

SHRI BHUVNESHWARI MAHILA ASHRAM

TEHRI, GARHWAL, UTTARAKHAND



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SBMA, popularly known as Ashram, has been unwavering in its dedication to enhancing the living conditions of underprivileged communities in select regions of Uttarakhand, India. Through active grassroots participation and community empowerment, SBMA strives to reduce their reliance on external organizations. By emphasizing sustainable anthropocentric development encompassing environmental, social, and economic integration, SBMA ensures the long-term improvement and sustainability of rural communities and their surroundings. Established in 1977 as a non-profit, voluntary organization in the Tehri District of Uttarakhand, SBMA was officially registered as a Society on September 23, 1978, under the Societies Registration Act, 1860.

Since the beginning, SBMA has considered how crucial it is to offer help and technical support in order to promote and support the development process by promoting individual and community involvement.

SBMA is actively engaged in direct operations in Tehri, Chamoli, Uttarkashi, Bageshwar, Dehradun, and Rudraprayag, while also collaborating with partner NGOs in Almora, Pithoragarh, Nainital, Uddham Singh Nagar, Pauri, Haridwar, and Champawat districts.

SBMA's headquarters in Anjanisain, a small village in Tehri, serves as a vibrant center of work and energy, reaching across the entire Uttarakhand region. Despite the expanding scope and activities, SBMA remains dedicated to serving the local population and addressing their needs.

SBMA is an integral part of 2000 communities served by more than 50 staff members and 200 volunteers, working with 8 projects in collaboration with 10 different partners covering all the Districts of Uttarakhand.

OUR VISION

Our vision is centered around the happiness of children, their families, and the communities they belong to. We are dedicated to working alongside them in the pursuit of progress, striving for a society that empathizes with and respects the desires of children. Recognizing their special connection with the natural world, we aim to foster a society that not only brings happiness to children but also harmonizes with the environment through regeneration efforts. By involving children in the development process, we ensure a holistic approach that goes beyond mere economic and material advancements, acknowledging their heightened sensitivity. A society that prioritizes the well-being of its children demonstrates a commitment to a development process grounded in values such as peace, harmony, equality, and sustainability. Our goal is for policies and actions in the state of Uttaranchal to revolve around the development of happy children.

OUR MISSION

Our mission is to collaborate with children, communities, organizations/institutions, government bodies, technical and academic institutions, and civil society groups in order to cultivate a society where every child's happiness and well-being are ensured. Recognizing that happy children thrive within happy families, and happy families flourish in supportive communities, we strive to fulfill this fundamental aspiration shared by all societies. Our focus is on supporting and empowering families and communities to achieve the seemingly straightforward yet vital goal of fostering happiness in children. In societies where progress is sluggish or imbalanced, we are dedicated to empowering communities to embrace a holistic and comprehensive approach to the processes of progress and development.



General information

a. Organization Name (as per registration certificate)	Shri I	Shri Bhuvneshwari Mahila Ashram							
b. Registered Address (as per registration certificate)		Shri Bhuvneshwari Mahila Ashram, Anjanisain, District- Tehri Garhwal (Uttarakhand) – 249121							
c. Correspondence Address		Shri Bhuvneshwari Mahila Ashram, Anjanisain, District- Tehri Garhwal (Uttarakhand) – 249121							
d. Field Office	Gairs	Gairsain, Chamoli district							
e. Website	www.	sbmahimalaya.org							
f. Contact person	Mr. G	yan Singh Rawat	Designation	Secretary					
g. Mobile Number	+91	9412076422	Alternate Mobile Number	8650506422					
h. Email Address	+91	gyanu@sbmahimalaya.org	Alternate Email address	girishdimri@sbmahimalaya.org					

Legal and Registration Status:

a. Date of Registration	23/09/1978			
b. Registration Type	Society- UK05908112019002502			
c. PAN	AAATS3519E			
d. TAN	MRTS02689B			
g. Tax Exemption Certificate (Please choose and provide	12A(A) :			
supporting Document)	80G:			
f. 12A(10AC)	AAATS3519EE20163			
g. 80G	AAATS3519EF20211			
h. FCRA	Registration Number Nature: 347960028			



History of SBMA

SBMA has been officially in existence for the last 36 years and the social mission of the Swami Manmathan Ji and his followers has been in motion for more than 49 years. Many challenges and milestones have marked the current path. Obviously, it is impossible to show you everything, but we hope that following pages can provide enough to give you an impression of the amazing feelings and atmosphere that has evolved here. Every discussion about the past of the ashram begins with revered Swami Manmathan Ji. From his initial work and the foundation of the Ashram, several phases have passed through to reach the present.



Swami Manmathan

Swami Manmathan was a social crusader from Kerala who formed a passionate commitment to the progress of people in the mountaineous regions of Uttarakhand. For years, he fought alongside the people of Garhwal, spearheading movements and worked for change. After wandering in the hills for 15 years, he settled down in 1977 to establish the Sri Bhuvaneshwari Mahila Ashram.

