



SAFE SOCIETY 

Empowering the Marginalized

ANNUAL REPORT

2021-2022

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FOREWORD

Safe Society proceeded to its journey with a vision to uplift most need sections of society. Safe Society was formed in 2005 with a strong value to empower underprivileged communities across India's most rural populations. Creating new opportunities, to serve communities that are most underserved and for this many milestones are achieved. Having Special Consultative status from Social and Economic Council of United Nations and special mention in National Book of Best Practices gave us national as well as international recognition and appreciation.

This document comprises all the activities, interventions performed in a year 2021-2022. This year organization strengthened programs, activities to develop more focused approach towards the goal. The organization believes in high impact & outcome-oriented initiatives.

Due to COVID-19 second phase situation, the organization reshaped its activities to equip communities to combat against the second phase. Our beneficiaries are of highest vulnerability so, we have initiated multiple activities urgently like call center to facilitate our communities to be protected against COVID-19. We have been in continuous touch with the communities during tough times and helped them through all possible means.

Safe Society radio wing loudspeaker 90 FM is continuously escalating its efforts to voice up the unvoiced community who are lost in the echo of society. The community radio station has multiple programs to create awareness on various topics emerging in society. The radio station also organized cultural events during COVID-19 second phase time; the community radio station has played a crucial role in information, education and communication for community. Radio wing is promoting sustainable development goals.

In collaboration with different government department different campaigns were executed and broadcasted. The multiple advocacy and awareness have been done with respect to the protection of child rights, women entrepreneur, transgender etc. with the involvement of government officials, NGOs representatives, survivors & beneficiaries who are in decision making positions.

In collaboration with NABARD, the farmers are being trained on modern farming techniques. With the formation of farmer clubs, farmers get exposure for mutual learning and adapting best practices which could augment the knowledge and skill of the farmers. Farmer producer organization is formed for collaborative activities among farmer and many activities are producing good results.

The efforts have resulted into reality because of the motivation from our collaborators, team members who made this year creative in positive direction and resulted in a positive impact on different sections of society.

ACKNOWLEDGEMENT

The organization expresses a gratitude to the almighty for enabling all of us to move forward in an authentic direction.

- **Government Bodies**

Safe Society is greatly thankful to all government agencies for supporting us to strengthen our initiatives and help us to step ahead towards the goal. We are especially thankful to the Railway Protection Force (RPF), Anti Human Trafficking Unit (AHTU), Government Railway Police (GRP), Labour department Gorakhpur, Uttar Pradesh who have assisted us in our day-to-day operational activities.

- **District Administration**

Our sincere thanks to District Administration (Uttar Pradesh) for extending their support to us and participating in various programs to intensify the success of all plans for marginalized communities.

- **Child Welfare Committee**

We are thankful to Child Welfare Committee (CWC) team for providing us favourable environment to execute our activities and for participating in various events of Safe Society.

- **Our Funders**

We are immensely grateful to funders- Paul Hamlyn Foundation, HCL Foundation, Sitaram Jindal Foundation, Consortium for Street Children, Tata Power for providing funds for our overall activities.

- **Radisson Blu:**

We are thankful to Radisson Blu Gorakhpur for their support across the year in multiple activities and also for recognizing us as best NGO Partner.

- **Safe Society Team Members**

Our heartfelt appreciation to our dedicated and tireless team members. The members of the organization operate all the activities and put a high level of energy to ensure favourable outcomes for the upliftment of marginalized communities. The organization firmly stands and consider them as one of the top most assets of the organization.

We expect your assistance also in the upcoming year also.

DIRECTOR'S DESK

The 2021-2022 is an unprecedented year of challenges and hardships as past year. Still there are ample of opportunities to rediscover the ways to design strategies to work for the prosperity of the marginalized communities. Safe Society is on the path of innovation in its actions & initiatives as per the need.

As the Director of Safe Society said, "I strongly believe that it's our duty and responsibility to give back to the society in which we live, in return of the many things we avail from it in our day-today lives. Safe Society as an organization stems from this root belief. My team and me quest to serve the destitute who gives us the strength to work with full dedication, sincerity and honesty. We dream to see a brighter India with this little initiative of ours and know that our dreams will bear fruit soon as we are not alone. The backbone of Safe Society is its sponsors, volunteers and all supporters and well-wishers who have helped Safe Society in many different ways.



We look forward to stick with our mandate to empower marginalized populations and communities. It will only become possible when we all come together and scale up endeavors for the wellbeing of the community.

It has been 16 plus years of Safe Society, we faced up and down situations across the journey but what keep motivating us is to witness a change in the lives of children, women, and other vulnerable groups. I am grateful to all the people who have been directly or indirectly associated with us, their enthusiasm has made us stand up here. I am optimistic about future efforts of our team for children, women, and other disadvantaged sections of society and for scaling up our activities."

-Mr. Vaibhav Sharma Director

About Safe Society

Safe Society is a not-for-profit organization registered under the Society Registration Act 1860, 12(A), 80G (5) under Income Tax Exemption. It was established in the year 2005, the organization started operating from its head office in Gorakhpur City and gradually extended its offices in Lucknow and New Delhi. The organization has one single mandate to enhance and improve the health, education, and social development status of marginalized populations in most rural pockets of Uttar Pradesh.

