CELEBRATING
CITIZENSHIP

“Khudi ko kar buland itna ke har taqdeer se pehle Khuda bande se ye poochhe Bata teri raza kya hai”
- Allama Iqbal

[Rise and be strong such that,
Even God asks you
Before writing your fate,
Tell me, what is it you desire!]

We celebrate: the margin and its inhabitants - those who don’t give up who stay positive through all hardships encouraging all to come together to seek and find a solution.

We celebrate: the return of hope the uninhibited chuckles the tears and laughter shed and shared in a collective.

We celebrate: every hand that reaches out to take the pain away from every aching leg all rendered voiceless, recovering their roar for a systematic change, every story and story-teller, that called out in unison: Appo Deepa bhava! [Be your own light]

We dedicate this Annual Report to all those who made the journey from ‘being people’ to ‘becoming citizens’ a reality!

ARUN KUMAR
WATER FOR ALL ...

Shruga is a resident of Sanjay Nagar in Mumbai’s M East Ward. Up until last year, she would trudge her way at 12 noon to the common tap at Baiganwadi where hundreds of other people also flocked to get water for their daily needs. But water at this tap did not come for free! Shruga and her family had to cough up Rs. 5 per 30 litres and upto Rs. 60 for 200 litres. (approximately – Rs. 800 per month)

According to Apnalaya’s Situation Analysis Report 2017, Life on the Margin: Charting Realities, 68% of people living in Shivaji Nagar, M East Ward, are forced to buy water from private tankers – using 12% of their daily income in the process. This means, for the entire population of Shivaji Nagar, Rs. 88 crores is being spent every year just to buy water. That too, in an area where the average monthly family income is Rs.7802.

Access to clean potable water is a human right. Without this basic civic entitlement, the daily struggle for survival becomes far more difficult. The continuous drain on the overstretched family income doesn’t let them break out from the vicious cycle of intergenerational poverty.

To enable people emerge from this vicious cycle, Apnalaya trains the residents to work with the government and advocate for civic amenities such as legal water connections.

Till date we have trained 517 grassroots leaders from 12 slum clusters in Shivaji Nagar between the ages of 18 to 55 years. These grassroots leaders work very closely with the state and urban local bodies to address issues impacting their civic life.

In 2018-19, in the 12 clusters of Shivaji Nagar that Apnalaya works in, more than 11,000 individuals got legal water connections through the work of grassroots leaders.

“We have been getting clean and safe water for a year and a half now and this would not have happened without the help of Apnalaya. There are middle-men in the community who try to swindle us and demand money to install water lines, but the grassroots leaders trained by Apnalaya have helped us submit the legal applications and ensured water connections. Now we tell others in the community to seek help from Apnalaya and the grassroots leaders,” said Raza Mulla, a resident of Rafi Nagar.
OUR IMPACT

15 Adult Civic Action Groups
+9 Youth Groups

517 Grassroots Leaders
have been trained to collectively address issues in their community

51 Civic Projects
were initiated in 2018-19 and
27 Were Completed

Issues Taken Up Include
- Street cleaning
- Pest control
- Streetlights
- Increasing police patrol in areas that are unsafe
- Toilets
- Water
- Electricity

Over The Last Few Years
35,000 people have got civic amenities
500 Water Connections Achieved...

Apnalaya Reached To
52,840 people in 2018-19 up from 38,721 in 2017-18

Improved Living Conditions For
3,856 families due to increased civic amenities

Prevalence Of Underweight Children Reduced By
8% from 44% in 2014-15 to 36% in 2018-19

Under 5 Mortality Rate Reduced By
17% reduction from 70 in 2014-15 to 53 in 2018-19

Immunisation Among Children From 12-23 Months Increased
55% from 29% in 2014-15 to 84% in 2018-19

Despite No Government Hospital, Only 1 woman died in delivery out of 401 live births since 2014

Institutional Delivery Increased By
7% from 91% in 2014-15 to 98% in 2018-19

Decrease Of Anaemia Among Pregnant Women Reduced By
27% from 96% in 2014-15 to 69% in 2018-19

1488 Women & Youth Empowered with a Livelihood since 2014-15

517 Grassroots Leaders Engaged in Civic Action Projects in 2018-19
Mumbai is an amazing city. I have lived here for 53 years and I love it—still love it in spite of the noise, the pollution, confusion, traffic, potholes, parking woes, and so on. But then I have a comfortable home, with water and electricity, enough to eat, and a car and driver to take me when I leave home. I am one of the lucky ones.

For Mumbai is a city of contrasts. Parts of the city are planned and regulated, and are recognised and provided for by the government. People who live here have secure incomes and access to services, and are aware of their fundamental rights.

But 45% or more of the people live in unplanned, unregulated parts of the city—the slums—where vulnerability is at an all-time high. Many lack access to basic benefits and services such as food, safe water, sanitation and shelter; and are often denied access to other entitlements, including quality education, healthcare and financial services.

This is the reality in M East ward, bottom of all indicators amongst the wards of Mumbai, and the main focus of our work. Apnalaya runs programmes to help people living in deprived communities to find a sense of stability amid all this. Our first aim is to help them address some of the basic needs of survival—water, electricity, sanitation, toilets, safety. And, through working with them to address these needs, we empower them, strengthen and educate them as citizens of Mumbai.

For it is their voice, and their voice alone that can effect change at a systemic level; our work in training and generating Citizen Volunteers is bearing fruit in this regard. In this report we outline some of the thinking behind our programmes and highlight the achievements during the year. It is extremely challenging work; but it is our belief that only through giving the urban poor the pathway to participate in their own development—enabling, empowering and ensuring—can we realise our goal.

ANNABEL MEHTA
President, Apnalaya
As another year draws to a close, I am proud to present an overview of 2018-19, which has been quite significant, both, for Apnalaya and the community we work with.