It was from here that he continued his work until his martyrdom in 1990. Swami Ji was born in a Menon family in Kerala, but spoke little about his past. He first came to Uttarakhand to study under the guru, Swami Purushottam, with whom he lived in a cave near Gullar for several years studying the scriptures. From there he moved to an ashram in Rishikesh in the early 60's. However, he soon realized that the methods of worship or personal enlightenment was not for him, and instead he began to follow path of Karma. Here in the mountains of Garhwal there was no dearth of work for him and for 15 years he roamed the area working with the impoverished and neglected peoples. One of his first initiatives in Uttaranchal was to upgrade a junior high school in Gullar. From there his efforts expanded into health services and beyond. Swami Ji participated in and led many important social movements in Garhwal, and is still remembered by the people with a sense of satisfaction and accomplishment. The most famous movement involved the abolition of animal sacrifice at the Chandrabadni temple. He was also involved in the University Movement, which evoked to dramatic reactions and a visit by Mrs. Indira Gandhi, as well as the Silcot-Tea Estates Movement in 1974-75. In 1977, Swami Manmathan decided to turn her attention to the often overlooked women of the mountains, and she opened the SBMA as

a shelter for destitute women and children. After thirteen years in Anjanisain, his old wanderlust once again started gnawing at the feet of Swami. The ashram at Anjanisain turned into a barren hillside. Swami Ji's efforts, along with his friends and followers, had lead to the creation of a demonstration farm, orchards and a dairy unit; the balwadi had grown into a primary school; weaving, knitting and sewing centres were established; and an alternate energy source farm had started. After seven years of work without any support, funding was finally pouring in from various agencies. After beginning all this, Swami Manmathan began to envision himself back where he began, on the road launching social movements. Prohibition in Uttarakhand had been repealed under strong pressure from the liquor lobby, and Swamiji saw an opportunity for broad community mobilization. Also, he dreamed of reviving the movement for a separate Uttaranchal state. On April 6, 1990, Swami Manmathan was assassinated in his room at the ashram. His ideas and struggles have lived on in the various people who he influenced and with whom he worked.

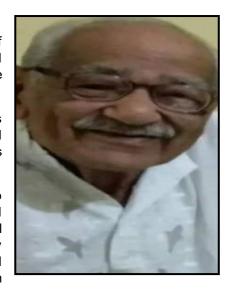
The second pillar of the organization (Mr. Cyril Raphael)

About Mr. Cyril Rafiel

Social worker Cyril Rafiel, who dedicated his life to the development of the villages of Uttarakhand, finally went to "Punya Dham". In the decade of the seventies, when Cyril came into contact with the social revolutionary Swami Manmathan of Uttarakhand, the path of his life shifted.

A man who traveled the world as a manager of British Airways slept on oak leaves. This man's name was Cyril Robin Raphael. Cyril was born in Allahabad. At that time Allahabad was the stronghold of the freedom movement. Cyril was the seventh child born to his mother Beryl Rose and father Dr. Stephen Charles.

At the end of the Second World War and during India's independence, his father had to go Britain he was concerned about the future of his children and he had to be convinced by his parents. One stroke ended a lifetime bond with 22 classmates. In a meeting, Cyril said, "The ship was slowly slipping into the sea and my eyes were only on the Gateway of India, slowly the gate would disappear. I could not understand that I was not told anything. I could not even meet my friends to tell them that I was going too far away from



them that and we would never see each other again. I was very angry with my parents. But with the same ship, Indians cricket team was travelling to England, All the players became my friend and I didn't realize that how quickly the weeks had passed.

Somehow the family eventually settled in the England. After completing my management studies, I started a youth club and finally got a job as manager in the British Airways. My childhood dream of traveling now took wings, but after a few years, I grew tired of working for Airways.".

Cyril was fed up with the weather of Britain and made Canada his new destination. In the decade of 60's and 70's, the Hippie movement was at its peak, Cyril was very impressed with it and he started a commune life in southern British Columbia named "Akashasha". He started working in tourism and media, he worked in coordination with the Canadian Broadcasting Service.

Meanwhile, he kept coming to India as well, but Cyril, who deeply loved India's cultural diversity and life, got an opportunity to attend the Allahabad Kumbh. In the following 6 months, in 1976, Cyril divided all of Canada's possessions among his friends, He arrived in Mussoorie with two suitcases containing all he needed, where he got quickly settled with his old friends, was overjoyed and eager to be here.

He also made the film "Big Business" based on the story of famous English writer Ruskin Bond. But he needed to remain somewhere else for this. In the meantime, Cyril ji met Swami Manmathan, a well-known social reformer of the time who emerged victorious from the tea plantation campaign and Hindolakhal drinking water movement. Shri Bhuneshwari Mahila Ashram had been established and this meeting inspired Cyril ji for social work.

He came to live in a hut in Anjanisain village of Tehri Garhwal. Together with Swami Manmathan, he began transforming the ashram into a hub for social activities. It was established on an international scale, and the very first institutions, namely Shri Buvaneshwari Mahila Ashram, started initiatives like women and child development, employment skills, public advocacy, water, forest, land, health, education, and disaster management.

Swami Manmathan had become so popular among the hill society and public that many anti-social elements were worried about. A conspiracy was hatched and one day Swami Manmathan was shot dead.

With strengths, the organization is gearing up for a new destination. They played a leading role in the development of hill communities in addition to caring for the lives of abandoned women and children without parents. Today, the kids who grew up in the ashram are living contented lives.

Not just in Uttarakhand, Hundreds of young people from around the nation as well as numerous national and international organizations completed projects for rural development under Cyril ji's leadership.

During 2008, Cyril ji voluntarily took a break from the daily activities of the organization and give full reins to the organization in the ashram itself. He handed over to the grown-up youths and began concentrating solely on the "Parvatiya Bal Manch," a group of mountain children.

