

ANNUAL REPORT 2020-2021

Converting Challenges To Opportunities



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FROM THE CEOs VIRTUAL DESK

All of us have been reeling under the second wave of covid and what it has and is doing to our lives! I struggle to write this note as I look back at the past year. It has been challenging in so many different ways, but at the same time, it has been immensely satisfying with much to be thankful for!

The year has brought all of us together in many ways, us at CSA, our children, and our donors whom I consider partners in the work we do. I have been getting regular calls from our donors and well-wishers checking on how we are doing, how the kids are, and what support we might need.

I am blessed to have each and every one of you who called and made us feel that we were not alone in this journey! It gave me and my team the courage to imagine what we can do for our homes and for our children.

Our first and foremost priority was to ensure our children were safe and had enough food to eat. The donations at the homes had come to a standstill and we had requests pouring in from many of our homes. We had specific support from **P&G, Capri Global, Give India and Medline** who gave us funds to attend to those needs, which were outside of our regular program. We supported our homes with masks, cleaning materials, sanitizers, and food grains for 3-4 months until they were stable.

It's been close to 18 months now since our children stopped going to school. The school has been their only outlet to meet friends,

learn, and have fun. Already, our children come in with huge gaps in learning due to their backgrounds and this hiatus in schooling has pulled them further behind. While we could not do what schools could do, we quickly moved to set up our digital engagement program to ensure that they can at least continue their basic learning. Once again, donors, and specifically **Accelya**, supported us with additional funds to set up digital infrastructure in all our homes. Today, around 80 of our 87 homes are digitally enabled. Soon after setting this up, our program officers started delivering lessons online. Children in Odisha could dance to the tunes of Bollywood Bhangra streamed from Mumbai. Help came from all over: we had free online content for all children provided by various non-profits on a shared platform. We used everything that was suitable and started teaching our children. We moved our Children's Committee online to hear from our children more often. As of now, we are continuing this way with some teachers going into homes to meet and teach the kids. After all, that in-person interaction is what our children need the most.

Our Aftercare young adults had a completely different challenge. Some of them had just completed their courses and were dreaming of their first jobs. Their offer letters were retracted, while some finished their courses but did not get their certificates. Most of them needed help for their continuing living expenses. Our partner in Aftercare Program, **A Future for Every Child** supported us with additional funding during these challenging times. While waiting for things to open up, we ensured that they all signed up and completed an online Spoken English certification program that would put them on a path towards better job prospects.

As is the case for many of us, this year has challenged us the most and pushed our imagination beyond our limits. We did things we did not imagine we needed to do and together with the support of our friends and well-wishers, we did quite well for ourselves and for our children. As I write this, I have no idea about the light at the end of the tunnel, but I am confident with your support and with my dedicated team, we will leave nothing to chance. Our children have made us proud: they have re-skilled, stood out for each other, and supported each other in their own way. We have a long way to go with a lot of uncertainties but I am sure "We are all in this together"!

Thank you once again for all your support and we need it now more than ever!

In hope and gratitude,

Anandhi Yagnaraman

CEO | Catalysts for Social Action

A MESSAGE FROM THE CO-FOUNDER ON BEHALF OF THE MANAGING COMMITTEE

The journey from Challenges to Opportunities

March 2020. We had just completed our planning for FY 21. And then the pandemic hit us. A near-complete shutdown in April and May. We shifted swiftly to Work from Home for our staff. A COVID emergency relief plan was triggered to provide training on COVID safety measures and protocols as well as sanitizers and masks. A monitoring system was put into place to ensure that no CCI's or Care Leaver ran short of rations and daily supplies.

An assessment survey revealed troubling news – children were scared and bored being cooped up and with no interaction with the outside world. Nearly 50% of Aftercare Youth placed in jobs had lost their jobs /not getting their salary on time. Care Leavers in courses were sitting idle as colleges and skilling centres had shut down.

We immediately launched a Digital Engagement Program – setting up digital infrastructure in the CCI's and Care Leavers and starting an online curriculum that covered academics, recreation and new skills. Over the next six months, we provided a Smart TV connected to the Internet in **43** CCI's. We set up computer labs having a minimum of 5 computers in **29** Homes. We provided **98** Care Leavers with smartphones and internet packs. Today **90%** of our CCI's are equipped with functional digital infrastructure.

We identified streaming content from YouTube and other sites that could be shown on a smart TV on diverse subjects such as Maths, English, etc. We identified educational content which could be downloaded onto computers and used by children for self-learning. Our Program Officers and some of the Tutors ran remedial classes over zoom. We had celebrities and experts provide sessions on Zumba, Yoga, Illustrations, Fitness, etc. We did competitions between children in different CCI's. We had daily programs to engage children, enable interaction with the outside world and have access to quality educational material.

We enrolled our Care Leavers into spoken English classes and identified online courses for them while ensuring that food, shelter and day to day essentials were being supported. Our Program Officers became their “family” to mentor and be there for them during this very challenging time.

Now as I write this message to all of you, the second wave is over and hopefully, schools and colleges will open. Finding decent employment for Care Leavers is still a challenge, but as economic activity resumes, it too shall pass. What matters most is how did we respond in this challenging time? What were our learnings? Did we turn this crisis into an opportunity to innovate?

Our staff voluntarily gave up their annual increments so that savings could be used for COVID relief work. To me, this selfless gesture is so important because it exemplifies the spirit of service.

Our biggest learning and ‘AHA’ moment were how digital infrastructure and content can be used to overcome the constraints of distance and location. Now quality digital content can be used to improve learning outcomes. Online sessions can be done between children and subject experts with location not being a constraint. We can see the smile or a line of worry on the face of our Care Leavers even if we cannot meet in person. Of course, nothing replaces the personal face to face interaction, but the hybrid approach opens up immense possibilities to make our work more effective and efficient.

We also launched our advocacy work and did many pioneering initiatives to share knowledge with the entire CNCP ecosystem. We scaled up our Aftercare program and it has become a separate vertical for CSA, where we provide services to any Care Leavers, not restricted to our partner CCIs. **CSA is probably the NGO running the largest Care Leaver program in the country.**

I feel very happy with the way the CSA Family came together – our staff, our partner institutions, our donors, our volunteers. We were able to ensure that our children were safe, looked after not only in terms of health and nutrition, but also mental well being. We made sure that this last year was not wasted in terms of education and learning. This is a great achievement and one that we can take pride in.

My deep gratitude to each and every one of you for your support.

Vipul Jain

President & Co-founder | Catalysts for Social Action

ORGANIZATIONAL IMPACT



COVID19 SUPPORT

We undertook a study to understand and analyse the impact of COVID19 on CSA supported CCI and the children living within them.

The findings were that most CCI were struggling to manage and meet the unforeseen health requirements and regular daily needs like – good hygiene, sanitation, and nutrition for all resident children considering the significant drop in support and resources.

As result, we built a strong support mechanism for all allied CCI:

- Provision of health requirements – emergency checks & treatment, sanitizer, mask
- Provision of hygiene/sanitation supplements – Basic hygiene supplements (Bathing soaps, Washing bars, Toothpaste & Brush, Handwash), Sanitary Napkins, Winter essentials (Vaseline, Oil, Moisturizer) Sanitation materials (Floor cleaner and disinfectant)
- The facility of clean drinking water – Provision and installation of water purifiers
- Provision of Grocery support – Grains, Pulses, Oil, and Sugar
- Provision of Daily Essentials – Innerwear, Bedding Kits, Regular & winter wear

An estimate of **85 homes** were supported with groceries, food supplies, health, Livelihood and Sanitation kit.

In addition to the support provided to the homes we work with, we also provided relief support institutes that we are not partnered with, considering the need and situation.



DIGITAL ENGAGEMENT PROGRAM

The Digital Engagement Program was launched in May 2020 as a response to the COVID19 pandemic to ensure that learning never stops for children living in CCIs. We provided homes with basic infrastructure & computer support and upgraded their internet connectivity to facilitate digital learning. 78 homes were provided with some sort of digital infrastructure for the children's education and mental well-being.

