



KRITI
working with the urban poor

ANNUAL REPORT

2022-2023

KRITI SOCIAL INITIATIVES

www.kriti.org.in

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OVERVIEW

Kriti Social Initiatives is a non-profit organization that works to alleviate extreme poverty and improve lives of the urban poor in Hyderabad since 2009. We primarily work on two domains - children's education and women empowerment.

Education: We work with affordable private schools and government schools to achieve our main aim of ensuring all children have access to education at least till 10th grade . We realise that through education, these children will be able to get better jobs, thus, improving the livelihoods of their families as well.

Women Empowerment: We run several training centres where women receive skills training in tailoring, hand embroidery, mehndi designing and beautician courses.

As a public charitable trust registered in 2009, we have a section 12A exemption from the income tax department, an 80G certification for donors to claim tax exemption on their donations and a FCRA registration that enables us to receive funds from abroad.



Pongal celebrations: Rangoli and kite making



OUR MISSION

Enable basic education for children, and empower women to ensure fair wages and a steady livelihood.

OUR VISION

To empower women by helping them find livelihood, better educate their children and improve their sense of well-being.

CEO MESSAGE



Himani Gupta

Managing Trustee, Kriti Social Initiatives

Himani is the co-founder of Kriti Social Initiatives leading the organisation along with Sreelata Chebrol. They are both professionals with a passionate desire to find and implement solutions for problems faced by the urban poor.

The past year has been an interesting and exciting leg of our journey working with women and children in Hyderabad. It was a relief to come out of the Covid pandemic and see life returning back to normal. Children went back to regular school after two years of minimal schooling that had pushed them back academically. We found that the children studying in primary school had been most severely affected as most of the government schools and other schools with low fees had not been able to set up online classes for young children. In response to this issue, Kriti developed content to help the children catch up on the basics of English, Maths and Telugu through interactive worksheet-based content. We launched Project Buniyaad to provide the additional support needed for children in classes 2, 3 and 4 to improve their foundational skills.

Project Kaushal, our computer literacy program got a big boost this year as we launched computer centers in three government high schools. We were able to reach over 3000 students through this endeavour. Project Milan, the vocational training program for women also increased in scope with the launch of a beautician training initiative. We now have seven vocational centers for women across different slums in Hyderabad.

Project Pehchaan is working on a challenging task – engaging with women in the old city area of Hyderabad to encourage them to overcome the societal restrictions that keep them limited to the home sphere. We want them to join our savings and credits groups and directly work with the markets to improve their income levels.

Our highlights for the year include holding large gatherings and arranging fun activities with our teams and beneficiaries. In the summer of 2022, we organized a summer camp in MGN government school where over 80 children attended. In January 2023 we took the whole team out to a picnic at Nagarujuna Sagar Dam. We also organized picnics for the scholarship program children. We celebrated International Women's day in a big way this year - a full day function that included competitions and cultural programs filled with entertainment for all. Over 200 women from our vocational training centers, teachers and self-help groups participated on this special day. All this work is not possible without the active participation of our team members and the support of donors and volunteers. We offer a big thanks to everyone and look forward to a productive year ahead as well.

PROJECTS



PROJECT SHIKSHA

A program aimed at enhancing education in government schools by providing better learning environment and extending teaching support.



PROJECT BUNIYAAD

A program to lower the impact of Covid on education for primary school-aged students thus bridging their knowledge gaps and enhancing their fundamentals.



PROJECT DISHA

A scholarship program to provide basic education for children from underprivileged families.



PROJECT KAUSHAL

A program that aims to provide children and adults with basic computer literacy skills through free courses.



PROJECT PRATIBHA

A computer literacy programme that seeks to teach computer basics to students of government schools from grades 6 to 10.



PROJECT MILAN

A vocational skill development program enabling women to earn a living by learning tailoring, embroidery and beautician skills.



PROJECT PEHCHAAN

A program that assists home-based workers to organize into self-help groups, to have access to savings and credit initiatives, and to improve market connects.



PROJECT HUNAR

A program that connects women tailors, hand embroidery artisans, and lac bangle makers to markets to provide them with a living.

PROJECT SHIKSHA

This program aims to support education in government schools by focusing on empowering teachers and to transform government schools by providing them with appropriate learning environment to improve overall learning outcomes.

Objectives

- Improve student-teacher ratio.
- Equip teachers with necessary skills and knowledge.
- Provide better infrastructure.
- Ensure quality education is provided to all by improving learning outcomes.