Cyril ji was the creator and a prominent advisor of numerous social organizations, including this one, right up until his passing. Being quite old, he continued to move from one location to another. In his last days, Cyril ji had decided to spend his life in his workplace i.e., Bhuvneshwari, located in Anjanisain. after spending 10 days ill in the women's complex, he was brought to Herbertpur for recovery, however, after only 5 days, Cyril ji passed away. It is difficult to forget the kind address known as Uncle

PARIVARTAN MODEL SCHOOL DEVELOPMENT, HARIDWAR: SUPPORTED BY RELAXO FOOTWEARS LIMITED

Phase-III, Laskar, Uttarakhand (Initiative from Sep 2022 to March 2025)

The Parivartan-Model School Project has been implemented in 49 Government Schools in Khanpur and Laksar Blocks of Haridwar district since February 2018. The primary objective of this project is to establish exemplary school models that ensure the effective delivery of equitable and quality education to all children, with a special focus on girls attending government schools. The project aims to foster the overall development of individuals and communities by facilitating both soft skill training and infrastructure development. This includes provisions such as drinking water and separate toilet facilities, renovation of school buildings, construction of a boundary wall with a main gate, a mid-day meal shade, and the establishment of a stage with space for flag hosting, among other necessary facilities.

Background

With the support of Relaxo footwear Ltd. and Shri Bhuvneshwari Mahila Ashram (SBMA) is implementing the Parivartan model school project in 14 government primary schools and 02 Upper Primary Schools in CRC Raisi, Akoda Kala, Mohamadpur and Bhadarapur khadar of Laksar block of Haridwar district. The project is mainly focused to create demonstrable model of school for effective delivery of equitacle quality education for all children, especially girls in government schools leading to overall development of the individual and the community.

Objective of the project:

- To build the capacity of primary school teachers in using a joyful learning approach for making the curriculum interesting for children and following the techniques of positive discipline/engagement with children
- To improve the learning levels of Primary school students by improving classroom transactions to make school interesting and attractive for children.
- To increase students' awareness on health, nutrition, personal hygiene, sanitation and gender and ensure their involvement and participation in school activities.
- Improve school governance through involvement of all stakeholders including teachers, students, school management committee, volunteers from education support groups and government department.
- To increase students' awareness on Environmental education.
- To increase students' awareness on Environmental education including educate girls on MHM (menstrual hygiene management)

Summary of the activities and outreach at the School Level -

All the project SFs organized quarterly and weekly competitions and sessions for children, conducted class-wise across the 16 schools of Laksar Block in Haridwar district.

SL. No.	Name of Activity	No. of activities completed	No. of Schools/Villages	Beneficiaries		TOTAL
				Boys/M	Girls/F	
		Bal Sai	nsad/Bal Mantri Manda			
1	Formation/Reformation	16	16	534	626	1160
2	BMM Review Meeting	135	16	79	113	192
3	BMM Training	16	16	73	104	177
			Competition			
4	Sports Competitions	169	16	534	626	1160
5	Weekly Competitions	937	16	534	626	1160
6	Quarterly Competitions	31	16	534	626	1160
			Sessions in School	•		

7 8	Health Hygiene		152 166	16 16		507 507		628 628	1135 1135
9	Life Skills		74	16		507		628	1135
10	Sports	Sports 85		16		507		628	1135
11	Gender		46	16		515		698	1213
12	MHM/SRHR		8	16		0		334	334
13	Others (Pariksha K Tyari)	i	144	16		507		628	1135
	•	l .		Kit Distribution					•
14	Sports Kit Distribu	tion							
15	Education Kit Distribution		16	16		514		642	1156
		•	School	Management Comm	ittee	<u>,</u>	· ·		
16	SMC Meeting(QTI	R)	55	16		96		121	217
17	SMC Training		4	16		27		38	65
			Par	ent Teacher Meeting	3				
18 PTM			44	16		363		427	790
	T		Activi	ty/Meeting with teac	her				
19	Training of teacher	'S							1
20	Meeting with teach	iers	77		16		41	16	57
			Imp	ortant Day Celebratio	n				
21	Special Day (National Girls Day), Republic ay)								
	World Health Day (WHD) 07 ApriL	16		16		507	(628	1135
2	International Earth Day (IED) [22 April]	16		16		19		13	32
3	World Menstrual Hygiene Day	16		16		0		150	150
4	World Environment Day Celebration	16		16					
	(5 th June 2024)				ı			1	

6	Environment Awareness Campaign (HARELA WEEK)	8	8	45	34	89
7	Independence Day	4	4	90	206	296
8	Awareness Campaign on Ozone Day	16	16	293	313	606
9	World Environmental Health Day	16	16	517	639	1156
10	Gandhi Jayanti	4	4	141	150	291
11	IDG Rally School	16	16	460	446	906
12	IDG Block Level	2	1	0	93	93
13	Handwash day	4	4	183	189	372
14	Uttarakhand day Celebration	2	2	141	183	324
15	Children day	2	2	206	210	416
16	World Toilet Day	2	2	42	32	74
17	Savidhan Diwas	2	2	43	42	85
18	Indramani Badoni Jayanti	1	1	43	43	86
19	Gandhi Jayanti	4	4	141	150	291
20	IDG Rally School	16	16	460	446	906
21	IDG Block Level	2	1	0	93	93
22	Handwash day	4	4	183	189	372
23	Uttarakhand day Celebration	2	2	141	183	324
24	Children day	2	2	206	210	416
25	National Girls' Child Day Celebrated	16	16	507	628	1135
26	Republic Day	4	4	350	300	450
27	International Women's Day	6	6	35	80	115

Summary of the activities and outreach at the Village Level.

SL.	Name of Activity	No. of activities	No. of	Benef	ficiaries	TOTAL
No.		completed	Schools/Village	Mal	Femal	
				e	e	
1	Education Support Groups	177	16			
	Meeting			144	32	176
2	Youth Club/Adolescent Girls	318	16			
	Group Meeting			203	196	399
3	Awareness Session:	28	16	507	628	1135
	Environment Awareness					
	Campaign					
4	Back To School Campaign	16	16	486	640	1126
5	Home Visits	65	16	96	162	66
6	Important Day Celebration		16	507	628	1135

Photographs

Weekly competition Conducted in the school at GPS Dhadeki & GPS Dabki of Laksar Block.