The objective of DEP:

- To engage the child/young adult in educational content and other meaningful activity
- To ensure a connection with teachers/mentors who are unable to visit them within CCI premises during lockdown
- To conduct online counselling / mentoring of children and young adults

The DEP program consists of 4 different engagement modules:

a. Education & Developmental Training

- Focus on remedial teaching and grade-specific learning for Math and English
- Using videos, worksheets and games (Both online and offline)

b. Recreation / Extracurricular activities

- Opportunity to learn with fun
- To include indoor and outdoor games including Zumba and Yoga
- To include creative learning forums like storytelling, Art & Craft

c. Preparatory Program

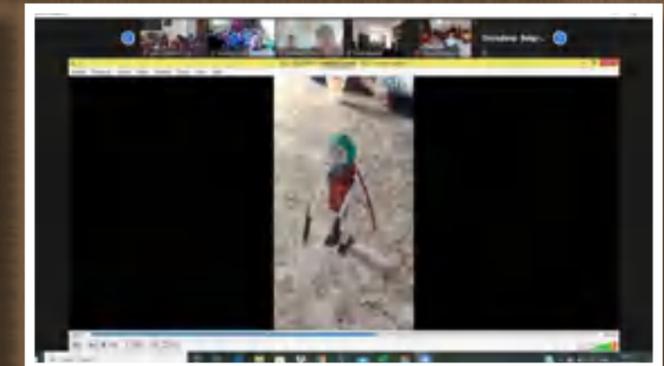
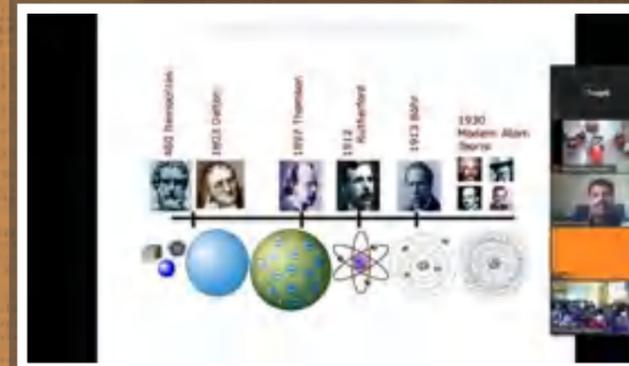
- To focus on Career awareness to children who are 16 and above
- To improve their spoken English

d. My Wellness

- Emotional and stress management
- Counselling as per requirement

The outcome

- Enabled more than 90% allied CCIs for online learning – by setting up computer labs, Smart TV, and provision of internet connectivity
- Pivoting our work approach and program delivery – from offline to online/blended medium and towards impact optimization
- Engaged children in education, development, and recreational activities through Digital Engagement, online tuitions, various life skills training, and wellness activities



KEY INITIATIVES

1. We are happy to share that Catalysts for Social Action is a Great Place to Work!

CSA has achieved the 'Gold Standard' and is on its journey to building a High-Trust, High-Performance Culture Team. A Big Thank You to our wonderful team!

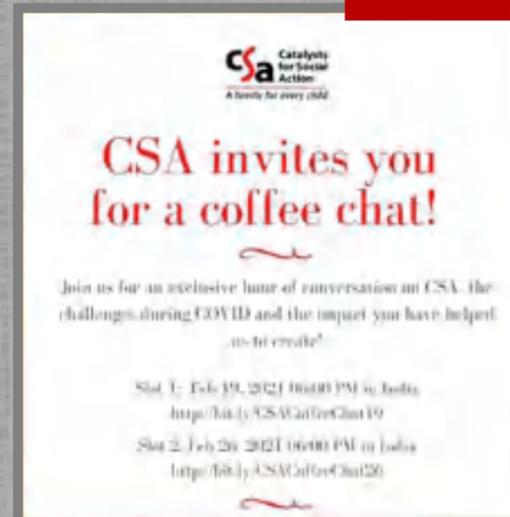
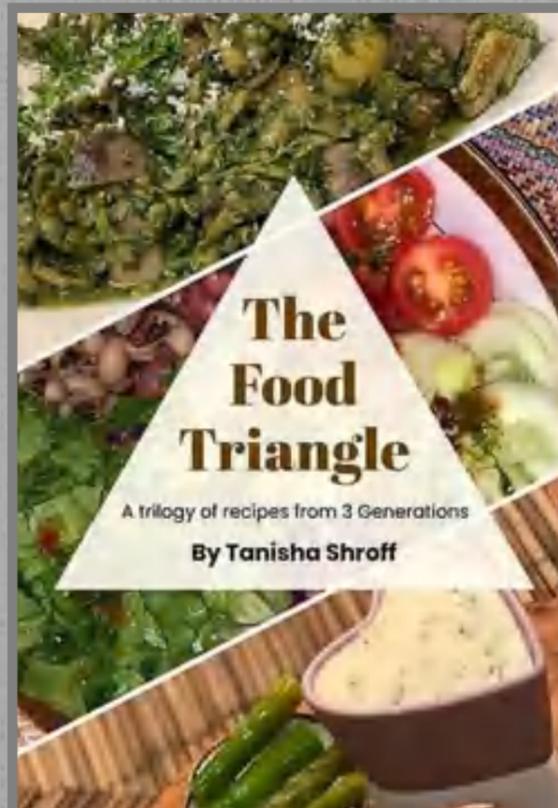
2. CSA Won Gold in the ACEF Content Marketing and Creator's Awards 2021 for our first-ever Virtual Event #CSAudaan2020!

Udaan 2020 was organised to celebrate the success and achievements of our 'Young Adults' from the Aftercare Program. We are celebrating their first step towards living an independent life with Dignity.

This event was a huge success with over 400 people tuned in live pledging their support to the program

3. Surakshit Bachpan - A vulnerability mapping initiative!

We partnered with the Department of Women and Child Development (DWCD), Indore Division, Madhya Pradesh for a pilot project to train 8000 Anganwadi Workers (AWWs) in 4 districts of the Division with an objective of training AWWs to identify vulnerable children in their area and report them to appropriate authorities for necessary action. The pilot run was an eye-opener, with nearly 2000 children identified who were possibly in need of support, care, and protection. We conducted around 400 urgent investigations of children's cases that needed immediate attention. This information will be submitted to the district authorities for action. This video chronicles the project. This was later developed into a report and released in partnership with the DWCD.



PARTNERING WITH THE GOVERNMENT

Flight @18 - The Café - Madhya Pradesh

Six youth from the CSA's Aftercare Program approached the CSA Madhya Pradesh team to help them with livelihood opportunities, through which they can earn and as well continue their education. Assessing the competencies, skills and interests of the youth the team formulated a plan through which the youth could establish a profitable and stable business model.

This initiative focused on sustainable livelihood and self-dependence of the youth. The team approached the Working Women Hospital, Indore (MGM Allied Health Sciences Institute) to set up a cafeteria on their premises. After receiving permission from the concerned authorities the CSA team started training the youth on the skills which are necessary to run a cafeteria in the hospital premises:

- 1) Basic Culinary Skills on how to prepare and present the food items
- 2) Training on how to interact with customers
- 3) Information on procurement of products, maintaining of stock and inventory

The MP team also ensured that the cafeteria set-up and raw materials required were provided. Mediatrix Pvt. Ltd, Madhya Pradesh that specializes in Public Relations and development of hotels, restaurants and café chains has trained these youth. Once the Café was set up and operational, the MP team shared this with the Women and Child Welfare Department (WCD) of Madhya Pradesh.

Multiples of Change!

The WCD was inspired by CSA's initiative, formulated a unique and innovative "Launch Pad scheme for Care leavers" which will help 6-8 youth who are 18 years old, set up independent businesses such as coffee shops, stationery shops, computer typing, photocopy shops, and the location for operations of the business will be identified by the Zilla Parishad. To set up a Launch Pad Rs. 6 lakh will be provided by the WCD and Rs. 2 lakh will be provided by the District Collector or through CSR funding. This initiative will be implemented by the state government in 5 clusters. The Madhya Pradesh WCD supported the CSA initiative and organised a grand opening ceremony!

The Café was inaugurated by:

- Ms. Usha Thakur, Minister of Tourism, MP
- Shri. Shankar Lalwani, Member of Parliament
- Shri. Aakash Vijayvarigiya, MLA, Indore
- Dr. Vishal Nadkarni, JD , WCD
- Dr. Sandhya Vyas, JD Indore Division, WCD
- Mr. CL Passi, DPO Indore



VULNERABILITY MAPPING PROJECT - THE REPORT

We partnered with the Department of Women and Child Development (DWCD), Indore Division, Madhya Pradesh for a pilot project to train 8000 Anganwadi Workers (AWWs) in 4 districts of the Division. The objective of the training was to enable AWWs to identify vulnerable children in their area and report them to appropriate authorities for necessary action. As a result of this training, nearly 2000 children were identified who were possibly in need of support, care, and protection. We conducted around 400 urgent investigations of children's cases that needed immediate attention and submitted this information to the district authorities for action. The project was concluded in February 2021 with the submission of the project report to the Directorate of Child Protection, Government of Madhya Pradesh. The report was received well and we were asked to draft guidelines for a state-wide vulnerability mapping project. **This report was released by the Director - Swati Meena Nayak, and Jt. Director - Vishal Nadkarni on 1st March 2021.** The guidelines have been drafted and submitted by us.