This year we aligned all our programmes with the framework of Social Entitlements and Advocacy. We strengthened our resolve to address problems confronting people on the margin through the Citizenship approach. Today, backed by evidence, we suggest that an aware and skilled individual who is motivated to work for the common good is perhaps the greatest assurance of sustainable development.

One of the most significant gains of the year has been Apnalaya taking necessary steps to develop a robust data culture in the organisation, where engagement with data and creation of evidence occupies the centre stage of our everyday work.

The Education & Citizenship and Livelihoods programme have been reorganised as:

- Education and Livelihoods
- Citizenship and Advocacy

Previously, these programmes were structured as Education & Citizenship and Livelihoods. The Health and Disability programme has continued as before. This reorganisation allows us to engage with young people for a longer period, as they enter for Education and continue through Empowerment and Employability. A longer continuous stint with them reduces drop outs and improves aspirations towards understanding their potential and assessing aptitude.

This year, Apnalaya launched one of its most creative interventions, School Saheli, in December 2018. This cluster scholarship programme uses collective pressure to resist social norms limiting girls’ education and progress in life.

One School Saheli mentor works with a group of 10 girls and their parents to ensure that girls continue their school education and parents do not withdraw them before their requisite schooling. All receive monthly scholarship only when no one drop outs. If there is even a single drop out, the scholarships of all the girls in the group is suspended till she re-joins school. Simultaneously, the parents of the other nine motivate the parents of the drop out to resume their child’s education.

This intervention started with a public event where all the parents took a pledge not to withdraw their girls before she completes her school education and not to get her married before she is of legal age. This idea of involving girls and parents, both to support and encourage the girl child to study and to acquire life skills, creates a positive atmosphere in the community. The programme began with 140 girls and 14 mentors and till date, there have been no drop outs!

**Highlights**

The integrated nature of our programmes had two significant outcomes:

In the age group of 6-14 (RTE Act), where there is supposed to be free and compulsory education for all children, the dropout rate in Shivaji Nagar is 29%. In contrast, the dropout rate for the same age group with our programmes was 1.23%.

Similarly, while 38% of the girls in the area get married before the legal age, this rate was 0.24% among the girls in our programmes.

Our Health & Disability programme partnered with CareNX to capacitate five government health posts in M East Ward which cater to around three lakh people. This has increased efficacies of the health posts evident through increased footfall and reduced burden on tertiary hospitals in the area. Thus, resulting in an opportunity to expand our interventions to all the remaining health posts of the ward.

The prevalence of underweight children reduced from 38% in 2017-18 to 37% in 2018-19 and complete immunisation coverage jumped from 73% in 2017-18 to 83% children in 2018-19.

2018-19 also saw the launch of a pilot survey across three slum clusters to ascertain the number of persons with disability (PWD). The current number with the government suggests a huge undercounting of PWD in the ward. This pilot is a precursor to a larger survey planned for the next year. A precise number of PWD is required for adequate welfare measures for them.

This year we trained 942 community people in citizenship and governance, of which 517 took the leadership role. Through Civic Action Groups (CAG), they have successfully worked with the government to bring in basic amenities in the area. These include connections for potable water and metered electricity, regular garbage disposal, road and toilet construction and street light installation.

2018-19 saw two significant breakthroughs in Apnalaya’s work to advocate key issues in M East Ward to relevant government authorities.

Our research and advocacy resulted in the Maharashtra State Human Rights Commission (MSHRC) taking suo motu cognisance of malnutrition among children and ordered Tata Institute of Social Sciences (TISS) to prepare comprehensive report on malnutrition in the area. MSHRC also conducted a similar action about the inadequate number of public toilets in M East Ward and directed the MCGM to build 7208 new toilets in the ward.

This year Apnalaya has a new look. We are proud to present our bi-monthly newsletter and blog, *Life on the Margins*.

Kamala Aithal and Kripa Krishnamurthy moved on as board members this year. We are deeply grateful for their support, contribution and commitment to Apnalaya. We welcome Sumant Srivastava, founder and innovation artist at Marketing Unplugged, as our Secretary and look forward to working with him.

We are delighted with the improvement on most of the human development indicators, and this has become possible chiefly due to the resolute people of Shivaji Nagar and, of course, our partners and supporters who stay invested in our vision and mission. I thank you all on behalf of my team for helping us do what we love doing the most.

*ARUN KUMAR*
CEO - Apnalaya
HEALTH & DISABILITY

Urbanisation is emerging as the most challenging and serious concern facing our country – with urban populations increasing from 18% in 1951 to 34% in 2017. This continuous influx to the cities creates alarming problems related to health. An estimated 25% of them subsist on below the poverty line income. Majority of these people live in slums, in inhuman conditions that deny their right to basic civic amenities and services – such as proper health care, sanitation, education, adequate nutrition – which create the perfect storm in leading to health vulnerability.

There is a close relationship between the health status and the living conditions of the urban poor. Many of the health problems in urban slums come from the lack of access to basic services such as safe drinking water, clean air, poor nutrition, sanitation and waste disposal. These are compounded by the lack of adequate health care facilities such as hospitals, maternity homes, health posts, dispensaries, and clinics. The prohibitively high cost of accessing healthcare services from the open market results in deprivatizing healthcare and depletion of family income.

Research suggests that poverty and disability are mutually reinforcing. Instances of disability may increase one’s likelihood of becoming poorer, and on the other hand, living in poverty may increase the probability to encounter disability.

Apnalaya seeks to break the cycle of inter-generational poor health by improving people’s health-seeking behaviour, building capacities of community members and strengthening local government health systems. Our health programme has a special focus on adolescents, pregnant women and lactating mothers, children and people with disability.
Mother Support Group Leaders Trained As Infant & Young Child Nutrition (ICYN) Counsellors
17 Mother Support Group (MSG) leaders from the community attended a week-long nutrition course to learn and understand balanced nutritional practices for pregnant and lactating mothers, and their children. Today, they work on an incentive basis in their communities as counsellors on Infant and Young Child Nutrition (ICYN) practices and conduct monthly sessions with pregnant and lactating women, and parents of children with severe acute malnutrition.