Throughout 16 years, Safe Society expanded its activities under five broader thematic areas

- 1. Protection of Child Rights and Rights of Girl Child**
- 2. Rural Development and Livelihood**
- 3. Community Health & Wellness**
- 4. Woman Empowerment and Gender Equality**
- 5. All SDGs and vulnerable groups through our Community FM radio –Loudspeaker 90 FM.**

Our Vision

We visualize a society where substantial avenues are accessible to the poorest of the poor communities regardless of their social and economic origins, identifying them as visible inhabitants.

Our Mission

Our mission is to nurture awareness among underdeveloped people who are deprived of basic rights such as shelter, food, and stable means of livelihood and considered as downtrodden and poorest of poor communities. The aim is to empower them so that they can be able to gain control over all factors that affect their lives. We aim to create a healthy environment where each person in our society irrespective of their socio-economic background would become self-dependent and positively contribute towards nation-building.

1. PROTECTION OF CHILD RIGHTS AND RIGHTS OF A GIRL CHILD

- **Creating safety nets for street and railway children.**

The safety net is a group of stakeholders such as GRP, RPF, vendors, coolies & others connected with the railway station. The safety net aims to reintegrate the runaway, lost children with their parents. The organization makes the safety net stronger and enables them to take ownership of the initiative. The Safe Society team regularly holds a meeting with Safety net stakeholders to encourage them to continue the motivation level for children.

- **Non-Formal Education.**

Safe Society delivers Non-Formal Education to street/ slum/ railway children in Antyodaya welfare center. This initiative aims to develop school readiness among children beside working on holistic development of them. The curriculum of numeracy & literacy skills development; social and emotional learning; Art Based Process (Psychological healing) & much more are being learned by children. After school tutorial support is also provided to children in similar way to keep away from monotonous way of education.



- **Psychosocial Support**

We implement SEL also through Art Based Process (ABP) with street/ slum/ railway children. This ABP is an effective tool consisting of multiple activities related to thematic activities like art, music, dance, mimicry, craftwork, etc. It aims to cure the psychological sufferings or mental traumas which obstruct the development of children. This tool refines the mindset of a child open to learning and unlearning. The ABP is conducted for children at regular intervals to analyze the level of development being observed. It provides healthy and non-verbal catharsis of different emotions. We also make groups for collective learning and to have peer effect along with various other activities.



While psychosocial support can be achieved via specific targeted activities and programmes, it is important to understand that all interactions with children have the potential to be psychosocially supportive. This message needs to be spread to all humanitarian workers involved in the relief effort, even if they do not have a primary responsibility for child welfare.

All humanitarian actors have a responsibility to ensure beneficiaries' emotional well-being and to be respected in humanitarian operations. For example, respecting children, showing a positive attitude towards them and valuing their presence are all ways of helping to improve children's self-confidence and self-esteem, and hence their well-being.

Psychosocial support means working not only with children but also their parents, the community, and other organisations to advocate for improved access to community support and basic services.

Self Society works alongside community organizations to develop their capacity to support child and family well-being. Through activities like stigma-reduction campaigns and programmes that facilitate mental health care, we provide clear information about children's mental health and psychosocial needs to help communities to take action.

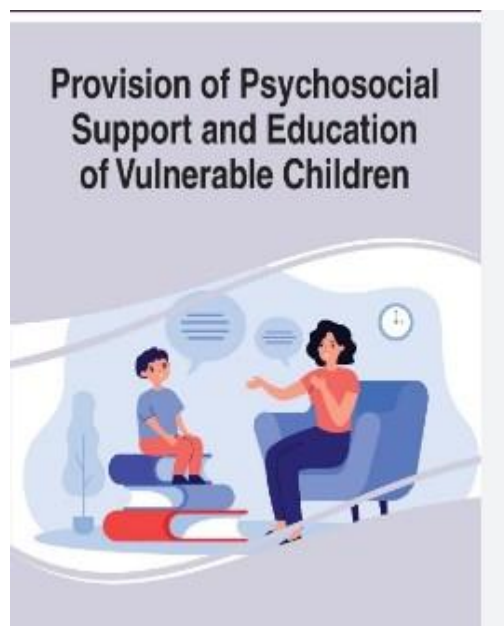


Reaching the most vulnerable children and caregivers who have experienced severely distressing events requires collaboration across specialized mental health, protection, education, social service and other actors. We help build the capacity of health, education, social services and other sectors to provide child and family-friendly mental health and psychosocial support services. We do this by facilitating child-friendly spaces, along with other initiatives that help children and their families meaningfully shape the programs that impact their well-being.

Safe Society provides support to children in following ways.

- Social support
- Psychological support
- Spiritual support
- Material support
- Cultural support
- Emotional support

Through its Art Based process, Safe Society takes the mind of children away from distracted path and molds it towards positive direction. ABP is part of SEL – Social emotional learning done to develop Social emotional resilience development in children, which is utterly needed to cope the negativities of social situations and emotional distress.



▪ **Self-Entrepreneurship Development Program.**

The parent of a child plays a crucial role in the wholesome development of a child. The parents are one of the major stakeholders to be involved in the process of progress of a child. We have provided livelihood support to 60 families so that they gain sustainable & equitable sources of income. This helped their child to have well-nurtured growth, good education, health & hygiene, fulfilling their basic requirements.



▪ **Linkages with Social Protection Programmes**

The central & state governments have various schemes to enhance the social-economic condition of people. We coordinate with concerned departments and support them in the effective implementation of schemes. We study the schemes' eligibility and do ground research to find out the suitable individuals and get them linked to availing benefits of it.



