
PROTSAHAN INDIA FOUNDATION

ANNUAL REPORT - 2017-18





Protsahan
India Foundation

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Cover Credits: Tanisha Arora

Photo Credits: Protsahan Girls - Jannat, Preeti, Sonam
and volunteers through the year



Smarter Economics: Investing In India's Girls

FOUNDER'S MESSAGE

"The success of SDG Vision 2030 depends on our decision to invest in adolescent girls through digital and art innovation."



Sonal Kapoor
Founder - Director

Change and transformation are at the core of any growth story. As we witnessed transformation in the young adolescent girls we've worked with over the years, and watched them rapidly grow into highly skilled, confident young women, we chose to slow down Protsahan's own growth to a more manageable pace. It was a conscious decision to ensure that our programs, strategy, and models worked efficiently with the right amount of empathy at every stage.

In the ninth year of Protsahan's existence, we believe that these core functions have shown tremendous impact, and we are ready to grow and reach out to an even larger number of adolescent girls across the country, and around the globe.

We close the year 2017-18 with a string of strategic decisions, and a view on the horizon with well structured plans for the next three years. We enabled the sector by building research material, new books on CSA with an innovative storytelling approach, launched a new website with a secure online payment gateway for greater transparency and accountability, built new partnerships and initiatives keeping in mind the goal of scaling up our work and reach in the coming year.

However, this did not impede the direction or the impact of our work. We organized and executed grassroots media cam-

paigns that resulted in a national debate on age-old regressive practices that target children. The media campaign against Chooral Muriyal ritual in Kerala led to the Honorable Kerala High Court taking cognizance of the matter and banning the ritual. Many, including the DGP of Kerala Police, stood up against the ritual, and eventually saved more than 100 young adolescent children from being subjected to the barbaric ritual this year. Our street theater campaign in the slums of New Delhi advocating girls' and women's right to livelihood resulted in many young women enrolling for driving lessons, and taking up driving as a vocation, something none of them had ever imagined they could do.

2017-18 has been a year of consolidating the learnings so that 2018-19 can become the year of strengthening our processes and building good governance, and 2019-20 can be a year of scaling up the fight against Child Abuse with a focus on fighting Child Sexual Abuse. Each one of our initiatives was the result of the hard work of our dedicated staff and volunteers. They were supported unflinchingly by our donors, and the media in these endeavors.

We are extremely grateful for the support of each individual and organization associated with Protsahan who help us in continuing the fight against child abuse, and bring dignity to the lives of children of India.

REFLECTING
ON THE LAST
9
YEARS

PROTSAHAN INDIA FOUNDATION IMPACT SUMMARY 2017-18



2,700

GIRLS IMPACTED DIRECTLY THROUGH CHILD SEXUAL ABUSE & MENSTRUAL HYGIENE TRAININGS



14,300

PEOPLE JOINED OUR CAMPAIGN TO FIGHT CHILD MARRIAGE



140+

VOLUNTEERS FROM COLLEGES ACROSS THE GLOBE



2,620

HOURS DEDICATED TO ART, DANCE MOVEMENT THERAPY & THEATER SESSIONS



640

HOURS DEDICATED TO RESEARCH & DESIGN OF STORYTELLING TOOLKIT TO FIGHT CHILD SEXUAL ABUSE



1,564

HOURS OF RIGOROUS ACADEMIC SUPPORT TO EACH GIRL SURVIVOR WE WORKED WITH



213

CHILDHOODS RESCUED FROM CHILD ABUSE



7,000

SANITARY NAPKINS DISTRIBUTED AFTER 18 MENSTRUAL HEALTH MANAGEMENT WORKSHOPS IN SLUMS

Advocacy Campaign Chooral Muriyal

Each year in February, the Chettikulangara Temple in Alappuzha, Kerala, prepares for the Kumbhabharini Festival towards the end of the month. This year too, as the temple authorities prepared for the annual festival dubbed as the Kumbh Mela of the South, Deccan Chronicle's correspondent T. Sudheesh (@sudheeshDC) reported on February 8, 2018 that in spite of the ban imposed by the Kerala State Commission for Protection of Child Rights (KeSCPCR) in November 2016, the Sreedevi Vilasam Hindu Matha Convention, a devotee outfit was set to conduct 'Chooral Muriyal' ritual at Chettikulangara temple as part of the 10-day Kumbha Bharani festival.

More than 100 boys between the age of 8-12 were at risk of being abused in the name of religion at temples across Kerala. Protsahan initiated a campaign to End Chooral Muriyal, and safeguard these young children from physical abuse.

A RITUAL STEEPED IN HISTORY, AND CHILD ABUSE

We learned that the Chooral Muriyal ritual was performed on boys who came from low income families, and were "adopted" for the period of the festival by rich families for a sum of money, that sometimes went up to as much as Rs. 100,000 per child. The poor families would agree to this as they get paid, and the rich families do this so that their own children are not subjected to the ritual, which involves piercing the midriff of the child with needles followed by golden threads being inserted into their skin. These threads are then pulled out as an offering to the deity, marking the symbolic human sacrifice of the boys. What was even more disturbing to learn was that these boys, once sacrificed to the Goddess, are considered "dead" for all intents and purposes by the society, and ostracized for life.

In our view, this was a case of blatant disregard for child rights, a case of child abuse, denying children the right to



Image courtesy: Indiatimes.com

THE ADVOCACY CAMPAIGN TO STOP CHOORAL MURIYAL

their dignity and a fulfilling childhood by subjecting them to regressive rituals in defiance of the KeSCPCR order. The ongoing case in the Hon'ble Kerala High Court seemed like the only possible way out to ensure that ban was upheld and local administration took action.

The campaign to stop Chooral Muriyal required support from every quarter of the civil society, including intelligentsia, media, administration, and above all, the local population. The first task on our list was to reach out to media even as a petition on Change.org started to gain signatures from the general public, many of

whom were from Kerala diaspora from around the globe. We spoke to more than 20 journalists and bloggers from leading print and online media outlets who were active proponents of child rights across the country. This kickstarted the campaign as journalists from mainstream media outlets began inquiring about the case from us. We spoke to Mr. T. Sudheesh, and requested him to share as much details about the case as he could.

Apart from reaching out to the media, the other task cut out for us was to constantly share the details of the case and the updates through our Facebook and Twitter channels. Tweets were sent out every hour with the hashtag #EndChooralMuriyal, tagging the most relevant activists and Twitter influencers whose words could help us quickly reach out to a larger audience as time was running out fast for the 100 boys across Kerala who were being prepared for the ritual.

Indicators from the court's proceedings over the week had hinted that the hon'ble High Court was not in favor of reviewing the ban imposed by KeSCPCR. An extensive outreach by the media and child rights activists from across India followed. As hoped, the HC judgment declined to review the ban.

INFLUENTIAL VOICES JOIN THE CAMPAIGN

The campaign found a very prominent supporter in Kerala's DGP Prisons and state's first woman IPS officer, R Sreelekha. Her blog, and subsequent televised interviews highlighted the need for civil society to take action and let go of regressive rituals that abuse children. She wrote in her blog that while she herself was a devotee, she would abstain from participating in the ritual after learning about the plight of the children who are subjected to it every year.

RESULTS OF THE CAMPAIGN

The results of the #EndChooralMuriyal campaign were very encouraging for Protsahan team. Most of the 100 children who were at risk of being physically abused in the name of religion were saved from the ritual. The media covera-

ge highlighted the issue at the right time to ensure safety of the children. The highly responsible and objective coverage by news outlets from across the country ensured that the authorities not only took notice of the situation, but also take concrete action against the ritual and effectively implement the ban imposed by the KeSCPCR in Nov 2016. Moreover, it was the voices of reasoning and influence, such as that of DGP R. Sreelekha, and numerous others on social media that resulted in bringing about a change in society.

The fight for child rights, however, continues towards the next milestone to ensure that such incidents are not repeated in the future, and that children in every part of India have a future free of risk of abuse and maltreatment.

Chooral muriyal: Why ritual involving young boys at this Kerala temple is making news

The ritual known as 'chooral muriyal' is a segment which forms a part of the larger 'kuttiyattam', a unique offering that devotees make to Goddess Bhadrakali, the main deity of the temple.



Teachers training the children on steps of 'kuttiyattam' (Courtesy: YouTube)

At the popular Chettikulangara Devi Temple in Alappuzha district of Kerala, arrangements are in full flow for the annual 'bharani' festival. However, a controversial ritual involving young boys—part of the festivities and conducted over decades—is making news for the wrong reasons.

Article published in *The Indian Express* on 23 February, 2018

Protsahan India Foundation

ENCOURAGING CREATIVE EDUCATION & SKILL DEVELOPMENT BY ART

WHO WE ARE

Protsahan India Foundation is a creative pedagogy focused non-profit organization working to enable survivors and at-risk young adolescent girls to prevent and heal the trauma of abuse using creative arts, and break past the cycle of extreme poverty.

