fostering understanding of water-related challenges.
- We worked closely with the Village Panchayat to promote the practice of keeping water accounts. This initiative has encouraged individuals and communities to monitor their water usage and promote responsible water consumption.
- As part of our efforts to ensure clean drinking water, we
  introduced daily chlorination before household supply.
  Additionally, we implemented regular and timely checks of
  water quality to safeguard the health and well-being of the
  community.
- By determining the daily service level of water and consistently meeting that quota, we have provided a reliable water supply to meet the needs of the community.







136 Holiyas Constructed



8 Villages



4,080 lives impacted



- Patan district faces severe groundwater depletion, high soil salinity, waterlogging, and water scarcity, which pose challenges to farmers, especially small and marginalized ones.
- The area's proximity to the desert region exposes it to frequent droughts and flooding, making agriculture costly and ineffective, leading to forced migration and poverty.
- The construction of 'Holiya' structures aimed to address these ecological barriers and promote continuity during droughts and floods.
- The intervention aimed to resolve water scarcity, improve agricultural practices, prevent waterlogging, and enhance soil quality and permeability while maximizing land and water resources.
- The construction of 'Holiya' structures has proven to be an innovative solution to the ecological barriers faced by farmers in Patan district.
- By improving water availability and quality, enhancing soil quality, and maximizing land and water resources, the 'Holiya' structures have helped to address water scarcity and improve agricultural practices in the area.
- This has not only prevented forced migration and poverty but also helped to create a more sustainable and resilient farming community.
- With the success of this intervention, we can look forward to more innovative solutions that address the challenges faced by small and marginalized farmers in the region.







## Skill Development

Skill development area aim to empower underprivileged individuals by enhancing their existing skills and providing them with new ones. By bridging the gap between academic learning and employability, these projects contribute to economic growth and social empowerment. They offer individuals the opportunity to enhance their livelihood prospects and contribute to the overall development of communities and economies.





1,260 Domain Hours



320 Non-Domain Hours



330 Beneficiaries



- This program focuses on skilling rural youth in Customer Care Executive-Voice and Warehouse Picker roles. It aims to provide training and employment opportunities to marginalized individuals, empowering them with valuable skills for sustainable livelihoods.
- The program is implemented in Aravalli, Panchmahals, Mahisagar, Bharuch, Narmada, and Tapi districts. These districts have a significant rural population and are prioritized for skill development initiatives to uplift the rural youth and communities.
- The program's primary objective is to create jobs with regular monthly wages or above the minimum wages for the rural youth. By providing gainful employment, it aims to reduce poverty and improve the standard of living for households in these regions.
- The program is initiated by the Ministry of Rural
  Development, Government of India. It aligns with the
  national agenda of promoting rural livelihoods and supports
  the Prime Minister's 'Make in India' campaign, which aims to
  boost manufacturing and create employment opportunities.
- The program is designed to skill rural youth in specific job roles, such as Customer Care Executive-Voice and Warehouse Picker. By imparting relevant training and enhancing their employability, it equips participants with the necessary skills to succeed in these roles and contribute to the growth of industries and sectors.
- The program's mission is to enable poor households to access gainful and sustainable employment. By providing regular wages and employment opportunities, it aims to uplift individuals and create a positive impact on their economic well-being.





1,100 Domain Hours



120 Beneficiaries



- The project aims to encourage industries in Mahisagar to become training partners. By collaborating with industries, the project seeks to provide industry-relevant training that aligns with common skilling norms. This partnership ensures that the training programs are tailored to meet the demands and requirements of the industry.
- The project focuses on providing skills training in specific areas such as Retail, Apparel, and Logistics. These sectors have significant employment potential and offer opportunities for sustainable employment among the youth in Mahisagar.
- Along with theoretical training, the project emphasizes providing practical exposure to the work environment. This practical exposure enhances the trainees' understanding of industry practices and prepares them for real-world challenges and job responsibilities.
- The project ensures that the employment opportunities are supported by the government. Through government support, the project aims to assure employment for the trained individuals, thus creating a pathway for sustainable livelihoods.
- The project places a strong emphasis on the quality of training provided. By partnering with industries and aligning with common skilling norms, the project aims to deliver highquality training programs that equip the youth with the necessary skills and competencies to excel in their chosen fields.







