

# ANNUAL REPORT 2016-17





## MESSAGE FROM THE FOUNDERS

Dear Patrons,

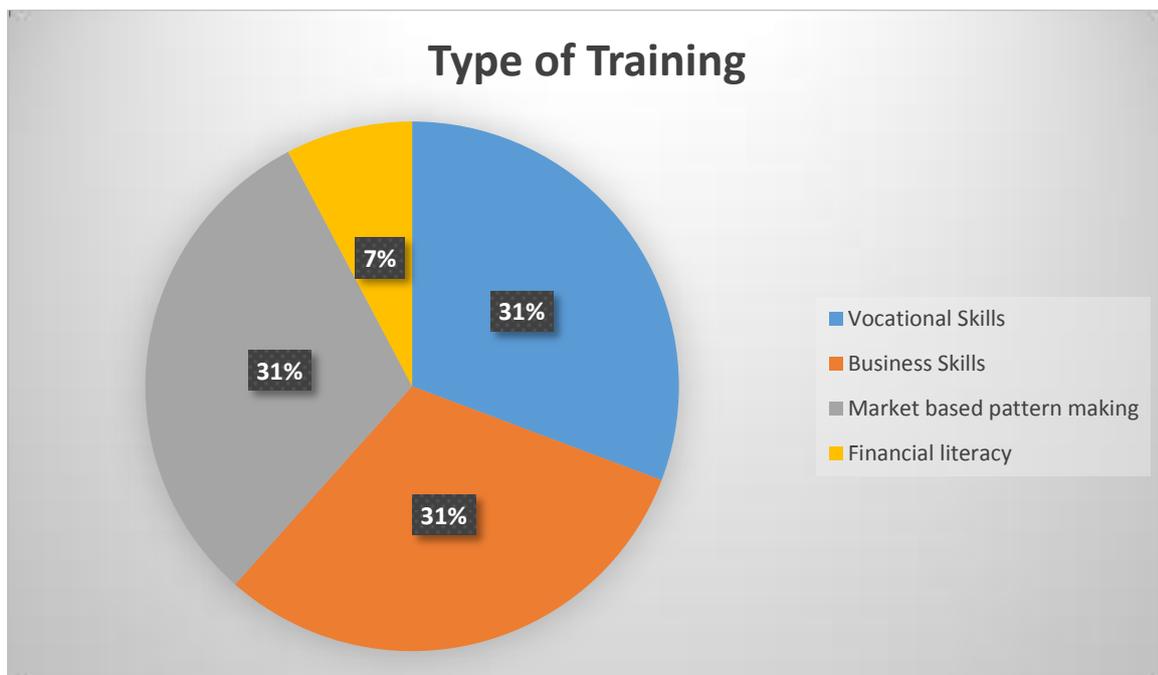
2016-17 has been 'A Year of Growth' for us. We have experienced exponential growth not only in the outreach of the programs but also the resources committed to Srujna.

We are thrilled to announce that TUCIBIL - a company of global stature is on board. We would also like to welcome Social Venture Partners- an impact investment organisation who has chosen Srujna for a three year long support.

Among the milestones achieved are the increase in outreach to impact over 1500 underprivileged women directly. We are grateful for your support to the cause of women empowerment by your continued patronage!

**JYOTIKA AND VAISHALI**  
FOUNDERS AND EXEC TRUSTEES

# Trainings



Total number of trainings held in the year 2016-17 has been 13. Out of these, vocational trainings, business and market-based pattern making sessions have been conducted proportionally whereas, financial literacy trainings have just begun and are gradually being conducted on a continuous basis.

Total number of women impacted through training programs in the year 2016-17 are 437.

## Few training highlights of the year

### 1. Financial literacy by Future Generali

Future Generali in association with Srujna organised a financial literacy workshop on 20<sup>th</sup> September 2016. It was conducted for 50 Srujna beneficiaries with an aim to sensitize them towards the financial sector and throwing some light upon the importance of savings, banking, as well as various instruments to save.



