



Apr- Jun 2021

PRATIRAV

Quarterly newsletter of Gopali Youth Welfare Society



PACE: Parents As Co-Educators Program

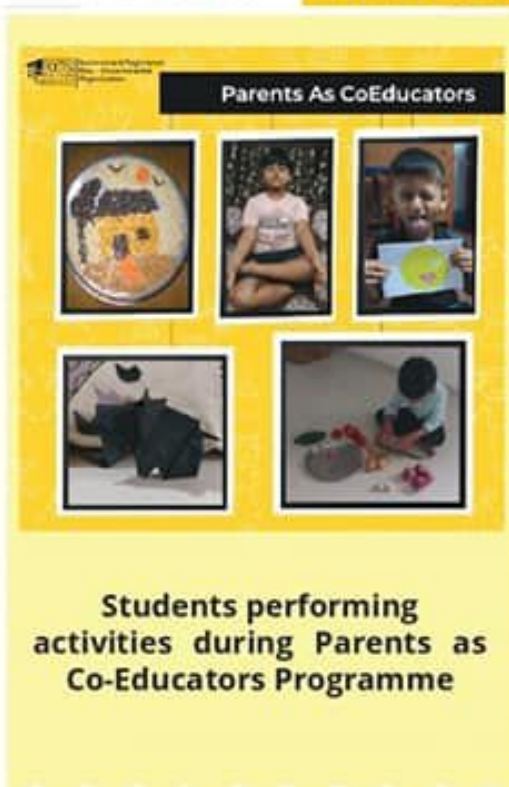
PACE was designed to help parents bond with their children while engaging them in fun activities. These activities were aimed at developing their fine and **gross motor skills** while ensuring their social and emotional development.

Many children benefited from the program that ran for 7 weeks starting 22 March, 2021. Parents found their children to be more **expressive**, with **increased attention** spans, post actively participating in performing these well-curated activities. The appreciative words of parents and photos of their children engaging in the activities from the Parents As CoEducators Program testified its success in providing children with fun **recreational activities** together with bonding time with their parents.

Online Aashayein

The sudden lockdown and subsequent time needed to adopt to "online classes" compelled us to cancel Aashayein 2019-20. Over the year, with many adaptations being made in the teaching-learning process at JVM to cater to the new norm of education, we decided to shift our Annual Function, Aashayein 2020-21 **online** as well.

The month long event planning- from conducting dance rehearsals for small groups of students while **adhering to Covid-19 protocols** to grooming students for **public-speaking** for the occasion and





braving several problems such as power cuts and others arising from managing the function remotely- every small detailing led to the grand success of the first ever **Online Annual Day** of JVM! The theme for the Annual Day- **“The Seven Stages of Life”** was beautifully depicted by our extremely talented students leaving the attendees of the Microsoft Teams screening-on 24 April, of Aashayein mesmerized.

A **donor meet** was organised at the end of the screening to get the valuable feedback from our donors to better the **quality of education** being provided at JVM.

Tech As a Tool Webinar

Hands on data handling workshop experience to 50+ students by industry experts.



With the help of DataKind- an organisation harnessing the power of **data science** in the service of humanity, the attendees of our webinar on **25 April, 2021** learnt more about solving social issues with the help of **Data Analytics** tools. Applying concepts from **Machine Learning** to help the underprivileged truly showcases how

“Tech” can be the “Tool” to serve humanity. The participants also got to interact with panellists from DataKind and learn about the different programs it offers. The session was an insight on how Technology which is a double edged sword, needs to be carefully applied to liberate and not enslave.

Panel Discussion: Social Entrepreneurship- Starting Something that Matters

The distinguished Social Entrepreneurs who served as the panellists for the session on **25 April, 2021** as part of our Social Fest included **Mr. Shankar Maruwada**- CEO and

Cofounder of **EkStep** (a social enterprise focusing on Child Education); **Mr. Santosh Parulekar**- CEO and Cofounder of **The Piplal Tree Venture Pvt Ltd** (an organisation providing

trade training to the underprivileged) and **Mr. Babar Ali**- Founder of **Ananda Siksha Niketan**, TED Fellow and Public Speaker. The panel discussion was moderated by Professor



Bhaskar Bhowmick from Rajendra Mishra School of Engineering Entrepreneurship, IIT Kharagpur.

The panellists spoke at length about the different instances in their life that made them foray into **social entrepreneurship** and the hardships that they faced throughout the journey. They have actually helped to “**start something that matters**” and their journey and their achievements inspired the attendees of the session to try and bring about smiles on the faces of the people- **Be the Change and Bring the Change.**



CoviRelief

Until now, we have had drives to distribute food kits to the underprivileged families of Gopali. **CoviRelief**, our latest initiative, was another attempt to help the people of Gopali.