410 Domain Hours



180 Beneficiaries



- The project focuses on marginalized women, SC/ST (Scheduled Castes/Scheduled Tribes), and PwD (Persons with Disabilities) in Ahmedabad. It aims to enhance their participation in skill development training programs, specifically targeting Traditional Hand Embroiderers and Jute Stitching Operators.
- The project seeks to provide wage/self-employment opportunities and nurture the entrepreneurial spirit among the beneficiaries. By equipping them with the necessary skills and support, it aims to enable them to pursue sustainable livelihoods and establish their own businesses in the Handicraft & Jute Sector.
- The main outcome of the project is to link the trained beneficiaries, including women, SC/ST, and PwD, with the job market. By enhancing their employability, the project aims to create better prospects for gainful employment, whether through wage employment or self-employment.
- The project emphasizes the collection of relevant data along the entire value chain of the pilot project. This data will be used for quantitative and qualitative analysis, providing insights into the impact and effectiveness of the initiatives undertaken for women, SC/ST, and PwD beneficiaries.
- The project focuses on enabling wage employment in the Handicraft & Jute Sector. By promoting skill development and creating employment opportunities in these sectors, it aims to contribute to the growth and sustainability of traditional crafts and industries.









410 Domain Hours



180 Beneficiaries



- The program focuses on unemployed rural youth in all districts of Jammu & Kashmir, aiming to enhance their employability and provide better opportunities in the competitive world. By offering skill training, the program aims to equip them with the necessary skills and knowledge to secure employment.
- The training program offers skill development in the fields of Assistant Fashion Designer and Front Office Associate. These courses align with industry demands and provide the participants with relevant skills in these sectors.
- The program offers free skill training to the participants, removing financial barriers and ensuring access to quality training opportunities. By eliminating the cost associated with skill development, the program promotes inclusivity and provides equal opportunities for all.
- The main course of the program spans 3-4 months, providing an intensive training period to the participants. The curriculum likely covers technical skills required for Assistant Fashion Designer and Front Office Associate roles, as well as elements of personality development to enhance the overall employability of the participants.
- The primary objective of the program is to improve the employment prospects of the youth by enhancing their skills and knowledge. By equipping them with industry-relevant skills and focusing on personality development, the program aims to make the participants more competitive in the job market.