*\*Srujna beneficiaries attending the workshop on financial literacy held by Future Generali team*

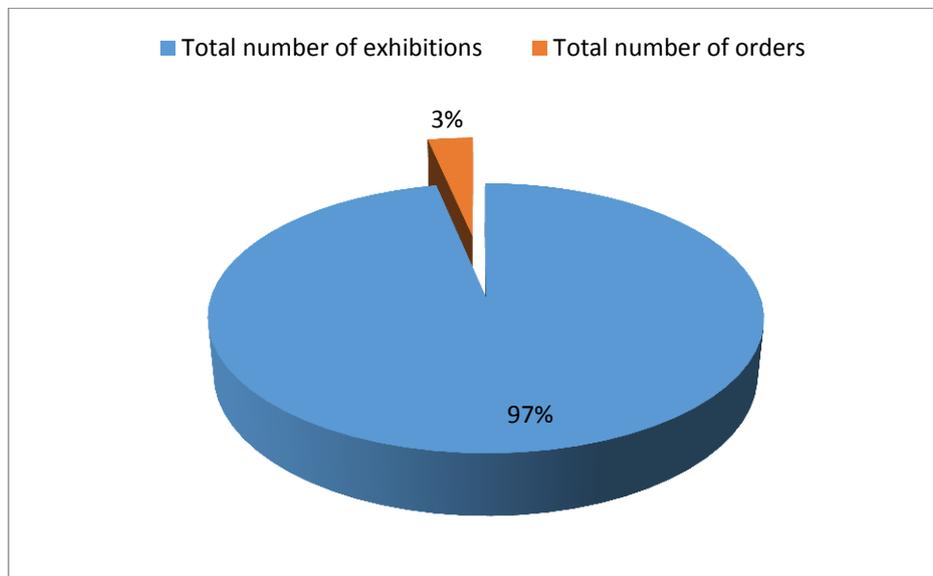
## 2. Bookmark session

Bookmark Session was conducted for 15 beneficiaries of Vasai. 15 beneficiaries further trained other women from the community in bookmark making that led to a boost in the production and efficiency. This gave an opportunity for the group to exhibit bookmarks in the NGO melas conducted in various corporate companies across Mumbai.



# Market Linkages

Chart 1: Total number of exhibitions and orders for the year 2016-17



2016-17	
<b>Total number of exhibitions received</b>	<b>177</b>
<b>Total number of orders received</b>	<b>6</b>
<b>Total sale generated through exhibitions</b>	<b>INR 9,63,179/-</b>
<b>Total sale generated through orders</b>	<b>INR 2,92,615</b>

Chart 1 show that Srujna beneficiaries are dependent more on exhibitions than orders for their sustainable living. In order to get continuous market linkage, Srujna team focuses on its existing network as well as on building up new relations that act as a catalyst to make this happen.

With the coming year, Srujna wishes to scale up its work as well as market opportunities with the help of its supporters so that more lives are touched!

## Success Stories

### NGO MELA event at SASMIRA 2017

Like every year, this year too Srujna got an opportunity to become a part of Sasmira's Institute of Management Studies and Research (SASMIRA) NGO mela event. NGO MELA event is a full charity event aimed to connect NGOs with people including Corporate, public and everyone who can help the NGOs through this event.

A chance to help NGOs exhibit their products, create awareness about what they do as well as scale up contacts and networks- Srujna was able to bring in 17 of its partner groups to participate in the mela.

An amount of 45,000/- was generated solely from SASMIRA this year. Srujna feels privileged to be a part of this prestigious event and feels grateful to the management for believing in the work we do!

### Srujna bags Godrej Nature's Basket Order Again!

Godrej Nature Basket approached Srujna again in 2017 with an order of around 5000 rakhis worth INR 20/- each. It helped Srujna beneficiaries generate a revenue of INR 1, 70,880/-

This is one such order that Srujna has been successfully able to sustain for a longer duration and is thankful to Godrej Nature's basket for supporting Srujna beneficiaries through this initiative.