Teachers trip to Nagarjuna Sagar

Activities in 2022-2023

- Supported 13 government schools and employed 18 teachers to improve student to teacher ratio.
- Imparted a training program spread over a span of 14 days to equip teachers with the necessary skills and knowledge.
- Trained teachers in foundational literacy and numeracy, in gender sensitization, and preparing weekly planners. Also taught effective utilization of various teaching.
- Monthly meetings were conducted to promote collaboration, with discussions on experiences, workload management, and student progress.
- Organized enriching field trips for teachers to explore Nagarjuna Sagar, celebrate Bathukamma, and commemorate Women's Day. This helped boost teacher morale and motivates them.



Art and craft activity by students

IMPACT

TOTAL
TEACHERS

18

TEACHER TO
STUDENT
RATIO
IMPROVED
TO 1:24

TOTAL
SCHOOLS

13

BENEFICIARIES
DIRECT - 1055
INDIRECT - 3215

Highlights of the year

- Significant improvement in learning levels of students in primary classes after 2 years of Covid.
- Infrastructure improved in 3 government schools - Kukatpally, Medak and Sanathnagar.
- Career counselling sessions conducted in 4 government high schools for 10th grade students
- Visit to Army Camp for all students in 9th and 10th grade in 4 high schools
- Social emotional learning sessions conducted by Pravah NGO and Rubaroo NGO at NBT School
- Mentoring program and interactive activities like quiz and art competitions were conducted by Microsoft employees at Shaikpet High School



Career counselling by Sreelata Chebrol and Subhashini Potluri in 4 government schools



Mentoring program by Volunteers from Microsoft at Shaikpet High School

Infrastructure

Kriti has helped build infrastructure in government schools to enable a better learning environment for the students. Better infrastructure in the schools improves enrolment, provides better learning outcomes and reduces school dropouts. During 2022-23, we improved the infrastructure in 3 government schools.



Shankarampet High School

The principal of the High School in Medak district, Mr. Vittal, is very passionate about his school. He has made many significant changes that helped improve the enrolments in the school. Currently, around 235 students are enrolled in this school. However, the school building had many problems. Kriti helped in painting the entire school building and repairing doors and windows. We completed electrical, plumbing, and welder works, as well as tiling in wash areas and restrooms. Along with this, benches for students, a computer for the school and other teacher learning materials were also provided.

Government High School Sanath Nagar

This school needed rooftop repair work that was causing significant damage to the school building. Not just the repair work on the rooftop, Kriti also redid the floor of the roof, rebuilt damaged pillars and repaired the staircase. Additional work included plumbing for drinking water, providing for water supply to the bathrooms, procuring desktops for the school management, and supplying teacher learning material for Science lab material. The final project of painting of school building ensured that the school was fully functional to provide a proper learning environment to its students.



KPHB GOVERNMENT UPPER PRIMARY SCHOOL

The KPHB school needed teachers and also had various infrastructural issues that needed improvement. Kriti provided benches for all classes, computers, tables, chairs and projectors for their computer centre and library. We also repaired the washing area, toilets, and compound walls. We painted both buildings of the school, and provided water supply to the toilets and wash area. Also arranged drinking water facilities, first-aid kits, as well as furnished floor mats.



Mrs Mamatha, Principal

Mrs. Mamatha, a dedicated teacher, is the headmistress of the KPHB Upper primary school. She has 25 years of experience and joined the school in 2015. Her initiatives made significant improvement to the infrastructure that boosted enrolments to 300 students. However, the school had many problems with regards to infrastructure and staff, that was impacting the students education. The condition of the school was nowhere close to being a healthy learning environment, they didn't have sufficient teaching staff nor proper infrastructure.

Kriti rose to these challenges and provided teachers and also completed the necessary works. Mrs. Mamatha says, "Without Kriti this change wouldn't be possible. They have provided us with teaching staff and much importantly better infrastructure. Our school is not only secure but also students have a brand new learning environment. We now have proper water supply, compound walls, sufficient teachers, digital classrooms, increased student strength, internet, benches and monitors." She also says that even parents from low-income families would prefer sending their kids to private school due to the lack of quality in government schools but with the help of Kriti, we are now able to provide an educational foundation at par with most private schools. Students have also been more enthusiastic to come to upper primary school now. They can then further continue their education in gurukuls and other good private schools.



Summer Camp

Kriti organized a free summer camp at MG Nagar School. The summer camp offered a wide range of activities for the children, including art, dance, sports, and focus on Maths and English. The students also participated in various hands-on science experiments. A science fair was also arranged where they presented their projects.



