



LADLI FOUNDATION TRUST

ANNUAL REPORT

2021 - 2022

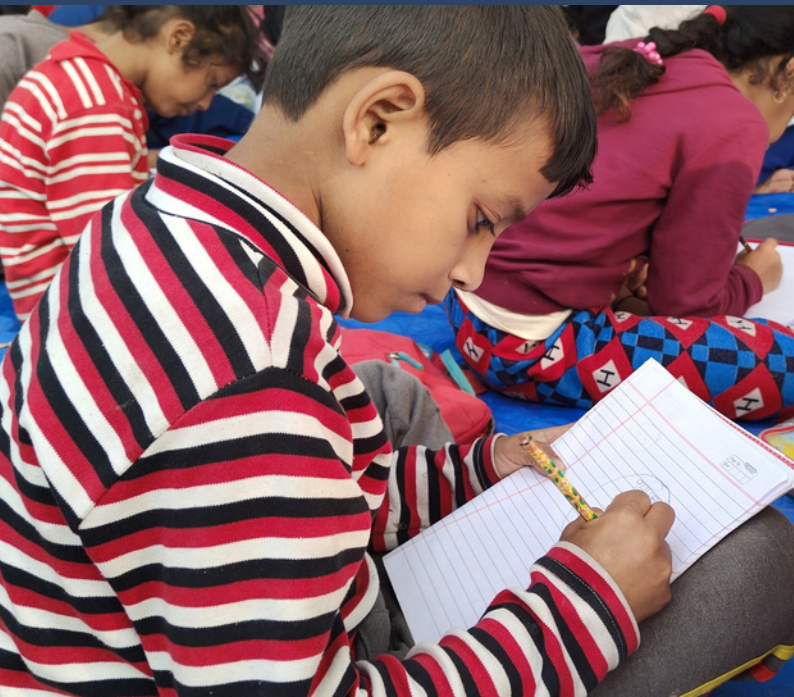


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MESSAGE FROM FOUNDER & CEO



Dear readers and supporters of Ladli,

This is an important milestone in the life of Ladli as we turned ten this year. When we started with Project Shagun (2012), we did not think that one day the organization would be working in more than 2-3 thematic areas and impact over 4 Lakhs lives, providing livelihood to the destitute females, reducing crime and drugs among the youth of our nation and making them an asset, providing digital literacy and primary classes to the marginalized students, and working at Pan India level.

Ladli, today stands proud and tall, having come a long way since its inception. It has built for itself an enviable reputation. All this could be achieved through clear vision, sheer dint of effort, and ground-level execution. Further, we realized the importance of developing a comprehensive community development program where we work for everyone in a family or community. As a new concept, we deliberately focused on experimenting with unique aspects to highlight the potential.

This year's annual report showcases the reach and impact of our work. In 2021-22 we developed and successfully implemented several projects and worked on our technical acceleration so the projects have a better effect.

The year was also significant as Ladli Foundation Trust won the National Youth Award in the organizational category. It is indeed a great honor for the entire team and everyone associated with Ladli over the years. We hope our values and work continue to resonate with everyone and it nudges someone to get involved and take action.

Finally, I would like to thank our employees whose remarkable work and commitment during a very intense year have laid the foundation for our success. I would also like to thank our CSR partners and people who have constantly supported our cause for their continued trust.

With best wishes for a better future

DEVENDRA KUMAR

Founder & CEO

Ladli Foundation Trust

ABOUT LADLI

As a **grassroots-level, non-profit organization**, Ladli Foundation is known for implementing highly impactful and innovative social initiatives to **uplift vulnerable people in urban and rural slums**.

Ladli is involved in enhancing the **standards of living** and restoring the **dignity of socially victimized women**. From its initial years till date, it has directly benefited **75000+ unprivileged females** and sensitized more than **5 Lacs people** through its successfully implemented projects at the ground level.

RECOGNITION

The organization is granted **special consultative status in United Nations ECOSOC** and conferred with the **National Award by Govt. of India**.