Showcasing our very first State Annual Report - The Madhya Pradesh Annual Report 2019-2020

We also released our very first state Annual Report, Madhya Pradesh 2019-2020. With the ongoing support from the government, we are looking to pilot newer initiatives in the coming year. We will be expanding our support to many more care leavers exiting the child care institutions and will offer our continued support to children living under institutional care.

With support from the Women & Child Development Department, MP, our goal is to create Madhya Pradesh as a "Model State" for all our activities that can be piloted, learned, and replicated across India.



PROGRAMMATIC OVERVIEW

Our Programs

- CCI Program
- Aftercare Program

Overall Initiatives

- A major focus was on meeting the **Health and Safety needs of children living in CCIs** - these include water, sanitation, toilets & bathrooms, and other basic infrastructure.
- Focus on given to the **safety of children** by conducting awareness sessions on child abuse and POCSO.
- **Upgraded knowledge of CCIs and staff members** with regards to JJ Act compliance and ensured that they are compliant with complete documentation.
- Implemented the **CCI evaluation tool** to record yearly improvements at all CCIs
- **Emphasis on the Education program** has resulted in children having age & grade-appropriate level competencies at the primary level

- Increased number of children **completing 10th & 12th grades**
- **The Livelihood & Aftercare** intervention has ensured jobs for **37 children** to become **independent & contributing** members of society.
- Actively helping parents to go for **legal adoption**, conducting pre and post-adoption workshops for parents, workshops on safe abandoning/surrendering of the child, and helping prospective adoptive parents by guidance through phone calls and emails.
- Conducted workshops to **strengthen SAA (Special Adoption Agency) and CCI linkage**



1. Vaccination camps organized at all CCIs across the location
2. Relationship building initiatives undertaken with Palghar and Thane district WCD
3. Bosco boys welfare society – 1 new CCI is added in the location
4. Protection and rescue of children in distress - 16 vulnerable children were identified and enrolled in the CCIs through CWC order.
 - a. 14 Children were rescued from Bhiwandi red-light area children were admitted to CCIs in Thane District by CWC order in Covid pandemic.
 - b. A pair of siblings were rescued from a slum in Mulund with the help of Childline. These children were admitted into a CCI in Mumbai during the Pandemic.
5. Four children were provided with support to ensure job placements in Amazon.
6. Project Aahar undertaken by our CSR partner Givaudan won the CSR Global Award for the Health and Nutrition Program



Pune

1. Digitalization of all CSA partner CCIs under the Digital Engagement Program
2. Under the Preparatory Program and skill development program - Tailoring classes have been initiated in 2 CCIs and in 1 Aftercare home
3. CSA representation in the Foster Care Committee at Pune District as an Advocacy initiative with the Government.



KIRAN



Kiran lost both her parents when she was just 3 years old and post that she was taken care of by her aunt till the age of 7 years. Unfortunately, due to poor health conditions, her aunt passed away. Due to these unfortunate circumstances, she was admitted to a CCI. She was in the CCI from 2008 to 2018, wherein she completed her 12th Grade and scored 52% despite all the odds.

In the year 2019, Kiran was deinstitutionalized and shifted to Mumbai looking for a job along with her education in accounts. When CSA's Mumbai team contacted her, they found her struggling to find the means to sustain herself in a big city. After a meeting, CSA understood her requirements and needs, and accordingly, a career path was planned for her. She was enrolled in the Bachelor of Commerce Course (Distance learning through the University of Mumbai) and to enhance her conversational English, was enrolled in a Program called Bindas Bol.

To cater to her job requirement, CSA facilitated a remote job opportunity, and she was appointed as Junior Process Associate at KOUSHIKA Enterprises Private Limited. She joined the role on 3rd March-21 which requires interacting with various vendors and buyers. She is now building her confidence and managing people with the given exposure. This employment is helping Kiran in paying the rent of her home and also to continue her education.

Kiran aspires to complete her education and also wants to pursue a Tally/GST course and work in a big company in accounts and/or customer management.



MUSKAAN

Muskaan was orphaned at a really young age and was taken in by her uncle, aunt and her grandmother. Due to unforeseen financial problems, she had to leave their home and live with a friend. She ended up working at a garment factory shortly after to sustain her daily needs. In 2018, a boon in the form of a person came up to her and suggested she go to the Women's Police Station as they would definitely help her out and get her out of this dire situation. In October 2018, with the help of the police, Muskan was admitted into a Child Care Institute (CCI) supported by Catalysts for Social Action.

Due to limited financial support and exposure, Muskaan was unable to attend school after the 8th grade. Despite that, her inquisitive personality shed light upon her interest in the field of beautification when she was inducted and enrolled into CSA Aftercare Program at the age of 17.

Muskaan is now 18 with support from the CSA counsellors, she has been admitted into an advanced beauty parlour course so that she can pursue her dream of making her career in this field. Her supervisor mentioned that she's learning well and has a lot of eagerness to learn! We wish Muskaan all the very best for her journey ahead!



AAKASH HARIJAN

Aakash Harijan comes from an underprivileged family. His father works as a Motorcycle rider for tourists visiting Goa and his mother is a housewife.

Akash has two younger siblings, a brother and a sister. He lived with his family in a small slum in Panjim, North Goa. Due to countless difficulties and unfavourable background, eventually, he failed the 10th Grade and dropped out of education.

Akash has been associated with a CSA supported CCI from his early days. He was given only nutritional and some other basic support initially.

He was enrolled under the CSA program in 2018. Assessing his aptitude and eagerness to learn he was enrolled by the CSA team in a Basic Hardware Networking Course in June 2019.

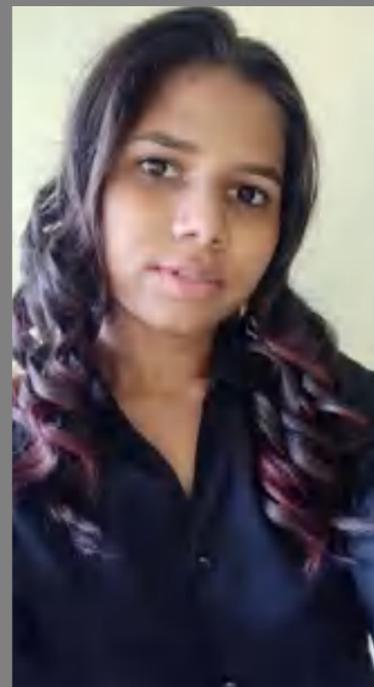
On successfully completing his course, he was then placed into a job by the training institute. He then started working as a Technician in Soft Tech Computer Services. He was extremely dedicated and passionate about his work and also received positive feedback from his employers.

His dedication towards work got him enrolled into an advanced course of NCE: Network Certified Engineer Programming, Security and IoT by the CSA staff by a better career and a sustainable future.

Aakash hopes to have stability so that he can support his family and also the CCI which is responsible for his success along with CSA!



- 1) Enrolled 16 young adults under the Aftercare Program for Higher Education and Skill-based training support, out of which 2 young adults have been placed in jobs in the hospitality sector and technical fields, respectively.
- 2) 10 Child Care Institutions were digitally equipped to continue the education of the children during the pandemic for online sessions and classes. Considering the overall mental well-being of the children, recreation and developmental programs too were touched upon to a great extent.
- 3) Initiated the mentorship program with 5 young adults, which gave them an opportunity to set short term, long term goals and milestones to achieve them.
- 4) Career awareness sessions were conducted with 21 boys from the Aftercare program.



ODISHA

1. CSA partnered with YCDA (Youth Council for Developmental Alternatives) and OCLA (Odisha Care Leavers Association) to support 18 care leavers for long term skill training.
2. 41 Young Adults from the Aftercare Program were enrolled into various long term skill training courses.
3. 15 Child Care Institutions were digitally equipped to continue the education of the children during the pandemic for online sessions and classes.
4. Additionally, Phase 1 of the Digital Engagement Program that was primarily offline, was implemented successfully across 4 CCIs in Odisha.
5. 8 Young Adults from the Aftercare Program were enrolled in the Enguru Spoken English programme
6. Career counselling sessions were organised for the Young Adults at Kandhamal, Nabarangpur, Puri & Khordha in Odisha.
7. As advocacy initiatives CSA participated in the State level meeting on "Aftercare", organised by OSCPS, OSCPCR and SANYOG.
8. Relationship building with respective District departments (DCPU, CWC) to link the children to Government schemes
9. Covid Support was offered to non-associated CCIs who were in dire need during the pandemic.