Our Actions in Numbers (2021-2022):

▪ **Creating Safety Nets for street and railway children.**

Stakeholders Occupation	No. of Stakeholders Involved	Type of Meeting	No. of children integrated
Coolies, Railway Vendors, Shopkeepers, Rickshaw puller, GRP, Childline 1098, Car Drivers, Children.	35	Group Meeting & One on one Interaction	26

▪ **Non-Formal Education**

No. of Children	Curriculum Implemented	Children Background
65	Art Based Process, Social & Emotional Learning	Street Connected, Slum & Railways children

▪ **Psychosocial support**

Total No. of times activities conducted	No. of children experienced
13	68

- **Self-Entrepreneurship Development Program:** It was continued of past year with following types of support-

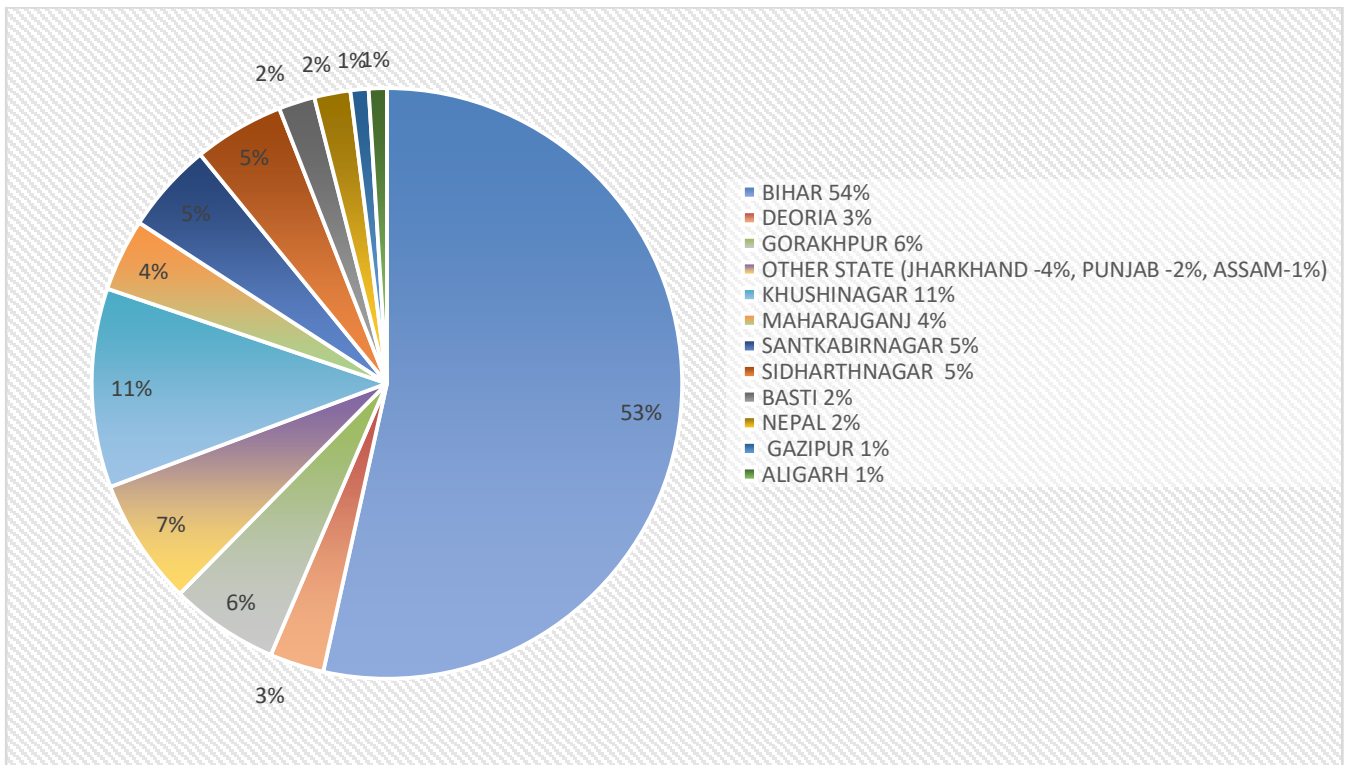
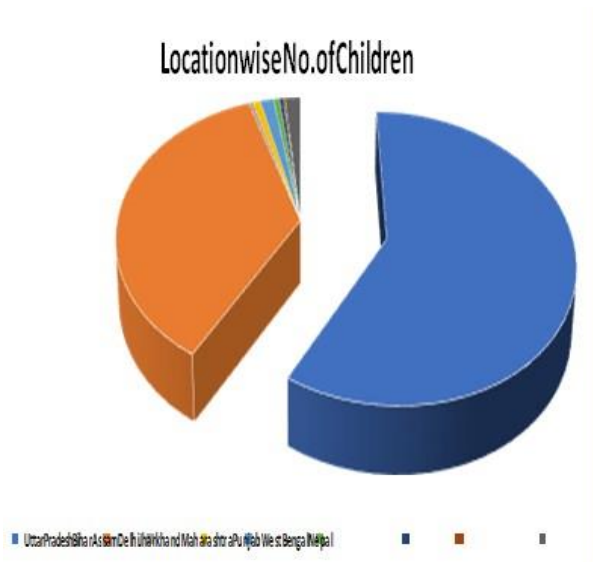
Total No. of Beneficiaries:57	
Type of occupation	No. of Individuals doing
Vegetable selling	15
Fruit selling	09
Tea stall	08
Egg selling	06
Bhujia selling	02
Bed sheet, Handkerchief selling	06
General store	02
Mini hotel	01
Momos, Chaumin selling	05
Groundnut selling	02