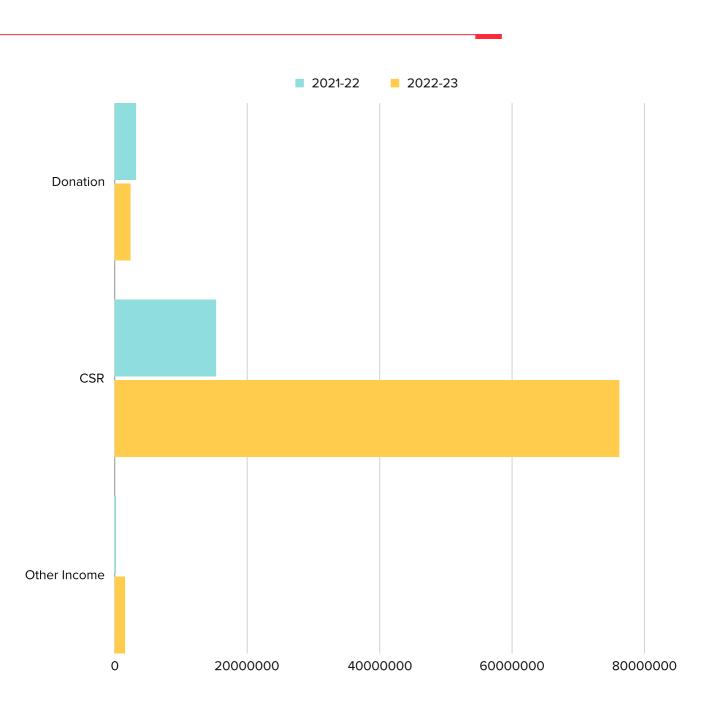
# Empowering Partners, Driving Results

Delve into our financial performance, including revenue growth, profitability, and key financial metrics that demonstrate our strong fiscal health.



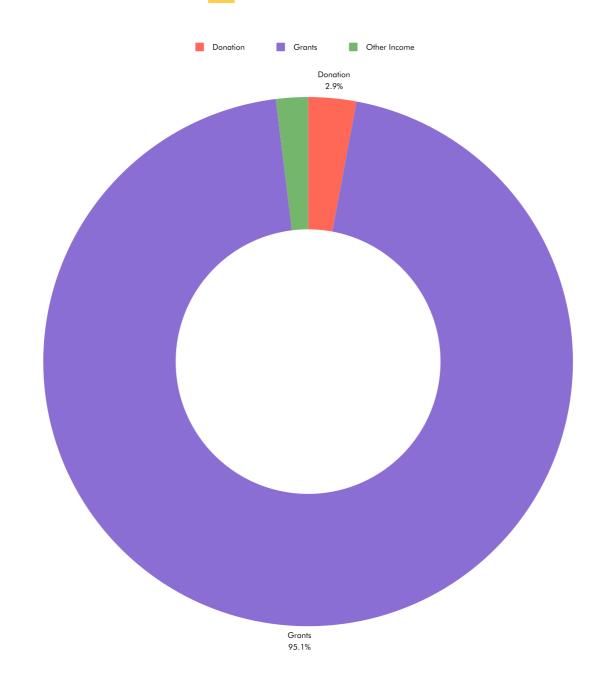
### Revenue in Number,

#### **Year-Over-Year**





# Total Funding in 2022-2023



#### 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 31/03/2023

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, Sansod Narg, New Delhi-110 001

INCOME	ANNEXURE	INDIAN	FCRA	2022-23 RS.	2021-22 RS.
GRANT & DONATIONS	G	77,996,623	586,696	78,583,319	18,513,146
INTEREST INCOME	н	136,169	161	136,330	110,932
OTHER INCOME	1	1,424,881		1,424,881	86,350
TOTAL		79,557,672	586,857	80,144,530	18,710,427
EXPENDITURE					
EXPENDITURE ON THE OBJECTS OF THE TRUST	J	53,784,058	568,268	54,352,326	13,907,660
ESTABLISHMENT AND ADMIN EXPENSES	к	2,376,461	17,409	2,393,871	1,820,031
REMUNERATION TO TRUSTEES	L.		-		
CHARITY COMMISSIONER CONTRIBUTION	м		-	D.v.	2
AUDIT FEES	N	203,750		203,750	200,000
DEPRECIATION	E	1,189,497	69,142	1,258,639	299,665
EXCESS OF INCOME OVER EXPENDITURE	С	22,003,906	(67,962)	21,935,944	2,483,070
TOTAL		79,557,672	586,857	80,144,530	18,710,427
Accounting Policies and Notes forming part of Accounts	0			COMO O MENT	