Ladli's **international wing** is also listed as a **public charity** in the United States, granted **federal income tax-exemption status** under 501 (C)(3), and registered with **Govt's SAM portal**.

It was **recently recognized** by the **United Nations Secretary-General Mr. António Guterres** during the 65th Session of Commission.

VISION

Serve as a **catalyst** to bring about **long-term transformation** in the lives of women and young people from underprivileged backgrounds.

Execute UN SDGs to eradicate poverty and hunger, establish gender equality, and ensure rights to quality education, decent health and wellbeing, and clean water and sanitation.

Eliminate inhumane traditional practices such as patriarchy, gender-based violence, child marriages, and social victimization.

BELIEF

The Ladli Foundation is premised on the principle that a **progressive nation** is synonymous with a **safe, gender-neutral, and inclusive society**.

As a **community-driven strategy**, sensitization and mobilization of the entire society as changemakers and champions of gender equality are critical.

MISSION

Empower the grassroots through highly effective action-research initiatives in **primary healthcare, education, skill training,** and **opportunity.**

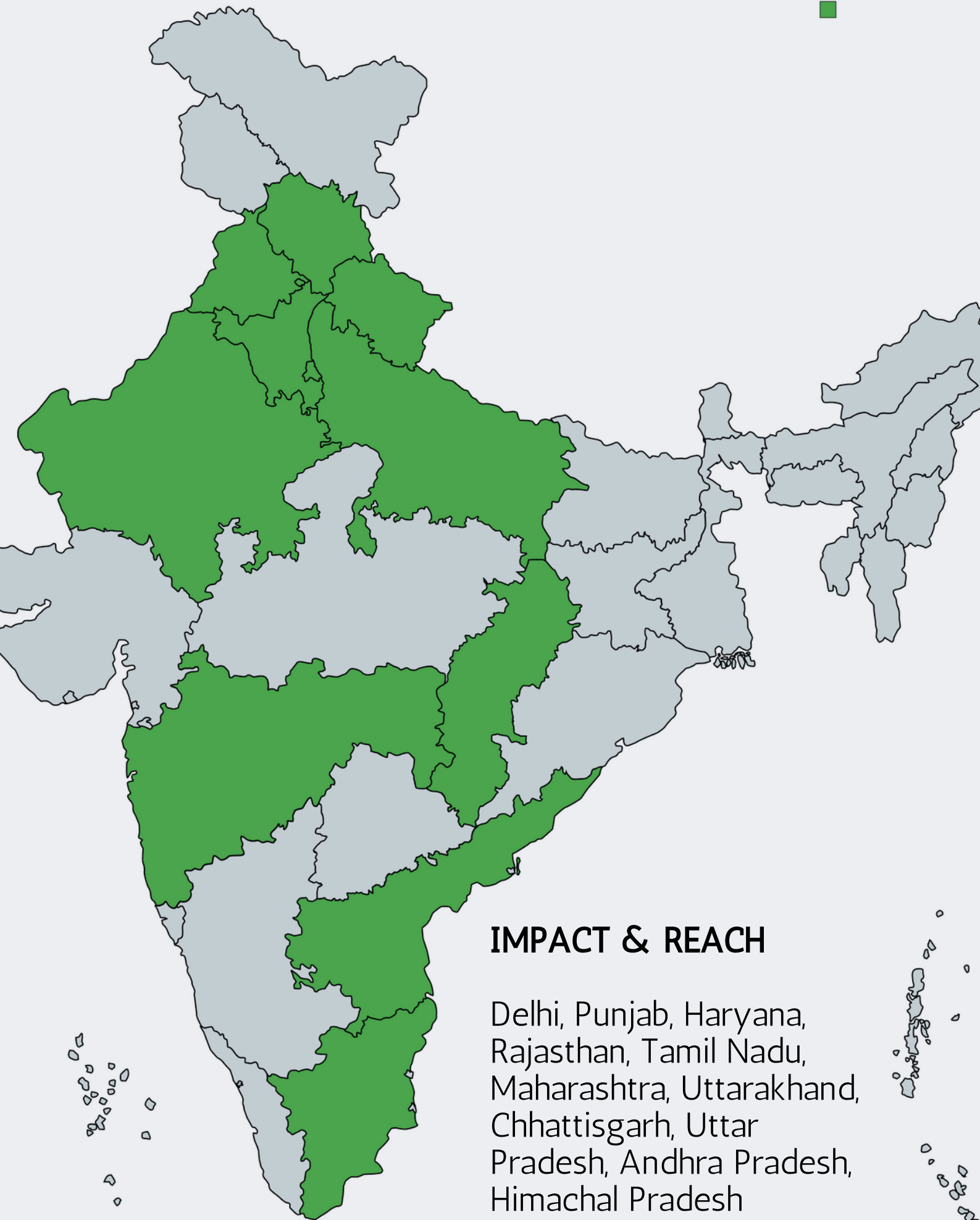
Develop technologically competent infrastructures to establish an extended social network in order to reach the greatest number of targeted recipients.