CREATIVITY AT THE GRASSROOTS

With a firm foundation built on empathy and creativity, a human centered design approach ingrains itself in every aspect of our work. It took us time and perseverance to build relationships with the communities we reach out to. We understand the problems of adolescent girls facing violence, the urgency to reach out to them to fulfill their psycho-social needs, healing the trauma, and steering them on a path of economic sustainability.

This human centered design approach has been crucial in not only giving our girls the confidence that they are fully capable of addressing situations that affect them, it has also helped us in building deeper relationships with the community itself. The results of this approach are visible in the increasing number of girls within the community who are no longer at risk of an early marriage, are regularly attending formal schools, and getting excellent grades.

We are now in the process of codifying our program delivery models so that more organizations can benefit from creative art therapy based interventions to fulfill the agency to empower thousands of more adolescent girls.



2010-2018 Impact

828 girls (7-16 years old) that Protsahan has directly worked with at Protsahan Community Resource Centre.



89% reported abuse and sexual violence before they turned 12.

Promoting Resilience

among girls experiencing sexual violence through creative arts therapies

Around the world girls face barriers to safety & education that boys don't. But when you holistically empower a girl survivor or at risk of abuse and sexual violence through Education & Creative Arts, it creates a lasting impact on her, her family and the community she lives in.



COVERING THE BASICS

Protsahan's DNA

We follow three broad guiding principles that ensure dignity, holistic development, and steadfast support for the girls we reach out to.

Agents of change: The girls are empowered to be the agents of change in their own lives, within their own families, and their own community by fulfilling their psycho-social needs, and providing them with life skills, educational support, and a safe space that fosters their creativity and critical thinking.

Involving the community: Awareness among the community members is essential to ensure that our girls receive the dignified childhood, and safe environment to grow that they deserve. Protsahan regularly conducts 'Slum-Panchayats' and family counselings with their mothers and fathers to ensure that an at-risk girl or a survivor have an enabling ecosystem each day.

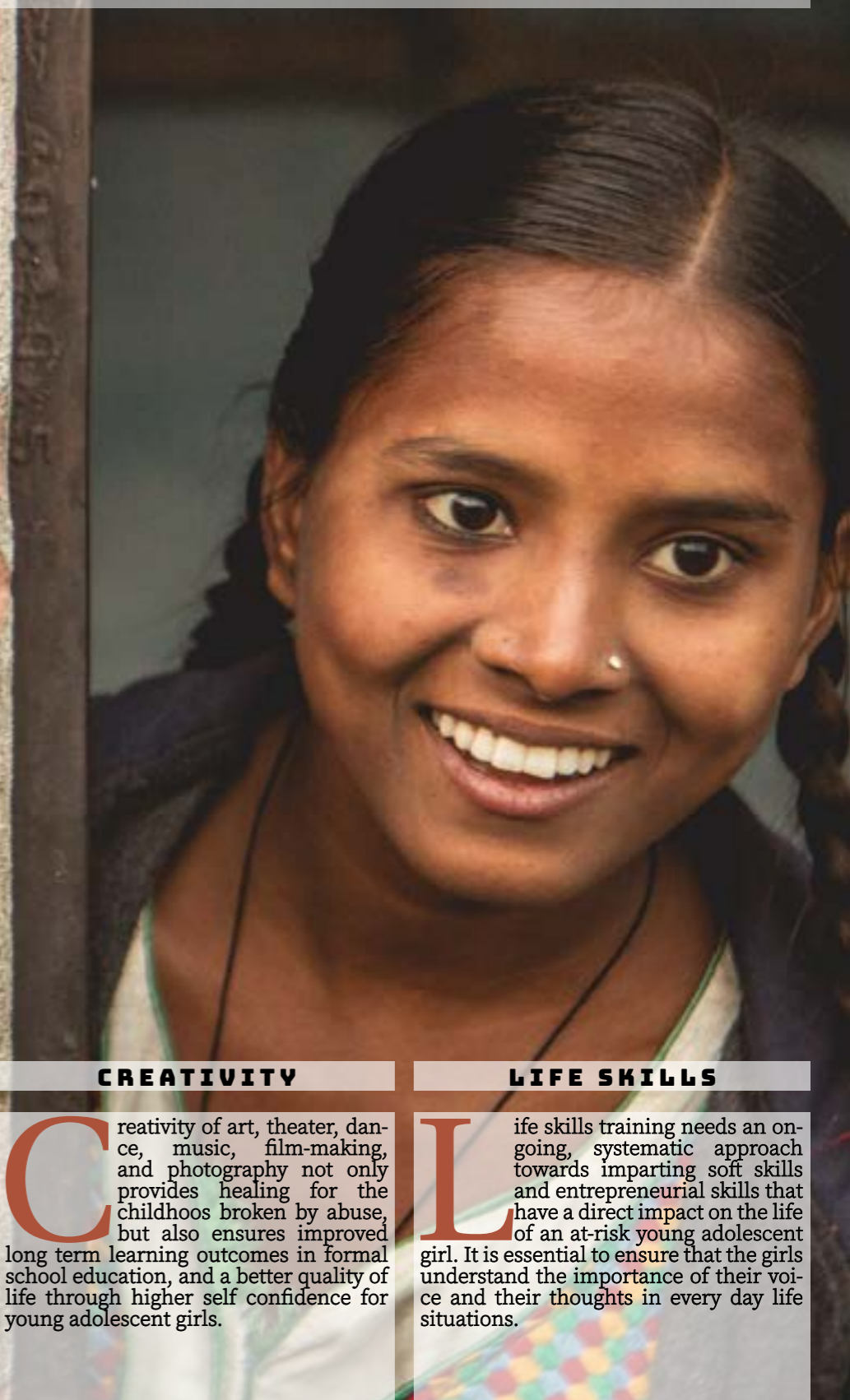
Enabling the sector: Sharing knowledge, data, and building collaborative networks to address children's issues with a specific focus on consultations with the government, government bodies, multilateral agencies such as United Nations, etc.

Protsahan also regularly engages with research fellows to build and disseminate knowledge on creative arts therapy and its applications for children who are at-risk or have survived abuse.



Theory of Change

Relative to our DNA, our Theory of Change rests on three pillars - empathy, creativity, and life skills for our girls.



EMPATHY

Empathy that delivers emotional and psychological support, complemented with support in formal school education, enables young adolescents girls to be empowered to take charge of their own lives.

CREATIVITY

Creativity of art, theater, dance, music, film-making, and photography not only provides healing for the childhoods broken by abuse, but also ensures improved long term learning outcomes in formal school education, and a better quality of life through higher self confidence for young adolescent girls.

LIFE SKILLS

Life skills training needs an ongoing, systematic approach towards imparting soft skills and entrepreneurial skills that have a direct impact on the life of an at-risk young adolescent girl. It is essential to ensure that the girls understand the importance of their voice and their thoughts in every day life situations.

Program Design Strategies

Protsahan's baseline surveys showed that 78% girls in our focus communities typically dropped out of school after primary education. Less than 19% ever made it to high school. Parents and families considered them as burden, since they were expected to leave after marriage. As a result, their education was an opportunity cost vis-a-vis feeding the family. Even then, boys were supposed to be the future breadwinners for the family, thereby they would get all the attention, education, and extra food compared to the girls. However, Protsahan's programs that are designed in a "hub and spokes" model focus on the girls, their parents, and the community have helped reverse the trend, and more than 80% of the girls we work with are continuing their high school education, and are preparing for higher education.

Widening the perspective of Empowerment: Through our core programs at our "hub" center, Educare, Innocence, and Lightbulb, Protsahan creates an ecosystem of support, learning, healthcare, sanitation, and entrepreneurial life skills training that is deep rooted in empathy at all stages. We work directly with each of our girls, their parents, especially their mothers, and the entire community to ensure that the girls have access to the opportunities they have been denied so far.

Capacity Building: Protsahan adopts a collaborative approach towards capacity building through two-way partnerships that ensure continued learning and implementation of best practices in our "hub and spokes" model, as well as sharing the knowledge with other partner organizations working at the grassroots level. This allows a continued evolution in our work with the girls at our primary resource center in Uttam Nagar, and with the learnings thus obtained, enables us to reach out to more girls through creative approaches.

Scaling reach of programs: Protsahan's core belief is first understanding the impact of intersectionality of the grave issues each girl faces before moving the needle to scale. The first step in scaling up is through our "spokes" model where we train the trainers and organizations who then reach out to a much larger number of girls. The trainings provide a deeper understanding of child abuse, and the laws against it to the trainers and young girls directly. Protsahan's initiatives also address participation in the design and implementation of the policy framework in collaboration with the government, and initiate nationwide campaigns in partnership with key media stakeholders to bring the message of child safety and child abuse to the masses. We are currently in the process of codifying our program delivery models so that Protsahan's learnings can be adopted and replicated to impact more girls.