International Girl Child Day is being celebrated by SBMA-Relaxo as a campaign in which the organization celebrated this campaign with enthusiasm in 104 schools included in the project. along with this, the Day was organized at the Block Education Officer Office, Laksar on 10th October 2024. Over program was organized.













International Girls Child Day (11 October 2024)

Renovation of Government Schools in Uttarakhand <u>Finance Support by: Fundacion Heres (FCRA Donor)</u>

Project implemented by: Sri Bhuvneshwari Mahila Ashram (SBMA)

Background:

Fundación Heres has generously supported major repair and maintenance work in government schools of Uttarakhand, India, for many years. Continuing this noble mission, in 2024, the foundation extended financial support to 10 additional government schools. These schools were in urgent need of major repair, but due to limited resources, the government could not undertake the required work. The financial support provided by Fundacion Heres has therefore been invaluable in making these schools safer and more conducive to teaching and learning, ensuring a secure environment for both children and teachers.

The project is implemented in 10 Government schools of Uttarakhand State in India. Out of these 10 schools, 5 schools lies in Jakhanidhar and Devprayag Block of Tehri District and 5 schools in Gairsain Block of Chamoli District of Uttarakhand State of India.

State of Uttarakhand was formed on 9th November 2000 as the 27th State of India, when it was carved out of northern Uttar Pradesh. Located at the foothills of the Himalayan Mountain ranges, it is largely a hilly State, having international boundaries with China (Tibet) in the north and Nepal in the east. On its north-west lies Himachal Pradesh (an Indian State), while on the south is Uttar Pradesh.

These 10 Government schools were selected based on requests from the individual school, recommended by the Education authorities, the number of students studying in the respective schools and a physical visit made by the team member of the implementing agency, Sri Bhuvneshwari Mahila Ashram (SBMA).

Detailed location of the Project area (country, region, and town).



Project Objective:

To improve the physical conditions of school infrastructure in 10 Government schools and make them safe for students and teachers, directly benefiting 784 students and 75 teachers and approximately. 2000 children in the coming 10 years.

Achievement:

The physical conditions of 10 Government schools' infrastructure, such as damaged roofs, damaged walls, damaged windows, damaged doors, damaged floor, damaged sanitation facilities, and white wash, is repaired as per the specific needs of the respective schools. It is benefiting 963 children and 128 teachers as of date and will benefit above 2000 children in the coming 10 years.

Expected Results:

Result 1: 10 schools' infrastructure converted into a safe structure so that around 784 students (403 boys and

381 girls) And 84 teachers directly and 2000 more students in the next 10 years can continuously enjoy their education in a safe and study-friendly environment.

Achievement:

10 Government schools' infrastructure is converted into to safe structure that facilitates smooth education and recreation activities in the schools, which benefits 963 children and

128 teachers and will continue to benefit above 2000 new children enrolling in these schools in the coming 10 years.

Major Activities Carried Out to Implement the Project

- ❖ Meetings were held with the Block Education Department to obtain necessary permissions for the renovation of government schools and to share progress made under the project.
- School-level meetings were conducted with stakeholders, including teachers, parents, students, and village presidents, to discuss renovation activities, define roles, and finalize the scope of work.
- ❖ A transparent bidding process was carried out, leading to the selection of contractors for repair and maintenance work in the respective schools.
- ❖ Plaques were installed at prominent locations in each school, acknowledging the financial support provided by Fundacion Heres in making schools safer for educational activities.
- ❖ Handover events were organized in all the schools with the participation of parents, teachers, students, and village leaders. The quality work executed by Sri Bhuvneshwari Mahila Ashram, with support from Fundacion Heres, was highly appreciated by all present.

Deviation from the Project

Government Primary School Punanu, which was originally proposed for repair and maintenance, was replaced with Government Inter College Paurikhal. The change was necessitated by the considerable decline in student enrollment at Government Primary School Punanu. This adjustment was duly communicated to Fundacion Heres, and formal approval was obtained to proceed with the replacement.









Before After

Repair and renovation work carried out in the following Government schools:

SL No	Name of school	Distr ict	Block	Numbe			Number of Teachers		Tot al	type of repair and maintenance requirement
				М	F	Tot al	М	F		
1	Government Inter College Chourasain	Cha moli	Gairs ain n	53	48	101	13	1	14	1 new classroom (15 fit x12 ft) is constructed and minor repairs of the floor, windows, and doors were carried out and whitewash was done of newly constructed classroom.
2	Government High School Kotha	Cha moli	Gairs ai n	22	29	51	4	1	5	Cemented Roof (44 fit x 18 fit) was repaired to eliminate the water leakage and other minor repair of walls and floor and whitewash.
3	Janta Inter College Kheti	Cha moli	Gairs ai n	72	50	122	8	7	15	1 new classroom (30 fit by 30 fit) and office room is built and whitewash of newly constructed space was done.
4	Government Primary School Kheti	Cha moli	Gairs ai n	22	20	42	1	0	1	Repairing work was done of 2 Toilet and urinals, water fitting in toilet and urinals and whitewash of the same.
5	Primary School Sugad	Cha moli	Gairs ai n	15	17	32	2	0	2	Major repair work of walls and roof of 2 classroom and office rooms, repair of water storage tank an and whitewash of the same.
6	Jai Kishan Government Inter college Rauddhar	Tehri	Jakha nidhar	53	59	1	11	6	17	New tin sheet roof is installed of 3 rooms (80 fit x 25 fit), Plastering of all walls of 3 rooms, floor repair and white wash
7	Government Inter College Kaprainsain	Tehri	Jakha nidhar	32	45	77	11	6	17	New tin sheet roof installed of 5 rooms (92 fit x 30 fit) and floor repair and whitewash of the same.
8	Government Inter College Paurikhal	Tehri	Jakha nidhar	116	103	219	16	8	24	A Tin Shed (length 54 fit x 24 fit), Stage for prayer and cultural events and elevated steps for children to sit and enjoy the functions were made.
9	Government Inter College Bagdwaldhar	Tehri	Devpr ayag	55	48	103	7	8	15	Roof repair of 2 classrooms, boundary wall of the school, walking path within schools and prayer space was made of concrete.
10	Government Inter College Bharetidhar	Tehri	Jakha nidhar	45	59	104	8	7	15	Roof Repair of 4 classrooms (95 fit x 30 fit), wall and floor repair and toilet repair was undertaken.
				485	478	963	81	44	125	