Involve social enthusiasts from all around the world in the larger mission and assist them in discovering ground social reality.

Collaborate with local government and authoritarian bodies to generate and optimize enormous social impact.

THEMATIC AREAS

Preventive Healthcare & Menstrual Hygiene
Education & Skill Development
Mental & Reproductive Health
Human Trafficking & Violence against Women
Gender & Human Rights
Promoting SDGs by Catering Traditional Beliefs
Drug Prevention and Youth Development
Elimination of Child Begging & Child Marriage
Empowerment of Person with Disabilities
Disaster Relief for Migrant Laborers & Refugees



IMPACT & REACH

Delhi, Punjab, Haryana, Rajasthan, Tamil Nadu, Maharashtra, Uttarakhand, Chhattisgarh, Uttar Pradesh, Andhra Pradesh, Himachal Pradesh

IMPACT HIGHLIGHTS 2021-22

8500+

underprivileged children received access to education

digital literacy was enabled

6500+

3000+

positively impacted by substance abuse awareness initiatives

reduced crime & substance abuse rate

80%

150

beneficiaries received advanced computer training & job placements

people received authentic COVID related information

8.5
Lacs

400+

relief & support kits distributed during COVID-19

benefited from counselling on WASH, MHM, legal & financial rights, gender-related issues

2000+

2

constructed newly furnished washrooms for boys & girls at Rohtak's Govt. school



PROJECT
"PATHANSHALA"

India has an estimated **46 million children** aged 6 to 18 who are forced into **begging and labouring**, and become victims of sexual abuse.

Ladli foundation through its **unique mobile classes** has provided **free primary education** to **2000+ young** recipients in red light crossings and rural-urban slums, and simultaneously **sensitized their parents** about physical-mental health issues and crimes against children.

Educational kits distributed to slum kids



Pathanshala kid with his book during class





Beneficiaries attending Pathanshala classes



Sensitizing parents of beneficiaries



Beneficiaries having a fun time with games, snacks & ice-cream



Teaching beneficiaries about child sexual abuse & eve-teasing

PROJECT
"E-PATHANSHALA"



Ladli has enabled access to **digital education** to **5000+ underprivileged kids** through free, refurbished **digital devices** with loaded **e-learning content** and **3-years BYJU's premium subscription**, for their secondary education and JEE/NEET preparation.

On 131st Birth Anniversary of Dr. B.R. Ambedkar, **75 SC/ST kids** were also provided the digital education kit.

Digital devices with e-content distributed to underprivileged children





Distributed digital tabs with e-content to SC/ST students

PROJECT "JOSH"



DE
YA

JOSH

An initiative of
Ladli Foundation Trust
RESURIN
The DIGNITY PROJECT
A Special Consultative Listed Firm
Economic & Social - 2020
WWW.LADLIFOUNDATION.COM

In collaboration with Delhi police, **juveniles and unemployed youths** living in slums and low-cost areas were extricated from substance abuse, crimes and anti-social activities.

