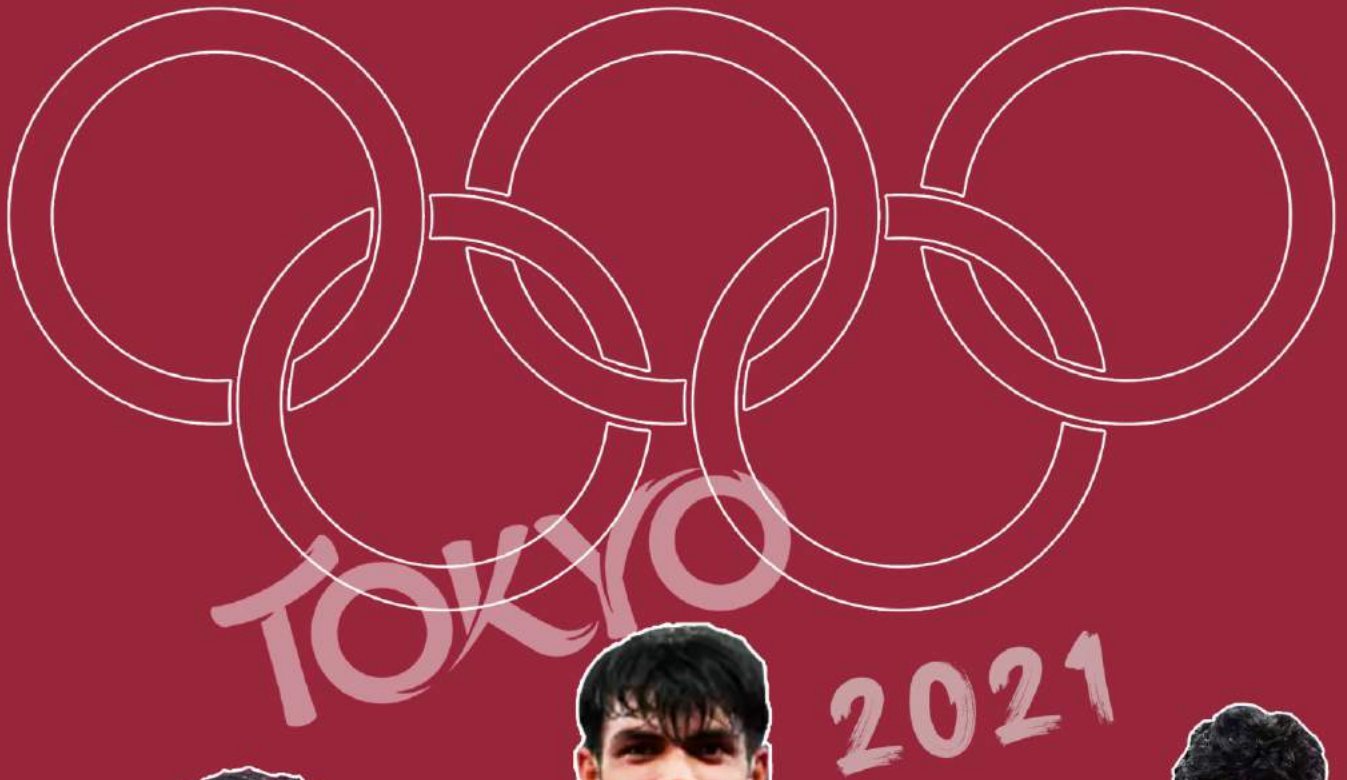


THE DISCOURSE

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DevPro



INDIAdonates

A movement to change lives
An initiative of DevPro

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EDITORIAL

Deepanwita De

Manager, Communications
INDIAdonates

Since the second wave of the pandemic, things are yet again starting to look normal. But at the heart of this unprecedented crisis, we are facing gigantic challenges ahead of us. The gap between rich and poor has widened as a direct fallout of the pandemic. This needs to be sewed to build a resilient society, as we march forward. At INDIAdonates, we are also striving for the same, not just by necessitating the requirement of the communities who are right now at the throes of an unseen future, but also reimagining the role Civil Society Organisations can play in bringing in parity.