SASMITA



Sasmita and her 2 elder siblings come from a single-parent family. The death of her mother and the carelessness of her drunkard father, led her uncle to admit her into Jaya Sankar Seva Ashram, Odisha, a Child Care Institution (CCI), in 2011. Over the years her father never once came to visit her. Despite all of this Sasmita was a bright child, which was clearly shown when she passed her 8th and 9th grades with flying colours. However, life hit her hard again as she fell ill with malaria during her 10th board. Despite that, she passed 10th grade with her brilliant mind.

At the age of 17, CSA reached out to Sasmita and enrolled her into the Aftercare Program, and designed a career path for her as she was interested in ITI in the Fitter trade.

According to the career plan designed for her, Sasmita was enrolled into Bargaon Private ITI, Sundargarh. ITI in Fitter trade is a 2-year course after completion of which Sasmita can start working at a trade-related company. She is currently continuing her education in the same.

Sasmita believes that CSA's support and guidance have been really helpful for her and she is extremely grateful towards them.



ADVOCACY IN ACTION



The year 2020 brought up several challenges for children all over, and more so for children growing up in difficult circumstances. An indicator of the same is the call data from Childline - a national 24x7 helpline for children in need of care and protection - which shows that the number of calls requiring intervention crossed 1.58 lakh between March and July 2020. This is a 15% increase from the number of calls requiring intervention in the previous year, even though the total number of calls received, reduced by 22%. Children in institutional care also faced difficulties due to the imposition of lockdown with schools being shut and child care institutions having to operate with reduced staff. Many children in contact with their family were also restored to their parents/guardians following Government orders on the same.

In this period, our advocacy efforts mainly focussed on engaging with stakeholders in the child protection space to ensure the safety and well-being of children and creating awareness on better child care practices.

A brief of some of the work last year:

1. We led a consortium of NGOs in making a representation to the National Commission for Protection of Child Rights (NCPCR), demanding the withdrawal of a letter issued by NCPCR to 8 states asking them to send all children in institutional care to their families, or place them in foster care or adoption. The consortium of NGOs wrote to the NCPCR highlighting the dangers of rapid restoration of children especially during the pandemic and pointing out that family-based care may not be in the best interest of all children. It recommended the NCPCR adopt a gradual and careful shift to family-based care by ensuring systems of support and monitoring at the ground level are established. The representation was signed by 350+ individuals and organizations. The consortium was invited by the NCPCR for a virtual meeting in which we were able to express our concerns to the Chairperson. The letter from NCPCR to the states was later revoked.

2. We conducted training of resource persons for the Directorate of Child Protection, Government of Karnataka, on the process of adoption. The Directorate had approached us for the training material for the training of grassroots workers, similar to what we had conducted in Madhya Pradesh previously. A virtual training of resource persons was conducted by us and the training material was handed over. The material was translated into the local language by the Directorate and used for virtual training of Anganwadi workers across the state.
3. We organized six webinars and three Master Classes last year on different issues of child protection and child rights. The webinars covered issues including Aftercare, the effect of the pandemic on vulnerable children, quality institutional care, and adoption. Each of these webinars had eminent panellists including practitioners in the field of child protection, Government officials and members of child welfare bodies. The Master Classes covered more technical aspects of child protection and were designed specifically for the staff of child care institutions and practitioners in the field. Topics included child safety, children's right to participation, and rehabilitation and restoration. Each webinar and Master Class was attended by 100+ people, most of whom are working on child rights and child protection issues across the country. The sessions have been recorded and would serve as material for future trainings and capacity building sessions.
4. We participated and presented a paper at the National Conference on Convergence, Collaboration and Comprehensive Rehabilitation: Approach to Deinstitutionalization of Children organized by TISS in March 2021. Our paper was titled "**Capacity building of Anganwadi workers as a strategy to address gaps in the system of identification of vulnerable children and families**" and presented the methodology, learning and findings from our MP vulnerability mapping project. The paper concludes by making recommendations on the basis of the learnings gathered in the course of implementation of the project.
5. We wrote and published a white paper "Institutional Care for Vulnerable Children - The Law, Present Scenario, and Way Ahead" in March 2021. This paper explores the existing scenario with respect to the care and protection of vulnerable children and recommends ways in which better support can be provided to the huge population of children in difficult circumstances in India. It focuses on institutional care as one of the means of rehabilitation of children in need of care and protection (CNCP), and analyses the crucial role which child care institutions (CCIs) play and the challenges which they face in the course of their work.

MARKETING & COMMUNICATIONS

2020-21 was truly a year of resilience and converting challenges to opportunities!

We learnt new ways and adopted new mediums to communicate with YOU - our donors, supporters and partners. We forged new partnerships, reached out to newer audiences and scaled up our communications to build a voice for the children we work with!

All our communication initiatives and efforts are focused on ensuring the 'best' interest of the children associated with Catalysts for Social Action.

Brand Communication

1. First-Ever Virtual Event #CSAUdaan2020!

With all things virtual this is we hosted our first-ever Virtual Event #CSAUdaan2020! The flight toward independent living for the CSA supported Youth!

Udaan 2020 was organised to celebrate the success and achievements of our 'Young Adults' from the Aftercare Program. We celebrated their first step towards living an independent life with Dignity.

This event was a huge success with over 400 people tuned-in live pledging their support to the program. **CSA won a Gold in the ACEF Content Marketing and Creator's Awards 2021 for this Campaign!**

2. The All-New CSA Website

With nearly a year's hard work, blood, sweat, tears and sleepless nights we relaunched the all-new CSA website for a seamless user experience. To explore, please visit: www.csa.org.in

3. Daan Utsav 2020 - #ShareyourSkills for #45MinsOfChange

With almost everything virtual last year we celebrated Daan Utsav virtually too! A week-long series of events from October 2nd to 10th, 2020, where we partnered with prominent skilled individuals to #ShareyourSkills and give 45 minutes of their time to children. A variety of sessions were covered throughout the week which included - Samba, Illustration, Bollywood Fitness, Bharatnatyam, Storytelling, and more.

Podcast by Vinayak Kamath- "Roti, Kapda, Makaan.....and Dukaan" Dukaan because they educate the kids with soft skills and get them ready for the job market. They go a step further and help kids get adopted as well!

Coffee Chats with HNI Donors



We had 2 small group sessions by invitation only with our committed supporters of CSA to discuss how 2020 has been a very challenging year for all of us, but much more for children without parental care. The HNI donors had an opportunity to interact with Vipul Jain, President and Anandhi Yagnaraman, CEO over a cup of coffee to understand the challenges, learnings and the way forward



Brand Partnerships



- CSA * CSR box partnership
- COVID Grocery Support- DonateKart Supported with groceries for a month for a Pune CCI
- Give India Supported 182 Children from Baramati CCIs with groceries for a month

CSA X Moha

Moha: an ayurvedic range of skin & hair care essentials from Charak Pharma, has been a firm believer in supporting social causes and giving back to the society.

Moha has partnered with CSA to support the holistic care & support of underprivileged children through their CSR program "moha: adopt an NGO initiative". Moha donated Rs.2/- for every sale made on their websites - www.moha.co.in and www.charak.com to CSA to ensure - Health & Nutrition, Education & Development, and Livelihood & Aftercare of underprivileged children.

Fundraising



Crowd-funding on various platforms like Give India Global Giving formed little drops to fill up the ocean. **We have individuals supporting the cause of Children in innovative ways, from all walks of life.**

@decrypt-it and make a difference

Tanisha Kejriwal and Anya Agarwal are two girls who are passionate about making a difference in the lives of children in need of care and protection at Catalysts for Social Action (CSA), set up a fundraiser for these children. Their new business venture, @decrypt-it, aims to help achieve this. At Decrypt-it they create personalized clue hunts that can be solved virtually. The sign up cost for the treasure hunt was donated to CSA.