Linkages With 8 Educational Institutes For Children With Disability
79 Children With Disabilities (CWD) in Shivaji Nagar have gotten admission in eight educational institutes across Mumbai. 76 of them received additional support from us with regard to educational materials, school fees, uniforms and travel fees.

Adolescent Leaders Trained To Champion Health
Over the course of the year, we have trained 131 adolescent leaders and equipped them with the knowledge to be changemakers in their communities on health-related issues. Out of these 131 leaders, 58 leaders have conducted sessions on Sexual and Reproductive Health and Rights (SRHR) with 1015 adolescent boys and girls. Along with this, adolescent leaders have been learning how to improve early registration of pregnant women and reduce prevalence of malnutrition among children.

Children With Disability Attending Apnalaya Daycare Get School Ready
Out of the 22 children attending our Daycare Centre for CWD, 10 have been deemed ‘school-ready’, 4 are already enrolled in special schools and 6 are preparing for enrolment in regular schools in 2019. Additionally, 7 have displayed improved self-care (bathing, getting dressed and eating without assistance) and 7 others have improved mobility.

Reduction In The Number Of Malnourished Children
Our regular growth monitoring of infants and children played a key role by reaching the following results from 2017-18 to 2018-19:
- Underweight reduced from 39% to 37%
- Stunting reduced from 49% to 46%
- Acute malnutrition reduced from 16% to 14%

Our rapport with ICDS programme functionaries was strengthened this year due to consistent interaction with the ICDS staff. Rapport between the Aanganwadi workers, Apnalaya staff and community members yielded better results for the people.

Developmental Delays In Children Identified
16 Apnalaya staff was trained to identify and access developmental milestones in children. Subsequently, the team conducted intensive counseling with parents of 138 children. The screening happened using the Guide for Monitoring Child Development (GMC25) model. Of these 138 children, 51 were identified with symptoms of developmental delay. To ensure appropriate interventions for these children and their families, their families were then counseled and referrals were provided.

Pilot Survey Conducted To Identify Cases Of Disability
The government, in response to an RTI, shared the total population of PWD to be approximately 1500 from a population of 8.5 lakhs in M East Ward. We currently work with 1500 PWDs in our areas of intervention itself, which is a relatively smaller area of M East Ward and so, Apnalaya decided to undertake a pilot survey in three clusters to determine the exact number of PWD in the area. 5% of 5536 people surveyed screened positive for one or more possible cases of disability in this area alone! This will become the basis for a larger survey next year to ascertain the number of PWD in M East Ward.
Mothers Supporting Mothers

When Rehana Khatun went into labour with her fourth child she was alone. Her husband was working in Dubai at the time, and as migrants, none of her family members were available to help her. She immediately called up Aktioni Begam, the leader of the local Mother Support Group in Rafi Nagar, to ask for help.

Aktioni responded to the emergency and helped Rehana get through labour, which was fraught with complications. She was unable to get a bed in one maternity hospital and Aktioni helped her get admission in another maternity home. She remained with Rehana throughout and provided support.

Aktioni, a three time mother herself, leads the Rafi Nagar Mother Support Group. She is just one of 385 women, all volunteers, who facilitate Mother Support Groups — guiding and supporting local women through their pregnancies, births and postpartum phases. These volunteers have successfully reduced the previously high incidence of maternal and child mortality, and helped mitigate risks during the crucial periods of child growth and development.

“We help the mothers in the community with not only pregnancy related health issues but other health issues as well. It is vital that both pregnant and lactating mothers take proper care of themselves and their babies, to ensure optimum health of the child. We give them advice and accompany them to the hospital if they want us to,” says Aktioni Begam.

In 2014, Apanlaya decided to form Mother Support Groups with the belief that, in order to tackle the issues of the community, the people of the community have to take the lead. As such, the women who lead these groups are mothers themselves, and Apanlaya provides support, guidance and training, on such vital issues as the importance of institutional delivery, immunisation, child malnutrition and overall maternal health.

Group members are selected from each lane in the Apanlaya intervention area, with group leaders reporting to Apanlaya Field Assistants on the progress of their group. Leaders are typically women who are extremely active in the area, and have a high level of influence within the community. Groups meet every month, and also attend trainings every month.

“There has been a considerable change in the community; the people in the community know the importance of mother and child health and nutrition. They are also aware of the government schemes available to them; they know where the health posts are. Additionally, the people in the community know to turn to MSG members now. These women are the eyes and ears for us in the community, if there are any larger problems they refer them to us and then we help them as much as we can. Most importantly, other than just having leaders from the political side, we now have community leaders who know the problems of the people and advocate for the same,” said Sunita Chourey, Senior Programme Manager, Health and Disability.

And the programme is seeing tangible results and impact. Since 2014, there has been only one maternal death in 2016 in the 401 live births that have taken place in our area of intervention. Comparatively, data released by the MCGM, according to a Times of India report, showed that 1.5 lakh deliveries were registered in the city in 2018, and 218 women died during pregnancy or six weeks after it - which means the city’s Maternal Mortality Rate now stands at 144, much higher than the state (61) and national averages (133).
EDUCATION & CITIZENSHIP

Although urbanisation creates many opportunities, both for individuals and for the economy, as well as for the city and the country, it also raises many challenges. In India, the development of the infrastructure required to meet the needs of this rapidly rising urban population has not kept up with the inflow, leading to the growth of informal or slum settlements in and around the city.

In absolute numbers, according to *Slums in India: A Statistical Compendium 2015* by the Ministry of Housing and Urban Poverty Alleviation, Mumbai has the highest slum population of around 5.2 million, most of them devoid of basic amenities like hospitals and schools.

According to Apnalaya’s Situation Analysis Report 2017, *Life on the Margin: Chalking Realities*, 25% of children in the Right to Education age group (6-14 years) in Shivaji Nagar, are out of school.