Our deep involvement with varied NGOs across India has made us realise that a shift is needed in how NGOs function - starting from their structure and processes to how optimally use resources at their disposal; in a world where attracting charity giving is becoming fiercely competitive in nature. To realise this vision of ours, we launched a flagship initiative, 'Centre of Excellence' (CoE) at the start of the year, with a cohort of 10 mid-sized organisations. In the last quarter and continuing, we are conducting Need Assessment studies with the CoE partners, and the more we interact the more resolute we are becoming on taking up this gigantic task of reimagining fundraising in India, through our Capacity Building initiative.

Along with this exciting initiative, we are also working to create sustainable income generation solutions with our partner NGOs as a direct response to people who lost their livelihood with the ongoing pandemic. With another quarter, 2021 will come to an end, but before it does India will be celebrating festivities throughout the next 3 months. If we intend to safely make an exit from the pandemic it is important for all of us to be conscious of the choices we make, while keeping the spirit of the festivities alive.

PIVOTING RURAL SPORTSPERSONS IN THE INTERNATIONAL ARENA

- Sandeep Sharma

Founder, INDIAAdonates



‘Mirabai Chanu wins the first medal for India in Tokyo' read the headlines across all news portals on 24 July, 2021. As visuals emerged of her holding up her silver medal, with a vivacious smile peaking through from under the mask, the joy was palpable. Mirabai not only scripted history by being the first Indian to win a silver in the weightlifting category, her medal was the first medal that India won in the 2020 Tokyo Olympics.

Neeraj Chopra, 'India's man with a golden arm' made a space for himself in the annals of Indian history after winning the first ever Gold medal in Athletics at the Olympics. This was not the first time he brought home a medal, his performance in the Commonwealth Games and the subsequent Asian Games have all ensured he is ranked number one in the league.



Krishna Nagar, Suhas Yathiraj, Pramod Bhagat, Manish Narwal, Avani Lekhara all scored individual medals at the Tokyo Paralympics 2020 but their names only received mention in the media once a medal came their way.



These examples are well worth coming to the conclusion that India's performance in this edition of the holy grail of sports- the Olympics and the Paralympics- has been touted as the best in nearly four decades. While we bask in the glory of the performance of our deserving athletes, there seems to be no better time than now to introspect the larger burning question that still remains unanswered... In a country that reveres cricket with much adulation, why are other sports not met with the same fate?

In 2019, former Indian cricket opener Virendra Sehwag said in an interview, *“I always used to think the Olympics and Commonwealth Games are bigger than cricket (events). I used to think that these athletes would have been looked after very well, that they would be getting good food, and nutrition along with physios and trainers.”*

Athletics as a sport is not something that is viewed as professional recourse, but rather as a hobby to be pursued at intervals, or until you bag a job. Until independence, it was also viewed as a passion profession for the dominant princely states who encouraged wrestling, shooting, etc. However, over time athletic sports have found nodes and roots in the rather non-princely populace of the country. And time and again, India has produced brilliant champions in this field.

Case in point is the state of Haryana. The agricultural state has repeatedly produced and promoted world class athletes in wrestling, boxing, weightlifting, etc. In the Commonwealth Games in 2018, Haryana accounted for “22 or every third medal India won.” Apart from the general zeal for such sports that Haryana has displayed, it also has a robust sporting infrastructure that helps in nurturing talent from a young age, through practice, nutrition, opportunity. The state of Manipur has also produced some of the finest sporting individuals, including the household name, Mary Kom, weightlifter Mirabai Chanu and Indian footballer Bembem Devi.

However, the road to success is more often fraught with thorns, for those unknown names, who do not make it to the list of the International games, because of lacklustre infrastructure to promote individuals from impoverished backgrounds. This year's Olympic finalists are itself a page turner, take for example Pravin Jadhav, 2019 World Championships Men's Team Recurve silver Medallist started as an 800m sprinter when he was young. Until gross malnourishment made him switch to archery. He had even fainted on several occasions during his training days in the National Youth Championships.



Jadhav was born in a family of daily wage labourers and lived with his joint family in a shack near a drain in Maharashtra's Satara district. It was his school teacher who helped him out with his training and kit expenses. He initially had started with bamboo scrapes to use as bow and arrows and soon entered the services in the Army, which eventually allowed him to afford his own equipment. The arena of sports is rampant with such stories. To us it is just stories, stories that we hear upon selection at international forums, but in case it doesn't, they never become front page stories. They remain a folklore. But everytime, India makes a mark with a medal, it becomes a dream for thousands. In a country of more than 100 billion, we still produce sportspeople at a miniscule rate, and even less representation at international level. Consider the situation in the Olympics, where India has only won 35 medals of the 24 games that India participated in.