Direct and indirect beneficiaries

The project has benefited the following number of students and teachers after completion of the repair and renovation work in 10 Government schools:

Direct beneficiaries: 963 students (485 boys and 478 girls) and 125 teachers

Indirect beneficiaries: 2000 children in the coming 10 years

S.No	Name of Schools	Contribution types	INR
1	Government Inter College Chourasain	The levelling work of the land where a new room is built Leveling work is done by the villagers without any cost.	23000
2	Government High school Kotha	Transportation of building material from road roadside to the The school was built by villagers without any cost.	13000
3	Janta Inter College Kheti	Dismantling of old, broken walls and the room where the new room is built is done by the villagers without any cost.	35000
4	Government Primary School Kheti	The levelling work of the land where the boundary wall is built is done by the villagers without any cost.	9000
5 6	Government Jai Kishan Government Inter College Rauddhar	Transportation of building material from the roadside to The tin roof and other ceiling material of the 4 rooms were dismantled, and debris was cleared by the villagers without any cost.	19000 40000
7	Government Inter College Kaprainsain	The cemented roof of 5 rooms was dismantled, and debris was cleared by the School Management without any cost.	65000
8	Government Inter College Paurikhal	The land was levelled, and stones were contributed by the villagers for the sitting space without any cost.	18000
9	Government Inter College Bagdwaldhar	The cemented roof of 2 rooms was broken, and debris was cleaned to repair it with an iron net and cement without any cost.	15000
10	GIC Bharetidhar	Damaged cement plaster of 2 Rooms was removed, and debris was cleaned by the school management.	20000
	Total	INR Two Lakh fifty-seven thousand only	257000

Part -2 Renovation of Government Schools in Uttarakhand (CSR Donor)

The Parivartan–Model School Project has been implemented in 50 Government Schools of Khanpur and Laksar Blocks, Haridwar district, since February 2018. The project is supported by Relaxo Footwear Ltd. and implemented by Shri Bhuvneshwari Mahila Ashram (SBMA).

Objective

The primary objective is to **renovate**, **repair**, **and build school infrastructure** in line with the **BaLA** (**Building as a Learning Aid**) **concept** to make schools more engaging, child-friendly, and attractive for students.

Activities and Facilities Provided

- Renovation of school buildings and classrooms.
- Provision of safe drinking water and separate toilets for boys and girls.
- Construction of **boundary walls and main gates** for safety.
- Development of **mid-day meal sheds** and proper cooking/serving spaces.
- Establishment of stages and flag-hosting areas for cultural and national events.

Progress in FY 2024–25

In the reporting year, the project was expanded to 14 Government Primary and Upper Primary Schools located in CRC Raisi, Akoda Kala, Mohamadpur, and Bhadarapur Khadar of Laksar block. Renovation and infrastructure upgradation activities were undertaken in these schools to create a learning-conducive environment.

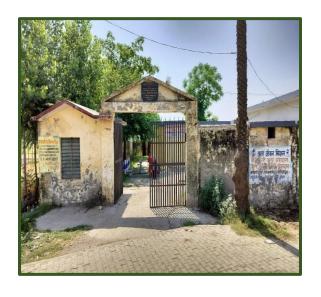
Impact

- Improved **school infrastructure** has made classrooms more attractive and interactive for children.
- Enhanced safety, hygiene, and accessibility in schools.
- Strengthened community trust and increased student enthusiasm for attending school regularly.





Before After



Before



Before



Before



After



After



After

SOLID WASTE MANAGEMENT, LIGHT HOUSE INITIATIVE, CHILD-FRIENDLY INFRASTRUCTURE, WASH & WE PROJECT IN HARIDWAR SUPPORTED BY ITC

Solid Waste Management, Light House Initiative, Child-Friendly Infrastructure & Women Empowerment

Solid Waste Management:

Under Solid Waste Management initiative, SBMA is working in 9 wards of Shivalik Nagar municipality with a total of 33692 households and 6 villages of the LHI project with a total of 7274 households in the rural area. Total HHs 40966 covered up till F.Y. 2024-25. These households are motivated to manage their waste near the source by initiating a home composting process and transferring their wet waste to the cluster composting model. Promoting this, the decentralization process will be achieved. Decentralized waste management is about each community managing and processing its waste in its locality and not sending it all to a centralized large processing facility or to the landfill.

Solid waste management is a crucial initiative for promoting sustainability and environmental cleanliness.

- Waste Segregation: Encouraging households and businesses to segregate waste into recyclable, organic, and non-recyclable categories to facilitate proper disposal and recycling.
- Composting: Promoting composting of organic waste to reduce landfill waste and produce nutrient-rich compost for agriculture and landscaping.
- Waste Collection and Transportation: Establishing efficient waste collection and transportation systems to ensure the timely removal of waste from communities.
- Awareness Campaigns: Conducting educational campaigns to raise awareness among residents about the importance of waste management practices and their impact on the environment.
- **Infrastructure Development:** Investing in infrastructure such as waste treatment plants, transfer stations, and recycling facilities to manage waste effectively.
- Community Participation: Engaging local communities, schools, and businesses in waste management programs through workshops, clean-up drives, and incentives for sustainable practices.