Around **1057 young at-risk juveniles** were diverted through engagement in **motivational, counselling and physical fitness activities** including sports, dance, and yoga; and enrollment in **YUVA skill training** course.

100% job placements was provided to beneficiaries, and **80% reduced crime and substance abuse rate** was achieved.

A Group of JOSH beneficiaries





Spreading community awareness & mobilization through Nukkad Natak



Identification & registration of beneficiaries



Diverting juveniles through exercise



Volleyball competition conducted among JOSH beneficiaries



"DRUG PREVENTION
AWARENESS"

With the National Institute of Social Defense (NISD), Ladli has organized a **one-day community counselling and awareness** programme in **20 locations**, as a part of the National Action Plan for Drug Demand Reduction (NAPDDR).

Through films, presentation modules, and interactive sessions, **1343 beneficiaries from diverse community** were educated and sensitized about drug abuse, their negative effects and prevention.

Spreading awareness through short documentaries or movies on drug addiction





'Drug Prevention' campaigns conducted in different locations



PROJECT

"NAVINEEKARAN"



Water Conservation and Sanitation
This Toilet is Re-Constructed
under CSR Initiative of
Asian Paints, Rohtak
In Association with
Ladli Foundation Trust
A National Award Winning
Non-Profit Organisation



Ladli with Asian Paints jointly promoted sustainable water conservation, sanitation, and Menstrual Hygiene Management (MHM) practices among students of a government school at Garhi Bohar Village in Haryana's Rohtak.

One toilet each for boys and girls were constructed and furnished, along with sensitization workshop and distribution of personal hygiene kits.

Before & After re-construction of Garhi Bohar school washroom

BEFORE



AFTER





Personal Hygiene Kits distributed among female students



Intensive workshop on Menstrual Hygiene Management (MHM)



Counselling female students about child sexual abuse

YUVA

Youth Welln

"CORONA SE DARO NA"

WEBINAR

Sim

2m

D

entr

In collaboration with AIIMS Rishikesh Doctors, Ladli has conducted a **long webinar series** to **provide and distribute authentic information** about COVID-19 to beneficiaries.

Out of **29 sessions**, a **few were specially conducted for females** by women's health specialty doctors.

More than **593 questions** were answered and around **8.5 Lacs people** were impacted.

**AIIMS, ऋषिकेश व्
लाडली फाउंडेशन की पहल**

कोरोना से डरो ना !

कोरोना के बारे में पूछिए अपने सभी सवाल एम्स के एक्सपर्ट डॉक्टर देंगे सही जानकारी

Today with Dr. Mukesh Bairwa-Assistance Professor
Department of Internal Medicine, AIIMS Rishikesh

रोजाना - शाम- 5 बजे

Ladli Foundation Trust के फेसबुक पेज पर **LIVE** [CLICK HERE](#)

foundationladli

Ladli Foundation Trust RESTORING
The DIGNITY OF UNDERPRIVILEGED
In Special Consultative Status with United Nations
Economic & Social Council, Since 2009

सहेली

महिला स्वास्थ्य एवं कोरोना

के बारे में पूछिए अपने सभी सवाल प्रख्यात विशेषज्ञ चिकित्सक से पाएं सही जानकारी एवं सटीक समाधान !

Dr. Arunima Vinod Singh
MBBS, MD, FMAS

प्रत्येक रविवार , शाम 5:00 बजे
Every Sunday, 5:00 PM

ZOOM [CLICK HERE](#)

**AIIMS, ऋषिकेश व्
लाडली फाउंडेशन की पहल**

कोरोना से डरो ना !

