



Annual Report 2017-18

Letter from Our Managing Trustee

Dear friends,

It is with great pride and happiness that I present to you Phia's annual report for 2017-18. While we celebrate the fruits of our work, we are recommitting ourselves with renewed vigour and enthusiasm, to see a world free of poverty free society.

We live in a dynamically changing world! From global movements around gender equality to changing dimensions of poverty, organizations like Phia have a role to play; shining a light on ground realities and inspiring actions for an inclusive and a just world.

In the past three years Phia has seen steady growth in its reach and impact. Our programmes themes have evolved and in them our core commitment to work with and for the most marginalized communities around inclusion and gender remains unaltered. Phia has always believed in the power of collectives and networks and it continues to build on that strength. This is evident in all our ongoing programmes – be it our digital literacy project paving opportunities for rural women to seek dignified livelihoods, or our work on children's rights coalition, or our work around strengthening the Panchayati Raj Institutions in Jharkhand.

Today, through our digital literacy intervention we are reaching out to more than 4 million women in around 33,000 villages in Uttar Pradesh, Madhya Pradesh, Bihar, Jharkhand, and Chhattisgarh. I acknowledge and thank the efforts of our partners and supporters who are pivotal to this success story – leaders from communities, civil society organisations, the private sector, institutions, academicians, Government authorities, youth groups, our board members, and everyone who walked with us in this journey. I look forward to your continued support as we work with the poorest of our country in improving their quality of life. We believe a better tomorrow is possible.



Belinda Bennet

Dr. Belinda Bennet
Managing Trustee, Phia Foundation

Message from Our Honorary Director

The Indian constitution stands for promoting equality, equity, social justice and dignity to all. Amidst the good economic growth and prosperity, we are also witnessing the challenges of extreme poverty, inequalities and systemic discrimination. There is an urgent need for everyone to come together, build partnerships to tackle poverty and exclusion. Partnering Hope into Action (Phia) Foundation has been working on the issues of poverty, social exclusion and humanitarian challenges. Phia believes in working in 'partnership' with various stakeholders that includes the civil society, the Government, philanthropy institutions, CSR foundations, bilateral & multilateral support agencies, and individual donors.

Building on the legacy of the Poorest Areas Civil Society (PACS) network, Phia Foundation was successful in scaling up many programmes on the ground. During the year, we have seen the Internet Saathi and digital literacy programmes making a positive impact, especially in the lives of women and girls. The strategic partnership with Azim Premji Philanthropic Initiatives (APPI) enabled us to work on strengthening good governance in few select blocks in Jharkhand. Similarly, the partnership with UNICEF and other institutions have enabled us to bring positive changes in the lives of many people.

I would like to thank all our supporters, donor organisations, civil society partners, individuals and all stakeholders who have contributed their time, energy and resources to bring positive changes in the lives of children, youth, men and women.

I would like to thank our board, and sister organisations / affiliates for their strategic support, guidance and leadership. I would also like to commend my team for their dedication and hard work. We look forward to your continued support, association and participation.



Anand Kumar Bolimera

Anand Kumar Bolimera
Honorary Director, Phia Foundation



Phia Foundation

Partnering Hope into Action Foundation (Phia) is a Charitable Trust registered in India. It works with the poor, socially excluded, and marginalised communities in India on eradication of poverty and social exclusion. We work in partnership with civil society and community-based organisations who represent community needs and aspirations.

Phia facilitates empowerment of poor, socially excluded and marginalised communities so that they can be in-charge of their development and enjoy non-discriminatory access to rights and entitlements through addressing inequality and inter-generational poverty, Gender equality crosscuts all our work.

Our interventions are spread across five states of India with projects being implemented in 61 districts. During emergencies we work in affected area(s) irrespective of geographic priorities. We follow a rights-based approach for inclusive and sustainable development and evidence-based



advocacy to improve policy implementation is integral to our approach.

We primarily work through a partnership model with local grassroots organisations, building their capacity and leadership to help ensure a lasting impact on poverty and social exclusion, and directly implement programs, if necessary.

Our **Vision** and **Mission**

Phia Foundation's **vision** is a society free from poverty, exclusion and discrimination and all people living with justice and dignity.

Our **mission** is:

- To empower the most excluded and marginalised communities, with a specific focus on equality and inclusion
- To engage with young people to build their ability to attain their aspirations and ensure children's rights to security, education, health and development
- To form partnerships with Civil Society Organisations (CSOs) and Community Based Organisations (CBOs), and implement projects that support communities and individuals
- To engage with multiple stakeholders, including central and state governments, to promote pro-poor policy changes
- To work on rural and urban development projects across India.

Working in collaboration and partnership with the State to bridge the delivery and governance gap is an integral part of the approach informed by our long years of experiences. Phia also works closely with the corporate sector, trusts and foundations, and institutions to deliver their Corporate Social Responsibility (CSR) projects and social development initiatives.

In the financial year 2017-18, Phia had a strong portfolio of projects across the themes of education, digital literacy, governance, rights and entitlements, health, child rights, humanitarian response, and gender inclusion.