Solid Waste Management

Promoting Sustainable Waste Management

Through segregation, composting, efficient collection, awareness campaigns, infrastructure development, and active community participation, the project is fostering responsible waste practices and creating cleaner, healthier environments for households, schools, and businesses.









Household Coverage

The program aims to promote community participation in waste segregation and processing at the source, with a target of 38,000 households. By the end of FY 2024–25, the team successfully expanded coverage to 40,966 households, including outreach to previously uncovered areas and households not engaging with Swachh Doots.

Home Composting and Kitchen Gardening

To strengthen decentralized waste management, the project emphasized home composting, enabling households to manage wet waste at the source. Innovative approaches, including drum and pot composting, encouraged wider adoption. As a result, 2,536 households are now practicing home composting under the ITC-MSK project.









Mohalla Committee Formation and Functionality

To ensure sustainability, Mohalla Committees have been formed in coordination with the municipal council. These committees play a critical role in the financial and operational aspects of the program, including service fee collection and waste management. Currently, 99 Mohalla Committees are active, with 92 conducting regular meetings, maintaining documentation, and organizing clean-up drives and awareness events.

Key Performance Indicators (FY 2024–25)

• Total Waste Collected: 10,561.23 tonnes

Recyclable Waste Collected: 2,919.69 tonnes

Compostable Waste Collected: 6,097.14 tonnes

Composting

• Cluster Composting: 218.92 tonnes

• Home Composting: 20.54 tonnes

• Total Waste Composted: 239.46 tonnes

Recycling and Disposal

Waste Sold as Recyclable: 411.44 tonnes

• Municipal Dump: 1,544.40 tonnes

• Plastic Waste Collected: 484.44 tonnes









Green Temple Initiative

Under the Green Temple project, 220 temples across Nagar Nigam Haridwar and Nagar Palika Haridwar have been enrolled. The project provides continuous support to temples in adopting sustainable practices, particularly in managing flower waste within their premises.

The initiative aims to make temples environmentally friendly and role models of sustainability, aligning with the broader objectives of ITC Mission Sunehra Kal to promote environmental stewardship and community participation.

Key Focus Areas

- Waste Management: Composting of flower waste and proper disposal of other waste streams.
- Energy Conservation: Use of energy-efficient lighting and appliances to lower consumption and reduce carbon footprint.
- Water Conservation: Implementation of rainwater harvesting and efficient water use practices.
- Green Landscaping: Development of green spaces with native plants to enhance biodiversity.
- Awareness & Education: Workshops, seminars, and campaigns to sensitize temple committees and visitors.
- Community Participation: Engagement of local communities and volunteers in tree planting, clean-up drives, and other green initiatives.









Lighthouse Initiative (LHI)

The Lighthouse Initiative (LHI), commissioned by the Ministry of Drinking Water and Sanitation under Azadi ka Amrit Mahotsav, is a flagship intervention to strengthen the sanitation ecosystem through a public-private partnership model. In its first phase, LHI was piloted in 75 Gram Panchayats (GPs) across 15 states, with a focus on inclusive sanitation and the principle of leaving no one behind.

In Uttarakhand, the initiative was implemented in 5 selected GPs, with the active involvement of ITC Limited, district and block administration, gram panchayat officers, and village communities. The project emphasized participatory planning to establish and sustain solid and liquid waste management structures, while ensuring the villages remained Open Defection Free (ODF).

Through coordinated efforts, the Government of India officially declared these 5 villages successful under LHI Phase 1 on 2nd October 2024.

Selected Villages (Uttarakhand)

- 1. Anekki (Haridwar)
- 2. Aurangabaad (Haridwar)
- 3. Bhatwadi Sunar Agustmuni (Rudraprayag)
- 4. Khadri Khadak Maffi (Rishikesh)
- 5. Shyampur (Dehradun)







Participatory Rural Appraisal (PRA) Activity

As part of the Lighthouse Initiative (LHI), ITC undertook a baseline assessment across the 5 Gram Panchayats (GPs) in Uttarakhand to evaluate existing SBM-G infrastructure and identify critical gaps. Participatory mapping on the ground—using chalk or Rangoli powder—served as an effective tool for assessment, planning, and community engagement at the micro level.

At the time of assessment, all 5 GPs were categorized as *ODF Plus Aspiring*, having sustained their Open Defection Free status under Phase I of SBM-G. However, detailed need assessments highlighted several challenges that required customized solutions to elevate them to *Model GPs*:

- Inadequate fecal sludge management, with many IHHLs having septic tanks without soak pits.
- Need for approximately 260 new IHHLs and upgrading of twin-pit toilets with honeycomb soak pit structures.
- Lack of proper drainage systems, requiring over 25,000 meters of new drains.
- Absence of efficient waste segregation at source and functional dry waste collection/storage facilities.
- Improper waste disposal, with dumping near rivers, water bodies, or open spaces.
- Non-functional or unavailable Material Recovery Facilities (MRFs).
- Inefficient wastewater management, with a shortage of community soak pits and stabilization ponds.
- Limited community awareness and knowledge regarding the SBM value chain.

The PRA provided a clear roadmap for addressing these gaps through participatory planning, ensuring that the solutions were community-driven and aligned with local needs.