कोरोना के बारे में आपके सभी सवालों का जवाब देंगे एम्स के एक्सपर्ट डॉक्टर

Don't Panic from Corona Family Special

On The Occasion of World Family Doctors Day 2021

19 मई, 2021 - शाम- 5 बजे

zoom [CLICK HERE](#)

**AIIMS, ऋषिकेश व्
लाडली फाउंडेशन की पहल**

YUVA JOSH

Youth Wellness Program in Association with Janki Devi Memorial College DU

कोरोना के बारे में पूछिए अपने सभी सवाल एम्स के एक्सपर्ट डॉक्टर देंगे सही जानकारी

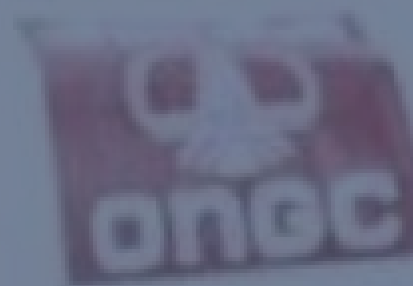
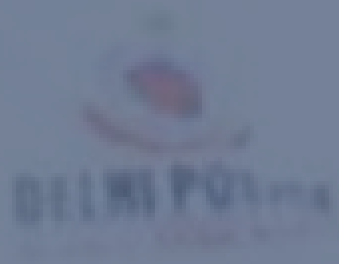
Today with Dr. Santosh Kumar -Associate Professor
Department of Community and Family Medicine, AIIMS Rishikesh

शुक्रवार - शाम- 5 बजे

Ladli Foundation Trust के फेसबुक पेज पर **foundationladli**

PROJECT

"YUVA COVID WARRIOR"



YUVA COVID W

A CSR INITIATIVE

In Association with Delhi Po

SOUTH WEST DISTRICT

During third COVID wave, Ladli has initiated a **certified frontline medical and first aid service** at targeted locations to effectively handle unwanted emergencies.

15 Emergency Medical Technicians (EMTs) were stationed and **4 special Covid Quick Reaction Team (QRT)** were formed with **police personnel** and **30 trained Yuva Covid warriors** to provide first aid medical assistance and CPR, along with operation of oxygen concentrators.

YUVAs were compensated with regular honorarium of **Rs. 15000 /month for 6 months.**