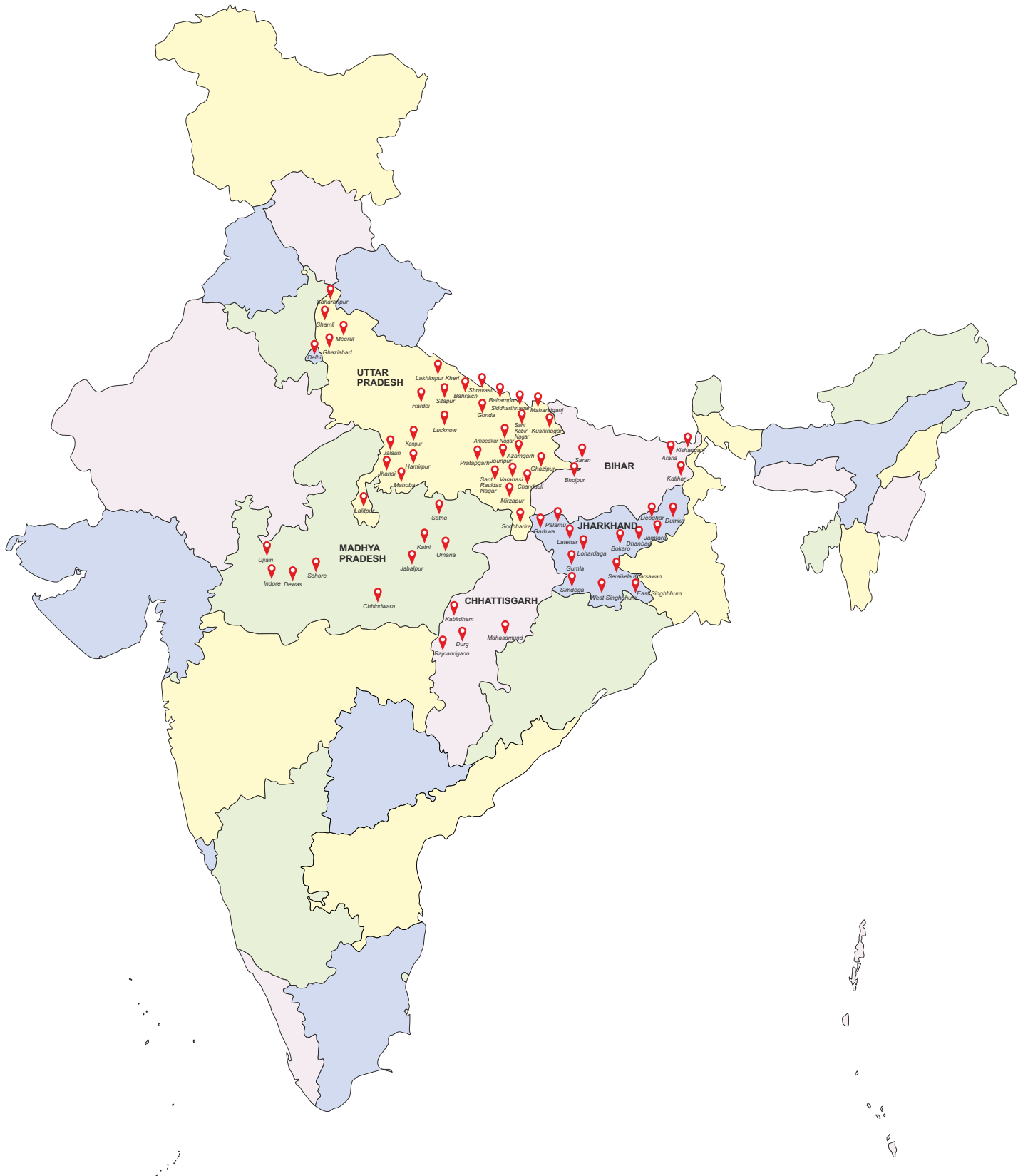
Phia and **PACS** Network

Phia is steadily building on the social capital created and the impact made in specific themes and flagship schemes of the government through the interventions of the Poorest Areas Civil Society (PACS) Programme. PACS network is the legacy of one of the largest civil society programmes supported by DFID (UK) in India, reaching out to 9.62 million people across 90 districts in 7 states. 250 civil society organisations were partners to this Programme working on some of the most challenging and critical development issues.

Phia works with the PACS network to take forward critical interventions and campaigns around Forest Rights, Land Rights, Education, and Gender Equality. As an organisation built on the experience of civil society interventions in India and inheriting the best practices from the PACS network, Phia is able to draw on excellent experience of scale, addressing complex issues of poverty with depth of interventions.



Phia's work and projects are intensified in the states of Jharkhand, Bihar, Uttar Pradesh, Madhya Pradesh, Chhattisgarh and Delhi NCR. Over all through various interventions Phia has reached out to around 40,000 villages in 61 districts in these states.



Our **Areas of Work**

Phia integrates three basic aspects into all its programmes and interventions. It ensures that **Inclusion, Gender and Human Rights** are considered while designing and implementing all its interventions.

Phia ensures that all its programs and projects uphold and promote basic human rights and dignity for life. It also ensures that all its programs and projects positively promote and reinforce gender-neutral ecosystems and challenge gender-based discrimination and stereotypes.

The third critical aspect Phia ensures is that the program approach and interventions are inclusive by design and foster social inclusion in a systemic and conscious manner.

Focus Areas

Phia's unique preposition comes from its strength of convergence and network. With over 250 CSO connects across multiple states of India and linkages to existing and vibrant platforms and networks, Phia offers both scale and depth. Keeping our model of working with partners in the center Phia's work can be categorised into the following key verticals:



**Ensuring
Sustainable
Livelihoods**

**Reducing
Inequality and
Bridging gaps**

**Inclusive,
Equitable and
Empowered
Communities**

**Humanitarian
Response**

**Access to
Essential
Services**

Reducing inequality and bridging the gap

One major issue concerning our communities today is inequality. Inequality manifests in multiple forms and Phia understands that recognising and addressing these multiple forms of inequality and bridging the gap would be critical to achieve its vision and mission.

Phia's interventions strive towards addressing the root and structural causes of inequalities and includes working on bridging the resource and income disparities, gender-based inequalities perpetuated by patriarchy, inequality emerging out of discrimination and exclusion based on identities, and inequality perpetuated by a cross sectionality of all of these above.

Access to essential services

Access to quality basic services including education, health, nutrition, WASH and shelter coupled with a sustainable livelihood option for the family go a long way in ensuring overall well-being and development of a household. In context of India, data on human development indicators clearly demonstrate that access to these basic services are not equal for all and is quite often determined and affected by the identities of gender, caste, ethnicity, and class.

Phia strongly believes and works on the principle that a fair access to basic services is necessary to bridging the well-being gap. We believe active citizenship is crucial to improve communities' access to these services which is directly related to inclusion, growth, and development. We encourage this by empowering communities to monitor and access government schemes and assist in improving the governance mechanisms affecting it.

Ensuring sustainable livelihoods

Phia also strives to ensure sustainable livelihoods of the communities. We understand that sustainable livelihood is pivoted around sustainable management and governance of agriculture and natural resources as two-thirds of Indians are dependent on farm-based livelihoods, fisheries, and forests. Our ambition is to ensure sustainable livelihoods through rights over natural resources and its effective management and appropriate interventions in the value chains of commodities and services.

Humanitarian response

India is one of the most disaster-prone countries in the world. The close correlation between poverty and disasters has also been proven beyond doubt. The greater the severity and regularity of crises, the greater is the humanitarian need. About 57% of land in India is vulnerable to earthquakes, 28% to drought, and 15% to floods. In an average year, five to six tropical cyclones make landfall in India. Recurring floods due to climate change and other causes have increased in intensity and frequency. These affect millions of people, and those affected most are quite often the socially excluded and marginalised.