• **Linkages with Social Protection Programmes**

Total No. of beneficiaries:130		
Name of Scheme	Department Name	No. of individuals benefited
Building & other construction workers card	Labour Department, U.P.	57
Naya Sewera Yojna	Labour Department, U.P.	61
Sharda Yojna	Labour Department, U.P.	12

Location wise number of children who integrated with their families:

States/Nation	Numbers
Uttar Pradesh	308
Bihar	189
Assam	2
Delhi	4
Jharkhand	7
Maharashtra	3
Punjab	2
West Bengal	1
Nepal	8
Total	524



Percentage of children trafficked from different places

BAL GURUKUL

In the journey of Safe Society during last eight years, the security system has been strengthened for the children passing through railway station by support of **Paul Hamlin Foundation (PHF)**. In terms of holistic development of children, many aspects of global need of children have been addressed. The focus of the ongoing project is all-around development of children. The root cause of running away of children from their homes, focused on the assessment of reasons as why they left home and solutions to reunite them with their family. Activities like



research on the assessment of the circumstances of their families; ABP; medical camps; exhibition; activities on Antyodaya; movie production; sociologic Compilation; book writing etc. are done. Many strategies were made from the results of the research and children's art-based process (ABP) for psycho-social development. Meditation was taught to children through play. Safe Society has rescued **600** children. According to calculation the main reason why children run away from their home is that the parents do not behave properly. **28 Percent** of children ran away from their families because of improper parenting. In **21 percentage of cases** the prevalence of child trafficking was found. keeping in mind children not going to school due to labour or other factors, Safe Society is conducting Bal Gurukul with support from IDF at different strategic location identified from research.

The **Bal Gurukul** centers of Safe Society are running in different states and territories like **Ramnagar, Narkatiyaganj, Baghaha of Bihar** State and Kanjawara, Sada Mau of Uttar Pradesh. In this initiative we call the children and Gurukul heads teach them with fun with learn, which strengthen their mental and physical condition and their way of living is also changing. In Bal Gurukul we motivate the parents to send their children to study.



Child Labour Survey with Support of Labour Department-

Child labor still poses a serious challenge in India. Government of India has taken a lot of steps to eradicate this problem but this problem still exists. The problem of child labour is very much closely associated with socio-economic condition which is again linked with illiteracy and poverty. The eradication requires collective effort.

Committee formed by government recommended that the only alternative was to ban the child labour in hazardous condition. Based on its recommendation, The Child Labour (Prohibition and Regulation) was passed. As per it, the employment of child labour is prohibited in

hazardous area and regulates the working condition in others. In 1987 a national policy on child labour was formulated and this policy mainly focused on rehabilitation of working children and adolescent. The action plan is outlined as follows:

- Legislative action plan for strict enforcement of The Child Labour (Prohibition and Regulation) 1986.
- Project based action plan in area of high concentration of child and adolescents.
- National Child Labour Project (NCLP) Schemes.

The above act was amended in 2016. The new Child Labour (Prohibition and regulation) Amendment 2016 prohibits the employment of children below 14 years and employment of adolescents in any hazardous activities or processes.

To bring positivity in the ground situation Safe Society has conducted survey in twenty-eight wards of Gorakhpur City with the support of Labour Department. Children who are out of school or doing child-labour were searched and various facts were also noted like whether their family members belong to construction labour category, whether family members have labour card etc. Data was given to Labour Department and these data are also utilized by Safe Society for further action.

RURAL DEVELOPMENT AND LIVELIHOOD:

As we know that India is an agricultural economy its 55% population is dependent on agriculture and it contributes around 14% of the Indian GDP. But as our economy is growing, the contribution of this sector is decreasing year by year. Safe Society truly acknowledges this fact and is escalating its efforts to build the capacity of farmers to adopt modern farming techniques, which could result in high production and thus can increase the income of farmers. We are trying to build support system for farmers to facilitate them in the development process.



Activities with farmer:

Conducting Farmer Clubs-It is grass root level informal Forums of farmers. Such Clubs are organized by rural banks with the support and financial assistance of NABARD. With the enhancement of the program, the farmers club are formed for the farmers to develop a focused approach towards their development process.



It is a community where farmers hold a discussion every month, which is being facilitated by experts. The experts share his/her views with farmers, the farmers freely share their concerns, challenges which is attempted by experts to resolve. It is also a mutual learning platform for farmers to share best practices performed by them.

Collaboration with Government.

In collaboration with NABARD (National Bank for Agriculture and Rural Development) Safe Society is supporting farmers in the cultivation of Moringa farming, Papaya Plantation etc. through Farmer Producer Organization (FPO) etc.

Exposure Visits of Farmers.

Safe Society at regular intervals organizes exposure visits of farmers to different sites, where modern farming techniques yield high production and income for farmers. This is done to build confidence among farmers for new techniques. The processes and challenges are also discussed in the exposure visits.

Awareness on Modern Techniques/Organic farming: The awareness camps are organized for creating awareness of the advanced methods and approaches for high productivity in farming.



Farmer Producer Organization (FPO):

The organization is in process of developing FPOs for better income of farmers. Farmers are also cultivating Papaya along with Moringa in FPO.

Our Activities in Numbers (2021–2022):

- Formation of Farmer Clubs.