CREATING A SAFE SPACE FOR SOCIO-EMOTIONAL DEVELOPMENT

Children who come to Protsahan are struggling with poverty, trauma of broken homes, alcoholism, sexual violence and zero focus on education. A safe space with support, becomes home. We never punish a child for behaviors that are only trauma symptoms.



ESTABLISHING PREDICTABILITY & ACADEMIC RIGOR

They follow routine timetable, schedule for art sessions, karate, photography trainings, computer classes, music therapy, DMT, academic coaching support and more. This builds a sense of security and safety, language & socio-academic development.

BUILDING A SENSE OF TRUST & EMPATHY

Children with a broken sense of self-esteem, need constant positive reassurance, healing art therapies that complement school studies with general awareness & compassionate counselors to build self-expression, critical thinking, sense of belonging with peers & positive coping mechanisms, holistically.



OFFERING CHOICE BASED CREATIVE ARTS OPTIONS

At Protsahan, the basic principle of Creative Therapies is that the process of creating art is immensely healing, which counters stress, trauma, & improves cognition. It enables catharsis of angry, hostile feelings through a non-intrusive, self-initiated process. A girl at Protsahan chooses her gamut of creative art she wishes to take up.

Protsahan's Arts Based Therapy & Care Model TRAUMA-INFORMED COMPASSIONATE CLASSROOM

Protsahan understands Arts Based Therapy (ABT) as an evidence based use of creative art forms (mandala, theater, photography, visual arts, dance movement therapy, etc.) to accomplish individualized goals with a therapeutic relationship.

ABT was coined by World Centre for Creative Learning Foundation (WCCLF) to represent the use of multiple art forms & their combinations in therapy with arts based education. In Protsahan's context, along with counseling, it is used to heal the trauma of violence & child sexual abuse by positively impacting the emotional, cognitive, physical & social integration of the child with focus on developing a strong sense of self worth, self-expression, emotional stability along with non-negotiable academic support.



STEERING HER TOWARDS SOCIO-ECONOMIC STABILITY

The girls are trained as artists, photographers, drivers, filmmakers, etc. These creative vocations for a girl not only lead her to break stereotypes, they creatively engage her & provide her with an economically sustainable vocation.

Impact Stories

HINA KAUSHAR

Hina is a young girl who has witnessed domestic violence emanating from child marriage in her neighborhood. Her father works as a plumber, and mother is a homemaker. Both of them supported her education, her father always tells her, "you're the first girl in our family to get an education." Her sister is a regular student at Protsahan. Hina, on the other hand, had never attended Protsahan's programs, but when she learned of an opportunity through her sister that one of Protsahan's partner organization was offering to teach women driving and help them pick up a career as a professional driver. She immediately registered for the program.

Her mother, who herself wants to learn to drive, inspired Hina to take driving lessons. Today at 19-years of age, she earned her permanent driving license, and is all set to earn a living as a cab driver. To reach there, she had to undergo extensive training in communicating, self defense, and first aid apart from driving lessons. After tests conducted by her instructors, and licensing authorities at the Janakpuri Regional Transport Office, she earned her license, a phone, and uniform to be inducted as a professional driver.



Jahnvi, 10

JAHNVI

Ever since little Jahnvi came to Protsahan, she has loved the arts and cinema classes. The 10-year-old loves to draw parrots because she believes that even though parrots and butterflies fly low, they live with so much beauty and purpose in life. She also loves movies played during the cinema classes at Protsahan, especially Tinkerbell and Harry Potter that are her favorites.

Jahnvi joined Protsahan three years ago when she was in 2nd grade. Her father is a driver, and her mother is a homemaker. She also has a younger sister, and a younger brother, but it's her friends at Protsahan - Gudiya and Joya, whom she prefers to spend most of her time with. At the age of 10, Jahnvi knows very well that for a girl to be successful, she needs to be educated, a fact echoed by her loving counselors at Protsahan. Her mother wants her to be a teacher one day, and Jahnvi is confident that she will certainly fulfill her wish one day.



Hina, 19

RINA

After three years at Protsahan, Rina is now a 16-year-old firebrand crusader against sexual harassment. She comes from a family of five. Rina credits Protsahan for her new-found courage that she uses constructively to fight harassment on her way to school, talk about periods and menstrual hygiene, and put forth her views in front of others with utmost confidence.

She says, "I've learnt so much at Protsahan, done so many things that I've never done before. I've learnt that girls should not be discriminated against, instead, they should get a fair chance to prove themselves and move ahead in life. I also learned to work on a computer for the first time at Protsahan, and the faith that was entrusted in me here meant a lot to me. No one has ever trusted me like this before. It has changed my life. Now I'm not scared to fight injustice. I've seen so many times when boys harass girls on their way to school, and the parents make the girls quit school instead. How is that fair? Now I know that I will not stay quiet against such a thing, I will raise my voice, and I will never quit."



Rina, 16

POOJA

Pooja is a 17-year-old studying in 12th grade who wants to be a dancer. Her family has been through a lot of difficult situations financially, and as a result, her parents discontinued her schooling and she had to take up work at a factory to support her family. Somehow, Pooja persevered through the situation. Counselors at Protsahan constantly engaged with her family throughout the year, and enrolled her in school again. Her passion to never give up on education became her biggest strength. She also took support from Childline on 1098 to make sure her education never stopped.

Pooja says, "Protsahan has helped me find my inner strength, now I know how to fight for my rights. I know my aim in life, and I'm willing to stand up for it. I have also learned the importance of family here. I believe that every girl should learn to read, write and speak English, and receive higher education, because when a girl is educated, she can educate her entire family." Pooja wants to be a banker one day, and a classical Kathak dancer. She is currently pursuing her 12th grade in commerce stream and comes to Protsahan everyday for extra coaching.



Pooja, 17

MANSI

10-year-old Mansi wants to be a doctor when she grows up to make her parents and teachers proud. She thinks that her father who is a gardener, loves her and her four other sisters less than her brother, but he always supports her education in every way, and she loves him for that. Mansi loves the cinema sessions, and says that watching the films at Protsahan has helped build her self-confidence. But she loves to study at Protsahan more.

She says, "I can now speak a little English, and I've learned that at Protsahan. I can also solve mathematics questions. In 5th grade, it was easy when we had to study shapes, but now in the 7th grade, I find the fractions very difficult to solve. I also love to learn karate at Protsahan. I think every girl should learn self-defense, because girls are better than boys, and they should all know that."



Piyali, 18

PIYALI

18-year-old Piyali loves computers, photography, and dance. Her parents work very hard to provide for a family of six. Her mother works at a hospital as a cleaner, and her father works as a cab driver. They never had the resources to allow her to follow her passions. But when she is at Protsahan, she has the agency to make that happen for herself. Piyali has participated in numerous workshops on menstrual hygiene, nutrition, and photography and cinema classes. She was also a part of the team of girls who made feature films on cleanliness and child marriage, and in her words, that made her feel empowered. "Education is super important for every girl, for her independence. This is how patriarchy will end when girls get educated. Boys should understand that girls are not baby-making machines, and I will marry only after the age of 25. I will get a college education, and a job. That's the confidence and self-respect I've received from Protsahan. Even though I'm a little emotional, but I believe that emotions and strengths should be equally important for every one."



Mansi, 10

Project EDUCARE

The HEART Principle: Healing with Art

With a high risk of abuse, the first step in transforming the community's and family's attitude towards girls is to empower them through a process that involves healing, education, art, recovery, and technology so that the girls find the strength within to counter the risk of child abuse. We call this the HEART Principle.

WHY HEART PRINCIPLE

For any sustainable change to take effect, it is crucial to prepare the girls to become a part of that change. However, such a change requires healing the past through creative arts based education that aids in recovery, and ensures continued learning and education for the girls. Through this education, they are empowered to address the challenges of life within their family and their community.