Apnalaya enhances people’s capacities to be self-reliant by building the human and social capital of youth between the ages of 14-25 years. By providing formal and social education, we equip them to work with government systems and play an integral role in their own development.
Khula Aasmaan: Empowering Girls Through Kabbadi

The highly successful ‘Khula Aasmaan’ programme continued with involvement of 432 girls in this initiative for the past few years. This year’s ‘Alumni Meet of Khula Aasmaan’ was marked by a friendly match between the previous and current batches of the programme. Over 200 people participated in the event.

This year, Apnalaya took the athletes for two exposure visits. They visited Cool Coach, Pune after which the mentors gave the feedback that they were happy to receive real time experience on the importance of Physical fitness and nutrition.

They also got to interact with youth mentors from another organisation which allowed them to learn from each other and view practical, real life situations of successful integration of sustainable practices in the field of sports.

Participation In International And National Forums By Youth Volunteers

2018-19 saw an increase in participation and representation by our youth in various national and international forums. Saira Khan, our community champion who has been trained as a peer leader in SRH-R represented both her community and Apnalaya, in the United Nations General Assembly in New York and the ‘Goalkeepers’ event organised by the Bill & Melinda Gates Foundation. She met both Bill and Melinda Gates - with Melinda Gates sharing her story in her address at the main event!

Farheen Rahmat Ali, who has been a mentor of the Khula Aasmaan Kabbadi programme and a role model for girls in the community, was a panelist at the Dasra Philanthropy Week where she spoke of the backlash girls face from the community when they enrol in empowerment programmes and how to effectively tackle it.

Sufiyaan Ansari, an active member of the youth Civic Action Group, was a panelist at the Youth Symposium organised by another NGO in the city, where he spoke about the training he received from Apnalaya in advocacy and the way he and his group of young grassroots leaders worked with the local government authorities to improve safety and hygiene in their community.

Building Gender Sensitivity Amongst Boys

Two mentors were trained to promote awareness and sensitivity on Gender among boys. The focus was on creating a community with gender equity - where boys become more aware of the gender stereotypes in the community, begin to question masculinity related stereotypes, bringing about a healthy change within themselves, and eventually in the community. They will now take the training forward to another batch of 50 boys.

Volunteers For Civic Action

517 grassroots leaders from the 12 slum clusters of Shivaji Nagar in the age group of 18 to 55 years have been trained to identify issues of lack of development in their surroundings and how to work with the local government to ensure civic amenities are constructed.

In the last 12 months, 27 civic action projects on themes such as water, electricity, solid waste management, lane reconstruction, street light installation, and pest control have been completed through the advocacy by grassroots leaders and close to 20,000 people have had visibly improved living conditions. These grassroots leaders have successfully galvanised local authorities to undertake take issues that have been stalled for a long time. One instance is the chawl reconstruction in Chikalwadi which had been pending for six years before our grassroots leaders took it up and ensured it was completed in a month.

Advocacy Breakthroughs

2018-19 saw two significant breakthroughs in Apnalaya’s efforts at advocating key issues in M East Ward with relevant government authorities.

Convergence Meeting to Address Malnutrition: Apnalaya convened a convergence meeting with community members and officials from, ICDS and MCGM to better understand the situation and develop joint recommendations to MSHRC. The final order asked TISS to head a panel that further investigates the situation on malnutrition, in which Apnalaya will be a key player.

Lack of Sufficient Toilets in Shivaji Nagar: Based on Apnalaya’s data, the population of Shivaji Nagar is 4,31,766 which results in a ratio of 145 people per toilet seat. In the course of the second suo motu case hearings, the MCGM has accepted a revised population of Shivaji Nagar as being close to 3,70,000, a big jump from their earlier estimate of about 2,35,000, and committed to the construction of an additional 7000 new toilet seats in the coming year.

Bringing Mumbai To M East Ward

A large part of our efforts to highlight the issues of M East Ward involves initiating a process by which the people and issues on the margin can ‘come to the centre’.

Filmmaker Nikhil Taneja conducted a workshop with 30 youth from Shivaji Nagar. The session titled, ‘Be Your Own Voice,’ was on the importance of finding creative ways of speaking about their stories and lives to the world so that they can inspire others.

‘Apna Adda’ was an attempt to foster dialogue and cultural expression on various aspects of urban life. The main speakers were Roshni Nuggahalli from YUVA, Milind Mhaskar from Praja Foundation and Professor Hubnath Pandey, University of Mumbai.

Gatecrash, an organisation that brings musicians from all over the world to perform in marginalised slums, under an initiative called ‘Music Mulakat’, held two performances by French jazz musicians,‘
Tackling School Dropout

When Sakina Shaikh was in 9th standard, she dropped out of school. Her father was suffering from acute osteoporosis and could not work, leaving little money to survive on, as every penny had to be diverted towards his treatment.

This is sadly a common story for many youth in Shivaji Nagar who are forced out of school due to a lack of money, or even worse, under pressure from families to undergo child marriage.

As per Apanlaya’s 2017 Situation Analysis report, 29% children in the Right to Education age group (6-14 years), are out of school in Shivaji Nagar. Prevalent child marriage in the area (36% girls and 48% boys get married before their respective legal ages) is both a reason and a result of school drop out.

One important reason why children in Shivaji Nagar drop out is because there are no government-run secondary schools. Most families cannot afford private schooling. Limited schooling invariably results in low aspirations and low skill sets which hamper their ability to access sustainable livelihoods.

Fortunately for Sakins, because she had earlier been part of the Khula Aasmaan programme, Apanlaya staff convinced her to be a mentor for School Saheli intervention. While mentoring other girls like her, she understood the importance of education and how it impacts future prospects. She then enrolled herself in school again and started paying her own fees with the stipend amount.

“Seeing my mentors in Khula Aasmaan (now School Saheli colleagues) and how well they were doing in their studies gave me the push to join the school again,” said Sakins who is now enrolled in 10th standard through an open school.