Every year thousands of people lose their homes and livelihood on account of such disasters, and with the acceleration in climatic changes, multiple new risks are emerging with a visible change in the profile of these disasters.

Phia's aim is to safeguard the lives of vulnerable children, women and men from recurring disasters. Ensuring basic dignity for communities affected by disasters with access to clean water, food, sanitation, and other fundamental needs, free from any form of violence, is one of the key priorities of Phia.

Our Projects in 2017-18

The Internet Saathi Digital Literacy Project in multiple states

The Internet Saathi Digital Literacy Project, supported by TATA Trusts and Google, aims to reduce India's glaring digital gender gap. As a strategy, it trains and prepares young rural women or Internet Saathis, who in turn orient other women from their home village and other neighboring villages about the use of internet. While generating awareness about the use of internet, one of the primary focuses remain on accessing information and services.

The project had started in Uttar Pradesh and looking at the encouraging results and change stories, Phia agreed to extend the project to other states including Bihar, Jharkhand and Madhya Pradesh. As of March 2018, 4.35 million women were trained across 33,197 villages with 8,679 Internet Saathis in 42 districts of 4 states and involving 25 CSO partners from the PACS network.

The process of being trained and training other women has emerged as an empowering process for the Internet Saathis. This has helped them acquire greater skills in communication, leadership, conflict mitigation, and negotiation. They have become more confident, independent and mobile. Numerous stories of challenging social barriers of caste, gender and patriarchy have emerged from the intervention areas.

Two Internet Saathis, Aarti Devi and Sheela Devi were selected as panellist for an event called 'Tech for Transformation' organized by TATA Trusts in Delhi to share their experiences and the change they have undergone as well as brought about. The two Saathis were selected to represent the entire Internet Saathi Program being implemented through multiple partners across the country.

Garima, an Internet Saathi from village Bawan from Hardoi district in Uttar Pradesh was selected and invited to participate in a documentary by BBC on 100 most influential women in the world. She played a small part in the documentary where she teaches the use of internet to Ms. Mehrunnisa, mother of famous Bollywood actor Nawazuddin Siddiqui, who is one of the selected 100 most influential women. In the documentary she is shown teaching her how to do video calls, voice search, online cab booking, google map navigation, graphics, and image sharing. Travelling to new places, meeting new people and experiencing the process of film-making have certainly been an enriching experience for Garima.



"The opportunity to be an Internet Saathi came in my life when I was facing the humiliation of being excommunicated by my community (Baiga) and betrayal by the man I chose to marry. The project has given me the confidence and a new hope to live with dignity. I have started to pursue my education" says Pooja. She is another Internet Saathi from the Baiga tribal community in Madhya Pradesh. She got an opportunity to participate in the Difficult Dialogue Annual Forum 2018 held in Goa."



The Labour Helpline Project in Jharkhand

The toll-free labour helpline has emerged as a valuable resource centre where workers/labourers are directly connected with the concerned departments and officials.

The toll-free labour helpline is an initiative of Phia with financial support from Department of Labour, Government of Jharkhand, and has been successful in providing a platform for enquiry, information, and grievance redressal. Finding value in the initiative, the Department continued its support in the last year. Labourers not just from across the state but interstate migrant labourers from Telangana, Gujarat, and Madhya Pradesh have also benefited from the service. A web-based MIS management system has been introduced to track the status of the grievances.



Through the helpline we have responded to issues of online registrations of workers, online payment mechanisms, enquiries on building and other construction schemes and unorganized workers' schemes, interstate migrations, helpline number, and also on enquiries other than labour department schemes such as MGNREGA, RSBY, and Ujjwala schemes.

Computer Based Functional Literacy Project – Adult Literacy Programme in Uttar Pradesh



The project imparts computer based functional literacy to community members in the age group of 15 to 45 years. With financial support from Tata Consultancy Services, the project is being implemented in 10 districts of Uttar Pradesh. Named as the '**Nai Shuruat – Sahaj Shiksha Pariyojna**', the project is operational in 772 villages and led by community facilitators. The community facilitators are trained on delivering a pre-designed module, equipped with laptops and projectors, and specially designed adult literacy modules. The facilitators have not limited the teaching-learning process to the pre-designed primers, but have been spreading awareness about health and other related social issues also. The computer-based literacy program is an empowering process both for the facilitator and the community members.

Community Engagement for Accessing Government's Flagship Programmes on Basic Services (Health & Nutrition and Social Security Schemes) in Jharkhand

With the primary objective of bridging the existing gap between the unorganized sector workers and the service providers, the project is being implemented in Jharkhand in partnership with ACC Ltd. as one of its CSR initiatives.

The intervention engages with 3000 unorganized sector workers to strengthen and facilitate the claims process for the up-take of entitlements under various social security, health and nutrition schemes including Integrated Child Development Scheme (ICDS), Janani Suraksha Yojna (a maternity benefit scheme), and Unorganized Workers' Social Security Act 2008 (UWSSA).

Online registration of workers in 'Shramdhan', a web portal managed by the Government of Jharkhand has ensured delivery of entitlements. One of the important factor for non-delivery of services has been non-fulfilment of or incomplete application process by the workers with specific reference to required documents. With the project intervention the workers have opened bank accounts and enrolled for Aadhar cards.

The Community Facilitation Center (CFC) serves as a critical information hub. Awareness generation among community members, strengthening and institutionalization of community monitoring mechanisms, regular meetings, orientation and consultations with Sahiya (ASHA or the Accredited Social Health Activist) and government officials have strengthened this process





Coalition on Child Rights and Development (CCRD) in Uttar Pradesh

The past year witnessed further strengthening of the state level network, Coalition for Child Rights and Development (CCRD) Project, supported by UNICEF in Uttar Pradesh. With an objective of to broad-basing the network, the 14 nodal implementation partners organized various district level meetings. As a result, 281 other local and grassroots level organizations have come within the purview of the campaign.

The network has also been instrumental in upscaling the reach and active public engagement of the UNICEF promoted radio programme 'Jan Pahal' which imparts information related to rights and entitlements for children.

The state level CCRD Convergence Conclave organized at the end of the 1st phase of the campaign brought together multi-stakeholders



It was a platform to initiate multi-stakeholder dialogue and share key learnings, achievements, and experiences of the coalition. The initiative reinstated the importance of coming together and working as a network and a common group, in our attempt to positively impact issues related to education.