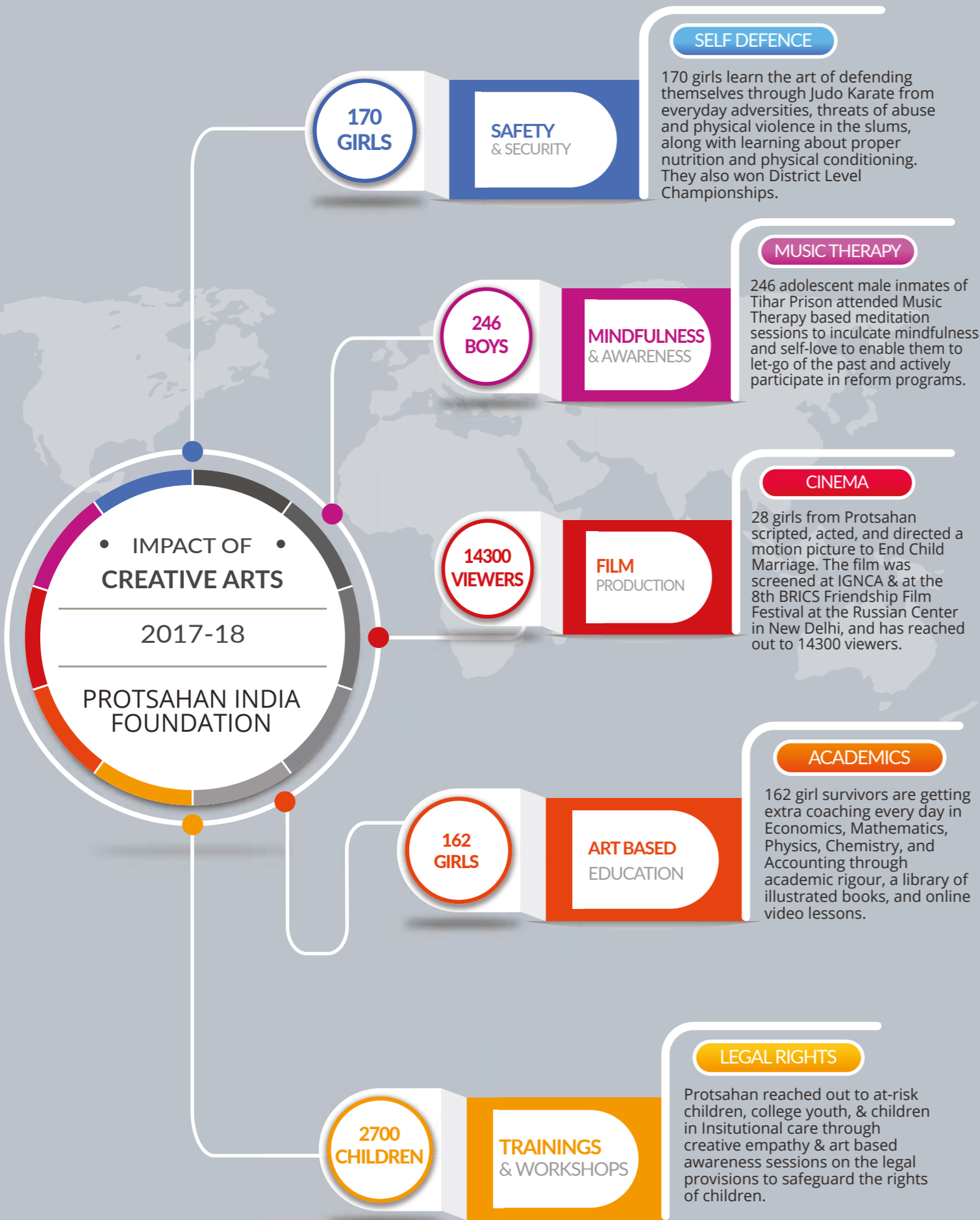
HOW IT WORKS

Before we can begin the formal education of a child survivor of abuse or an at-risk girl, it is critical to heal the damage caused by that trauma of abuse. Every girl at Protsahan is encouraged through a series of meditations, music, art, and dance therapy sessions to help her heal, and start focusing on the present. After a 10-month "bridge course" that prepares them for age-appropriate classrooms, the parents are encour-

aged to enroll the girls in formal schools with Protsahan's help. We then ensure that the girls focus on their formal education through customized coaching in different subjects, and a continued participation in arts and technology to keep them engaged in school curriculum. The entire process is designed to give them the confidence that they already possess the ability and aptitude to transform their lives, and draw themselves out of a perpetual cycle of poverty and abuse.



Four years ago, a 15-year-old girl (name and photo withheld) with a learning disability caused by hydrocephalus came to Protsahan. Her mother wanted to get her married immediately because she was not doing well in school, and had failed twice in 9th grade. The girl was also battling a serious case of UTI. Because of hydrocephalus, her brain development was not at par with her peers. She often had spots of period blood on her skirt as she didn't understand menstrual hygiene at all. She was undernourished, underdeveloped, and in severe physical and mental distress. While the mother looked for a groom for her underage daughter, she had brought her to Protsahan as a stop-gap only. When our grassroots team learnt of this arrangement, we spoke to the girl's mother, and impressed upon her that her daughter needed medical care, and could do well in studies if supported with the right stimulus. After many counseling sessions with her mother, she finally agreed to let her complete her school education. We stood by her at every step of the way, arranged for her medical examination, and expenses for her treatment. She learnt sewing, participated in menstrual hygiene sessions, participated in many arts and crafts activities, and soon Protsahan was her home away from home where she developed bonds and received holistic learning that she never received at home. Today, her sense of general awareness has enhanced, she has learned karate, participated in a district level martial arts championship, and is even more adamant to complete her high school education through Patrachar Vidyalaya that she is now enrolled to, and build a life of her own choice. In her own words she says, "earlier, everyone in the community used to call me 'pagal' (mentally challenged), and thought I could not even finish 3rd grade. I'm now 2-months away from taking my 9th grade exams again. Instead of mathematics, I've opted for home science which I love. I'm not *pagal*, I'm the educated one. I'll make sure my daughters are too."



WHY EDUCARE

The biggest challenge in the fight against child abuse is the social construct that blames the young adolescent girls for the abuse, and not the perpetrator. School education is the first casualty of this perpetual cycle of victim bashing. Girls are deprived of their rights to education, healthcare, nutrition, life, and dignity. Even if they are allowed to continue with their education, they lose interest in academics with a constant risk of abuse looming large around them. Lack of education and awareness further leads to an unending cycle of poverty and abuse that the girls are forced to live with for the rest of their lives.

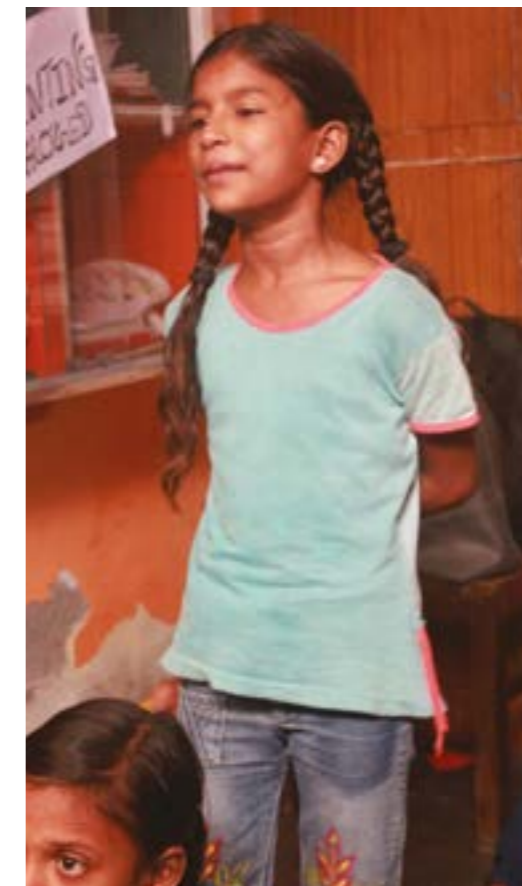
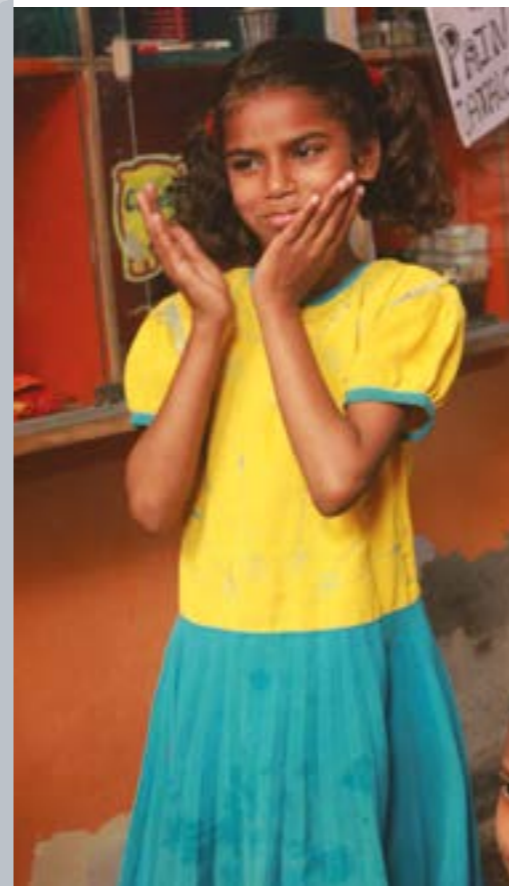
HOW IT WORKS

Educare adopts a holistic approach to fighting child abuse by addressing the many peripheral issues that cause and perpetuate it. Physical and mental healthcare, nutrition, and awareness are just as important as education to end the cycle of poverty and abuse. We believe that without addressing the physical and mental health issues of a child who has lived under a constant risk of abuse, or has survived abuse, it is impossible to fill the voids in her life with only school education.