Through CoviRelief, we raised over **1.3 Lakhs** with the help of **269 supporters** to help the families from Gopali battle Covid-19 by supporting the Safe Houses with Medical and Safety Kits. Our LiGHT center- LiGHT Samvedna was actively involved in helping us raise funds. The fundraiser was started when we were approached by the **Gram Panchayat** for help in these trying times. With a decrease in the number of active cases being registered daily, we are analyzing the situation to help people with what is needed in the present times and hence, shall be **distributing personal protective equipments** to the masses soon.

The Logo Launch Event

Since our inception in **2002**, we have been striving to improve the **socio-economic conditions** in and around Kharagpur while also providing a platform for the youth along with the right **guidance** to enable them to replicate our learnings across the nation.

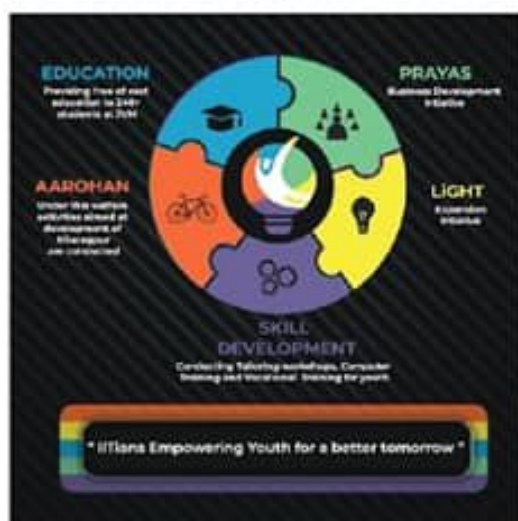
Recently, we were involved in a **rebranding** process- with an aim to better our psychological construct by maintaining focus on our social mission. This endeavor culminated with a **renewed visual identity** for our NGO.

Our new logo was launched on **9th June,2021** and was followed by a 3 Day Challenge via our Facebook Page -**“GYWS: Journey Retraced”**. As the name suggests- our entire journey was traced right from our inception until the recent logo change with the help of a few riddles giving our supporters a glimpse of the **milestones** that we have achieved through the years!

The new logo reflects our objectives of **spreading awareness** in the society and especially the youth and ensuring **socio-economic welfare** of the underprivileged and weaker sections of the society. It also highlights our vision to develop an ecosystem for youth to provide them with skills, resources, and motivation to achieve sustainable development goals.

Each color used in the logo represents the initiatives we have taken since 2002- which include **Prayas, Education, LiGHT, Aarohan, and Skill Development**.

“ IITians empowering youth for a better tomorrow ” is our tagline that resonates well with our current services as well as our future aspirations. It’s a straightforward aspirational call to action that inspires youth to join in and help in the **betterment of the society**.



Collaboration with GOPIO

We collaborated with **GOPIO** (Global Organization of People of Indian Origin) - an international organisation in Paris, France to help **80-100** covid affected families from Gopali for a month by distributing basic food essentials.

This is another step taken by us to help families from Gopali to fight Covid.



LIGHT

Despite the pandemic, we have expanded to a total of **13 operational LiGHT** centres from 9 over the past year.

In particular:

1) LiGHT Chennai conducted **Queen Bees**-a webinar with prolific entrepreneurs as speakers. The event aimed at promoting awareness among women regarding the various opportunities in women entrepreneurship platforms and online tools to help them become successful entrepreneurs. The speakers invited were:

a) **Ms. Sahithi Divi**, Director of Mohanam heritage and village centre, Co-Founder of IMPACT SCIENTIST and a National Ambassador of SDGs

b) **Ms. Sreeveni**, Coach and Mentor in Professional and Physical Development and a Freelance Entrepreneur

Both the speakers led the audience to understand the various steps to become entrepreneurs and shared their inspirational stories with them. The session proved as a source of motivation to all the participants and they were awarded certificates as well.



2) LiGHT Wardha organized an event **"The Invisible Cape"** with the motto **'Doing small things can make you a Superhero!'**. The innovative Marvel theme encouraged people to take small steps towards an eco-friendly life. The event saw active participation by people who were seen planting trees, feeding stray animals and reusing things to make decorative items. The winners were **awarded goodies** like mugs, bags and T-shirts.

PRAYAS

EkaLavya

PRAYAS signed an MOU with **EkaLavya**, an e-learning Platform (APP) aimed at making quality digital education affordable, as their outreach partners. EkaLavya provides subject content and ERP system for schools and we helped increase their business in West Bengal by creating a contact database of **3000+** schools from various districts and then signing MOUs, in a demo meeting, with the schools that wished to use the APP. 9 instructors were hired to develop the teaching content for all subjects (excluding languages) under WBBSE by creating videos for every chapter under their respective subjects.

Komclueez

Prayas collaborated with **Komclueez**, an IT Consultancy which provides businesses with the best possible technological solutions. A contact database with more than **2770** little and medium ventures of West Bengal was created and these enterprises were pitched for the Business ERP and Accounting Software developed by Komclueez. We also helped develop an initial website and hired **2 marketing interns** to help increase Komclueez's reach.