In the last 2 decades, India has no doubt made tremendous strides to gather momentum around sports. Infact India can now boast of having more than 15 national sporting leagues from Hockey, Football, Cricket, Badminton, Kabaddi etc. However, despite the burgeoning growth, the focus has always remained to promote only the saffron strands from the sporting kitchen, automatically deducting a large portion of population from even providing opportunities. Stadiums and other sporting avenues are still widely concentrated in larger cities, which in itself creates inequality for a vast rural population residing in India, many for whom sports is more than just a hobby. The situation gets rather dismal, when it comes to providing infrastructure, nutrition, tools to players in difficult topography or facing abject poverty.

Although there are initiatives taken by the government like Khelo India Initiative to promote sports at the grassroot level, mainstreaming of sports across the spectrum is largely missing, and so is decentralised investment to necessitate and promote talent from the hinterlands of India. One of

INDIAdonates' partner NGO, Sanskriti Samvardhan Mandal, is doing something similar in promoting and providing professional training to select few athletes from economically marginalised families. So far many of their athletes have been able to win laurels at various district and state level sporting events. However, mainstreaming of sports will always remain a challenge until we take an integrated approach to train, provide, identify, educate, connect, and promote. In our day-to-day development discourse, sport is unlikely to make it to the discussion, unless we understand the importance of sports in building the soft-power of the country in the larger context. the virus, despite the adversities.



What we did?

Each One Reach One: Help Fight COVID in Rural Jharkhand



While the second wave of the COVID-19 pandemic in India wreaked havoc across the country, the only possible way to prevent an even more devastating third wave is to ramp up vaccinations for all those eligible. Through the Each One Reach One campaign, INDIAdonates' partner Rashtriya Jharkhand Seva Sansthan aims to hold awareness campaigns to effectively motivate a population of over 20,000 individuals on the benefits of taking the vaccine through a 6 months long drive in Koderma, Jharkhand. Vaccine

registration kiosks will be set up in 14 gram-panchayat areas to assist residents of the area to register for the vaccine. Additionally, this project will facilitate vaccinations for over 1000 vulnerable beneficiaries by providing them with transportation to reach the nearest vaccination centre. These beneficiaries will also be provided with a safety kit to ensure preventative measures are taken before and after the vaccination.

You can read more about our work [here](#)



Creating A Better Future for Children with Hearing Impairment



Six-year-old Misha was one of 10,000 babies born in India with a hearing impairment every year. Timely intervention by INDIAdonates' partner VAANI ensured that Misha learns the Indian Sign Language so she is able to express herself and actively participate at school and home. While Misha was fortunate enough to receive help, scores of children her age still remain silent. Even though deafness in itself is not a learning disability, learning difficulty arises because deaf children cannot communicate. Often denied an education that caters to their needs owing to their family's economic

frailties, these children are unable to reach their full potential as individuals and members of society. Through their campaign, VAANI aims to ensure an inclusive future for 150 hearing-impaired kids living in Kolkata and Guwahati. These children aged between 2-14 years will receive special education in Language, Basic Mathematics, Gross Motor Skills, and Life Skills, Group Sessions on Speech Therapy, and ensure overall holistic development.

You can read more about our work [here](#)



Livelihood Opportunities for Youth to Ensure Sustenance for Poverty-Stricken Families



While there is no denying that the COVID-19 pandemic has created a severe health crisis across the country and the world, the economic repercussions are far bearing and more than those that meet the eye. In Gaya, Bihar, an area that has been witnessing extreme poverty and the absence of a sustainable and secure livelihood for its residents, the pandemic has spelled economic disaster. Loss of income and food insecurity looms large for a number of families in the region. The danger of impending starvation can only be mitigated with an immediate, sustainable, and secure income for these families. Our partner Jan Jagran Samiti (JJS) is working to create

immediate livelihood solutions for the youth by providing 45 young individuals within the age group of 18-25 with security guard training.