“After being associated with Apanlaya, my confidence has increased. I’m not meek anymore,” she said. “The support that the other mentors have given me is something I have never experienced before,” she added.

Compared to the school dropout rate of Shivaji Nagar, the percentage is considerably low among the youth Apanlaya works with; among the girls we work with, the rate is 1.12% whereas for the boys it is 1.41%. Apanlaya not only focuses on giving educational fellowships but also focuses on providing life skills to adolescents and youth like Sakins.

1.12% (girls) 1.41% (boys)
School Dropout Among Apanlaya Education & Citizenship Beneficiaries

451 Girls Equipped With Life Skills
Via Khula Aasman

870 Adolescents/youth Were Given Financial Assistance For School

0 Under Age Marriage Among Apanlaya Education & Citizenship Beneficiaries (compared to 38% among girls and 47% among boys in Shivaji Nagar)
Nine out of 10 working people in India are in the informal sector. Deprivation of education and subsequent skills results in the inability of the urban poor to obtain gainful employment in the job market.

Employment in the informal sector means persistent insecurity due to irregularity of income, a threat of eviction and removal or confiscation of goods. It invariably lacks any social security cover. They often encounter sub-human living conditions along with inadequate basic amenities, discrimination and social exclusion, crime and violence. Their participation in local governance often remains a pipe dream.

Needless to say, women and children, Dalits and minorities, migrants and PWDs suffer multiple erosion.

As Appadurai notes, the poor often lack the capacity to aspire and counter the conditions which reproduce their marginalisation. To break out of the intergenerational cycle of marginalisation, he argues, one needs to strengthen poor people’s capacity to aspire. The youth in urban slums may even have high aspirations, the structural inequity disallows them to require skills to realise these aspirations.¹

Apnalaya ensures that people on the margins, especially youth and women, develop realistic aspirations, are trained and have access to sustainable livelihood opportunities.

Community Women Entrepreneurs Build Market Linkages

In 2018-19, Apnalaya facilitating market linkages to 12 women (mothers of children with disability) linking them with corporate organisations. Some of them have also signed an agreement with a manufacturer ensuring a steady stream of orders. Apnalaya also provided design support for product diversification to the women.

Started in 2015, Svavlamban is a sewing and tailoring project for women in Shivaji Nagar that supports them to have an income of their own. Most of these women are not allowed to step out of their homes for work. Since then, 90 women have been self-employed and are running home-based tailoring businesses.

Linking Youth To Skill Development And Livelihood Opportunities

In 2018-19, we organised two Career Mela’s where 183 youth got the opportunity to interact and learn from representatives of five skill training organisations. Of them, by the end of the year, 59 secured employment.

The Mela’s also created awareness about diverse employment opportunities available for youth in the community. The programme counselor coached the youth through the year on aptitude, aspiration, vocational training and job opportunities.

Jobs For 227 Women, Care And Protection For 214 Children

This year, we started 30 Community Childcare Centres in Shivaji Nagar, taking the total number of centres to 45, These centres run by 90 women, provide care and support to 214 children and enable 137 mothers to seek a livelihood outside their home.

Community Childcare Centre is a unique Social Enterprise Model promoting entrepreneurship and affordable child-friendly spaces in areas where there are no government run crèches for children. This model helps community entrepreneurs who are trained in childcare and running childcare centres as small business.

Social And Financial Inclusion Of Women Through Self-help Groups

Apnalaya conducted financial literacy training for 50 SHG members which resulted in opening of bank accounts by 10 women and registration of health insurance for two. Additionally, women were also supported to apply for various government schemes for livelihoods and education of their children.

The self-help group project supports financial and social inclusion of women and encourages them to access financial and banking services and begin micro-enterprises.

Programme Reframe - E3: Education, Employability And Empowerment

As the year came to a close, Apnalaya conducted a series of discussions to reflect on reorganising the Education and Livelihoods interventions, with an emphasis on Employability and Livelihoods. This is to ensure that both formal and social educations are available to children from the deprived community. This would allow for an extended engagement with adolescents and youth. From our experience and research studies, we have learnt that maximum drop outs in Employability programmes occur due to mismatch between aspirations and career pathways, we decided to have a four year long (9th-12th Grade) intervention. This gives us the opportunity to ensure that they received both formal and social education, properly assess their aptitude and aspirations and refer them for appropriate skill trainings.

E3 programme gives us the opportunity to ensure that they received both formal and social education, properly assess their aptitude and aspirations and refer them for appropriate skill trainings.
Women Entrepreneurs Play Larger Community Role

When Shenaz* got the opportunity to work as house-help, she had no option but to tie her one and a half year old daughter Fatima to the bedpost and lock her in the house to go to work.

In the absence of a creche and no family members to look after her child, like so many others in M East Ward, Shenaz’s livelihood potential was significantly compromised when she had a child. Apnalaya came to know of this situation during one of the home visits.

And so in 2014, Apnalaya started Community Childcare Centres (CCC) - a unique model to empower mothers to work, keep children safe in their absence and also generate opportunities for employment in the community.

30-year-old Reshami Imran is one of the women who runs a CCC, through which she supports her family and other mothers in the area.

“I heard about the CCC and immediately signed up to start one in my house,” she said. Reshami, along with 89 other women look after 214 children at their CCCs. Through their efforts, 137 mothers like Shenaz can leave their homes for work, secure in the knowledge that their children are well looked after and learning at the CCCs. As a result, these women earn an average of Rs. 6000 per month.

Furthermore, women who run the CCCs are the eyes and ears of Apnalaya in the community. They have been trained by Apnalaya to prevent issues such as violence and abuse and identify people in need of medical and financial assistance.

The women who run the CCCs also become the Apnalaya point of contact for residents who are in need of accessing livelihood and skill development opportunities. In the last two years, 846 non-programme beneficiary youth and women were identified by these CCC entrepreneurs and referred for various job opportunities and skill training.