Educare employs the HEART Principle at the hub of Protsahan's operations in Uttam Nagar slums to ensure that each of these issues are addressed simultaneously. This approach has yielded results that are both measurable and visible at every stage of the process with all of our girls who appeared for 10th and 12th grade board exams clearing those exams with excellent grades. They have also received acclaim in performing arts such as classical dance and theater, debates, sports, traditional folk arts among others. They are now ready and empowered to be the voice of those adolescent girls who haven't yet found their own identity in the world.

WHAT'S NEXT

This coming year, we aim to reassess the gaps in understanding of psycho-social fundamentals and how arts based therapy in a structured age-appropriate delivery model can be executed for impact that is quantitative and qualitative. We will continue to assess our own performance, and fulfill the gaps therein as facilitators for these girls. The program's model and impact are well documented, and is ready for scaling up to reach out to more number of adolescent girls across the country. Protsahan will initiate outreach to various possible partner organizations, state and central government agencies, especially those working directly or in peripheral capacity with the education system to add depth to our program model. We'll be further refining the program to align the outcomes better with the SDGs in the coming year.



Project
INNOCENCE

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Project Innocence adds scale to Protsahan's work by taking the learnings from the Uttam Nagar center and reaching out to a wider spectrum of children who have survived or are at risk of vulnerability and abuse. Workshops that are designed to train-the-trainers, and reach out directly to children are at the core of this program.

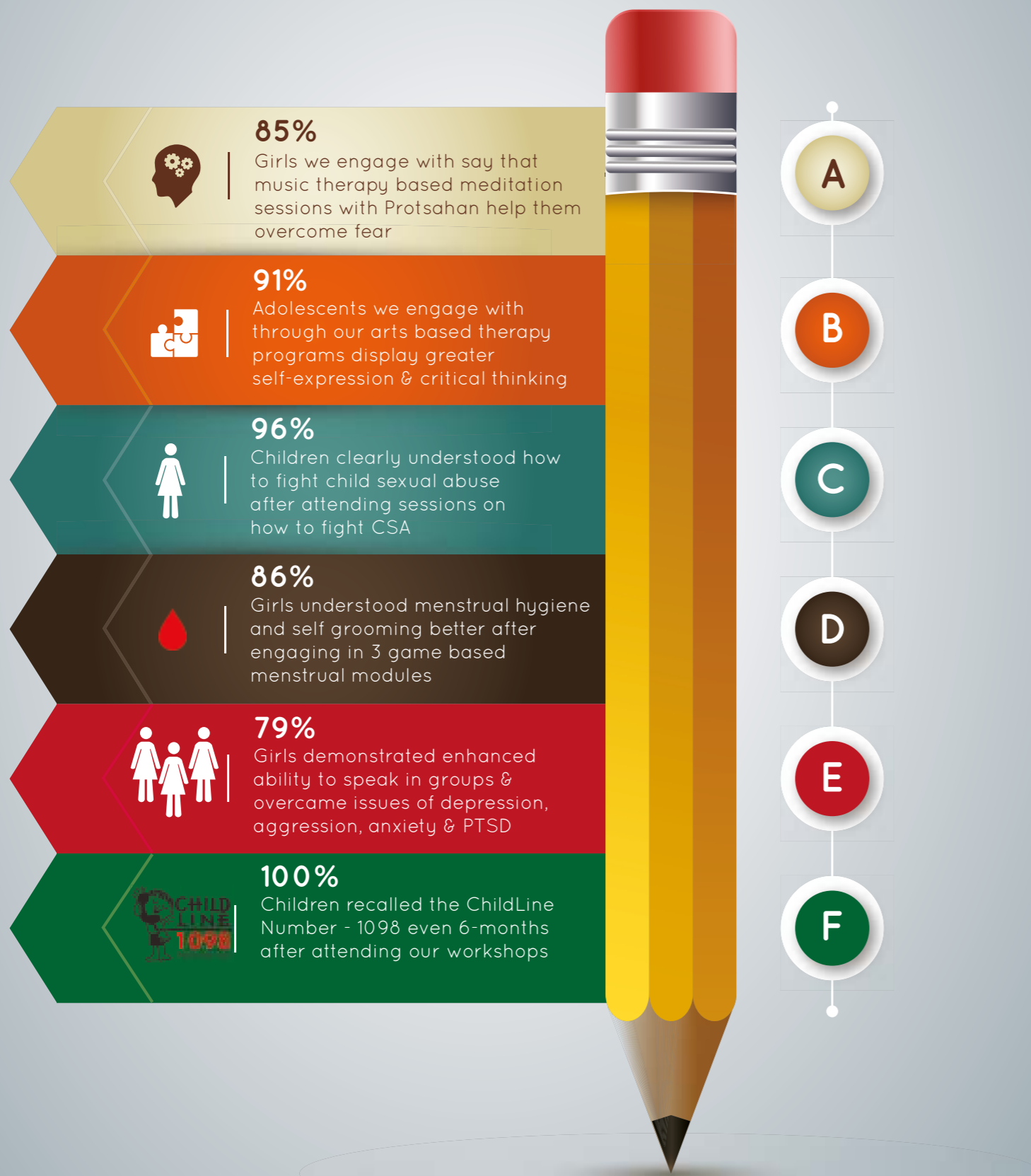
Across the year, Protsahan reaches out to thousands of children through creative and interesting sessions solely focused on building their agency to fight abuse at every step of the way. This includes sessions on fighting child sexual abuse, Childline-1098, menstrual health management, etc. We also reach out to college youth and other institutional setups to engage them in understanding and implementing arts based therapy for survivors of trauma through customized trainings and workshops.

Tihar Prison in Delhi initiated a pilot program called "Pri-School" for under-trial post-adolescent boys in the age group of 18-21 in mid 2018. Many of these boys had been booked under the POCSO Act (2012) among other provisions of the IPC. Protsahan was called upon to conduct meditations, music, and art therapy sessions with these boys, and help them with the psycho-social healing and counseling. Similar sessions were also conducted in partnership with many civil society organizations working across India that work with survivors of child trafficking, child abuse, child marriage, and child labour.

IMPACT OF PROJECT INNOCENCE

PRO TSAHAN WORKS WITH AT-RISK POPULATIONS OF CHILDREN STRUGGLING WITH POVERTY, CSA, BROKEN HOMES, AND GENDER BASED VIOLENCE ETC.

WE WORK TO EMPOWER LITTLE GIRLS AND HELP THEM HEAL THEIR FEAR, GUILT, AND TRAUMA OF ABUSE



WHY INNOCENCE

Both boys and girls who have survived abuse, trafficking, exploitation, or other exigent circumstances in life, for them, education is not the primary concern, it is healing from the trauma of these experiences. Psycho-social counseling, when ignored for such children, can lead to various mental and physical health issues at later stages in life, such as substance abuse and criminal tendencies.

HOW IT WORKS

Innocence is the primary spoke in our "hub and spokes" model of working with children. Under the program, we conduct training sessions, meditations, music and art therapy sessions with children in partnership with other civil society organizations working in the field. The trainings vary from understanding the various laws for the protection of children such as the POCSO Act (2012), Juvenile Justice Act (2000), Prevention of Child Marriage Act (2006) etc. to menstrual hygiene management, mental health, nutrition, etc. Music therapy and meditations form a large part of the psycho-social counseling and healing sessions for children. Through these sessions, children learn to look past the risk and trauma of abuse, and focus their energies on their present and future.

WHAT'S NEXT

In 2018-19, our team will be consolidating the learnings from the program to formulate a codified training module. This will be crucial in training of trainers to add scale to the program model and its impact. We will also be working on improving the impact parameters and the assessment of those parameters to improve the quality of our work with each subsequent session.



Project
LIGHTBULB



Volunteers form an important part of Protsahan's initiatives. Some of these volunteers come to us with exceptional skills that they share with our girls, and impart art-based entrepreneurial life skills that make a deep impact on their lives. Tanya's Clay Studio, an organization working with marginalized women, empowering them through entrepreneurial training in clay art entered into one such voluntary association with Protsahan where our girls received an opportunity to learn clay art from experts, and chart their own path towards earning a decent livelihood. One of our girls Hasina, a 17-year-old, who had failed 9th grade, found new avenues to change her life in the course of her training at Tanya's Clay Studio. She now earns more than the rest of her family, and is preparing to appear in her 10th grade board exams. We believe that choices like these are critical in poverty alleviation for girls coming from difficult circumstances. When a girl takes charge of her own life choices, and is financially independent, then she is truly empowered. In her own words Hasina says, "because I respectfully earn more than everyone else in my family, I have more power in family decision-making. I'm the first girl in my family to have such a dignified and high paying job."