Improving health outcomes for children and women in Jharkhand

The partnership between UNICEF Jharkhand and PHIA Foundation is to bring overall improvement in health system and indicators in the areas. The project intends to strengthen the access and entitlement of basic maternal and child health services for excluded community in 75 villages situated in eight gram panchayats of two blocks Bandgoan and Manoharpur of West Singhbhum district. The project worked on strengthening the facilities and promoted community-based interventions with a long term intent to reduce the neonatal and maternal mortality rates in the region. The project aimed to support the Government in identifying and addressing such bottlenecks. The key result expected out of this partnership is to build institutional capacity of government to ensure pregnant women, new-born and adolescent girls, especially from marginalized groups have equitable access and knowledge of their entitlements and can demand quality maternal, new-born and adolescent health care services at community health facilities.

Strengthening Local Self Governance in Jharkhand

Strengthening local governance for inclusive and participatory development by building capacity of the Gram Sabhas and the Panchayat Raj Institutions (PRIs) leading to equity, inclusion, and holistic development of poor, vulnerable and marginalized groups is the primary focus of this critical intervention supported by Azim Premji Philanthropic Initiatives (APPI).

Another focus of the intervention is to strengthen various governance mechanisms through the provisions of Jharkhand Panchayati Raj Act, PESA, Chotanagpur Tenancy Act, Santhal Parganas Tenancy Act, and other relevant legislations. The aim is to strengthen and build capacity of the standing committees of the PRIs and ensure their effective functioning. Spanning over three years, the project is implemented in four blocks, three districts of Jharkhand.





The Urban Slums Initiative – Educating Children of Ragpickers in National Capital Region

PHIA is implementing an education project for children of ragpickers colony in Delhi-NCR at two locations; Bhowapur, on the outskirts of Delhi and Madanpur Khadar in South Delhi. The project aims to provide bridge school facilities to children who have not been part of the formal education system so that they can be enrolled in mainstream schools. Apart from basic education to make children school-ready they are also provided nutrition support, school bags, shoes, note book copies and clean drinking water while they attend the bridge school. For children who get enrolled in schools through PHIA's intervention receives continuous support through remedial classes to enable them to cope up with the school curriculum. This is our only direct implementation project which is supported by TVS Tyres, Caritas India and individual donors.

Rakhi's aspirations

Twelve years old Rakhi thinks that the only way she will be able to bring a change in her monotonous life is through studying. She feels that this will also make her mother happy. Rakhi's father died recently and her mother is not educated. She has five siblings – four boys and one sister. Her mother works as a domestic help in houses nearby to support the entire family. Young Rakhi helps her mother with daily household activities and leaves for the nearby Ghazipur Municipal School at 7 a.m.

After returning from school, she comes to Phia's bridge school centre for remedial classes in Bhowapur and stays till 4.30 p.m. Rakhi enjoys going to school. She says, "My Teacher teaches very well". She is also doing well with her school curriculum. In her free time, Rakhi likes dancing and singing and draws well too. Rakhi wants to become a Police Officer when she grows up.

We hope that her association with Phia brings real happiness to Rakhi and enables her to fulfil her dreams.

Building Capacity of Three State Governments and CSOs to Make Children and Women Centric Climate Resilience Policies and Practices

Phia Foundation's project on climate resilience aims at building understanding and capacities of government authorities in three states of Uttar Pradesh, Odisha, and Kerala. The key focus is to mobilise resources and implement children and women-centred disaster risk reduction and climate change adaptation practices. This is expected to strengthen mitigation activities in various social sectors. Implementation of concrete child and women-centred interventions will eventually start or be extended and/or strengthened.



Roundtable discussions with state officials and legislators to discuss existing State Action Plans on Climate Change (SAPCC), review of state policies and budgets, developing capacity-building modules on WASH, education and health with specific relevance to climate resilience interventions, develop funding / finance proposals, and dissemination of best practice case studies are some of the key activities which were carried out during the tenure of the project.

It's Possible: The Gender Campaign of PHIA

With a commitment to promote gender equality and end violence against women and girls, PHIA in collaboration with PACS partners and other civil society networks, has initiated the Gender Campaign – It's Possible. The campaign tries to redefine masculinity to bring about a change in attitude thus impacting one's behaviour. This campaign aims to reach out to young people especially young boys and men in the age group of 16 to 35 years through both on-ground and online activities. After an initial phase of conceptualization and planning during the first half of the year, the campaign took roots in the states of Bihar, Jharkhand, Madhya Pradesh, Uttar Pradesh and Delhi. Through its various creative and engaging activities, the campaign has reached out to a large section of people from diverse background, primarily youth, in creating platforms for a gender discourse.

'Ansuni', an evening of stories in poetry and music on and for gender equality, gave a safe and open space for the youth of Bhopal to talk about gender. A curated list of poets, storytellers, singers and musicians expressed themselves and their notions around gender, discrimination, and possibilities of an equal world. Other outreach activities included symposiums and open discussions in colleges and universities such as Amity University and Baba Saheb Bhim Rao Ambedkar University in Lucknow.





Kaun Banega Gender Champion, a quiz on issues around gender and masculinity, interactive sessions, mass awareness program on the theme of reimagining love with dignity has evoked a lot of interest and participation from the youth.

Sab Baraabar, a street theatre challenging gender norms was prepared and presented by a group of 25 enthusiastic and energetic youth mostly men. The group participated in the gender sensitization workshop that took them through a self-reflective process focusing on building the participants' understanding on gender and how gender-based discrimination arises from the use of language, freedom of choice, honour, division of work in households, and in the process of parenting. Followed by the gender workshop, the undeterred hard work by the youth group resulted in 'Sab Baraabar', a street play that brought to the fore deep-rooted, subconscious gender biases that exists in our minds including those that are often considered harmless. It gave simple doable messages and actions for change. 'Mujhe Beta Nahi Beti Kahiye' - to address girls as daughters (Beti) and not as son (Beta) was a messages that was well appreciated. The play, among others, left a very clear message for men to take the responsibility to behave in a manner that lets women walk around 'free of fear'.

The script of the play evolved basis the different experiences they had shared during the workshop and the understanding they had developed about gender equality.

One significant component of the campaign is intensive and continuous engagement with a selected youth group as Change Makers. By the end of the year, about 120 youth from four states were identified. The change makers were selected through an intensive process that included a series of orientation sessions on the campaign, personal interaction, and application by the change makers.