A social-emotional learning session was conducted by Rubaroo NGO. At the conclusion of the summer camp, the students had the opportunity to showcase what they had learned. An hour-long cultural program was organised that included many dance performances, skits and songs



Kriti collaborated with Hyderabad Runners to conduct a running camp for all the students.

Additionally, a shoe drive was conducted, and shoes were distributed to the students. HR also gave free T-shirts and joined the students in a finale event.



The summer camp was possible only because of the dedication of our team of volunteers from various colleges and companies. Their enthusiastic efforts played a crucial role in creating an engaging and impactful experience for the children.



Shoe distribution to children

Case studies

Kezia Mani



Kezia, the Headmistress at Shaikpet primary school, acknowledged that the school was completely reliant on Kriti, which has been an unwavering source of support since her tenure began five years ago. She appreciates that Kriti's assistance in paying for teacher and housekeeping staff salaries has been vital for the school's current functioning. Without this support, the school would struggle to operate effectively.

Kezia also emphasizes the positive impact of the Shiksha initiative's teacher training programs. These sessions have continually improved the quality of the learning environment by enabling teachers to enhance their teaching techniques, create better educational materials, and establish stronger connections with their students. The student-teacher ratio has remained stable, thanks to an adequate number of teachers now available. As a result, students have experienced better learning outcomes and have been able to connect more deeply with their teachers.

Roshini



Roshini successfully completed her graduation with the support of Udayan Care, a public charitable trust, that focuses on empowering vulnerable children, women, and youth. The trust played a crucial role in educating her about social work and encouraged her to start volunteering at Kriti. Having personally experienced the positive impact of social initiatives, Roshini felt compelled to reciprocate in a similar manner. Her journey as a teacher started when she volunteered in the summer camps organized by Kriti. This experience motivated her to become a Shiksha teacher.

Roshini acknowledges that the training she received was instrumental in developing her professionalism as a teacher. The training emphasized the importance of treating every student equally without bias, as well as the need of effective teaching methods, anger management, and gender sensitization. Roshini has learned to engage with students by relating concepts to their own experiences and backgrounds, facilitating a better understanding of the topics taught.

Through her dedication to become a better teacher and the skills acquired through Kriti's training, Roshini has been able to impact the students more, just as she herself benefitted earlier.

PROJECT BUNIYAAD



Classroom activity by Buniyaad student

Project Buniyaad was launched in response to the significant impact of the Covid-19 pandemic on primary education. Our emphasis was on strengthening the students' writing, reading, and speaking skills and enabling them to regain their appropriate grade level knowledge.

Program Details

- The program was divided into three phases. The first two phases comprised of six batches each, with classes conducted after school hours. In the third phase, which had 13 batches, classes were conducted during school hours with special permission from the schools involved.
- The course material was developed by Kriti Team along with subject matter experts and focused on the basics of mathematics, logical reasoning and languages (English, Hindi, Telugu and Urdu).
- The course was conducted six days a week for four months, with each session lasting two hours. Each batch consisted of approximately 20 to 25 children.
- Teachers were trained by Kriti volunteers and other peer teachers.
- A baseline test and an end line test were conducted before and after the program.
- Games, art, music, exercise, and movement-based learning were incorporated into the program to foster better student-teacher engagement and learning outcomes.

Objective:

Bridge the learning gaps that widened during the pandemic among students at the primary level and enable them in regaining their grade-level knowledge and strengthen their basics.



IMPACT

BENEFICIARIES
440

SCHOOLS
PRIVATE - 1
GOVERNMENT - 7

TEACHERS
13

Key events

- Analysis of baseline and endline scores showed improvement in the students in languages and mathematics
- Students demonstrated improvement in their ability to recognize letters and read and write Telugu and Urdu.
- They became proficient in basic arithmetic problem-solving and were able to form short sentences within a given timeframe.
- All 13 batches successfully completed the program.



Workbooks distributed to all batches



Case studies

Priya



Priya, a 3rd-grade student at Shaikpet primary school, had an enriching experience during the Buniyaad sessions she attended as part of the summer camp that Kriti organised. During the camp, she was taught with the Buniyaad material that covered Math, English and Telugu. In the English classes, she learned about phonetic sounds which helped her understand the sounds of different letters and also how to combine such letters to form words. Math and Science was taught in a fun way. Moreover, she had the opportunity to learn how to read and write in Telugu.