Inauguration of Covid Quick Reaction (QRT) initiative





First Aid training provided to YUVA covid warriors



QRT team in action



COMPUTER TRAINING AND JOB PLACEMENT FOR COVID AFFECTED FAMILIES

Association with Ladli Foundation and Training Partner IACT



Ladli Foundation Trust
A National Level
Non-Profit Organisation



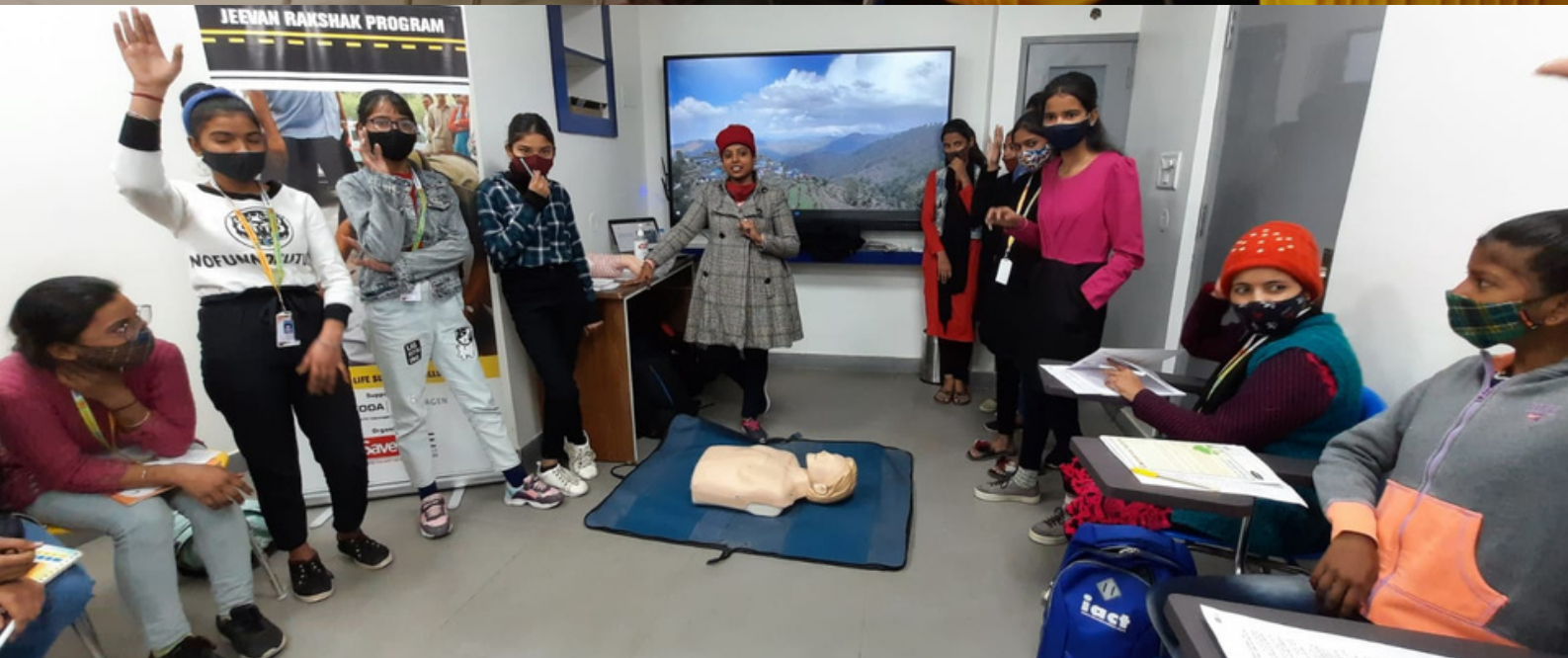
"PUNAR UTTHAN"



With ONGC's CSR initiative, **widowed mothers** and **girls who lost their father** during COVID, were uplifted and empowered.

Around **150 beneficiaries** were provided with **free advanced computer training** and **job placements**, along with several **workshops** on Menstrual Hygiene Management (MHM), WASH, legal and financial rights.

Advanced computer training provided to beneficiaies



Beneficiaries trained to save lives during emergency



Menstrual Hygiene Management (MHM) & legal rights workshops



Beneficiaries with offer letters after Job placements



PROJECT
"COVID RAHAT SEVA"

In collaboration with Bharat Petroleum Corporation Limited (BPCL) and Delhi Police, Ladli has distributed **dry rations, baby milk, stationary, sanitary pads, and 100 specially designed Corona Protection' kits** containing soap, mask, sanitizer to refugees, migrants, and domestic labourers as a relief measure.

They were also **sensitized** about COVID related protocols and maintenance of hygiene.

Monika Bharadwaj, IPS, distributing Saheli kits and baby milk formula





Distributing COVID relief kits to marginalized communities



PROJECT

"SWACHHTA HI
SAMADHAN"

Ladli in association with Bharat Petroleum Corporation Limited (BPCL) and Delhi Police, has distributed 347 'menstrual hygiene' and 'COVID protection' kits, and sensitized about COVID-19, drug abuse, and menstrual hygiene.

Around 347 Bijwasan slumdweller beneficiaries benefitted from this initiative.

Sensitization of Bijwasan slumdweller



Distributing menstrual and Covid protection kits to beneficiaries





Ministry of Women & Child Development



Lodi Foundation Trust
A National Award Winning
Not-For-Profit Organization



Ministry of Women & Child Development

Samadhan

A Comprehensive Community Development Program

A CSR Initiative by Delhi State Civil Supplies Corporation Limited
in Association with Lodi Foundation Trust

PROJECT

"SAMADHAN"



With support of Delhi State Civil Supplies Corporation Limited, New Delhi's Parvatiya slum dwellers were enrolled in a **comprehensive community development programme** composed of free health-checkups or CBC tests, nutritional intervention with anemia eradication kits, education, handholding welfare support, and YUVA skill training program.