“I don’t want the good to stop with me. I have three-four children whose families can’t afford day-care fees as well. As and when I am able to, I link other women to government schemes and opportunities through Apnalaya,” said Reshami who has grown from an entrepreneur to being a leading voice in the community.

* Name changed for the purpose of this article.
MEASUREMENT, EVALUATION & RESEARCH

An efficient measurement and evaluation system identifies when and how an organisation realises its set goals by providing insights into areas of improvement. This is vital to the life cycle of a programme for ensuring outcomes and optimising opportunities to maximise impact.

Apnalaya’s Measurement & Evaluation department captures learning from the field and regularly gives feedback to the programmes. This is done through stages in the programme cycle: quarterly, mid-year and end year. The end year review feeds into developing the annual work plans for the next fiscal year. M&E also suggests periodic course corrections where required, improving outcomes.

This year our efforts focused on the following initiatives:

Improved Data Compliance and Engagement

A major cultural shift of sorts began this year with regard to data and evidence. This means staff is entering data in ‘real time’ and see it as an intrinsic part of their work and not as an addendum.

Along with on-going capacity building, continuous handholding of field staff resulted in improved data compliance as compared to last year. The data compliance of all the programmes reached the 90 percentile. This greater compliance and availability of data in digital form motivated programme teams to examine evidence generated from the field on a regular basis. This enabled teams to make informed decisions, while planning and implementing programmes.

Customised App for Improved Data Collection

This year we took a big step towards initiating customisation and automation of data through Apnalaya Information Management System (AIMS). This is towards bringing simplicity and efficiency in data management processes. AIMS will have customised data entry fields, web MIS, and a dynamic dashboard to ensure quality data showcasing programme progress, and thus enable data-driven strategic decisions.

Apnalaya’s Theory of Change Fine-Tuned

Apnalaya’s Theory of Change was fine-tuned in 2018-19, thanks primarily to Hazel Hopkinson, a specialist consultant working closely with our Leadership team. The Theory of Change gives a specific and measurable description of change that Apnalaya wants to achieve in its key intervention areas, and provides a roadmap to realise the organisation's long term goals.

Pilot Survey to Identify Cases of Disability

The government, in response to an RTI, shared the total population of persons with disability (PwD) to be approximately 1500 from a population of 6.5 lakhs in M East Ward. We currently work with 1500 PwDs in our areas of intervention, which is a relatively smaller area of M East Ward and so, Apnalaya decided to undertake a pilot survey in three clusters to determine the exact number of PwD in the area. 5% of 5538 people surveyed screened positive for one or more possible cases of disability in this area alone! This will become the basis for a larger survey next year to ascertain the number of PwD in M East Ward. We shall keep you posted!
OUR PEOPLE

Through our work in the community over two decades in M East Ward, we have forged deep relationships with people and stakeholders here. Our connectivity with people makes Apnalaya a known and trusted name in this area.

Six out of every ten Apnalaya staff come from the communities with whom we work. For them, success of a programme is synonymous with the transformation in their lives.

The remaining staff consist of professionals from various regions of the country.

We are a group of passionate, driven, outcome oriented individuals committed to change in society.

Percentage Of Employees From The Community

<table>
<thead>
<tr>
<th>Gender</th>
<th>Outside</th>
<th>From Community</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>31%</td>
<td>51%</td>
<td>81%</td>
</tr>
<tr>
<td>Male</td>
<td>11%</td>
<td>7%</td>
<td>19%</td>
</tr>
<tr>
<td>Grand Total</td>
<td>42%</td>
<td>58%</td>
<td>100%</td>
</tr>
</tbody>
</table>

OUR LEadership

ARUN KUMAR  
Chief Executive Officer

Arun Kumar has worked with Social Purpose Organisations for over two decades. Through the lens of social justice and non-violence, Arun has engaged with issues of marginalisation, both, in urban and rural spaces. He develops programmes and strengthens organisations invested in holistic development of communities on the margin. A student of Historical-Sociology, Arun obtained his doctorate from Binghamton University, USA, has authored three books and several articles. Arun writes stories for children and poems for adults and has trained himself to make documentary films.

DR NINAD SALUNKE  
Chief Operating Officer

Ninad Salunke has an interesting background in Health Programme Management. Trained as an Ayurvedic Doctor, Ninad obtained a Master’s of Science, Health Services & Hospital Management, at London South Bank University. He began his career in social development with SNEHA NGO, working on malnutrition among children. He joined Apnalaya as Director, Health & Disability and expanded his skill sets to take up the role of Chief Operating Officer.

He translates his interest in nutrition to his passion for food.

POORNIMA NAIR  
Programme Director (Health & Disability)

Poornima Nair joined Apnalaya as Director, Health & Disability in 2016. She has a Master’s in Science, Public Health and Nutrition from Maharaja Sayajirao University of Baroda. Poornima brings almost a decade of experience in maternal and child health and nutrition to Apnalaya. She has managed operations of clinical services and worked as a monitoring and evaluation fellow, documenting practices regarding infant and young child feeding and care in a tribal community. Poornima joined the Foundation for

MOTHER AND CHILD HEALTH and eventually became Head of the Nutrition Team and later Director (POSHAN) before joining Apnalaya.

Her keen interest in micro-nutrients makes Poonimna our coveted lunch-time food inspector.

CHANDRIKA RAO  
Programme Director (Citizenship & Advocacy)

Chandrika Rao is a writer, passionate about human rights and advocacy. She joined Apnalaya in 2017 as campaign chief for Mission24 and became Director, Citizenship & Advocacy in 2019. A development sector professional for the past 18 years, Chandrika has a Master’s in Clinical Psychology and has rich field experience in working with children and women, coupled with programme design, implementation and evaluation. With a special focus on life skills and education, she has experience in content creation and curriculum development.

A movie buff, Chandrika has remained a “first day, first show” person for the last twenty years.