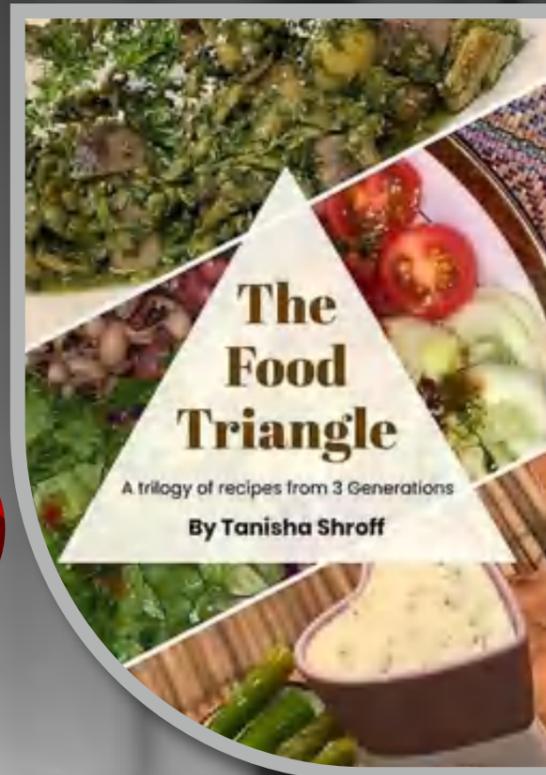
The Food Triangle!

We are immensely grateful to Tanisha Shroff for donating the proceeds of her recipe book - The Food Triangle. Her support will go towards the overall well-being of children in need of care and protection.

#CSAudaan2020

Our first-ever virtual gala where we brought together our donors, supporters, and like-minded individuals on one platform. Through this virtual fundraising event, we aimed to empower Young Adults by providing them with:

- Aftercare Support
- Skill Building & Livelihood



OUR SUPPORTERS

TRILEGAL

“The spirit of community service and engagement is inbuilt in our Firm’s ethos. Through our partnership with CSA, it is our objective to provide a cohesive platform that will drive this collaborative and collective spirit to make a positive impact in our communities.”

“By giving we are growing with our communities.”

- Kavita Mathur | Head of Human Resources

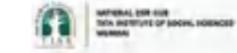
Our Partners

accelya



Worldline

Our Listings



OUR TRAILBLAZERS!

One of our girl children from Odisha, Jyoshnarani Pujhari was awarded the "Champion In #COVID19 Awareness Programme" award by the District Administration on the eve of #InternationalDayofGirlChild - 2020.



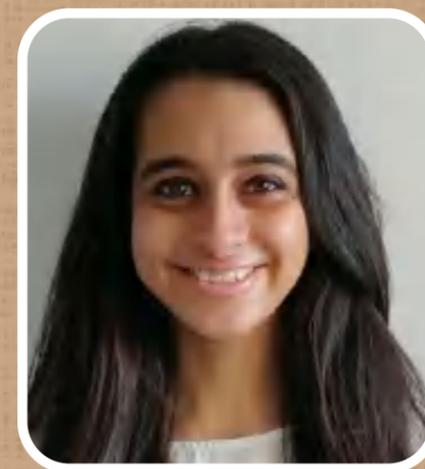
As a part of #DigitalEngagementProgramme, 13 of our children from Nehru Seva Sangh, Bhawanipatna, Odisha received NIITcertificates for completing their basic computer course.

#MAINBHICATALYSTS



My internship at CSA was a trip of learning experiences. With really warm and helpful mentors, I was able to dive deep into the various initiatives taken by CSA and the impact that they have been able to create in the child welfare sector. I'm very thankful to CSA to have given me this opportunity to make a contribution to the mission of holistic child development. Team CSA has been striving to create a ripple effect in society through their various areas of work. I would like to stay connected with the organization through whatever contributions I can make. My best wishes to CSA!

- Shweta Sohani, NMIMS Mumbai



CSA is an organization whose vision and mission I could resonate with. Their efforts to improve the quality of childcare while creating measurable impact is inspirational. My internship with the organization was a valuable learning experience, where I not only got a chance to use my skills to contribute to the Marketing efforts of the organization but also enhance my skills and learn new ones. Gratitude to my mentors and the organization for an insightful experience!

- Krisha Mehra, NMIMS Mumbai

THE MANAGING COMMITTEE



Vipul Jain
PRESIDENT AND
CO-FOUNDER



Shibani Jain
MEMBER AND
CO-FOUNDER



Bharati Dasgupta
MEMBER AND
CO-FOUNDER



Bhaskar Bhattacharya
SECRETARY



Vinayak Kamath
TREASURER



Javed Tapia
MEMBER



Vivek Sarin
SECRETARY



Atul Singh
MEMBER



Arti Vakil
MEMBER

CSA Managing Committee Members are a group of highly qualified and passionate professionals each, well established and recognized in his/her field of work. CSA's Managing committee has 9 members. The members contribute time and ideas to the overall design of initiatives and each Managing Committee member takes on the responsibility for a specific activity.

THE TEAM OF CATALYSTS



Anandhi Yagnaraman
CHIEF EXECUTIVE
OFFICER



Shweta Modi
HEAD - AFTERCARE &
LIVELIHOOD PROGRAM



Yogesh Govind
HEAD | FINANCE &
ACCOUNTS



Satyajeet Mazumdar
HEAD | ADVOCACY



Henal Shah
HEAD | COMMUNICATIONS
& FUNDRAISING



Nanda Kumar
SENIOR MANAGER -
AFTERCARE



Deepesh Choukse
SENIOR PROGRAM
MANAGER,
MADHYA PRADESH



Lucy Mathews
SENIOR PROGRAM
MANAGER, PUNE



Mihir Panda
PROGRAM MANAGER,
ODISHA



Varun Shankar
PROGRAM &
PARTNERSHIPS MANAGER,
AFTERCARE



Mugdha Mouje
ASSISTANT PROGRAM
MANAGER, MUMBAI



Malvika Sudame Mirashi
ASSISTANT PROGRAM
MANAGER, GOA



Pallavi Koli
ASSISTANT MANAGER,
AFTERCARE



Kshirodinee Sahu
ASSISTANT MANAGER |
DONOR RELATIONS
& FUNDRAISING



Kinjal Mehta
ASSISTANT MANAGER |
COMMUNICATIONS &
DONOR RELATIONS

OUR VISION



"Our vision is of a nation that cares and protects its children in need of care and protection and ensures that each one is nurtured into a happy and contributing member of society. We act as catalysts to achieve this vision. We inspire and channelize action to bring about sustainable social change to have a brighter future for the children in institutional care."

FINANCIALS AND CREDIBILITY

Board Meeting Details

Board Meetings held between 01/04/2020 and 31/03/2021

27/05/2020	Managing Committee Meeting
04/09/2020	Managing Committee Meeting
04/09/2020	Annual General Body Meeting
22/01/2021	Managing Committee Meeting
19/02/2021	Managing Committee Meeting

CSA Secretariat

1. Staff Details as on 31/03/2021

Gender	Employees full-time (remunerated staff)	Employees part-time (remunerated staff)	Consultants/ Contract full-time (remunerated)	Consultants/ Contract part-time (remunerated)
Male	8	0	19	23
Female	8	0	39	57

2. Full-Time Staff (Payroll)

SR. No	Designation	Male	Female
1	Programme Manager	0	1
2	Head - Finance & Accounts	1	0
3	Programme Officer	1	0
4	Programme Manager	1	0
5	Assistant Manager Programme	0	1
6	Head - Programme & Operations	0	1
7	Assistant Manager Programme	0	1
8	Accounts Officer	1	0
9	CEO	0	1
10	Asst Manager - Donor & Communication	0	1
11	Head - Advocacy	1	0
12	Assistant Manager - Donor Development & FR	0	1
13	Programme Manager	1	0
14	Sr. Manager - Fundraising & Communications	0	1
15	Senior Manager - Aftercare	1	0
16	Manager - Partnership (Aftercare)	1	0