WHY LIGHTBULB

Poverty is the primary reason why families marry their daughters young instead of investing in their education, health, nutrition, and general well being. This lack of education results in a never ending cycle of insufficiency and abuse. Parents believe that feeding the family is more important than educating the children, especially the girls, thus perpetuating a vicious cycle that carries and inherent risk of abuse for the girls. Studies indicate that when women in the household are educated, they not only contribute for the benefit of the family, but also society at large. Therefore, it is critical to ensure that women, and young adolescent girls not only receive school education, but also entrepreneurial life skills training that helps them with a better understanding of themselves, their rights, and their potential as equal participants in society.

HOW IT WORKS

Professionals and amateurs with skills they wish to share with the girls and light a bulb of curiosity in their minds join us on Saturdays at Protsahan Resource Center. It's an amazing opportunity for the girls to gain exposure to different fields and draw inspiration from a wide variety of individuals to learn more, and to do more. A key component in this entire process is closing the loop - learning a skill and taking it to the point of financial viability. For example, Sarika Joshi, one of our volunteers, shared some valuable insights with our girls on building a career in photography. Some of the girls were so inspired that they are making efforts to take the skills they learnt from Sarika to the next level and build a career in photography.

WHAT'S NEXT

Lightbulb is an open program that requires minimal commitment from volunteers to come to Protsahan, and share their knowledge with our girls. In 2018-19, we will add more structure to the program's design and outcomes to ensure that maximum benefit can be derived from each volunteer interaction for our girls, some of whom have demonstrated exceptional skills in photography, theater, traditional dance forms, and traditional folk art form like Madhubani and Warli. Protsahan will invite professionals and enthusiasts with these skill sets to ensure that our girls receive a deeper understanding of their chosen skills taking them to the point of financial viability as they clear their school leaving exams.



MAKING INDIA SAFER FOR CHILDREN

In recent years, the number of cases of Child Abuse have increased according to the data collected by National Crime Records Bureau (NCRB). The following 5 compelling points stand out in the report, and need to be addressed with a sense of urgency. We developed this infographic to visually highlight the extent of the problem and work towards its solutions. It is regularly used during our training sessions in order to raise awareness to successfully fight against the scourge of Child Abuse and make India safer for children.



NUMBER OF CASES

According to NCRB data, there were **33,052** cases of child abuse in 2011, **38,172** cases in 2012, and **58,224** cases in 2013, indicating a steady rise in the number of such cases over the years in India.



CHILD SEXUAL ABUSE

More than half the children (**53.22%**) have faced sexual abuse, and among these, **57.30%** were boys while **42.70%** were girls, indicating that boys are just as much at risk as young girls.



HIGH-RISK CHILDREN

Children between the ages of **5-12** are at the highest risk of abuse and exploitation, especially those living in the underserved communities of urban as well as rural areas.



ABUSER PROFILE

More than **50%** of the abusers are known to the child, and they often hold a position of trust and responsibility for the child.



PROSECUTION RATES

Out of the **6,816** cases of child abuse reported in 2014, only **8%** (**555**) made it to court, and an even lesser number of cases were resolved in favor of the child.

Teachers of Protsahan

PAYAL



Payal, 37

Payal has been a teacher with Protsahan for the past 4 years. The 37-year-old has been teaching younger girls in the age group 6-12 year, and preparing them for formal schools through the 10-month bridge-course at Protsahan. During these 10 months, Payal's responsibilities include making sure that the girls who have never been to school before, are equipped with age appropriate knowledge to enroll in government schools.

This experience, she says, has also taught her a few things about herself and life. "As a teacher, I've improved myself over the years. My qualification, knowledge, and intelligence have all grown with every interaction I have with the girls and the community. Before Protsahan, I'd never imagined any of these things for myself, and now even I am empowered. I've found my own personality."

GOVIND



Govind, 20

A 2nd year B. Com student at Delhi University, 20-year-old Govind teaches Economics, Business Studies, and Accounting to girls at Protsahan. In his 8-month tenure so far, he believes he has learned much more from the girls than he has been able to teach them. His work, he feels, is extremely important. "It is absolutely essential for girls to get a good education, because that's the only way for them to be truly independent in life."

His own mother, who is a homemaker, and father, who works as a supervisor in a leather products factory, have always believed in this philosophy, something that Govind and his brother have grown up with. "The experience of teaching young adolescent girls at Protsahan has been a stepping stone for me", he says. "I never get tired answering questions that their young, nubile minds have. I suddenly have a lot of little sisters, and it feels like home to me when I'm at Protsahan."

Volunteers, Campaigners & Fundraisers

We thank all our supporters for their continued faith in Protsahan's body of work to empower little girls with empathy and creativity over the years. Each of you are special in our journey. Our special thanks to the following (but not limited to):



Amarpreet Singh,
Imperial College, London



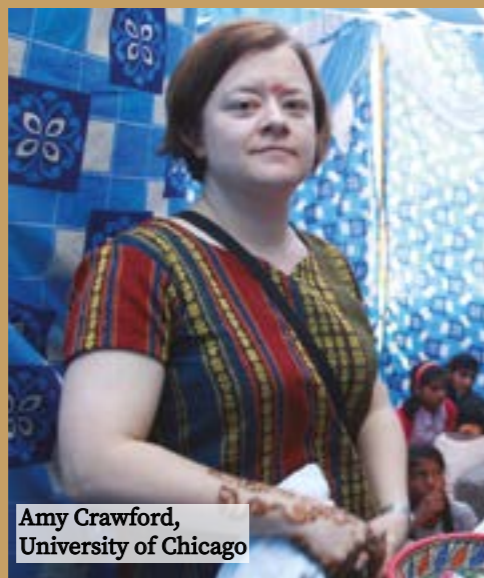
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Amy Crawford,
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Leyla Safaraliyeva



Archana Rao



**Anupam &
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Madhu Kalidindi



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Our journey has only begun. As we reach out to more at-risk girls, and scale up our programs, we would continue to seek your *Protsahan* (encouragement).



Sarah Sadler
Ph.D, Univeristy of Minnesota



Garima Khaneja,
Make My Trip



Sakshi Sharma,
Indian School of Development Management

Awards & Recognition



Zee Urdu Women's Day Special



Protsahan's founder at Vishwa Yuvak Kendra CSR Symposium on Education & Youth



Kathak Dharohar - Hope of Rise Award, 2017

Age limit for going online? How threat to children can be tackled

Mohammad Ibrar @mesgroup.com

New Delhi: "If there can be an age limit for driving a car, then why shouldn't there be one for using the internet?" This was one of the suggestions given by an expert on cyber security and law at a discussion on Wednesday to curb cyber bullying and threats to children.

Noting the poor response to cyber threat cases and awareness about online security, the experts called for updating laws and improving response of law enforcement agencies. They also suggested the use of smarter technology to avoid cybercrimes like child pornography, catfishing, revenge porn and other online sexual harassment of children.

Karnika Seth, a cyber-law expert and Supreme Court advocate, said, "We see kids aged 10-14 years using the internet today. If there's a rule of not allowing children to drive before they turn 18, then they should also be taught netiquettes (the correct way to use the internet) at the school level."

Child rights activist Sonal Kapoor said that though India has several laws against sexual harassment of children, including POCSO Act, there was not effective implementation. "There is a need to improve awareness of people,

especially from the slum areas," she added. She was speaking at the CSR Leadership conference organised by Nasscom Foundation.

Kapoor also explained that many Indian laws are protectionist in nature and they need to be protective. Seth added, "There is an urgent need to amend the laws to make them compatible with the changing times where we see new kinds of

cybercrime taking place."

Technology expert Deepak Maheshwari said proper use of technology could stop cases of cyber harassment and tech firms should include safety, security and privacy as the default settings in applications and software. One such method was internet browsers having a safety feature in which settings would need to be changed to access certain websites.

Seth suggested using Photo DNA technology that can block child pornography on the internet. "Consumers can also complain to internet service providers who have a public grievance redressal in case of online abuse," she added. Nasscom Foundation CEO Srikanth Sinha said that such programmes are necessary as they provide ideas to corporates for corporate social responsibility.

CYBER BULLYING COMES IN DIFFERENT FORMS

- 1. **POSTING HUMILIATING CONTENT ONLINE**
 - Revenge porn (distribution of sexually explicit images without consent)
 - Sexting (sexual messages on phone)
 - Hacking a child's account to threaten/blackmail them
- 2. **ONLINE STALKING**
 - Threats of child pornography
 - Catfishing (luring someone into a relationship by adopting a fictional persona)
 - Phishing (obtaining sensitive information, such as username, password and other details)

HOW IT CAN BE TACKLED

- Amend cyber laws to adapt to changing nature of crimes
- Conduct awareness drive to educate children, parents, teachers, law enforcement officers and judges
- Teach children how to use the internet
- Put age limit on use of internet and mandatory child protection settings for children using gadgets
- Safe and secure design of internet service providers
- Better response to cybercrime complaints from children



Top scoring students of Protsahan were felicitated by Smt. Geeta Narayan, Member Secretary, NCPDR



Teachers of Protsahan with their training certificates



NASSCOM CSR Summit (R-L): Karnika Seth (cyber law expert), Sonal Kapoor, Deepak Maheshwari (Symantec), Rama Vedashree (DSCI), Yasmin Haque (UN Representative in India) & Srikanth Srinivasan (NASSCOM)



Protsahan's Rising Star: Zoya, one of our young, award winning Martial Arts Expert

Awards and recognition of our work encourage us to go further and reach out to the last child. It also helps us put across our thoughts in front of a large audience, and participate in dialogues on important issues related to children's safety in the online and offline worlds. In 2017-18, Protsahan participated in the Mail Today Summit, Toy Bank Play Conference, NASSCOM CSR Summit on Protecting Children in the Digital World, and the VYK CSR Symposium on Education & Youth.