MALATHY MADATHILEZHAM  
Programme Director (Education & Livelihoods)

Malathy, passionate about gender and caste, participatory development and citizenship, joined Apnalaya as Director, Education & Livelihoods in 2019. With over eight years of experience, Malathy has straddled both for profit and non-profit sectors. She holds a Master’s in Habitat Policy & Practice from the Tata Institute of Social Sciences and a Post Graduate Diploma in Business Management. She has worked with the Maharashtra State Rural Livelihoods Mission, managing partnerships, and has also led a UNICEF supported life skills and entrepreneurship skill development project during her tenure as State Gender Coordinator with SPARSH-Centre for Participatory Learning. She has strong project management and facilitation skills.

A resident yoga guru, Malathy has a deep love for cats.
COMMUNICATIONS & MEDIA

In 2018-19, we intensified our efforts to amplify Apnalaya’s key messages to a wider audience through both, print and digital media – focusing on improving our overall media, communication, and branding reach.

Towards the end of the year, we began to publish our new and improved digital newsletter bi-monthly, which acts as a key insight into the work at Apnalaya, our various thematic areas and key news and events. Distributed across a vast database of supporters, partners and friends, the newsletter explores key themes and initiatives that affect our work. In connection with this, we also launched a new blog, ‘Life on the Margins’, which hosts all unique content created by Apnalaya.

This year too, various media platforms including leading English print and online media covered our work, and enabled it to reach a wider audience. Apnalaya got 19 media mentions in the year, including the following:

- Times of India published an article, based on our research, on the dearth of toilet seats in Govandi which led to the MDHRC directing the MCGM to construct 7900 new toilet seats in the coming year.
- The Hindu, Times of India and Mid-Day, all leading dailies, covered the menstrual hygiene awareness event held by Apnalaya and Save the Children, where actor and writer, Twinkle Khanna, felicitated ‘Hygiene Champions’ and applauded the children’s efforts to break taboos around menstruation.
- IndiaSpend did an article on how girls who strengthen their agency face backlash. They spoke extensively about Farheen’s struggle, as a Kabaddi mentor for Apnalaya, in realising her dream to play without fear or shame in an open space.

Apnalaya’s presence on Social Media grew significantly. Our Facebook page crossed 5600 likes through organic engagement. Similarly, our Twitter engagement rate stands at a high 12%. Our Instagram page too had an encouraging traction, with each post getting at least 30 likes. Additionally, we found our work mentioned in both new and existing partners’ Social Media profiles such as Epic Foundation, Dasra, FMCH, Save the Children and Givendia.

EVENTS

Events play an integral role in generating awareness of the work Apnalaya does and the issues it addresses.

‘Human Chain’ for Human Rights and Inclusion
Apnalaya commemorated International Day for Human Rights with the participation of 3000 people and 13 organisations pan India who formed a human chain, simultaneously across 10 cities. This was part of a larger event organised on the theme of Inclusion, Apnalaya Week. We used signature campaign, sports, Nukkad meetings, Pratibha pHERIS, and street plays to spread the message of inclusion, especially with regard to PWD.

IDBI Federal Mumbai Marathon
For the third consecutive year, Apnalaya was the NGO Partner for the IDBI Federal Mumbai Marathon 2016. This year, the marathon was flagged off by cricket legend and Rajya Sabha MP, Shri Sachin Tendulkar. This year the theme was, “From Disability to This Ability”.

Menstrual Hygiene Awareness event with Twinkle Khanna
Apnalaya held a menstrual hygiene awareness event in November 2016, where our partner Save the Children’s ambassador Twinkle Khanna felicitated ‘Hygiene Champions’ and applauded the children’s efforts to break taboos around menstruation. She was thrilled to notice that we have not only girls, but also boys trained as menstrual hygiene champions.

Supergombo Music Concert at Shivaji Nagar
In November 2016, Apnalaya in collaboration with GateCrash had the French band Supergombo come and perform at Shivaji Nagar. This was organised under their Music Mulakastin Initiative where they get performers from all over the world to perform their music in resource-starved areas.

STRIVE Research Consortium, Delhi
Our Field Officer Hasima Shaikh and CEO Arun Kumar participated in a panel discussion on at STRIVE Research Consortium in Delhi. They explained the impact of Parivarpan (which is now Khula Aasmaan) on adolescent girls, their aspirations, and how they claim opens spaces in the process of breaking gender barriers.

Dasra Philanthropy Week
Our Kabaddi mentor, Farheen, participated in a panel discussion as part of Dasra Philanthropy Week in Delhi. The discussion was on backlash faced by adolescents against their empowerment and realisation of agency, which was also featured in an IndiaSpend article.

Swasth Immunised India
To address the issue of Immunisation, Apnalaya was invited as knowledge partners for TV channel Network18, along with the Serum Institute of India. ‘Swasth Immunised India’ was officially launched on 21 February 2019 in which our Health & Disability director, Poonam Nair and a community member were featured on their media broadcast.

Apna Adda
Aimed towards creating a public cultural space understanding issues of Shivaji Nagar and linking them to rest of Mumbai, 40 people from different walks of life came together for Apna Adda for a discussion on the significance of proactive citizenship in community development.
FINANCE

In 2018-19, Apnalaya’s work directly benefitted 53,000 people in 85 informal slum clusters, and through advocacy, another 3000 people were reached. None of that would have been possible without the support of individuals, foundations, corporates and grant organisations invested in the Vision and Mission of Apnalaya.

Apnalaya’s total revenue in FY 2018-19 was 4.41 crore, with 49% coming from grant organisations and 17% from foundations and the remainder from individual donors and corporates. In order to meet our goals, we needed to enhance our resource generation beyond what we could actually raise in the fiscal year. We appreciate the unwavering support of our funders and partners who have helped us continue our work with the most marginalised communities of Mumbai.

Human Resources Remuneration
The highest paid employee for the year ended 31st March 2019 received a salary of Rs. 2,15,551 per month, whilst the lowest paid staff member earned Rs. 6,000 per month.