An intensive participatory and self-reflective process was designed and followed during the training that provided a non-threatening environment to introspect one's own notions around gender and be able to challenge the stereotype learned behaviour, attitude, and practices. Key content of the training included understanding the self in the context of multiple identities, recognizing diversities, understanding power dynamics in the context of identities, understanding gender and discrimination, and looking at language, choices and division of work from a gender perspective.

Collaborations and Alliances

Partnership with networks, institutions, groups

Collaboration with the State



- Education Department, Uttar Pradesh regarding effective implementation of UNICEF supported CCRD project.
- Sarv Shiksha Abhiyan (SSA), Uttar Pradesh for Computer Based Functional Literacy project advising the districts for taking support of Phia's existing network and resources for School Management Committee (SMC) trainings.
- Department of Welfare, Jharkhand for realization of forest rights to forest dwelling communities under Forest Rights Act. Financial support was given by the Department of Welfare for generating individual and community forest rights claims
- Tribes Advisory Council, Jharkhand for strengthening its presence and functions.
- Department of Labour, Employment and Training, Jharkhand for the Labour Helpline Project. The unorganized workers, interstate migrants, child labour, building and other construction workers are entitled for social security schemes that require significant citizens' awareness on its rules, eligibility, and grievances in the process of enrolment, registration and accessing its benefits.
- District Administration of Dhanbad, Jharkhand to ensure access to Social Security entitlements for construction as well as unorganized sector workers in selected villages of the district.

- District Administration of Dhanbad in Jharkhand to ensure access to Social Security entitlements to construction as well as unorganized workers in selected villages of the District.



Networks

- Ajivika Adhikaar Manch, a platform of civil society organizations working on livelihood issues and sustaining the work of PACS.
- Jharkhand Mahila Manch (JMM) led by PACS Network Partner Prerana Bharati that brings together 78 women's focused organizations.
- Land Reforms Core Committee (LRCC) in Bihar notified by Revenue and Land Reform Department, Bihar for continuous engagement with state government on land issues leading to positive shift in the involvement of the state on the issue.
- Bihar Land Rights Campaign which is an expansion or extension? of LRCC, engages with wider civil society for strengthening campaign on demanding Right to Homestead Land and monitoring of flagship interventions of Operation Dakhal Dehani and Abhiyan Basera of Government of Bihar.
- Phia is a member of the advisory committee in Gender Alliance in Bihar. This is a campaign run by Bihar Voluntary Health Association and supported by UNFPA. This campaign works on gender issues such as prohibition of dowry and child marriage, and youth involvement on gender rights.

Looking Ahead: **Future Plans**

Last year witnessed the strengthening of the PACS network and building on the legacy of social capital, vibrant networks of organisation, and taking a step forward from where the PACS programme had concluded. Collaborators and funders found value and credence in the preposition of Phia Foundation acting as a strong aggregator and integrator and working with its CSO partners and community collectives.

Interventions like strengthening local governance in Jharkhand and UNICEF supported interventions on Child Rights and Health and Nutrition finally brought to Phia a strategic mix in its intervention portfolio which could build on the mandate on which the PACS Programme worked and one which emanates from decades of work around supporting rights issues in India.

In the coming year, strengthening PACS' network and building on its legacy will continue. With the FCRA now awarded to Phia Foundation, the possibilities of global collaborations and partnerships are open and strategic explorations converting into viable partnerships are going to be one of the key focus areas. This would however bring a different set of challenges that will help us strengthen our evidence base and analysis which aligns to and informs global development concerns and priorities.

Phia Foundation will work towards strengthening this area to emerge as a credible partnership option for agencies aligning with our work and strategic priorities.

Many of the existing partnerships have matured and will continue in the next years as well. This includes the Internet Saathi project which would move towards Digital Livelihoods from Digital Literacy in the four states ensuring enhanced income and self-reliance for the young girls and women who are part of the journey with Phia and its partners.

A new found trust has also been established with agencies like UNICEF who are taking forward the interventions supported in Jharkhand and Uttar Pradesh to the next phase and are exploring the possibilities of Phia taking up larger responsibilities in these states.

The It's Possible Campaign of Phia has found immense acceptance, excitement, and ownership among a range of stakeholders, and is going to intensify across the intervention states with deeper engagement amongst selected young 'Change makers' and youth at large.

We also plan to intensify our engagement on humanitarian response and strengthen our work on disaster risk reduction and promote climate resilience practices and models through appropriate mitigation and adaptation programmes.

Phia looks forward to an exciting year in 2018-19 where the focus will be on deepening engagements, opening up avenues for new collaborations, both local and global, and strengthening our humanitarian response.



Fund Raising Status and Update for 2017-18

From a modest income of approximately INR 1 million in FY 14-15, Phia's fundraising efforts have yielded results in multiple progression with increase in income reported at INR 25 million by FY 16-17. This momentum has not only sustained but grown further the current 2017-18 financial year with a fundraising income realisation of INR 97 million - over last year. In addition, income from in-kind donations during the same period is valued at over INR 40 million. Approximately INR 92 million of the income achieved this year has been transferred to on-ground CSO partners for programme implementation.

Phia's collaboration with the private sector (including trusts, foundations and institutions), multilateral agencies, and the government has yielded more than 99.5% of the funds realised with the balance coming from individual donations. This year, we not only strengthened our existing

engagement with establishments like Tata Trusts, UNICEF, ACC Ltd., TVS Srichakra Ltd., Government of Jharkhand and Caritas, but also added to our partnerships portfolio through project agreements with organisations like Tata Consultancy Services and Azim Premji Philanthropic Initiatives, the latter being a multi-year strategic partnership. In addition, we have a strong pipeline of new propositions which are likely to bear fruit in the new financial year 18-19.

This fiscal, Phia also commissioned a pilot on individual fundraising through an external agency. Following conclusion of this six-month phase and learnings thereof, it was decided not to continue with the initiative. However, the exercise helped us establish a robust backend in the form of setting up of a Customer Relationship Management (CRM) system, development of fundraising collaterals, and database development. Leads and conversions from the pilot phase will be incubated further for donor retention. Follow up on existing donors, specifically on recurring committed payments, will be continued.



Phia also participated in a digital fundraising campaign on a crowdfunding platform created by LetzChange Foundation and appealed to donors to support its urban education program in Delhi NCR. The initiative was successful with over 100 supporters donating in excess of INR 100,000 over a period one month. This has given Phia the confidence to raise funds from the masses through digital medium as we progress into the new financial year 18-19.