Participatory and Consultative Approach under LHI

A consultative and participatory approach was adopted to identify and document the sanitation needs of the community under the Lighthouse Initiative (LHI). Prior to the commencement of the program in all five Gram Panchayats (GPs), Social cum Resource Mapping, Rapid Rural Appraisal (RRA), and Transit Walks with local communities were conducted to assess the status of key performance indicators. This was followed by Participatory Rural Appraisal (PRA), which enabled the identification of critical gaps necessary to achieve ODF+ status. Findings were subsequently shared with local governments to mobilize additional funding.

To strengthen community ownership, a series of capacity-building initiatives was undertaken, including triggering activities with SWAJAL for Panchayat members and secretaries, as well as workshops with self-help groups (SHGs) and school-level awareness programs. By December 2023, significant progress had been made:

- 26 household-level compost pits created.
- Over 60% of households practice waste segregation at source.

- Communities establishing systems for regular waste collection and transportation.
- Households adopting windrow composting for biodegradable waste.
- A community toilet completed and geo-tagged by SWAJAL for accessibility.
- Progress underway on IHHL construction and drainage systems.

Initial challenges arose due to the election of new PRI members in November 2022, which delayed momentum and slowed integration of the Village Action Plan into the GPDP. Despite these hurdles, one GP achieved LHI status, while the remaining four are progressing steadily with the support of SWAJAL, ZP, and ITC, and are expected to reach LHI status by early 2024.

WASH Programme

The Child-Friendly Infrastructure & WASH Kiosk Project is a key initiative to strengthen sanitary practices at both community and school levels through targeted IEC activities.

Awareness Programmes

Awareness sessions were conducted in 39 schools during morning assemblies, reaching 8,327 students and 223 teachers. These sessions highlighted the importance of hygiene and cleanliness, with demonstrations on proper handwashing techniques and maintaining a clean school environment. Student Engagement

Students actively participated by forming teams responsible for cleaning classrooms, corridors, and common areas. Each team was assigned tasks and equipped with cleaning supplies. Class representatives ensured coordination, while teachers supervised progress. This participatory approach instilled a sense of responsibility and ownership among students. Regular monitoring by teachers and staff helped sustain momentum and address challenges.

Current Status

The programme has significantly improved school cleanliness, with a visible positive impact on the learning environment. In addition, 256 child cabinet meetings and 77 School Management Committee (SMC) meetings were held, covering 1,605 students, 427 teachers, and 562 parents, further reinforcing the importance of hygiene practices through collaborative engagement.

Sustainability Strategies and Approach

To ensure the long-term impact of the WASH programme, the following strategies are being implemented:

- Engaging Stakeholders in Decision-Making: Teachers, parents, SMC members, and students through Child Cabinets are actively involved in planning and monitoring hygiene practices. This participatory approach fosters ownership and supports sustained behavioral change.
- Capacity Building of Stakeholders: Training and capacity-building initiatives are being conducted for Block and District Administration, PRI representatives, teachers, SMC members, sweepers, and students. These efforts strengthen technical knowledge and reinforce hygiene and sanitation practices for long-term sustainability.
- Strengthening WASH Facilities: Guided by Child-Friendly Infrastructure standards, new facilities will be constructed and existing ones refurbished to ensure practical, technically sound, and child-friendly infrastructure that supports improved hygiene behaviors in schools.

WASH Kiosk Initiative

The WASH Kiosk initiative engages both teachers and students through interactive and enjoyable learning activities, making hygiene education more effective. This structured approach ensures better retention and practical application of WASH principles among children.

Key Achievements

Number of Sessions: 15
Students Reached: 1,322
Teachers Reached: 18



Women Empowerment – Financial Literacy Training

Under *ITC Mission Sunehra Kal*, SBMA organized financial literacy trainings across multiple Gram Panchayats including Salempur, Rawali Mehdood, Anneki Hetampur, Aurangabad, Jamalpur Khurd, Bahadarabad, and Noorpur Panjanhedi. During FY 2024–25, a total of 4,435 women from 415 SHGs participated in these sessions. The primary objective was to enhance women's financial understanding and connect them with government schemes such as PMJJBY, PMSBY, Atal Pension Yojana, SSY, NPS, PPF, RD/FD. Seven interactive modules were delivered using group activities, enabling SHG members to improve financial literacy and access assistance through loans and grants.

The initiative has contributed to measurable progress in financial inclusion, health, sanitation, nutrition, and income generation.

Key Outcomes (FY 2024–25):

• Individual Bank Accounts: 1,325

• Aadhaar Seeding: 1,325

• Insurance Coverage: 207

• Financial Linkages (Savings): 362

Atal Pension Yojana (APY): 5

• PMSBY (₹20): 125

PMJJBY (₹436): 82

Sukanya Samriddhi Yojana (SSY): 11

E-Shram Cards: 26Ayushman Cards: 325

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Waste Collectors' Wellbeing Programme

As part of the Waste Collectors' Wellbeing Programme, a financial literacy training session was conducted on 29th August 2024. The session highlighted the importance of financial literacy for both personal and professional growth, emphasizing its role in strengthening the economic well-being of waste collectors.

Key Focus Areas:

- Budgeting: Training on creating and managing budgets to effectively track income and expenses.
- Saving and Investing: Simple strategies for saving and an introduction to basic investment concepts tailored to the financial realities of waste collectors.
- Debt Management: Guidance on responsible borrowing and avoiding predatory lending practices.
- Financial Planning: Developing financial goals and creating practical roadmaps for long-term financial stability.

The training was completed, equipping participants with essential knowledge and skills to make informed financial decisions, ultimately contributing to their overall well-being and economic resilience.



USHA SILAI SCHOOL'S PROGRAM

Objective: To enhance the financial condition of women in rural communities by engaging them in incomegenerating activities.

Supported by Usha International since 2012, the program began with 70 sewing schools across seven districts of Uttarakhand. Today, it operates 495 classical sewing schools and 341 satellite schools, reaching women across almost the entire state.