3. Project (Field) Staff (on contract including part-timers)

Location	Designation	Full Time			Part Time			Grand Total		
		Male	Female	Total	Male	Female	Total	Male	Female	Total
Goa	Program Officer	1	2	3	0	0	0	1	2	3
	Tuition Teacher	0	0	0	1	3	4	1	3	4
Madhya Pradesh	Consultant - Translator	0	1	1	0	0	0	0	1	1
	Driver	1	0	1	0	0	0	1	0	1
	Nutritionist	0	0	0	0	3	3	0	3	3
	Program Officer	2	5	7	0	0	0	2	5	7
	Training Fees	1	0	1	0	0	0	1	0	1
	Tuition Teacher	0	0	0	6	11	17	6	11	17
	Vocation / Extra Curriculum Teacher	0	1	1	6	2	8	6	3	9
Maharashtra Mumbai	Consultant - Education Module Imple.	0	0	0	0	1	1	0	1	1
	Cook	0	0	0	0	2	2	0	2	2
	Nutritionist	0	0	0	0	1	1	0	1	1
	Program Officer	1	2	3	0	0	0	1	2	3
	Supervisor	0	3	3	0	0	0	0	3	3
	Tuition Teacher	0	0	0	2	5	7	2	5	7
	Vocation / Extra Curriculum Teacher	0	0	0	1	1	2	1	1	2
Maharashtra Pune	Care Giver	0	3	3	0	0	0	0	3	3
	Cleaner	3	0	3	0	0	0	3	0	3
	Cook	0	0	0	0	2	2	0	2	2
	Program Officer	4	2	6	0	0	0	4	2	6
	Tuition Teacher	0	0	0	2	10	12	2	10	12
	Vocation / Extra Curriculum Teacher	0	0	0	1	3	4	1	3	4
Mumbai HO	Accounts Associate	1	0	1	0	0	0	1	0	1
	Office Assistant	1	0	1	0	0	0	1	0	1
	Consultant - Data Impact	0	0	0	0	1	1	0	1	1
	Sr. Accounts Executive	0	1	1	0	0	0	0	1	1
Odisha	Cleaner	0	1	1	0	0	0	0	1	1
	Program Officer	4	2	6	0	0	0	4	2	6
	Tuition Teacher	0	0	0	17	11	28	17	11	28
	Vocation / Extra Curriculum Teacher	0	0	0	3	1	4	3	1	4
Grand Total		19	23	42	39	57	96	58	80	138

4. Gender-Wise Distribution of Project Staff (Contract Staff + Consultant)

Category	Male	Female
Full time	19	23
Part-time	39	57

Credibility Alliance Norms Compliance Report

1. Distribution of Paid Staff (Payroll + Contract Staff + Contract Field Staff + Consultant) According to Compensation Levels as on 31/03/2021

Slab of gross salary (in Rs) paid to staff (per month)	Male	Female	Total staff
Less than or equal to 5000	32	43	75
5,001 – 10,000	11	20	31
10,001 – 25,000	6	8	14
25,001 – 50,000	12	11	23
50,001 – 1,00,000	5	4	9
Greater than 1,00,000	0	2	2

2. Staff remuneration (Monthly salary - Payroll) in Rupees (including Professional Charges)

Head of the Organisation: Rs. 2,00,000 per month
 Highest paid staff member: Rs. 2,00,000 per month
 Lowest paid staff member: Rs. 33,025 per month

3. Staff International Travel (in the year 2020-21) = NIL/-

4. Annual Gross Remuneration paid to Board of Trustees

Sr.No.	Name	Gross Remuneration (Rupees p.a.)
1	Vipul Jain	NIL
2	Bhaskar Bhattacharya	NIL
3	Vinayak Kamath	NIL
4	Bharati Dasgupta	NIL
5	Shibani Vipul Jain	NIL
6	Vivek Sarin	NIL
7	Javed Tapia	NIL
8	Atul Singh	NIL
9	Arti Vakil	NIL

5. Amount reimbursed (in Rs.) to Board of Trustees in the financial year 2020-21 for the following items:

1	International Travel	NIL
2	Domestic Travel	NIL
3	Local Conveyance	NIL
4	Entertainment Expenses	NIL
5	Others	NIL

Main Bankers & Auditors

Main Bankers	Statutory Auditors
<p>Name of Banker:</p> <p>1) HDFC Bank(Saving A/C) 2) HDFC Bank (FCRA Account) 3) ICICI Bank</p>	<p>Name of Audit Firm:</p> <p>J.D.Bhagchandani & Co (Jayesh D Bhagchandani)</p>
<p>Address:</p> <p>HDFC Bank: Saurabh CHS, Off Service Road, Eastern Express Highway, Near Modi Hyundai Showroom, Panchpakhadi, Thane, Mumbai - 400602</p> <p>ICICI Bank: A Shangrila Gardens, Bund Garden Road, Pune - 411001</p>	<p>Address:</p> <p>110, E-Square, First Floor, Above SBI, Subhash Road, Vile Parle (East) Mumbai, Maharashtra - 400057</p> <p>Tel: 022-28321862</p> <p>Email id: jbhagchandani@hotmail.com</p>

6. Date of Filing Returns

For the financial year 2020-21, the date of filing Return	
Income Tax Return:	Yet to be filed (Due Date Feb 15th)
FCRA Return:	Yet to be filed (Due Date: Dec 31st)
Annual Return Date:	Yes to be filed (Due date Dec 31st)

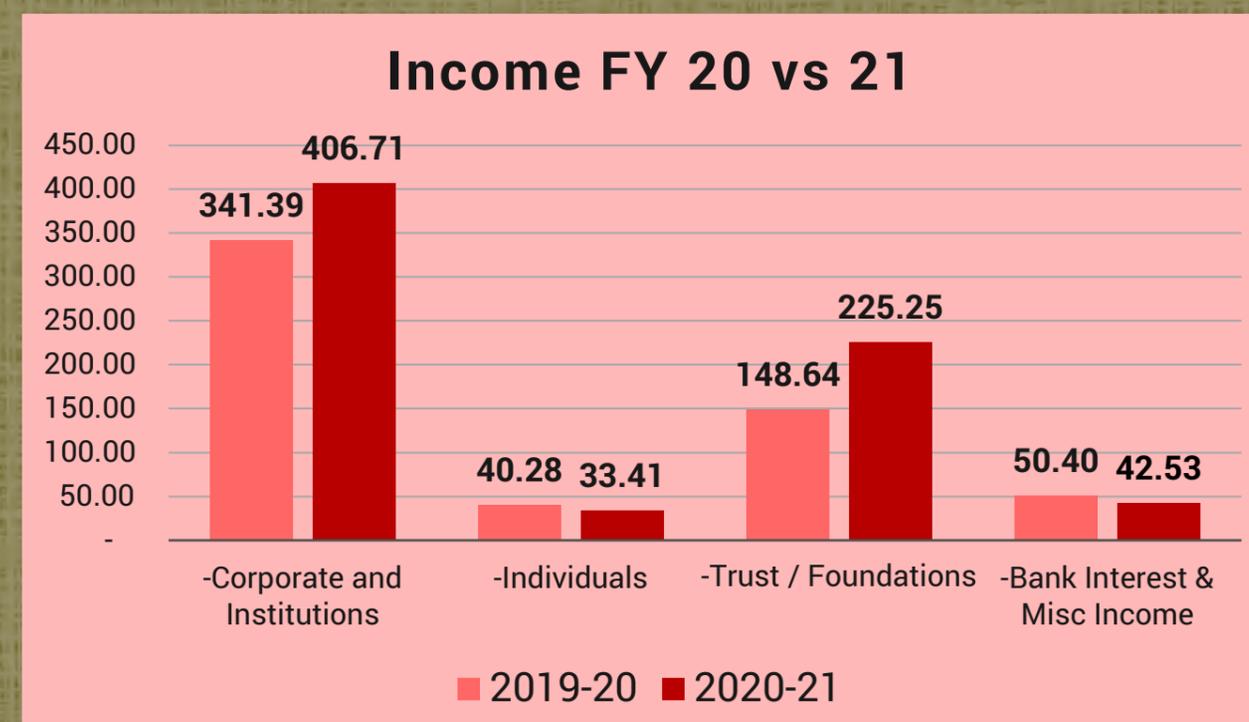
SUMMARY BALANCE SHEET

FUNDS & LIABILITIES	FY 2020-21	FY 2019-20	PROPERTY & ASSETS	FY 2020-21	FY 2019-20
Sources of Funds			Application of Funds		
- Corpus Fund	6,45,18,316	6,29,65,316	- Fixed Assets	20,05,474	13,85,037
- Reserve and Surplus	54,28,096	42,30,728	- Investments (Long term)	6,66,13,585	5,91,38,220
Current Liabilities and Provisions			Current Assets, Loans and Advances		
- Current Liabilities	34,76,526	2,88,585	- Cash & Bank Balances	46,13,818	49,58,103
- Provisions	21,98,225	3,27,721	- Loans and Advances	12,04,838	11,83,654
			- Other Current Assets	11,83,448	11,47,336
TOTAL	7,56,21,163	6,78,12,350	TOTAL	7,56,21,163	6,78,12,350