Fundraising Facts and Figures: FY 2017-18 (01 April 2017 to 31 March 2018)

- No. of multi year grant agreements signed: 16 valued at INR 210,451,080
- Value of in-kind donations realised: INR 40,104,558

Broad Fundraising Approach for FY 2018-19

Major focus will remain on fundraising from private sector (corporate, trusts & foundations) where we will derive organic growth from existing donors and also engage intensively with potential prospects for conversion. The process of scouting new opportunities and prospects will be continued, which will be bolstered by our plans to enhance presence in networking forums and co-organising CSR conclaves.

In addition, digital fundraising opportunities will be also be tapped to generate unrestricted income from the masses - both paid and unpaid (existing website, FB, Twitter) promotions will be explored. Digital campaigns will also continue to engage existing base of individual donors.

Phia's Gender Campaign – 'It's Possible' has evolved significantly since it was launched one year back - fundraising opportunities will be explored as the campaign gains further traction and momentum next FY.

Focused efforts will be made to enhance Phia's visibility and brand equity by developing a communications strategy which will also aid fundraising efforts.



Annex 1: Our Supporters and Funders

| Donor | Project | Location (States) |
|--|---|--|
| Tata Trusts & Google India | Internet Saathi – Digital Literacy and Digital Livelihoods | Uttar Pradesh, Madhya Pradesh, Bihar and Jharkhand |
| Department of Labour, Employment & Training (Govt. of Jharkhand) | Enhancing the access of the Workers (Organized/ Unorganized) in the state of Jharkhand to Labour Welfare schemes & programmes through a Toll-free Labour Helpline | Jharkhand |
| UNICEF India Country Office | Building capacity of three state governments and CSOs to make climate resilience policies | Uttar Pradesh, Odisha, Kerala |
| UNICEF State Office for Uttar Pradesh | Coalition on Child Rights and Development | Uttar Pradesh |
| UNICEF State Office for Jharkhand | Improving Protection Outcome for Children in Jharkhand | Jharkhand |
| ACC Ltd. | Community engagement for accessing government's flagship programmes in Dhanbad District, Jharkhand | Jharkhand |
| TVS Srichakra Ltd. | Education, Health and Hygiene for Rag-picking Communities in National Capital Region of Delhi – 'Project Jugnu' | Delhi NCR |
| Arogya Welfare Trust | Roadmap for Corporate Social Responsibility Initiatives of TVS Srichakra Ltd. in Rudrapur | Uttarakhand |
| Azim Premji Philanthropic Initiatives (APPI) | Strengthening Local Self Governance in selected blocks in Jamtara, Gumla and West Singhbhum districts of Jharkhand | Jharkhand |
| Tata Consultancy Services | Adult Learning Programme - Computer Based Functional Literacy | Uttar Pradesh |
| Tata Sons | Education, Health and Hygiene for Rag-picking Communities in National Capital Region of Delhi – 'Project Jugnu' | Delhi NCR |
| Caritas India | Educating Children of Rag Pickers in Urban Slums | Delhi NCR |
| Individual Supporters | Educating Children of Rag Pickers in Urban Slums | Delhi NCR |



Annex 2: Our CSO Partners

1. AIM
2. Gram Niyojan Kendra
3. Gramya Sansthan
4. Gramin Punarnirman Sansthan
5. Vigyan Foundation
6. Panchsheel Development Trust
7. Samudaik Kalyan Evam Vikas Sansthan
8. Samarpan Jan Kalyan Samiti
9. Sahbhagi Shikshan Kendra
10. Purvanchal Gramin Seva Samiti
11. Sharmik Sewa Kendra
12. People for Peace Service Society
13. Gorakhpur Environmental Action Group
14. Tarun Chetna Sansthan
15. Society for Aid in Development (DAG)
16. Sakhi Kendra
17. Chetna Vikas
18. Shramajivi Mahila Samity
19. Sampurna Gram Vikas Kendra
20. HOPE
21. Animation Rural Outreach Service
22. The Society for Reformation and Advancement of Adivasis (ASRA)
23. Lok Jagriti Kendra
24. Samvad
25. Centre for Health and Resource Management
26. Samagra Shikshan Evam Vikas Sansthan
27. Izad
28. Deshkal Society
29. Pragati Grameen Vikas Samiti
30. Jan Sahas Social Development Society
31. Navrachana Samaj Sevi Sansthan
32. Satyakam Jankalyan Samiti
33. Ekta Foundation Trust

Financial Statements

Balance Sheet as at 31st March 2018

| Particulars | Sch. No. | As At 31st March 2018 (Rs.) | As At 31st March 2017 (Rs.) |
|--|----------|-----------------------------|-----------------------------|
| <u>Funds Employed</u> | | | |
| Reserves | 1 | 1,051,633.11 | (34,653.91) |
| Designated Funds | 2 | 1,000.00 | 1,000.00 |
| Programme Balance | 3 | 11,722,313.47 | 3,699,833.10 |
| Current Liabilities | 4 | 3,367,180.00 | 573,805.00 |
| Fixed Assets Control A/c (As per contra) | 5 | 4,387.80 | 8,483.00 |
| Total | | 16,146,514.38 | 4,248,467.19 |
| <u>Assets</u> | | | |
| <u>Fixed Assets</u> | | | |
| Gross Block | 6 | 59,600.00 | 59,600.00 |
| Accumulated Depreciation | | 55,212.20 | 51,117.00 |
| Net Block | | 4,387.80 | 8,483.00 |
| <u>Current Assets</u> | | | |
| Cash in Hand | | 1,564.00 | 6,521.00 |
| Cash at Bank | | 15,926,516.58 | 4,094,739.19 |
| Security Deposit | | 62,000.00 | 25,000.00 |
| Recoverable | | 152,046.00 | 113,724.00 |
| | | 16,142,126.58 | 4,239,984.19 |
| Total | | 16,146,514.38 | 4,248,467.19 |