As per our report of even date attached

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

FOR: ASHRAY SOCIAL WELFARE FOUNDATION

1/20 110 110 110

TRUSTEES

PLACE: AHMEDABAD

Date: 02-10-2023

Shachi johas

De anni A

PROPRIETOR

MEMBERSHIP NO.162345 UDIN: 23162345BGPENE4363

PLACE: AHMEDABAD Date: 02-10-2023

#### 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 2023**

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	2022-23 RS.	2021-22 RS.
TRUST & CORPUS FUND	A	43,622		43,622	43,622
UNUTILISED GRANTS	G		*:		890
UNSECURED LOAN	В .	- 929,800		929,800	1,824,170
INCOME AND EXPENDITURE A/C	С	27,001,123	427,692	27,428,815	5,492,871
CURRENT LIABILITY	D	21,686,112		21,686,112	725,296
TOTAL		49,660,657	427,692	50,088,349	8,086,849
ASSETS AND PROPERTIES					
FIXED ASSETS	E	9,483,862	421,222	9,905,084	1,697,706
GRANT RECEIVABLE	G	34,714,482	-	34,714,482	3,148,879
CURRENT ASSETS	F	5,462,313	6,469	5,468,782	1,287,455
INVESTMENT	. F1			10 × 12 1	1,952,809
TOTAL		49,660,657	427,692	50,088,349	8,086,849
Accounting Policies and Notes forming part of Accounts	0				A.

As per our report of even date attached

FOR: ASHRAY SOCIAL WELFARE FOUNDATION

FOR: A \$ SHAIKH & CO.
CHARTERED ACCOUNTANTS

FIRM REGISTRATION NO. 139775W

TRUSTEES

PLACE: AHMEDABAD

Date: 02-10-2023

SLAM SHAIKH

PROPRIETOR

MEMBERSHIP NO.162345

UDIN: 231623458GPENE4363

PLACE: AHMEDABAD

Date: 02-10-2023





## Strong Partnerships, Impactful Results

Take a look at our valued partners & collaborators that have made a positive impact to our society.

# Partnerships & Collaborations







































## Envisioning Tomorrow, Embracing Opportunities

Gain insights into our strategic direction, growth prospects, and upcoming initiatives as we look towards an exciting future.



## Future Outlook

Expanding the health program, we have launched a mobile medical unit in Mandi, Himachal Pradesh at the end of last year. This initiative aims to provide healthcare services and medical assistance to the underserved communities in the region. The mobile medical unit will travel to remote and inaccessible areas, reaching out to individuals who have limited access to healthcare facilities. By bringing medical services closer to the people, the foundation aims to improve health outcomes, address healthcare disparities, and enhance the overall well-being of the community in Mandi. This expansion aligns with the foundation's commitment to promoting equitable access to healthcare and supporting the Sustainable Development Goal of Good Health and Well-being.

We want to continue to expand our reach to other underserved communities, both within the current project areas and in new geographical locations. This will help in addressing the needs of more marginalized populations and extending the impact of the foundation's initiatives.

We aim to diversify our programs to cater to a wider range of needs within the communities we serve. This may include exploring areas such as livelihood development, women empowerment, and environmental sustainability, based on the specific requirements and priorities of the target regions.

Collaborate with other organizations, local authorities, knowledge partners and government agencies that can strengthen the impact and sustainability of our initiatives. Building strategic partnerships will allow for resource sharing, knowledge exchange, and joint efforts in addressing complex social and developmental challenges.

Embracing innovative approaches and leveraging technology will enhance the efficiency and effectiveness of our programs. Exploring digital solutions, such as telemedicine, online education platforms, or mobile applications, can help overcome geographical barriers and improve access to critical services.

Implementing robust monitoring and evaluation systems will enable the foundation to assess the impact and outcomes of our programs accurately. Regular assessment of projects' effectiveness will help identify areas for improvement, make data-driven decisions, and ensure accountability and transparency to stakeholders.

Promoting community participation, involvement, and ownership in our programs will be vital for sustainability and long-term impact. Empowering communities to take an active role in decision-making, planning, and implementation processes will foster a sense of ownership and strengthen our efforts.



# Gratitude, Collaboration, and Continued Success



We express our sincere appreciation to all stakeholders, including beneficiaries, partners, donors, and funders, for their unwavering support and dedication.