Market linkage initiatives have led towards impacting over 1000 underprivileged women in the year 2016-17.

*\*rakhi samples made for Godrej Nature's Basket*





## MARATHON 2017

**40 employees of India First Life Insurance ran for 'Srujna' and 25 employees of Aranca raised around 2 Lakhs in SCMM 2017.**

Srujna was a participating charity for the Standard Chartered Mumbai Marathon 2017 (SCMM) which took place on 15 Jan 2017. Employees of India First Life Insurance - a leading life insurance company ran for showing their support for 'women empowerment'. Their enthusiasm was contagious. Employees of Aranca online fundraised for Srujna through United Way.





## PINKATHON 2016

**25 women employees of 64 Moons Technologies and  
25 underprivileged women beneficiaries ran for Srujna!**

Srujna participated in Pinkathon 2016 which took place on December 18. 63 Moons Technologies - a digital solutions company, supported 25 underprivileged women by sponsoring 25 of their women employees to run for the cause! Our beneficiary Nuzhat, was given special appreciation by Milind Soman.



# TEAM OF SRUJNA

The Srujna team also saw a rapid growth in the year 2016-17 with the addition of 3 staff members and 6 interns.



## PROGRAM CORDINATOR

Eesha Chirmuley,  
MSW Nirmala Niketan

## EVENTS AND FUNDRAISING ASSOCIATE

Sachin Kumar,  
BMM, Amity University



## FIELD CORDINATOR

Kiran Badhe,  
Trainer, entrepreneur

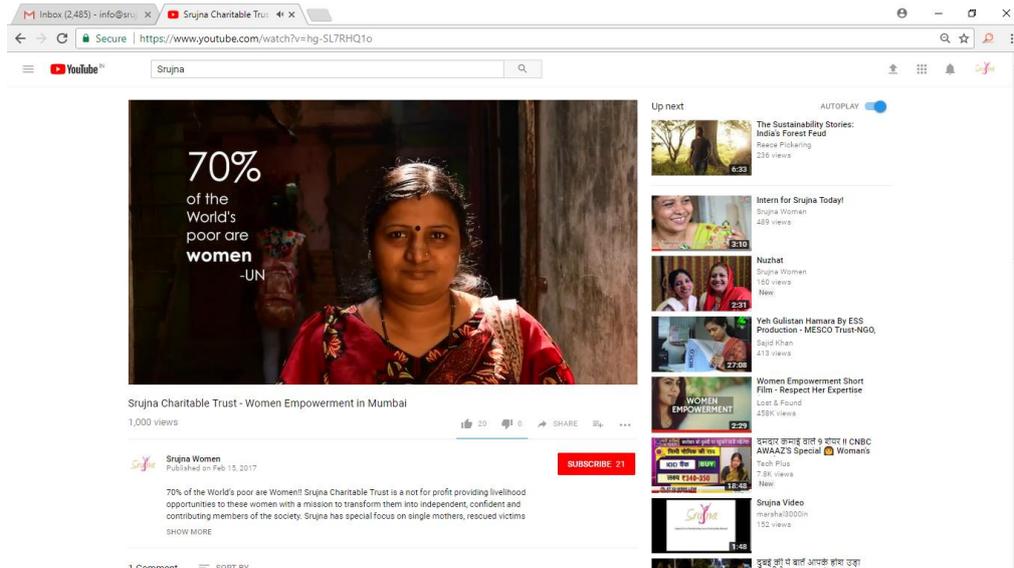


## INTERNS

Iness Mokchah, Maeva  
Cretinoir, Sebastian  
Belhachmi, Sayli Kapse,  
Dhruv Kothari and Divya  
Mohanakumaran

## Srujna Video

We have launched an official video about Srujna which can be seen on our YouTube channel- <https://youtu.be/hg-SL7RHQ1o>