You can read more about our work [here](#)



Help Revive Dying Art of the Forgotten Tribe of Manipur and Secure Their Livelihood



The Tarao community is one of the smallest indigenous communities in India, with only 1000 members spread across 4 villages in Chandel, Manipur. Dependent on bamboo and cane handicrafts for their livelihood, the lack of capital and exposure to new technologies, absence of market linkages, and poor institutional framework have presented various challenges. The situation has only been aggravated due to the intermittent COVID-19 lockdowns and restrictions. Through their campaign, our partner RNBA aims to enhance the technical and specialized knowledge of 10 families, as well as create market linkages for them to be able to sell their products. These interventions

will ensure a sizable increase in their income and foster the enhancement of India's indigenous art form.

You can read more about our work [here](#)



Making Safe Menstrual Practices Accessible to Marginalized Women in Bastar, Chhattisgarh



Dilmeli and Jaibel villages in Bastar, Chhattisgarh is home to the Gondu tribe, one of the most marginalized communities, with limited access and awareness about health. Owing to the lack of knowledge and access, women in these villages are often compelled to follow unsafe menstrual practices. Affecting their health adversely. This combined with the stigma and taboo that menstruation carries with itself has only made matters worse. To create awareness of safe menstrual practices, our partners at Saphala Mahila Foundation aim to distribute reusable sanitary napkins among 450 adolescent girls and young women in the two villages. These sanitary pads are close in nature to makeshift cloth

pads that the women are accustomed to and are hygienic, safe, and easy to use as well as durable, cost-effective and environment friendly.

You can read more about our work [here](#)



Creating Employment Opportunities for Migrants to Rebuild Lives after Lockdowns



Madhepur and Jhanjharpur Blocks in Madhubani, Bihar have historically been riddled with climate based challenges like frequent flooding and droughts. A low agricultural yield has further pushed residents of the area to look for employment opportunities outside the state since agriculture also proves to be an inadequate means of income. With the onset of the pandemic, scores of migrant workers have returned to these villages, pushing them further into poverty. Our partners at Manav Vikas Sansthan, are working with 100 of the most vulnerable and resource poor families of migrant workers to provide them with regular income through mushroom farming- ensuring a higher

profit margin, marginal investment and a yield turn around time of 45 days. Through this campaign, each beneficiary will be making a profit of approximately Rs. 40,000/- annually.

You can read more about our work [here](#)



Collaborations and Partnerships

We have onboarded 12 NGO partners in the last quarter

Indian Grameen Services



State: West Bengal

Areas of Intervention: Environment, Income Generation, Water & Sanitation

Website: www.igsindia.org.in

Jamghat- a Group of Street Children



State: New Delhi

Areas of Intervention: Education, Health, Income Generation

Website: www.jamghat.org

Janmitram Kalyan Samiti



State: Chhattisgarh

Areas of Intervention: Environment, Health, Income Generation, Water & Sanitation, COVID-19 Response

Website: www.janmitram.org

Keonjhar Intefrated Rural Development and Training Institute (KIRDTI)



State: Odisha

Areas of Intervention: Disaster & Response, Education, Environment, Income Generation, Water & Sanitation

Website: www.kirdti.org

Manuvikasa



State: Karnataka

Areas of Intervention: Education, Environment, Income Generation

Website: www.manuvikasaindia.org

Oasis India



State: Karnataka

Areas of Intervention: Education, Health

Website: www.oasisindia.org

Participatory Action for Sustainable Development Organisation (PASDO)



State: Manipur

Areas of Intervention: Education, Elderly Care, Environment, Health

Website: www.pasdo.org.in

Safe Society



State: Uttar Pradesh

Areas of Intervention: Disaster and Response, Education, Income Generation, COVID-19 Response

Website: www.safesociety.in

Service Initiative for Voluntary Action Trust (SIVA)



State: Tamil Nadu

Areas of Intervention: Disability

Website: www.sivatrust.in

Society for Human and Organizational Development in Harmony (SHODH)



State: New Delhi

Areas of Intervention: Education, COVID-19 Response

Website: www.shodh.org.in

Vaagdhara



State: Rajasthan

Areas of Intervention: Education, Environment Health, Income Generation, Water & Sanitation

Website: www.vaagdhara.org

Y4D Foundation



State: Maharashtra

Areas of Intervention: Disaster & Response, Education, Environment, Health, Income Generation, Water & Sanitation

Website: www.y4d.ngo



Join the movement to change lives!

If you intend to share your Ideas of Change on The Discourse or on our Website
do write to us directly at **communications@indiadonates.org**

Thank You!

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