In FY 2024–25, 30 women from Haridwar's Laksar block received training in a satellite sewing school and are now enhancing their livelihoods through teaching, stitching, and repairing sewing machines. The program effectively reaches marginalized women, providing them a platform to earn, learn, and grow.

By creating opportunities beyond traditional farming and daily wage labor, USHA Silai Schools have empowered women to become role models, inspiring others to open their own sewing schools and achieve financial independence. The program ensures three primary sources of income: teaching others, stitching clothes, and repairing sewing machines for nearby schools.





Digital Literacy Hub Program

Shri Bhuvneshwari Mahila Ashram (SBMA) -

Project Title: Digital Literacy - Phase 1 & Phase 2

Partner: AADHAAR – An Association for Development, Harmony, and Action Research

Project Duration: March 17, 2025 – January 31, 2026

Project Objective

The Digital Literacy project aimed to empower individuals in aspirational districts by providing essential digital skills to participants aged 16–60 years. The program focused on enabling beneficiaries to confidently navigate digital platforms, access online tools, and leverage digital resources for personal and professional development.

Implementation and Coverage

SBMA, in collaboration with AADHAAR, implemented a structured **20-hour digital literacy module** across seven centers in Uttarakhand and Himachal Pradesh.

Centers and Beneficiary Details:

S.No	Name Centre	State	Total Beneficiaries Registered	Total Certified Students	Remarks
1	Haridwar	Uttarakhand	742	430	
2	Pauri	Uttarakhand	56	50	
3	Rudraprayag	Uttarakhand	10	0	
4	Dehradun	Uttarakhand	90	27	
5	Pithoragarh	Uttarakhand	101	54	Target: 6000
6	Almora	Uttarakhand	103	13	3
7	Nahan	Himachal Pradesh	615	218	
8	Chamoli	Uttarakhand	268	129	
9	Tehari	Uttarakhand	225	95	
Total			2210	1016	

SBMA -Lakhewad Hydroelectric Project (CAT Project)

"Lakhewad Hydroelectric Project (CAT Project) – Educational Exposure Visit/Study Program of Local Van Panchayat Leaders to Almora (Shitlakhet)."

Exposure Visit to Almora District – Study of Village Shitlakhet's "Mistrit Van" Model

An exposure visit was organized to Shitlakhet, Almora District, on 23rd April 2025 with the active participation of Van Panchayat members.

Objective

The main objective of the study visit was to understand how **community efforts and Forest Department collaboration** in Shitlakhet have successfully protected the environment. The visit aimed to explore ways through which farmers can prepare for **disaster risk reduction** – before, during, and after disasters – through effective planning and sustainable practices.

Key Highlights

- Participants were welcomed by Forest Department officials, who shared detailed insights into the Mixed-Species Forest Conservation Model.
- Historical context:
 - o In **2003–2004**, villagers formed the *Shyahi Vikas Manch* with the goal of protecting forests from disasters.
 - In 2012, a massive forest fire destroyed the area. Since then, the Manch, along with local villagers, has consistently protected forests from fire and conducted annual afforestation drives.
- Community Role: Around 12 women groups (*Mahila Mangal Dal*), led by Smt. Shanti Devi (75 years old), continues to safeguard the forest. She has mobilized nearly 50 villages to join the movement.
- The **forest area covers 12 hectares** and in 2022, was visited by the Hon'ble Chief Minister, who appreciated the model and suggested replicating it across Uttarakhand.
- This initiative is widely known as the **Shitlakhet Mistrit Van Panchayat Model**, especially recognized for its **community-based approach to forest fire prevention**.

Outcomes

• Participants gained **first-hand learning** about community-driven conservation, mixed forest management, and eco-friendly farming practices.

- The exposure visit **inspired participants** to replicate such initiatives in their own regions.
- A deeper understanding of **forest protection and sustainable management** was developed among all attendees.

Challenges

- Due to the **remote location and time constraints**, the one-day visit was considered too short for in-depth study.
- Because of the **fire season** and **wedding period**, the local women's groups and officials could give limited time.
- Despite these challenges, participants found the visit highly valuable and insightful.

Conclusion

The Shitlakhet visit showcased a successful model of public participation and community forest management. It highlighted the power of women-led conservation efforts, resilience against forest fires, and the importance of blending traditional knowledge with modern conservation techniques. This model stands as a replicable example for forest protection and disaster resilience in Uttarakhand.















SBMA Campus

SBMA campus, Anjanisain spread in about 5 acres of land comprises of a processing unit, library, training hall, head office, rooms (150 occupants) orchards, cow shed, agricultural land, Khaddi unit and APV School.

Faming and Non Farming Activities- There is Apple, apricot, plum, lemon orchard and a vegetable garden in the campus .Potato is grown in the fields. Several other activities such as dairy, Poultry are also conducted in the Ashram. These activities are also a means of income generation for the needy people.

Processing Unit- Various products like jams, squash, pickles are prepared and packed in this unit. These products after packaging are sold by the unit.

Khaddi Unit- Various handloom products such as quilt cover, shawls, mufflers are being prepared in the khaddi run by SBMA. All efforts are made to ensure the quality of these products. These products are sold through federations supported by SBMA.

SBMA Campus Gairsain – SBMA Gairsain Campus situated in 2 Km from main market of Gairsain in Polytechnic Road ,in this campus we have offices, training center library ,rooms (60 occupants) orchards ,agriculture land and Food processing unit





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Key Focus Area:

- Education
- Health
- Community Governance
- Livelihood Promotion
- Natural Resource Management
- Water & Sanitation
- Waste Management
- Child Right & Child Protection
- Legal Advocacy
- Disaster Preparedness & Management



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