Total No. of farmers Club	No. of farmers in each club	Total No. of Farmers
08	20	160

- Collaboration

Government	Purpose
NABARD	Moringa Farming, FPO

COMMUNITY HEALTH & WELLNESS

Community health -medical specialty that focuses on the physical and mental well-being of the people in a specific geographic region, public health is one of the thematic areas of Safe Society. Safe Society continuously identify, track, and heal the health condition of the people who are in slum, street, and railways. The COVID-19 second wave situation was unprecedented for all of us, and it hits hard to the people who have not adequate means of communication and survival. So, we have worked on ways to protect people from the outbreak of COVID-19 second wave.

Our Activities: 2021-2022 during Covid-19-Second Wave-

Our communities were at the edge of a health crisis, as their living conditions do not meet standard norms. The people were not getting adequate medical facilities due to overburden on the health system. The situation of the Gorakhpur, Uttar Pradesh was also tense, hospitals were running out of beds, insufficiency of oxygen leading patients to give up their breathing.

So, Safe Society after analyzing need of the ground, found that the people need oxygen filled cylinders, empty oxygen cylinders for refilling, oximeters, medicines, doctor consultations, ventilators, dry ration, masks, sanitizer, and vaccine registration on priority basis. To maximize its scope, our team created several posters with phone numbers relevant to the need in COVID-19 second wave and shared them on all social networking sites such as Facebook, Instagram, Twitter, and WhatsApp.

Oxygen Cylinders

The oxygen cylinders are important for the patients to help in breathing. We have got 89 calls of the people for oxygen cylinders, and we are supporting them. We have supported 41 people.

Hospital Beds

We are directly in touch with hospitals and tracking the availability of beds. We have got 42 calls and provided 42 people with beds in the different hospitals.

Oximeters

The oximeters are necessary for checking up the



यह हम सभी के लिए एक मुश्किल क्षण है।
गोरखपुर में हॉस्पिटल बेड, ऑक्सीजन और
ऑक्सीमीटर के लिए हमें संपर्क करें।
हम आपको प्राथमिकता के आधार पर जवाब
देंगे।

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कॉल करें
+91 9005436590



SAFE SOCIETY

हम लोगों को जरूरत के हिसाब से
निशुल्क ऑक्सीमीटर उपलब्ध करा रहे
हैं।

पता: 196 Z, मानस बिहार कॉलोनी,
पादरीबाजार, संगम चौराहा, गोरखपुर

सहयोग
करें



oxygen level for patients. We have got 85 calls for oximeters and supported 75 people.

Doctor Consultation

We have formed a team of 3 doctors, to provide virtual consultation to the people related to COVID-19. 63 people had been supported with consultations by doctors.

Medicines

We are supporting with medicines irrespective of the diseases, to the people who cannot afford to procure it. We have provided 87 individuals with medicines.



SAFE SOCIETY

डॉ. अमन राहुल,
एमबीबीएस
महामाया राजकीय
एलोपैथिक मेडिकल
कॉलेज, अम्बेडकर नगर

डॉ. ओम प्रकाश विपाठी,
डी.ए.एम.एस, सामान्य
चिकित्सक

डॉ. आर. के. वर्मा
डी.ए.एम.एस,
सामान्य चिकित्सक

हम आपके साथ हैं अकेले महसूस न करें।
अपने स्थान पर से ही विशेषज्ञ चिकित्सक के साथ मुफ्त वर्चुअल परामर्श के लिए हमें कॉल करें।
संपर्क नं. +91 9839708555
समय: 10:00 A.M. - 06:00 P.M.
सोमवार - शनिवार
घर पर रहें . सुरक्षित रहें

of

Dry Ration



There are sections of the society, who are daily wagers and due to the lockdown, they have lost their daily source of income. So, Safe Society had provided 250 families with dry rations.

Masks

We have yet distributed masks to 550 people, for protecting against the virus.

Sanitizers

520 sanitizers have been distributed to the people.



Ventilators Distribution: Keeping in mind the scarcity of ventilators during first wave, Safe Society with the support of Habitat distributed 12 ventilators to administration of different district like Gorakhpur,

Maharajganj and Kushinagar.

31 beds with associated facilities were provided to Kushinagar administration for dedicated Covid



hospital on 12st July, program was attended by MP of Kushinagar beside other senior official.

Media Coverage of our second wave support Activities:

Aaj, 01 May 2021

महामारी में सेफसोसाइटी का सराहनीय प्रयास

गोरखपुर, 1 मई। सेफ सोसाइटी द्वारा कोविड-19 महामारी में आम जन तक सहायता पहुंचाने के लिए सराहनीय प्रयास किये जा रहे हैं। संस्थान ने तीन डॉक्टरों का समूह तैयार किया है जिसमें डॉ.ओम प्रकाश त्रिपाठी, बी.ए.एम.एस., सामान्य चिकित्सक, डॉ.राजकुमार वर्मा बी.ए.एम.एस., सामान्य चिकित्सक, और अमन राहुल पम्बीबीएस कोराना से सम्बंधित परामर्श निशुल्क वीडियो कॉल, ऑडियो कॉल के माध्यम से दे रहे

हैं। डॉ. आमजन 9839708555 पर कॉल करके अपना अपॉइंटमेंट डॉक्टरों के साथ बुक कर सकते हैं। जो भी व्यक्ति दवा खरीद पाने में सक्षम नहीं है, हम उन्हें डॉक्टरों के द्वारा प्रेस्क्राइब दवा उपलब्ध करा रहे हैं।