*\*screenshot of the video namely- Srujna Charitable Trust- Women Empowerment in Mumbai on our Youtube channel- Srujna Women*

## Sheroes of Srujna



Name: Damini Umesh Shette	Place: Vasai
Age: 48	Educational: Bcom
Occupation: Administrator at Samruddhi Mahila Bachat Gat	Family Occupation: Husband- Tool Engineer
Personal Income: 1,500/- per month	Family Income: 12-13,000/-
Family: Husband and daughter	

Facing a childhood of adversities, she hailed from a poor background. Her house accommodated her widowed mother, younger brother and a sister and a physically challenged brother. When she was studying in 12<sup>th</sup> standard, she simultaneously worked as a compounder. She looked after her brother's study and financially supported her family. Her dream to become a psychologist was never fulfilled as she was forced to take up commerce.

In spite of the obstacles, she accepted what came her way and graduated in Commerce.

After she got married, seeing her and her husband's financial condition; they were asked to leave the house by in-laws. This pushed them to settle in the district of Vasai. This is how

she joined Samruddhi Mahila Bachat Gat in 2007 and became a member of the Self Help Group.

Though she was a member, she was not able to devote sufficient amount of time due to her small daughter and her family commitments. Her work got discontinued. She felt disheartened but, accepted the fact and committed herself to the welfare of her family.

In 2010, she was diagnosed with brain tumour. With fragile finances at her end, she sought help from her relatives, friends for her treatment. This adversity not only shook her up but, pushed her to take up work and support the family. With the onset of her illness, she again joined Samruddhi and with the help of its members started handling and managing the logistics and administration of the self-help group.

Currently, she feels confident and proud of herself that she is able to contribute towards her family as well as able to establish her own identity in the society.

Witnessing her spirit of not getting crushed by what came her way, she was felicitated with Srujna Sheroes award in 2017.



Name: Siddhi Vinayak Dhamane	Place: Vasai
Age: 39	Educational: 11 <sup>th</sup> standard
Occupation: Trainer at Samruddhi Mahila Bachat Gat	Family Occupation: Husband- works in Hindustan Petroleum
Personal Income: 1,500/- per month	Family Income: 8-10,000/-
Family: Husband, son and daughter	

It is said that circumstances teach us a lot and it is up to us what we make of them! This is true with Siddhi tai. Her pregnancy changed her life in a way she could never imagine.

She always wanted to join Indian Army or Navy. But she was not able to complete her education due to some issue. After she got married, she was caught up in her marriage, family commitments and hence was not able to work anywhere. When her delivery date was due, she was diagnosed with fever. Not noticing what the reason was, she was admitted in a private hospital. She delivered a boy and immediately was diagnosed with malaria.

Her daily medications caused hormonal changes within her and Siddhi- who was physically sound started gaining weight. She looked like an obese that put her into depression and low self-esteem. She struggled with herself but at the same time, had to face people in the society who put her down due to her weight issues.

She was fighting her thoughts, suffered loneliness as well as depression for a much longer time. One day, her friend told her about the tailoring workshop that was going to take place in the vicinity. Inspired and determined to overcome her thoughts and idleness, she pursued tailoring and fashion designing courses from Samruddhi Mahila Bachat Gat. She soon decided to become a member of the self-help group and joined the group in 2005.

Seeing her low self-esteem, the group members and her family encouraged her and asked her to go out of the house, travel and socialise. She was then asked to train few women from her community in food processing as well as jewellery. This boosted her confidence and gave her a satisfaction of contributing to someone else's life.

She quotes- an idle mind is a devils workshop. Towards this, she has beat depression and has kept herself occupied. She is now able to contribute towards her family and has begun the journey of becoming financially independent.

Siddhi tai was awarded with Srujna Sheroes trophy in 2017 seeing her unbreakable spirit!