<table>
<thead>
<tr>
<th>Salary range</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 10,000</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>10,001 - 25,000</td>
<td>5</td>
<td>46</td>
<td>51</td>
</tr>
<tr>
<td>25,001 - 50,000</td>
<td>4</td>
<td>9</td>
<td>13</td>
</tr>
<tr>
<td>50,001 - 1,00,000</td>
<td>3</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>1,00,000 &amp; above</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>14</td>
<td>60</td>
<td>74</td>
</tr>
</tbody>
</table>

Organisational Growth
We are also proud that we were able to grow organisational turnover by 12% from 2015-16 to 2018-19. Much of this growth went into deepening our on-going work and capacity building for geographical and thematic expansion next year.

<table>
<thead>
<tr>
<th>Year</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015-16</td>
<td>271 lakhs</td>
</tr>
<tr>
<td>2016-17</td>
<td>310 lakhs</td>
</tr>
<tr>
<td>2017-18</td>
<td>335 lakhs</td>
</tr>
<tr>
<td>2018-19</td>
<td>385 lakhs</td>
</tr>
</tbody>
</table>

Travel Expenses
There was Rs. 58,887 expenditure towards travel within India, and Rs. 15,690 towards international travel reimbursed to staff, volunteers or Executive Committee members during this financial year.

Auditor
Our auditing firm is Borkar & Muzumdar. We thank Mr Dilip Muzumdar and his team for their unflinching guidance and support throughout the years. We take this opportunity to thank our entire team for their continuous efforts in sharing the organisational vision.

Transparency
This year, once again we were certified by Centre for the Advancement of Philanthropy and declared a GuideStar India Platinum winner for adhering to legal and regulatory compliance and financial transparency (see guidestarindia.org for more information) - https://guidestarindia.org/CertifiedNGOs.aspx

Declarations of Remuneration/Fees of Trustees/Board Members
The Executive Committee members for the year were: Anabel Mehta, President; Kamala Aithal, Secretary; Yrinna Mahadevia, Treasurer; and members Dr. Indra Makhijani, Manoj Warrier, Kripa Krishnamoorthy, Vijaya Balaji and Geetanjali Jha Chakraborty.

The trustees of the organisation declare that they have not received any remuneration from the organisation for the year 2018-19. They have not received any sitting fees from the organisation for the Board meetings and Audit Committee meetings attended by them during the year.

Programme Expenditure
- Health & Disability
- Education & Citizenship
- Livelihoods
- Mission 24
- Measurement & Evaluation
- Communications & Partnership
- HR, Admin
- Finance

Sources of Support
- Individuals
- Grant Organisations
- Corporates
- Foundations

How we use our funds
- Awareness and Information
- Community Mobilisation
- Capacity Building
- Management & General
- Other
### Statement of Fund Flow for the year ended March 31, 2019

<table>
<thead>
<tr>
<th>Particulars</th>
<th>For the year ended on March 31, 2019</th>
<th>For the year ended on March 31, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Incomes of Fund</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donations Received</td>
<td>2,81,21,541</td>
<td>2,89,92,925</td>
</tr>
<tr>
<td>Corpus Fund</td>
<td>77,75,301</td>
<td>12,64,600</td>
</tr>
<tr>
<td>Received for small Grant Programme</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Received from sale of Fixed Assets</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Other Income</td>
<td>86,855</td>
<td>1,66,799</td>
</tr>
<tr>
<td>Contribution of Earned Funds</td>
<td>81,68,293</td>
<td>2,08,796</td>
</tr>
<tr>
<td>Decrease in net assets</td>
<td>83,26,857</td>
<td></td>
</tr>
<tr>
<td>Redemption of Investments</td>
<td>88,00,000</td>
<td>1,34,00,000</td>
</tr>
<tr>
<td>Income on Investments</td>
<td>37,63,733</td>
<td>34,62,995</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>5,77,16,679</td>
<td>4,80,17,864</td>
</tr>
<tr>
<td><strong>Applications of Fund</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Addition to Fund Assets</td>
<td>8,89,241</td>
<td>6,79,153</td>
</tr>
<tr>
<td>Purchase of Investments/Fixed Assets</td>
<td>1,75,66,542</td>
<td>67,46,600</td>
</tr>
<tr>
<td>Disbursement from Earned Funds</td>
<td>9,92,766</td>
<td>37,44,915</td>
</tr>
<tr>
<td>Employee Benefit Expenses</td>
<td>2,27,67,984</td>
<td>3,77,62,234</td>
</tr>
<tr>
<td>Other Expenses</td>
<td>1,35,29,883</td>
<td>1,92,00,637</td>
</tr>
<tr>
<td>Increase in net assets</td>
<td>24,56,789</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>5,77,16,679</td>
<td>4,80,17,864</td>
</tr>
</tbody>
</table>
“Partnerships are the bedrock of Save the Children’s work in India and for the past decade, Aapnaalya is a partner with whom we have been able to impact the lives of thousands of children. The commitment of their team, the strong ties they have with the community and their passion for ensuring every last child enjoys their rights is remarkable, and what makes them one of our most trusted and shared value partner. We look forward to a strong collaboration with Aapnaalya in future as well.”

**Save the Children**

“Aapnaalya is one of our grantee partners, and was chosen following a rigorous selection process. We have been inspired by the organisation’s work and leadership, and pleased with the level of collaboration and openness of Aapnaalya’s team. The organisation’s approach to involving and empowering communities is truly commendable.”

**Epic Foundation**

**Our Vision**

A productive, hopeful, meaningful life for all

**Our Mission**

Aapnaalya works with the urban poor - Enabling access to basic services, healthcare, education and livelihoods; Empowering them to help themselves; and Ensuring provision of civic entitlements through advocacy with the government.
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Address: 417-18, Mahinder Chambers
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Phone no: +91-22-41202617

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Behind Police Quarters, Tardeo, Mumbai 400 036, India
Phone no: +91-22-23539752 / 9833041074

Website: www.apnalaya.org