गरीब परिवार के किसी भी व्यक्ति को ऑक्सिमोटर की जरूरत होती है, तो वह अपने ए.एन.एम से लिखवाकर हमें बताते हैं और हम उन्हें ऑक्सिमोटर उपलब्ध कराते हैं। जरूरत पर इस्तेमाल होने के बाद इसको दूसरे मरीजों को दे देते हैं। संस्थान होस्पिटल के साथ संपर्क में है, और जहां कहीं भी बेड खाली है इसकी सूचना आवश्यक व्यक्तियों तक पहुंचा रहे हैं। संस्थान जल्द ही 10 ऑक्सिजन

कंसट्रेंटर मशीन से होम आइसोलेशन में रह रहे व्यक्तियों की मदद करेगा। अभी तक हम 60 से अधिक लोगों तक चिकित्सक परामर्श, बेड, दवा आदि की सेवाएं पहुंचा चुके हैं। सेफसोसाइटी के डायरेक्टर वैभव शर्मा ने लोगों से सामाजिक दूरी, मास्क पहनने और जरूरत पड़ने पर ही घर से निकलने का निवेदन करते हुए बताया कि संस्थान की जिम्मेदारी है कि ऐसे कठिन घड़ी में हम समाज के पिछड़े वर्ग तक सुविधाओं को ले जायें। इसीक्रम में विभिन्न सहयोग किए जा रहे हैं। आप भी हमारे साथ जुड़ें, संस्थान पिछले 15 वर्षों से गोरखपुर, लखनऊ और उसके आस पास के क्षेत्रों में सामाजिक विकास हेतु कार्यरत है।

WOMAN EMPOWERMENT AND GENDER EQUALITY

“PAHAL-EK SOCH”



PAHAL is an initiative by Safe Society under its women's livelihood project. The UN has achieved important results in advancing gender equality and at regional level along with other activities we make sanitary pads with cotton-based materials and eventually upgrade all processes by making gradual changes by using locally sourced biodegradable raw materials while keeping the product more cost-effective than the ones currently available in the market.

We aim to fight Gender inequality, cultural taboos, and poverty by providing menstruators (Menstruator is a person who menstruates and therefore has menstrual health and hygiene needs— including girls, women, transgender, and non-binary persons) with articulation, awareness, information, and confidence to manage menstruation with safety and dignity.

Safe society believes in the freedom to choose and procure appropriate hygienic absorbent materials to manage menstruation. It can be tampons, pads, menstrual cups, cloth pads considering affordability, sustainability, disposal, and local market considerations of menstruator.

Our goal is to break the age-old social stigma and taboo attached to menstruation as impure and dirty. Considering the need to create awareness amongst Adolescents and Menarche (first menstrual cycle) about their bodies' anatomy and phenomena like puberty and menstruation, which is a natural biological process but still face significant barriers to comfortable and dignified experience with menstrual health. We aim towards upliftment & empowerment of women by combining social issues with sources of livelihood.

We aim to:

1- To make affordable menstruation and intimate products available at every doorstep in



remote places, one goal is to create village level entrepreneurs and improve the leadership abilities in women.

2. Educating women, Adolescent girls, and boys between the ages of 9 to 45 about important issues concerning the Menstrual Hygiene Management, creating a supportive environment for women in society while simultaneously dispelling myths and taboos surrounding menstruation.

The main objective of the NAARI-PAHAL project is to facilitate and support the socio-economic empowerment of women and, in turn, bring in necessary change not only in the lives of their families but also includes them as equal contributors to the country's economy. Under our “**NARI PAHAL**” project, we surveyed a total of 500 women menstruators from Rural and Slum areas to know about preparedness, readiness, and availability of menstrual management material. The studies Surface the glaring fact that still, many women in India use unhygienic mediums. Thus, the need of the hour is to educate People about Menstrual Hygiene Management (MHM) and therefore provide safer alternatives to Women.

Under this project we are moving towards achieving following outcomes-

- . Developing women as leaders and Entrepreneurs.
- Girls won't skip class while they're menstruating.
- We will have produced an environment that is favourable for adolescent girls.
- Before menarche, more girls will have prior knowledge of menstruation.
- Providing menstrual hygiene and reproductive products to adolescent girls and women significantly lowers the incidence of bacterial vaginosis, Sexually Transmitted Diseases, and Unintended Pregnancy.
- Eliminating stigmatizing social norms, taboos, and discriminatory practices surrounding menstruation so that women can live more stress-free lives and gain more self-confidence.
- We were successful in raising awareness among dropout girls about the importance of delaying marriage and delaying childbearing to increase their options for earning an income.
- Every woman has easy access to sufficient menstruation products at a fair price.

Awareness sessions on MHM were held in different colleges, In Lucknow University with university student and in small groups also in slums. Queries of girls were solved and were motivated to articulate their issues related to menstruation for their proper solution.

SHWET PROJECT:

Under the "SHWET" project, the safe Society provided training in chikan work, a traditional embroidery art form from Lucknow, India. The trainer provided the raw material with both oral and practical knowledge. She made all of the trainees know from scratch, from placing a thread in a needle to holding a frame to make them learn about complicated designs and motifs.

Every finished work goes through rigorous checking for minor faults and is then self-packed to reach their "Kaardaan" along with a message for the patron.

SHWET - “ek umeed”:

The organization is registered under the Udyam registration as a Micro- Enterprise (MSME) is

an in-house venture where women learn and enhance Chikankari skills, such as printing motifs, embroidery, sewing, and others.

"SHWET" is an endeavor to make women self-reliant in a true sense. A group of woman entrepreneur who work, sell and grow together. This resilient spirit of these women gave birth to "SHWET" anesthetics.

We envision creating and providing a platform for independent and sustainable livelihood for women artisans. We believe Women can be entrepreneurs as they have creative insights into the needs of people. They can be self-reliant in the process as well creating livelihood for themselves.