## Financial Performance

This year Srujna undertook its first crowdfunding on Milaap and benow (an initiative of Mastek Foundation). ---- Individual donors came forward to support Srujna on the crowdfunding campaign. The list of donors are as follows-

Jyotika Bhatia  
Rupal Shah  
Preeti Mehrotra  
Apurva Shah  
Janmin Shah  
Vaishali Shah  
Ananya and Rushika  
Plus Mark Technologies  
(ajay)  
Nakul Gandhi  
Ronak Patel  
Sumit Bohra  
Ritika Gupta  
Rajeev Roy  
JojiPaul J  
Divya Gandhi

Rajiv Shroff  
Priyanka Shinde  
Adina Goerke  
Ketan Vora  
Vishal Ashok Bhatia  
Prerak Shah  
Nipun Mehta  
Preeti Kacholia  
Rishit Rajesh Kothari  
Kalpana Jaishankar

kiran doshi  
Anju Chhajer  
Sunny Jivani  
Ruth Singh  
Abhishek gupta  
Deepti Pai

Saket Agarwal  
B J Maheshwari  
Karuna Charitable Trust (uday shah)

Late Bhogilal D Damani (shailesh  
Dhamani)  
Sunil Kabra  
Darashaw

Sanjeeva rao  
Madhuri Amin  
Jinal Doshi  
Ramchandra Panicker  
Sandeep Sharma  
Piyush Shah  
Binola Shah

Corporate Donors include TUCIBIL, SVP, Aranca, Mastek Foundation, India First Insurance, Empathy Foundation

Non financial donation- future generali, computers

Trainer support- pidilite

**Space support for NGO Mela by – Taj, KPMG, HPCL, IndiaFirst, Prime Focus Technologies, 63 moons, Reliance Big Entertainment, IndiaInfoline, Laqshya, HSBC, Future Supply Chains, Oracle, Dentsu, Amity Global Institution, Mastek Foundation, Angel Broking, Reliance, BCD Travel, Dun and Bradstreet, Future Generali, Pidilite, Showbiz, Shri Ram, TATA Consultancy Services, TATA Motors, NMIMS, Lanxess, SNDT, Endurance, Reliance Communication, KPIT, TATA Engage, Data Magic, Clariant Chemicals, L & T, Cigna TTK, Quattro Business Support Services, Knight Frank, TATA Power, SIES, Volkswagen, J B Vachha High School, Mithibai College, SASMIRA, Aranca, YWCA, National Bulk Handling Corporation**

Balance Sheet

FUNDS AND LIABILITIES	Rs.	Rs.	PROPERTY AND ASSETS	Rs.	Rs.
<b>Corpus Fund</b>			<b>Immovable properties : (At Cost) :-</b>		
Trusts Funds or Corpus :-			Balance as per last Balance Sheet		
Balance as per last Balance Sheet	1,21,464		Additions during the year	-	
Adjustment during the year (As per Schedule 1)	1,00,000	2,21,464	Less : Sale during the year	-	
			Depreciation upto date	-	
<b>Other Earmarked Funds :-</b> (Created under the provisions of the trust deed or scheme or out of the Income) -----			<b>Motor Car :-</b>		
Emergency Fund			Balance as per last Balance Sheet	-	
Opening Balance	-		Additions during the year	-	
Add: Provision for the year (10 % Of Profit After Tax)	98,977	98,977	<b>Furniture &amp; Fixtures :-</b>		
			Balance as per last Balance Sheet	700	
Depreciation Fund			Additions during the year	-	700
Opening Balance	190		<b>Office Equipments :-</b>		
Add: Provision for the year	1,971	2,161	Balance as per last Balance Sheet	6,400	
			Additions during the year	-	6,400
Sinking Fund	-		<b>Investments</b>		
Reserve Fund	-		<b>Loans (Secured or Unsecured): Good/Doubtful</b>		
Any other fund	-		Loans Scholarships	-	
<b>Loans (Secured or Unsecured)</b>			Other Loans	-	
From Trustees	-		<b>Advances :-</b>		
From Others	-		To Trustees	-	
<b>Liabilities:</b>			To Employees	-	
For Expenses (As per schedule 2)	24,139		<b>Receivables (As per Schedule 3)</b>		1,57,602
For Audit Fees	30,000		<b>Prepaid Expenses</b>		6,211
For Account Writing Charges	1,000		<b>Income Outstanding:-</b>		
For Sundry Credit balances	11,390	66,529	Rent	-	
<b>Provisions</b>			Interest accrued	-	
<b>Income and Expenditure Account :-</b>			Other Income	-	
Balance as per last Balance Sheet	(1,13,841)		<b>Deposits :-</b>		
Less: Appropriation, if any	-		To Electricity	-	
Add: Surplus as per Income & Expenditure	8,90,794	7,76,954	To Gas Deposit	-	
Less: Deficit Account	-		To Water Connection	-	
			<b>Cash and Bank Balances :-</b>		
			(a) Bank Balance	9,36,183	
			(b) Cash in Hand	58,989	9,95,172
			<b>Income and Expenditure Account :-</b>		
			Balance as per last Balance Sheet	-	
			Less: Appropriation, if any	-	
			Add: Deficit as per Income & Expenditure	-	
			Less: Surplus account	-	
<b>Total</b>		<b>11,66,085</b>	<b>Total</b>		<b>11,66,085</b>