Around **312 women beneficiaries** benefitted from level of awareness on Menstrual Hygiene Management (MHM), WASH, crime and drug prevention, digital literacy, and gender-related issues.

SAMADHAN volunteer team





Free health checkup conducted for female beneficiaries



Saheli kits distributed among beneficiaries



Menstrual Hygiene Management (MHM) session

स्वाभिमान

खाकी के
शिक्षा और

PROJECT

"SWABHIMAAN"



In collaboration with Delhi Police and Ambika Steel Ltd, **women domestic workers and their children** were **empowered** with financial literacy, primary healthcare, legal awareness, and digital education. Free personal hygiene kits and IEC support material were also provided.

In three months, **500 underprivileged families**, of which **1500 children**, living in Rohini's slums were positively impacted by this initiative.

Swabhimaan beneficiaries





Children of domestic workers provided with digital tabs & 3 years BYJU's subscription



Periods myths & taboos breaking session

AWARDS AND ACCOLADES



National Youth Award was presented to Ladli Foundation by Hon'ble Union Minister 'Mr. Anurag Thakur', Secretary Govt. of India 'Ms. Usha' and UN Resident Coordinator 'Ms. Deirdre Boydand', for outstanding social contribution at grassroot level.

Founder Mr. Devendra Kumar was felicitated by Delhi Police Commissioner 'Sh. Rakesh Asthana IPS' and his wife President of Police Families Welfare Society 'Mrs. Anu Asthana Jee', on the occasion of 50th Raising Day of PFWS at Police Headquarters.



Ladli Trust was felicitated by Commissioner of Police Delhi 'Sh. Rakesh Asthana IPS' at inauguration of Sangam Community Education Center at Dwarka.

Vagdhara Navratan Samman was presented to Ladli's Convener Ms Megha Mithlesh by Hon'ble Governor of Maharashtra 'Sh. B. S. Koshiyari' and MP 'Ms. Hema Malini'.



Founder Mr. Devendra Kumar was conferred with Jai Hind Samman by Hon'ble Commissioner of Police, Delhi Sh. Rakesh Asthana, IPS, for outstanding community policing initiative.

Ladli Trust was felicitated by Commissioner 'Sh. Rakesh Asthana IPS' at inauguration of Swabhimaan Initiative in collaboration with Delhi Police of Rohini District.



Ladli's chief coordinator Ms. Kamini Vaid was awarded by Commissioner 'Sh. Rakesh Asthana IPS' on International Women's Day.



Addl. CEO of Ladli Foundation was presented "National Democracy Award" by H.E. Mr. Freddy Svane (Ambassador of Denmark), for working on legal empowerment of women across India.

Prestigious International Diana Award was given to Ladli's two team members Muskan Kohli and Devanshi Ranjan for their extraordinary social commitments.



Team Ladli was appreciated and awarded a govt. cash reward by Mr. Ingit Pratap Singh, IPS, DCP of south-west district, for their extraordinary social commitments.

TESTIMONIALS BY BENEFICIARIES

"Girls had little privacy due to an improperly designed single washroom." Our predicament deteriorated while we were on our periods. I am grateful to the Ladli Foundation Trust for constructing gendered washrooms for us and educating us on menstruation, MHM, and WASH."

- Sunita

"My involvement with JOSH and its numerous activities, such as athletics, has helped me overcome my drug addiction and given me a more positive attitude on life."

- Rohit

"This is the first time that someone has come to teach us about the most crucial aspects of our menstrual hygiene and the repercussions of having unprotected sex, which we were completely unaware of. We shall be eternally grateful to Ladli."

- Alka

"I completely forgot how to read and write during the lockdown. However, Ladli's Pathanshala lessons gradually instilled in me the habit of studying, and prepared me to enroll in school to complete my education."

- Masoom (Ibram)

TESTIMONIALS BY VOLUNTEERS/INTERNS

"Interning with Ladli has been a unique experience for me, since I have worked with a varied age range of individuals and have gained firsthand knowledge of management operations. It has instilled many qualities in me, but discipline and time management are the two that I appreciate the most."