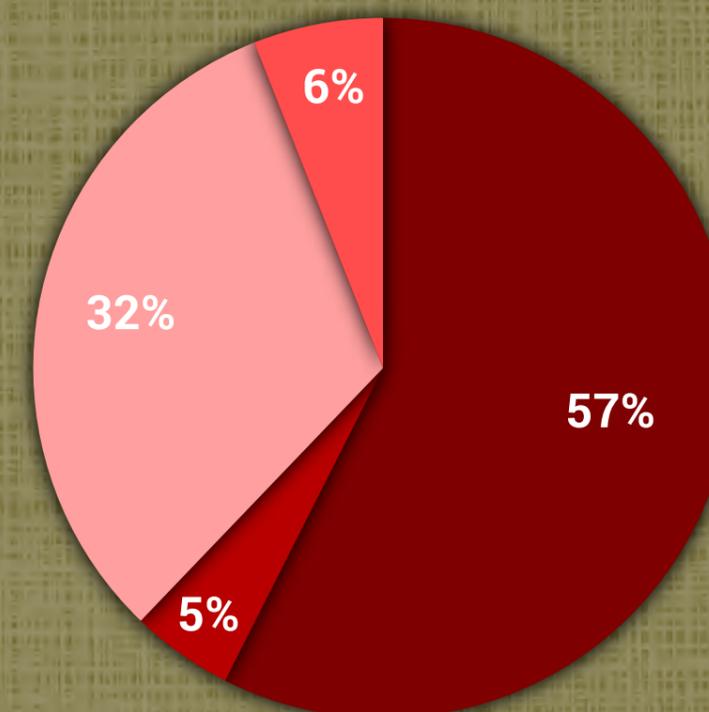
SUMMARY INCOME & EXPENDITURE ACCOUNT

EXPENDITURE	FY 2020-21	FY 2019-20	INCOME	FY 2020-21	FY 2019-20
Programme Expenses			Donation		
- Health & Nutrition	3,09,14,097	2,66,25,517	- Corporate and Institutions	4,06,70,552	3,41,39,032
- Education and Child Development	1,58,60,183	1,60,98,181	- Individuals	33,41,133	40,28,093
- Livelihood and Aftercare	1,47,39,075	88,02,242	- Trust / Foundations	2,25,24,906	1,48,64,346
- Capacity Building & Advocacy	21,00,345	35,25,717	Interest	42,52,821	50,40,266
Non-Programme Expenses			Membership Fees	8,000	8,000
- Staff Costs and related expenses	29,96,888	17,12,848			
- Fund Raising Expenses	12,37,664	38,55,709			
- Admin Expenses	9,14,556	14,05,568			
Depreciation	8,37,237	1,65,020			
Surplus/(Deficit) of Income over Expenditure	11,97,367	41,11,064			
TOTAL	7,07,97,412	5,80,79,737	TOTAL	7,07,97,412	5,80,79,737