We also received the Hope of Rise Award in May 2017, and were featured on Zee Urdu Primetime Women's Day Special show with Bushra Khanum. Big 92.7 FM also featured Protsahan's work in an interview with celebrated RJ Richa Anirudh.

**SOCIAL
AWARENESS**

**Engaging
The Community**

Community is the bedrock of a society, and plays an integral part in ensuring rights are delivered to the last child. Without engaging the community in our work, it would be impossible to meet our target to achieve that.

NEED FOR CORPORATE & COMMUNITY ENGAGEMENT

Every child needs encouragement. We believe that corporate leaders, especially women, need to be a part of the solution by supporting and encouraging young adolescent girls. Therefore, we encourage our corporate partners to volunteer with us as part of their support for our programs. It is not only an effective way to build the confidence among adolescent girls, but also proves helpful in sensitizing future leaders to the everyday risks faced by girls in underserved communities that we work with. Over the years, we have built excellent relationships with CSRs, universities, colleges, and institutes resulting in brilliant campaigns and projects that contributed a lasting change in the lives of our girls. It is an excellent opportunity for our girls to learn entrepreneurial life skills, and for future business leaders from organizations that partner with us.

HOW IT WORKS

Our volunteer programs are built around one of our core programs, Lightbulb, where the members of the partner organization visit us on any Saturday of the month. Their visits are always preceded with a note about the activity, and how it will help our girls with a new

skill, or enhance their existing skills. After a sensitization process, the volunteers engage with the girls, and depending on the activity, make a commitment based on their availability and resources to help close the loop by ensuring that the skills they impart bring a lifelong learning value for our girls.

The entire activity cycle is based on the volunteers' commitment while ensuring that the girls acquire an extended awareness to broaden their horizons and break stereotypes. In return, the young future leaders gain from the experience of creating an impact with their work to ensure that no child is left behind. Protsahan believes that these sensitized world leaders will be the true impact leaders.

Protsahan also conducts Slum Panchayats with the mothers of the girls we directly work with to constantly counsel them so that they become the enablers and not impediments in the growth story of their own girl child.



FUTURE PLANS

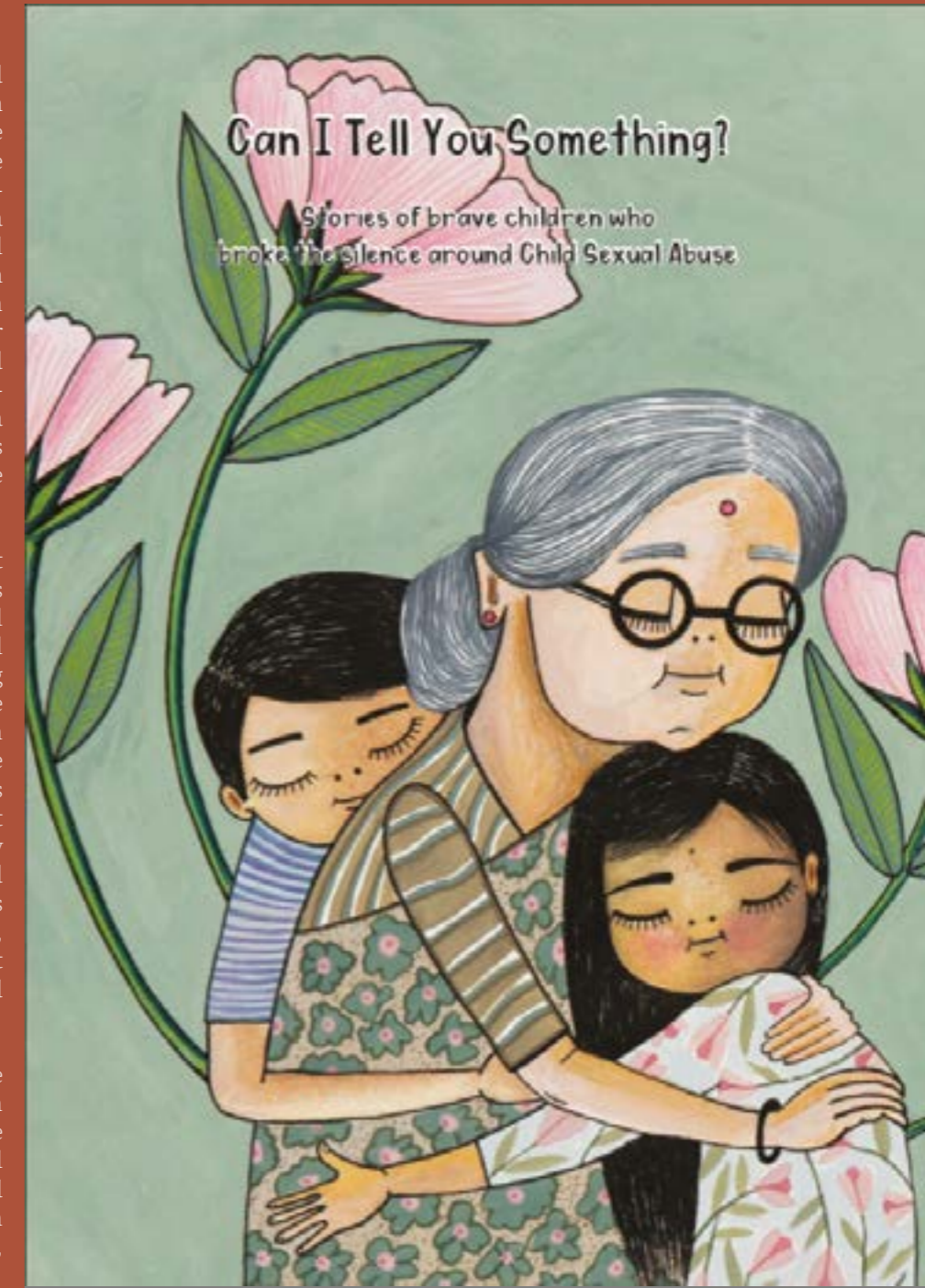
**What's Next:
SCALING UP
PRO TSAHAN**

ILLUSTRATED STORYTELLING TOOLKITS TO FIGHT CSA ACROSS THE GLOBE

Protsahan is fighting for Child Rights with a specific focus on fighting Child Sexual Abuse (CSA) through Arts. The state of affairs in the country is dismal with 53% children in India having survived or being at risk of sexual abuse. Worse still, only 8% of more than 100,000 cases reported to police reach the courts. Conviction rate is even lower at less than 5%. Globally, a child is raped every 8 minutes. This is a big, global public problem that is not confined to India only. Conversations around taboo topics like menstruation have started at some level, but those around CSA still haven't.

Using the power of storytelling, quirky art & illustrations, Protsahan's toolkit weaves stories that explain the global legal framework of laws to fight child sexual abuse. Using technology, we're releasing this toolkit on Kindle to be available online internationally. There are enough resource guides, statistical graphs, pie charts and excel sheets with numbers defining the magnitude of the issue, but no one who has used empathy, technology and storytelling to actually help a child report sexual abuse. Presently, the stories in the toolkit cover laws in India, UK, USA, & South Africa. In the next phase, it will cover laws from more countries, and will be translated in 16 languages.

Through our arts based interactive programs, we're helping build an ecosystem that gives children a more pronounced agency to report sexual offenses by breaking the silence and delivering impact at scale, for children might be just one third of our population, but they definitely are ALL of our future.



REACH OUT TO STATE EDUCATION BOARDS

Protsahan's CSA toolkit has already reached audiences in India, Singapore and Greece all by word of mouth. Children and parents are reaching out to us with their CSA disclosures. Partnerships with CSOs, government bodies, CSRs to make the cause of fighting Child Sexual Abuse the focal point of their mandates is next crucial milestone. Trainings & on-ground activities that form a crucial part of our work have already commenced to engage children, parents & educators. Very strong media action and advocacy has also been initiated with a National Conference in the pipeline in 2019-20. Reaching out to Parliamentarians, National Human Rights Commission, multilateral UN and SAARC bodies is also part of the next steps. We wish to take the fight against Child Sexual Abuse, right where it matters, so that the dignity of every childhood is safeguarded and not ridiculed. By 2030, we plan to have at least 100 partner organizations, 5000 child rights ambassadors and over 100,000 children impacted directly.