Safe Society aims to accredit women to stand for themselves and be financially independent. Acknowledging this, we organized a visit for our trainers to Hunarhaat, chinosis, and interact with various people. This incredible expedition allowed trainees to open up and communicate with others and gave them a platform to establish their worth and do something for themselves in life.

Millions of people faced troubles when it came to jobs, health, livelihood, etc.

In a situation where everyone looked for the safest methods to earn their daily bread, helping out women with achieving this state of being team 'SHWET' took up the responsibility of teaching them a new skill, enhancing it on an individual level and helping them making a living.

We took up Lucknow oldest and most popular art from, Chikankari, teaching it to about 100's of women artisans and created their own self-help group. We realized women



have great creative insights into the needs of people, giving them a free space to experiment, collaborate and create. This initiative has been taken with the avail Pradeep Kumar (IAS), MSME & Export promotion, Govt. of UP and with HCL foundation Director Ms. Nidhi Pundhir with safe society a non-profit organization based in Lucknow, has been working towards the accurate felicitation of these women artisans into self- help groups.

OUR VALUES:

We aim as a company to deliver this unique handi- craft globally at Lucknowi prices at everyone doorstep while ensuring they get an opportunity to enjoy the complete experience of Lucknawi Chikankari. This effort to support the women artisans that are associated with SHWET India to ensure they have an equal opportunity at self-reliance and financial independence. With support from HCL, we have been helping the women of these groups their way from creativity towards entrepreneurship, making them socio-economically empowered. We also work towards providing certain



SHWET believes in the purity and beauty of traditional handicraft form, motifs, their richness, and liveliness. In our every master piece we maintain the sense of Traditional Chikankari. Chana Patti, Gota Patti, Kat Patti, Badam Patti, MakdaJalli, and many more Extinct Motifs you can see in our blocks. We not only get traditional motifs made on our masterpieces but also encourage young artisans to learn traditional work. SHWET is all about empowering women and young girls to align perfectly with our honorable prime minister, and chief minister of UP, emphasizing inclusion and the economic emancipation of SELF HELP GROUPS(SHGs)women from low-income families to provide them with employment and raise the living standard.

Our efforts got acknowledged with a Certificate to Project Manager Vibha Mishra under Mission Shakti of UttarPradeshGovernmentinOctober2020.

Safe Society, in association with HCL Foundation, acts as a catalyst to get access to the right resources and hand-holding support to let this social enterprise bloom.

Vaibhav Sharma, director of Safe Society said, *"This is an uplifting moment for all of us. We can grant independence to these enthusiastic and hopeful women by helping them. They are always curious and willing to learn more. A Women's livelihood initiative facilitated by Safe Society and supported by HCL Foundation has given him resources, mentorship, support, and the strength to face the entrepreneurial world. They are great at it. We have to be there for them. I would also encourage public to shop for a cause and help them flourish."*

During the year 21-22 new 250 artisans added to our team, we started online selling of our products through our website and other online platforms like Fab India, new categories of our products were added, exhibitions of our products were held at different places.

In the same year we started new centre for the self-entrepreneurship group training of slum women at Delhi with support of Tata Power.



FINANCIAL LITERACY DEVELOPMENT PROJECT:

Digital and Financial Literacy are essential in this modern era, especially for teens and young adults. Here are three reasons why digital financial literacy is necessary.

1. Investment and savings options are becoming more diverse and complex. Digital finance has created numerous ways in which people can invest or save money. Today, digital finance products are way more complex than in the past. One minor mistake can have a significant impact on your finances. Digital financial literacy helps you to make informed decision which can lead to positive effect on your finances.
2. It helps you to avoid fraud and costly blunders. Digital financial literacy provides consumers with a higher level of financial and digital expertise. This way, one can

efficiently identify risks such as phishing or password theft. Furthermore, you can't take appropriate steps to protect your financial information and funds.

3. It promotes better money management skills. The use of digital consumer services such as remotes hopping and online gambling can lead to frivolous spending. However, learning digital financial literacy can help you to develop money management skills.

Safe Society is implementing Financial and digital literacy program with support from Fusion microfinance at strategically important location of Paschim Champaran in Bihar and in border districts of UP with Bihar – Kushinagar and Deoria. These locations are too much important regarding livelihood or skill support to women and children as reflects from research for maximum migration, trafficking, run-away from home of children and other negative indicators of the society.



About **2500 women** were trained during free training, means of keeping safe, making financial diary, use and precaution of ATM, digital banking etc. By giving information on the subjects, the measure to protect against cyber fraud was told and the uses of temporary help center through giving proper information to the villagers, 225 E –SHARAM card

were made and **728 workers** were given various government schemes. Guidance was provided to join the schemes. Along with this Safe Society heled administration with various works.

Events- Various events were held through Safe Society and update was given at different social sites, to know more about events please visit our social site links given below-

[Safe Society](#)
[Facebook](#)
[Instagram](#)
[Twitter](#)

COMMUNITY RADIO STATION LOUDSPEAKER 90 FM:

Loudspeaker **90FM** is a community radio wing of Safe Society, and it is functional since **2019**. It aims to give voice to the unvoiced sections of society. It also acts as a catalyst to amplify the activities performed by Safe Society. It is an effective medium of communication for the marginalized communities, the community members raise, expresses their concerns through this medium. We invite government officials to our radio station where they listen to the people to assist them in resolving their problems. It plays a valuable role in creating awareness among communities on social issues.