Income and Expenditure statement

Income and Expenditure Account for the year ending 31st March, 2017

EXPENDITURE	Rs.	Rs.	INCOME	Rs.	Rs.
To Expenditure in respect of Properties- Rates, Taxes, Cesses _____	-	-	By Interest (accrued)/(realised) On Securities _____	-	-
Repairs and maintenance _____	-	-	On Loans _____	-	-
Salaries _____	-	-	On Bank Account with Saving Account _____	9,123	9,123
Insurance _____	-	-	Interest on Bank Fixed Deposit _____	-	-
Depreciation (by way of Provision or adjustment) _____	-	-	By Corporate Sponsorship _____	-	8,73,443
Conveyance _____	-	-	By Research Fees _____	-	-
Bank Charges _____	-	-	By Services Charges Received _____	-	-
To Professional Fees _____	-	-	By Training fees _____	-	-
To Rent _____	54,000	-	By Dividend _____	-	-
To Electricity Expenses _____	5,562	-	By Donations in cash or Kind _____	-	17,08,669
To Training & Program Expense _____	13,16,931	-	By Grants _____	-	-
To Transportation Charges _____	-	-	By Other Income _____	-	-
To Establishment Expenses _____	-	-	- Interest on income tax refund _____	-	-
To Remuneration to Trustees _____	1,30,000	-	- Excess provision written back _____	-	-
To Goods Purchased _____	-	-	By Transfer from Reserve _____	-	-
To Remuneration (in the case of a math) to the head of the math, including his household expenditure, if any _____	-	-	By Deficit carried over to Balance Sheet _____	-	-
To Legal Expenses _____	-	-			
To Audit Fees _____	-	30,000			
To Contribution and Fees _____	-	-			
To Amount written off - (a) Bad Debts _____	-	-			
(b) Loan scholarship _____	-	-			
(c) Inrecoverable rents _____	-	-			
(d) Other Items _____ (security)	-	-			
To Miscellaneous Expenses _____	-	38,200			
To Depreciation _____	-	1,971			
To Amounts transferred to Reserve or Specific Funds _____	-	98,977			
To Expenditure on objects of the trust- (a) Educational _____	-	-			
(b) Medical Relief _____ (Medical Dispensary) _____	-	-			
(c) Relief of Poverty _____	-	-			
(d) Food Distributions _____	-	-			
(e) Other charitable objects _____	3,000	3,000			
To surplus carried over to Balance Sheet _____	-	8,90,794			
<b>Total</b>		<b>25,91,235</b>	<b>Total</b>		<b>25,91,235</b>