Income Graph

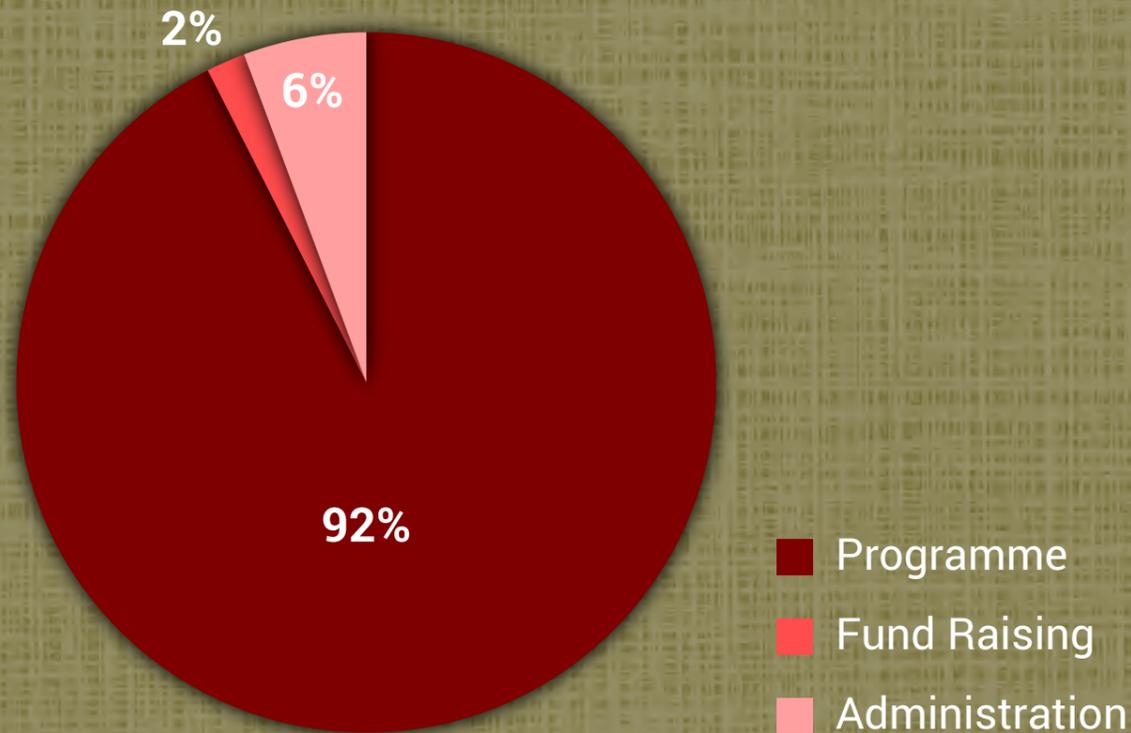


INCOME 2020-21

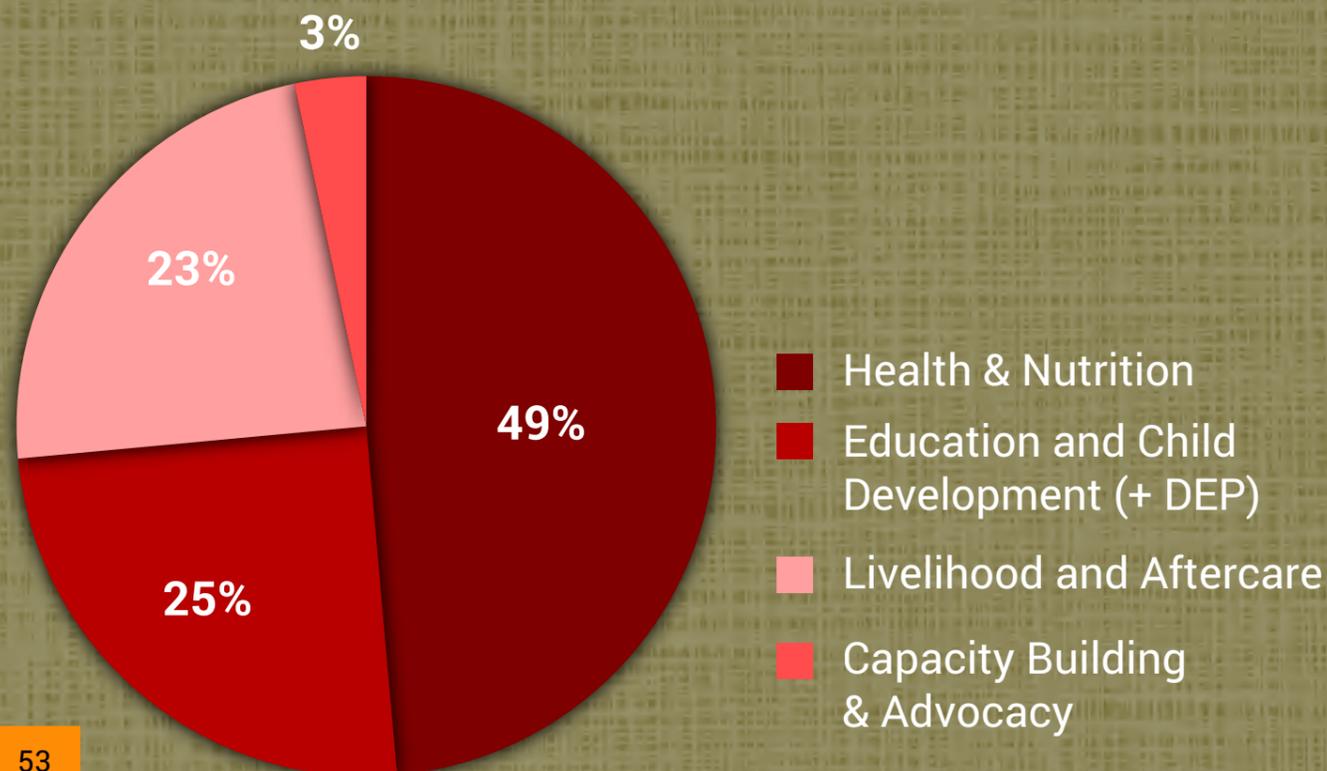


Expenses Graph

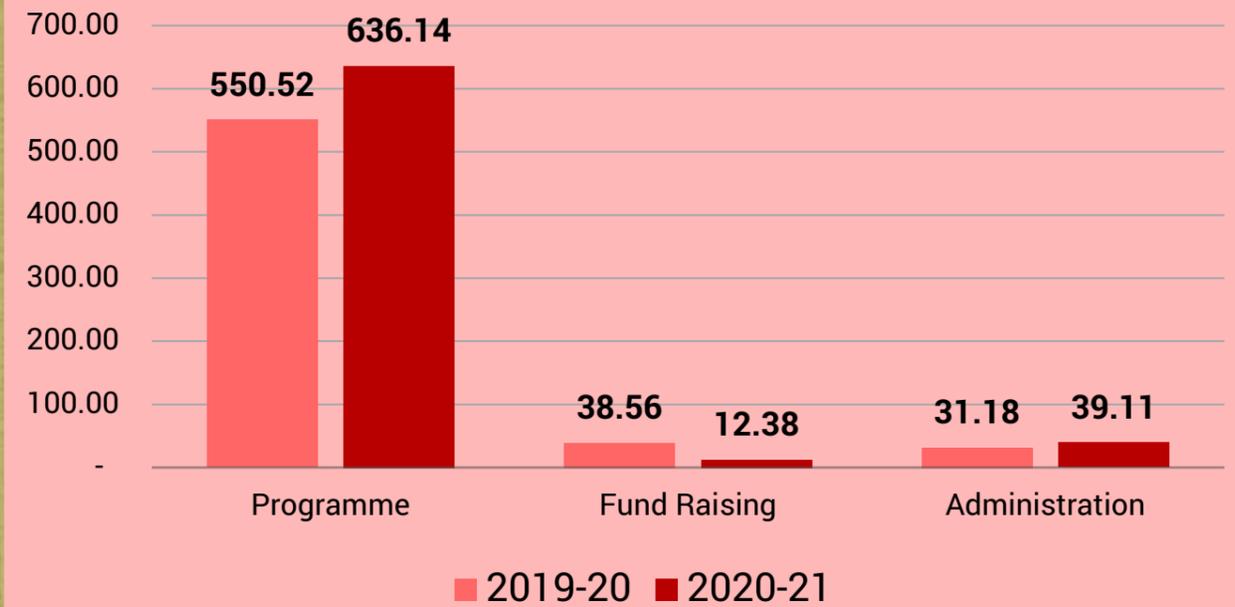
INCOME 2020-21



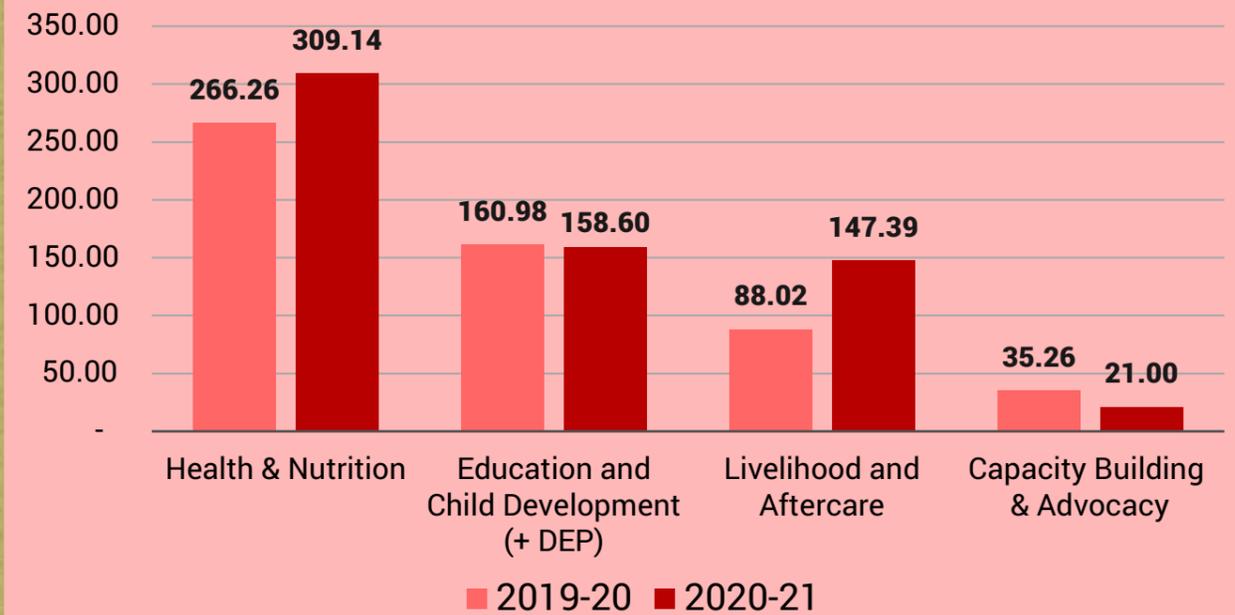
Programme Expenses



Expense FY 20 vs 21



Program Expense FY 20 vs 21



JOIN THE MOVEMENT

Millions of underprivileged children today are deprived of basic accessibility to health facilities, education and nutrition. Most of them are subjected to abuse, forced labour or marriage at a very early age.

While our efforts focus on tackling these issues, in this journey of making their lives better, your association and volunteering support can make a huge difference. Together we can impact young lives and work towards providing them with better care and protection.

Our tribe offers various volunteering opportunities you can explore to be the next Catalyst for Social Change!



Virtual Catalyst

If you are someone bound by boundaries but are committed to helping underprivileged children, in whatever capacity, our virtual volunteering program is for you.

Be it with research, support with design & marketing collaterals, social media management, content creation & translations, IT developments or any other support, your contribution is invaluable to us.

Connect with us using the subject line as 'Virtual Catalyst'

connect@csa.org.in

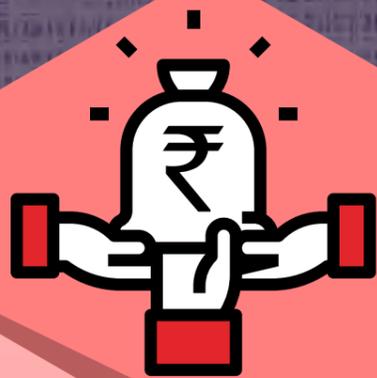


In-Person Catalyst

Our partnership supports 87+ institutes across 4 states and 31 districts, and we are happy to expand the reach. If you want to create a child-friendly environment for the underprivileged children near you, get in touch with us.

Connect with us using the subject line as 'In-Person Catalyst'

connect@csa.org.in



Fundraiser Catalyst

To introduce change is easy but to sustain it, we need your help. If you are committed to help us raise funds by introducing us to your network and encouraging them to participate in our fund-raising events, we would love to connect and discuss the opportunities.

Connect with us using the subject line as 'Fundraiser Catalyst'

connect@csa.org.in



Supporting Catalyst

If dedicating time is your concern, you can support us by contributing your efforts in helping us

- find partnership opportunities with brands and businesses who can help raise awareness and funds
- create awareness by becoming our social media contributor or brand advocate using PR and blogs
- enable media and sponsorship opportunities for our events and campaigns

Connect with us using subject line as 'Supporting Catalyst'

connect@csa.org.in

Adopt A Project: Selecting your childcare institute

When you adopt an institute, you can choose to support it partially or entirely. We bring in the responsibility to monitor, provide inputs in training, technical expertise, build capacity, information on children rights, communication and campaign support.

Cause-specific Campaign: Partnering for a social cause

We can provide a flexible proposal for your brand to enhance your brand building exercise. This can be achieved by associating and promoting a specific social cause.

Payroll Giving Program: Employee engagement program

Via this program, employees who wish to be connected to a social cause can contribute a small part of their remuneration, on a monthly basis. This automated process, on signup, can be further leveraged with the organisation choosing to match the employee's grant. Apart from this, employees can choose to volunteer or spend time at CSA.

If you are looking to make your organisation into an inspirational Catalyst, partner with us for the above programs or share any other ideas you can bring into the family of CSA, write to us at connect@csa.org.in.





A family for every child

711 & 712, Bhaveshwar Arcade Annex, Nityanand
Nagar, Opp Shreyas Cinema, LBS Marg, Ghatkopar
(W), Mumbai 400086, Maharashtra, India.

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