OUR PROGRAM AT RADIO STATION:

Akkad Bakkad Bambe Go:

It is an initiative to develop street children as Junior Radio Jockey. We are encouraging these children to become an ambassador of children in street situations. The children regularly visit the radio station and undergo activities that are being broadcast at radio stations. The children take ownership of their activities and freely express themselves at radio station. Program is broadcasted on Friday and Saturday.



PULSE POLIO ABHIYAAN:

This initiative is to bring awareness among communities about polio.

VOCAL FOR LOCAL:

The show is committed to promoting local business standards. The unique efforts are appreciated & broadcasted by businessmen/women at the radio station. The local artist and their arts are encouraged to bring people’s attention towards it.



HINSHA KO NO:

Safe Society aims to promote safety and education among women. It also aims to prevent *Gharelu Hinsha*.



MORNING ROUGH TOUGH:

This show covers daily important local news and updates public.



SWASTH-SANKALP:



In this program we call the expert Dr.,psychologist through our radio and are told about correcting the mental and physical changes after COVID second wave and understand how to change our routine.

Paheli-Pahelwan:

It is an interesting puzzle; the children are given different puzzles to resolve. The children who are able to resolve the puzzles are recognized at radio station.



POSAN-KI-POTALI:

An awareness program for pregnant women about nutrition and also through locally available resources.

CULTURAL-PROGRAMS:

Tarpan-

It is a spiritual program dedicated to *Pitr Paksh*. The spiritual personalities visited our radio station and exchanged their views.



Dandiya Nights-

Celebrating Durga Puja through dandiya at a public place involving different sections of society.



Chauka se Chaupal

It is a show in Bhojpuri language to organize programs in local language. It is to promote



our cultural activities. In this program, we also talk about organic farming in agriculture and also talk about how to save your agriculture from pests. We also discuss about every disease and also talk about its prevention.

EVENTS:

Open Mike Session

It was an event to promote & provide a platform to the talent of local children & youth. The participants showcase their skills in various forms of dancing, singing, comedy, and much more.



Media Panel Discussion

The media personnel were invited to the radio station and this event aims to discuss the impact of the pandemic on media & its reporting. The participants shared the challenges they face on-field & the ways they mitigate it. They express their emotions and family members while they are out on the ground for coverage.

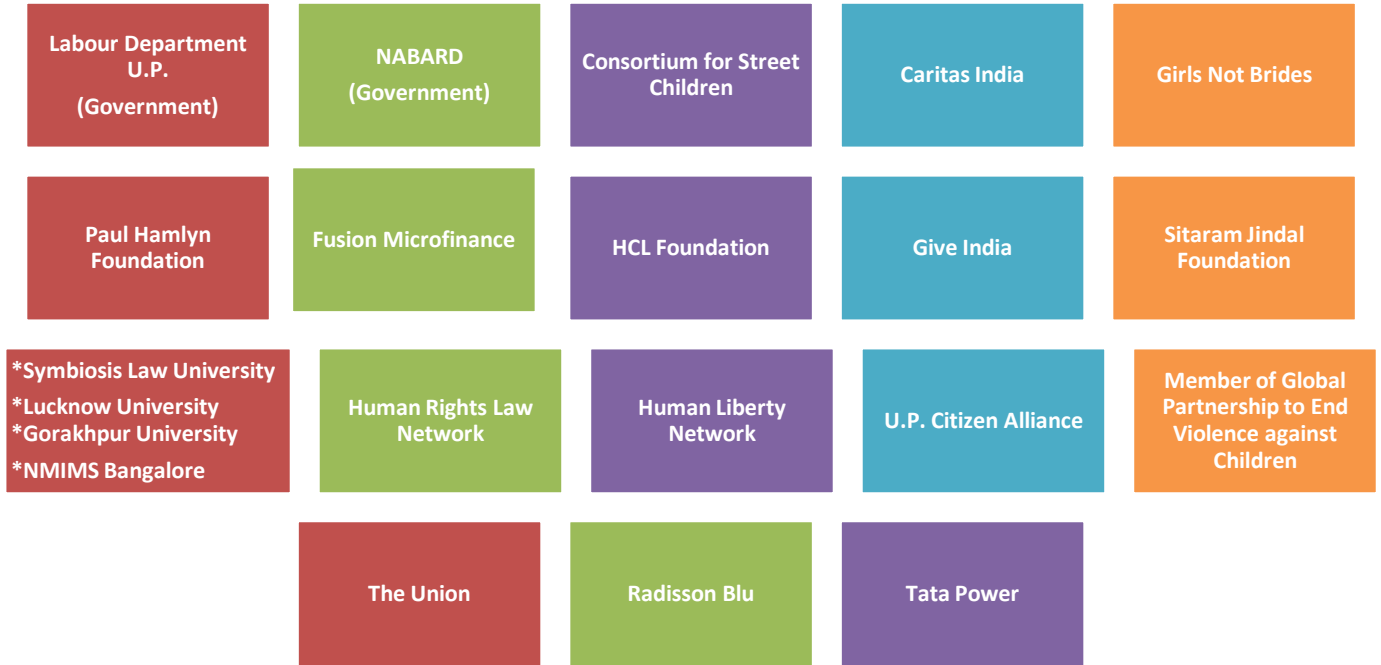


Stand -Up Comedian

Loudspeaker 90FM organized an event of Mr. Apoorva Gupta, an Indian Hinglish stand-up comedian, and satirist. This was done for the enjoyment of people and motivation for the youth.



Safe Society Major Collaborations/Networks:



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