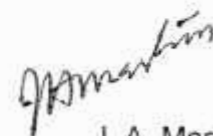
For & on behalf of management

As per our report of even date



Place : New Delhi

Date : 7-7-18

J. A. Martins

Proprietor

M. No. 082051

J. A. Martins & Co.,
Chartered Accountants

Firm Regn. No. 010860N

Financial Statements

Income and Expenditure Account for the year ended on 31st March 2018

| Particulars | Sch. No. | For the year ended 31st March 2018 (Rs.) | For the year ended 31st March 2017 (Rs.) |
|---|----------|--|--|
| INCOME | | | |
| Contributions & Donations | 7 | 2,844,405.40 | 333,305.00 |
| Bank Interest | | 162,203.59 | 149,981.13 |
| Grant Allocated towards Expenses | | 83,745,392.53 | 22,027,573.19 |
| Total | | 86,752,001.52 | 22,510,859.32 |
| EXPENDITURE | | | |
| Education Expenses | | | |
| Internet Literacy Campaign for Women in Rural Uttar Pradesh (Phase 3) | 8 | 9,454,434.00 | - |
| Internet Literacy Campaign for Women in Rural Uttar Pradesh (Phase 4) | 9 | 1,953,315.00 | - |
| Internet Literacy Campaign for Women in Jharkhand, Bihar, MP(Phase 1) | 10 | 8,541,830.00 | - |
| Internet Literacy Campaign for Women in Jharkhand, Bihar, MP(Phase 2) | 11 | 16,742,809.81 | - |
| Internet Literacy Campaign for Women in MP (Phase 3) | 12 | 2,630,083.00 | - |
| Internet Literacy Campaign for Women in Rural Uttar Pradesh (Phase 2) | 13 | 9,783,793.72 | - |
| Educating Children of Rag Pickers in Urban Slums South Delhi(Programme II) | 14 | 124,877.00 | - |
| Child Right CCRD Project | 15 | 2,293,008.00 | - |
| Internet - Digital Livelihood, UP (FRIEND) | 16 | 85,881.00 | - |
| Local Self Governance - Grant APPI | 17 | 7,059,077.00 | - |
| Adult Literacy (TCS) | 18 | 7,476,066.00 | - |
| Access to Social Security by unorganized Workers (ACC) | 19 | 556,269.00 | 381,751.00 |
| Internet Literacy Campaign for Women in Rural U.P (Phase 1, Progr. 2) | 20 | 3,541,424.00 | 4,552,600.00 |
| Educating Children of Rag Pickers in Urban Slums South Delhi | 21 | 600,822.00 | 884,178.00 |
| Awareness Programme-Arogya Welfare Trust | 22 | 476,159.00 | 263,546.00 |
| Education, Health & Hygiene of Rag-picking Communities - Bhowapur, NCR | 23 | 524,379.00 | 553,800.00 |
| Education of Children of Rag Pickers in Urban Slums of Delhi & NCR - Dalit Foundation | 24 | - | 235,573.19 |
| Education of Children of Rag pickers in Urban Slums - Janvikas | 25 | - | 74,505.00 |
| Educating of Children In Bhuapur Slums-Jugnu | 26 | - | 67,789.00 |
| Internet Literacy Campaign for Women in Rural U.P (Phase 1, Progr. 1) | 27 | - | 11,169,527.00 |
| Education of Children of Rag Pickers in the Urban Slums of Delhi and NCR | 28 | - | 30,713.00 |
| Preservation of Environment | | | |
| Climate Action Project (UNICEF Phase-III)-UNICEF | 29 | 10,710,879.00 | - |
| Preservation of Environment (UNICEF) | 30 | - | 801,720.00 |
| Climate Action Project (UNICEF Phase-II)-UNICEF | 31 | - | 1,296,684.00 |
| Relief of Poor | | | |
| Enhancing Access of Workers (Organized/ Unorganized), Jharkhand Labour Welfare Schemes (Phase - II) | 32 | 795,786.00 | - |
| Enhancing Access of Workers (Organized/ Unorganized), Jharkhand Labour Welfare Schemes | 33 | 112,476.00 | 661,711.00 |
| Improving Protection Outcomes for children, Jharkhand (ASRA) - UNICEF Jharkhand | 34 | 282,024.00 | 1,053,476.00 |
| Administrative Expenses | 35 | 1,920,321.97 | 847,386.69 |
| Depreciation | | 85,665,714.50 | 22,874,959.88 |
| Less: Allocation from Fixed Assets Control A/c | 5 | 4,095.20 | 9,798.00 |
| Total | | 85,665,714.50 | 22,874,959.88 |
| Excess of Income over Expenditure transferred to General Reserve | | 1,086,287.02 | (364,100.56) |
| Total | | 86,752,001.52 | 22,510,859.32 |

For & on behalf of management

As per our report of even date

Behude Anand

Place : New Delhi
Date : 7-7-18



J.A. Martins
J. A. Martins
Proprietor
M. No. 082051
J. A. Martins & Co.,
Chartered Accountants
Firm Regn. No. 010860N

Financial Statements

Receipts and Payments Account for the year ended on 31st March 2018

| Particulars | Amount |
|---|-----------------------|
| Opening Balances | |
| Cash in hand | 6,521.00 |
| Cash at Bank | 4,094,739.19 |
| Other Advances & Payables (Net) | (455,381.00) |
| Sub. Total (a) | 3,645,879.19 |
| Receipts during the Year | |
| Contributions & Donations | 535,074.40 |
| Programme Receipts (Sch 2) | 96,444,561.90 |
| Bank Interest | 526,686.59 |
| Refund of Security Deposit | 25,000.00 |
| Sub. Total (b) | 97,531,322.89 |
| Total (a+b) | 101,177,202.08 |
| Payments During the Year | |
| Expenses | |
| Internet Literacy Campaign for Women in Rural Uttar Pradesh (Phase 3) | 9,454,434.00 |
| Internet Literacy Campaign for Women in Rural Uttar Pradesh (Phase 4) | 1,953,315.00 |
| Internet Literacy Campaign for Women in Jharkhand, Bihar, MP (Phase 1) | 8,541,830.00 |
| Internet Literacy Campaign for Women in Jharkhand, Bihar, MP (Phase 2) | 16,742,809.81 |
| Internet Literacy Campaign for Women in MP (Phase 3) | 2,630,083.00 |
| Internet Literacy Campaign for Women in Rural Uttar Pradesh (Phase 2) | 9,783,793.72 |
| Educating Children of Rag Pickers in Urban Slums South Delhi (Programme II) | 124,877.00 |
| Child Right CCRD Project | 2,293,008.00 |
| Internet - Digital Livelihood, UP (FRIEND) | 85,881.00 |
| Local Self Governance - Grant APPI | 7,059,077.00 |
| Adult Literacy (TCS) | 7,476,066.00 |
| Access to Social Security by unorganized Workers (ACC) | 556,269.00 |
| Internet Literacy Campaign for Women in Rural U.P (Phase 1, Progr. 2) | 3,541,424.00 |
| Educating Children of Rag Pickers in Urban Slums South Delhi | 600,822.00 |
| Awareness Programme-Arogya Welfare Trust | 476,159.00 |
| Education, Health & Hygiene of Rag-picking Communities - Bhowapur, NCR region | 524,379.00 |
| Climate Action Project (UNICEF Phase-III)-UNICEF | 10,710,879.00 |
| Enhancing Access of Workers (Organized/ Unorganized), Jharkhand Labour Welfare Schemes (Phase - II) | 795,786.00 |
| Enhancing Access of Workers (Organized/ Unorganized), Jharkhand Labour Welfare Schemes | 112,476.00 |
| Improving Protection Outcomes for children, Jharkhand (ASRA) - UNICEF Jharkhand | 282,024.00 |
| Administrative Expenses | 1,920,321.97 |
| | 85,665,714.50 |
| Unspent Grant Refunded | 2,731,841.00 |
| Recoverable/Payable (Net) | 4,700.00 |
| Sub. Total (C) | 88,402,255.50 |
| Closing Balances | |
| Cash in Hand | - 1,564.00 |
| Cash at Bank | 15,926,516.58 |
| Security Deposit | 62,000.00 |
| Other Current Assets | 152,046.00 |
| Less:- Current Liabilities | (3,367,180.00) |
| Sub. Total (d) | 12,774,946.58 |
| Total (c+d) | 101,177,202.08 |