IMPROVING GOVERNANCE

Protsahan has always emphasized on transparency and accountability at every stage over the years. This has helped us gain a high degree of credibility among individual supporters and partner organizations. In 2018-19, our focus will be on improving governance of the organization. This will be a crucial step in the growth of the organization and the impact it envisions to achieve. Good governance that reflects in our ethos in every way is critical at this stage that the organization is in. Currently, we have a diverse board of advisors who bring a bank of knowledge from their respective fields. Restructuring the existing governing board with even better practices of accountability will be crucial in ensuring that this knowledge is utilized to further the cause of fighting against Child Abuse.

CAPACITY BUILDING: IMPROVING MISSION CRITICAL PROCESSES

2018 began with the first critical hire for the organization. Protsahan's Advocacy and Communications Director is the first step towards building accountability and governance as innate features of our work. We organized campaigns and participated in policy discussions that have helped us in charting our advocacy policy, and define a structured course of action in the coming year. In 2018-19, we will be partnering with organizations such as Dasra to systemize our operations, consultants to help us structure our programs and fundraising initiatives, and partner with a coalition of civil society organizations to work on policy matters in collaboration with government agencies.



Corporate & Community Engagement



HOW CAN YOU BE A PART OF THE JOURNEY

2017-18 has been a year of re-discovery for Protsahan. As we take the next steps in our organizational evolution, we hope to reach out to more children directly or through state machinery, add best practices to our work, and make a positive contribution towards the fight against child abuse.

Your donations in kind and financial support will go a long way in helping Protsahan reach out to more vulnerable childhoods broken by abuse and violence, and putting them on a path of healing and empowerment over the next five years in these key areas:

- Understand the needs of each girl child individually, collectively, and empower them to encourage change in their local communities, starting with their own lives
- Build partnerships and train more volunteers extensively on the nuances of child sexual abuse, POCSO Act 2012, art based therapies to work with children from difficult backgrounds, and hence collectively enable the sector
- Improve and increase the reach of our programs and interventions to ensure holistic long-term outcomes

For us, donors are the enablers of change. We encourage our donors to go through our website and social media pages in detail, read through the literature we've built over the past nine years, and committedly become partners in Protsahan's journey to make this world a safer place for thousands of young girls that we reach out to.



DONATE TO PROTSAHAN

Lowering cost per child
Increasing impact per child

While we find support from individual and corporate supporters who volunteer at our center, our work with vulnerable children requires a range of costs such as trauma-informed compassionate classrooms, illustrated books and learning material, extra coaching for school studies, art based therapeutic programs, publishing research material to enable more NGOs working with girls do better in the sector, vocational skills training material, grassroots teachers salaries, rent for community resource center where the girls learn everyday, computers, laptops and their maintenance, buses and local transport for extra-curricular activities, healthcare costs including sanitary pads for the girls, and trainings and workshops etc.

We are always looking for supporters to help us lower our costs and increase the impact of our work for each of the young adolescent girl we reach out to. Your financial contribution is crucial to ensure that the dignity and childhood of an adolescent girl who is at constant risk of abuse is restored.

If you are an individual or an organization based in India, please consider a direct financial or in-kind contribution to Protsahan. As an organization, you can also help us with setting up payroll giving programs, employee volunteering programs, and setting up merchandise stalls at your office.

Each child has a right to life, education, health, nutrition, and protection. While these tenets are codified under the **United Nation's Sustainable Development Goals**, and in the **Constitution of India**, they are our responsibility as a nation and as a community so that no child is left behind at the bottom of the pyramid.

You can donate through the DONATE tab on our official website - www.protsahan.co.in

INCOME, GROWTH & EXPENDITURE

Our gross income in 2017-18 was INR 20,48,044 which was 4.10% higher than gross income of 2016-17.

Of these funds, 98.37% were donated by individuals, corporates, and institutions.

Project Educare and Project Lightbulb constituted a bulk of our expenditure (67.97%) as both these programs directly benefit the girls enrolled at Protsahan's Community Resource Center. Remaining 32.03% was utilized under Project Innocence that enables us to reach out to a larger number of children - both directly as well as indirectly - through awareness workshops, meditation workshops, and art workshops.



Transparency & Accountability

We follow international industry standard GAAP guidelines with respect to administrative costs and allocation of salaries and overheads to projects based on actual effort and time spent on execution of the projects. Our complete audited financial statements for all years are available on request. We use Razorpay payment gateway APIs for online donations on our official website.

INTERNAL AUDIT

Conducted by an independent external agency to ensure compliance with industry regulations.

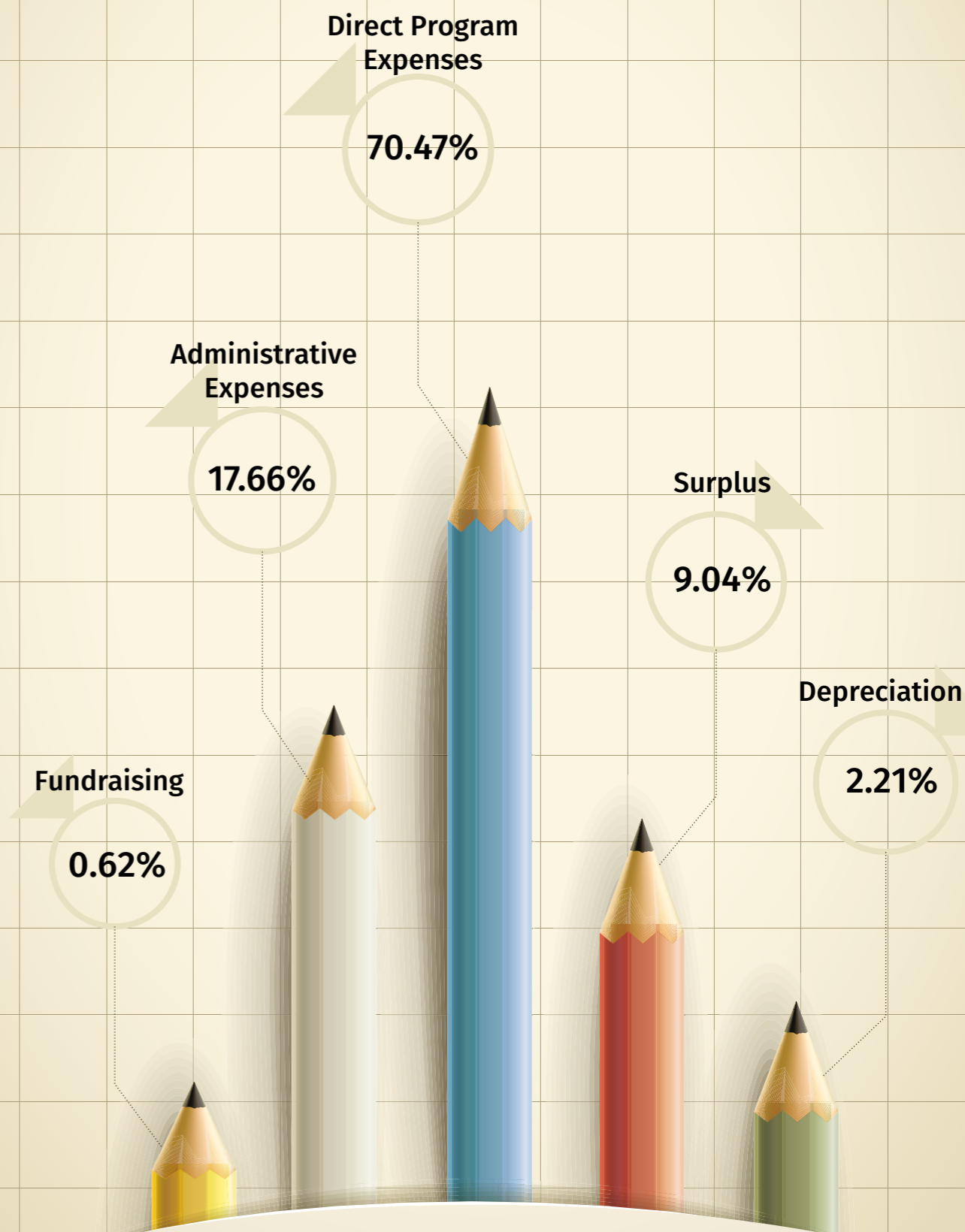
BUDGETING & CONTROL

Requests for approving budgets for grassroots activities are submitted in advance and are stringently monitored.

REPORTING & DOCUMENTATION

Receipts and vouchers for every activity spend are maintained meticulously by administrative in-charge for real time accountability

FUND UTILIZATION 2017-18





DONATE ONLINE
NOW

Your donations encourage us to empower many more broken childhoods.



Protsahan
India Foundation

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