- Anoushka Goyal

"I joined Ladli to make society a better place for everyone, but it has instead made me a better version of myself. Every day here brings new difficulties and experiences, which have taught me a variety of life skills such as discipline, teamwork, honesty in one's job, and, most importantly, time management."

- Harshit Goyal

"Ladli has provided me with in-depth, grass-roots awareness of the difficulties that disadvantaged groups confront, as well as how we, as changemakers, can elevate and empower them. Interning here has given me skills in problem solving, decision making, writing, leadership, collaboration, communication, and research."

- Muskan Singh

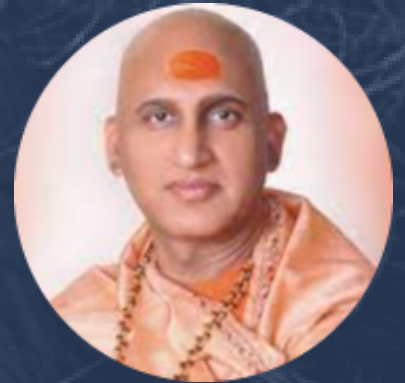
"Working with Ladli has been eye-opening. The ground experiences pushed me to be critically introspective, aware of my social status, and compassionate to the plight of others."

- Mayuri Sarma

TESTIMONIALS BY DIGNITARIES

"I deeply appreciate the endless devotion of team Ladli for enhancing the quality of life of socially victimized females. The efforts of Ladli Foundation present the Vedic proclamation of preservation of a woman's respect & dignity in a timely manner, and realize the dream of 'Beti Bachao Beti Padhao'."

*- Swami Avdeshanand Giri Ji
International Spiritual Saint, Junapeethadhiswar
& Acharya Mahamandleshwar*



"Many NGOs are working with our ministry for social welfare, among which Ladli Foundation is an exceptionally contributing. I deeply appreciate the efforts of the founder, Mr. Devendra Kumar, for empowering and uplifting socially vulnerable people."

*- Sh. Thaawarchand Gehlot
Union Minister of Social Justice &
Empowerment, Govt. of India*

"I commend Mr. Devendra Kumar for founding the Ladli Foundation Trust and for his commitment to crusade and save the uneducated, unprotected girls from exploitation and sexual abuse. Citizens like him are the true heroes."

*- Sh. Amitabh Bachchan
Padmavibhushan, Actor & International
Celebrity.*



"The things I really like about the initiatives of Ladli Foundation is that it engages both men and women. It is important that we teach our women to be strong and independent, but it is equally important that men are taught to be respectful towards them."

*- Ms. Joanna Kempers
High Commissioner of New Zealand*



"In the last few years crimes against women have decreased in Delhi, which is indeed a positive result. Our joint venture with Ladli Foundation will be a milestone for the cause. Ladli's awareness and sensitization programs can contribute a lot to the society and can encourage more and more people to come forward."

*- Sh. Amulya Patnaik
IPS, Commissioner of Police, Delhi (2017-2019)*

"The cause is very close to my heart and Ladli Foundation is doing exemplary work for the safety and empowerment of women in society."

*- Justice Ms. Geeta Mittal
Chief Justice of Delhi High Court (2017)*



PARTNERSHIPS AND COLLABORATIONS



Delhi Police
Shanti Sewa Nyaya



BYJU'S
The Learning App



JAKSONTM



भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA



Fortis CSR Foundation



Energising a Brighter Tomorrow



दैनिक जागरण



उत्तर प्रदेश राज्य एड्स नियंत्रण सोसायटी



asianpaints



STRONG SINCE 1970



genpact



Ladli Foundation is deeply thankful to all its supporting agencies, partners, donators, interns and volunteers. It was your contributions that helped us to face every challenges and move forward.

In the future we hope to work together to bring an impactful change in the society.

Call Us! +91-87-4491-8601

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