on behalf of Management

As per our report of eve

Behrude D...
 Place : New Delhi
 Dated : 7-7-18



J.A. Martins
 J. A. Martins
 Proprietor
 M. No. 82051
 J. A. Martins & Co.,
 Chartered Accountants
 Firm Regn. No. 010860N

Our Board of Trustees



Shobhana Ramachandran | Chair of Board

Ms Ramachandran is the managing director of tyre manufacturer TVS Srichakra Ltd, which under her leadership, has become one of the biggest tyre makers in India. In 2016, she was voted Best CEO in the Auto Ancillary Category by Business India.

For 30 years, she has been a guiding force in Lakshmi Vidya Sangham, which has provided more than 12,000 students (including those with special needs) with quality education and opportunities. In 2010, Ms Ramachandran founded the Arogya Welfare Trust to offer healthcare, education and relief to the poor.

She is president of Lakshmi Seva Sangham, part of the Gandhigram Trust focusing on the welfare of rural women, is a trustee of the Banyan Academy of Leadership in Mental Health, and actively supports The Banyan, which helps rehabilitate mentally ill, destitute women rescued from the streets.



Belinda Bennet | Managing Trustee

Dr Belinda Bennet, a passionate leader, has over three decades of experience working with development agencies, civil society, community-based organisations and citizens' groups.

Dr Bennet has played a strategic role in addressing issues of social exclusion. She is the former CEO of Change Alliance and chaired the consortium that delivered the PACS programme. She founded the NGO Sakthi, to work with Dalits and children in slums of Madurai, Tamil Nadu.

Dr Bennet has served on the boards of Micah Challenge International UK and World YWCA, and was previously the National President of YWCA, India.



Professor Sukhadeo Thorat | Trustee

Professor Thorat is an internationally acclaimed academic and author on social inclusion, with more than 40 years of teaching and research experience.

He is Emeritus Professor at the Centre for the Study of Regional Development, part of the School of Social Sciences, Jawaharlal Nehru University and chair of the Indian Council of Social Science Research for the Government of India. He was previously the director of the Indian Institute of Dalit Studies.

In 2008, Professor Thorat was awarded the Padmashree Award by the Government of India and the Vidyalankara (Lifetime Achievement Award) by the Purbanchal Academy of Oriental Studies for his outstanding achievement and contribution in the field of Sanskrit education. He has also received the Mother Theresa International Award. Professor Thorat was also awarded the Dr BR Ambedkar National Award in 2017.



Sam Thangaraj | Trustee

Mr Thangaraj has considerable experience in social development. He has been a senior executive with Oxfam and HelpAge India and a consultant to ActionAid, Christian Aid, Dutch Interchurch Aid and the World Wide Fund for Nature-India.

Mr Thangaraj joined the World Bank in 1993 as its first resettlement specialist outside its headquarters in Washington DC. After retiring from the World Bank in 2005, he has worked as a consultant to the Asian Development Bank, and as the social development adviser to the managing director of TATA Steel.

He is currently working as a senior social development consultant to the World Bank and works very closely with the Indian Government.

Mr Thangaraj's expertise includes indigenous people's development, gender equality, social inclusion, disaster preparedness, sustainable livelihoods and ecodevelopment.



Dr Roma Solomon | Trustee

Dr Solomon's association with medical science over 34 years and vast experience at both grassroots and managerial levels of various international organisations has provided her with a strong orientation towards community health.

She is director of the CORE Group Polio Project, India, which attempts to eradicate polio by improving routine immunisation in high-risk states of India and Nepal, and a member and former chair of the Gavi CSO steering committee and oversight advisory group.

She has also worked in the fields of reproductive and child health, and sexual health including HIV and AIDS, and has written widely on the eradication of polio in Uttar Pradesh.



Surina Narula | Patron

Mrs Narula is a founder and the president of the Consortium for Street Children, a leading international network dedicated to realising the rights of street children.

She is a trustee of tve, which makes and distributes films that put the environment and sustainability on the global agenda. Mrs Narula is a patron of Plan India and honorary patron of Plan International USA.

She is also a patron of UK child rights charity Hope for Children, Indian arts and theatre NGO Motiroti, and Indian humanitarian NGO Khushii.

Mrs Narula is the founder, sponsor and festival advisor for the Jaipur Literature Festival, the founder of the tve Global Sustainability Film Awards and co-founder of the DSC Prize for South Asian Literature.



Administrative information:

Governance and legal status

Phia Foundation's work is governed by a board of trustees.

The trust is registered under 12 AA of the Income Tax Act 1961 and donations are 50% exempt from tax under section 80G of the Income Tax Act, 1961.

Bank account details

Yes Bank Ltd
Ground Floor
A-11
Alankar Cinema Road
Lajpat Nagar II
New Delhi, 110024
Account number: 020394600000081
IFSC: YESB0000203

Phia Foundation

D-25/D SJ House | South Extension Part -2 | New Delhi 110049

Phone: +91 11 26258107 | Email: info@phia.org.in

All donations enjoy 50% exemption from Income Tax u/s 80G of the Income Tax Act, 1961

Phia Foundation is a trade name of Partnering Hope Into Action Foundation (Trust registration number: 35135)

www.phia.org.in