One aspect of the Buniyaad sessions that she particularly enjoyed was the inclusion of games. These educational games made the learning process fun and engaging for her. Additionally, the teachers incorporated storytelling while teaching different topics, which further enhanced her understanding and made the lessons more enjoyable. The colorful and interesting workbooks that were distributed as part of the program made studying even more fun for her. Priya says she loved the program a lot.

Jhansi



Jhansi, a teacher at Lead Grammar High School in Shaikpet, participated in the Buniyaad program and taught the material to upper primary students who were behind their grade level. She noticed that many students in the 4th and 5th grades struggled with reading, primarily because they lacked a strong foundation in the basics. Specifically, in Telugu, they found it challenging to remember and pronounce the letters correctly. Additionally, the students faced difficulties in English and Math, as they were unable to grasp even the content covered in the first grade.

The Buniyaad program proved to be extremely beneficial for the students. Jhansi observed a significant improvement in their overall academic performance after participating in the program. Phonetics not only improved the student's reading abilities but also enhanced their understanding of the textual content in their textbooks. As their conceptual understanding improved, their participation in the classroom increased. One of the key factors contributing to this improvement was that all the students started from the basics in the program. The program's structured approach and focus on building foundational skills allowed the students to bridge the gaps in their learning effectively.

Overall, Jhansi witnessed a remarkable transformation in her students' performance and engagement in the classroom after their participation in the Buniyaad program.

PROJECT DISHA

Project Disha is a scholarship program for children from financially needy families to ensure that children continue their basic education allowing for better opportunities when they grow up.

Objective

The program focuses on ensuring basic education for all students and reducing school dropouts due to their families' financial difficulties.



Career planning for girl students who passed 10th grade

Program Details

A side effect of Covid lockdown meant that many schools lost their income from payment of fees. To compensate, they hiked the school fees post lockdown. This impacted low-income families the most. The Project Disha scholarship pays the fees for many students, but parents also pitch in a smaller amount. In order to reduce the impact on them, Kriti negotiated with many schools for a reduced flat rate in many of the schools to ensure that the fees paid by the program would be sufficient and that parents would not need to pay anything above that.

All scholarship students of 10th grade were taken to an army camp for a field visit. Career counselling sessions were conducted over 2 days with special focus on courses that provided job-ready skills.

Mentoring for grades 9th and 10th

- Mentoring sessions were conducted for 130 students in 9th and 10th grade.
- Social-emotional learning and soft skills were taught.
- About 50 volunteers from multinationals like Microsoft and Novartis took the sessions.
- The program was conducted in both online and offline modes.



10th-grade student receive All-in-One books that contain previous year's exam papers

IMPACT

TOTAL
SCHOLARSHIP
AMOUNT
45 LAKHS

NO. OF
STUDENTS

343

MENTORING
FOR 130
STUDENTS IN
9TH AND 10TH

GIRLS 187
(55%)
BOYS 156
(45%)

Program Statistics from last 3 years

Year	2020-2021	2021-2022	2022-2023
Total number of children	391	346	343
Total amount (in Lakhs INR)	38	41	45
10th Grade Children supported	73	84	75
Dropouts	22*	41*	3
Average fees per child per year	9719	11850	13120
Percentage increase from previous year	7%	22%	11%

*COVID impact caused many children to drop out of school



Field trip to army camp for 10th grade students

Case studies

Shehnaz Ansari



Shehnaz Ansari, a mother of five children, works as a housemaid while her husband drives an auto for income. Given the size of their family, it is extremely challenging for them to provide for all of their children's needs, including education. However, when Shehnaz learned about Kriti and their scholarship program, she immediately reached out to seek assistance. The financial burden on the family reduced when Kriti offered scholarships for her older children. Due to this, Shehnaz was now able to send all of her children to school, as she needed to only pay for the remaining children

As a result of Kriti's assistance, one of Shehnaz's children has completed their intermediate education and another child is currently pursuing a BTech degree. The access to education that Kriti has provided has not only uplifted the family's circumstances but also opened up opportunities for their children's future.

Shehnaz expresses gratitude towards Kriti as this support has empowered her children to pursue education and dream big. They have developed a love for studying and harbor ambitious aspirations. Her kids also like art and dance. She thanks Kriti's assistance, as the family now has hope for a better future. By providing education to their children, Kriti has not only alleviated the immediate financial burden but also created pathways for the children to achieve their dreams and improve their socio-economic status in the long run.

Testimonial of students from 10th grade mentoring sessions: Prabhas, Shiva Prasad, Rajesh and Seshu babu



The students from our mentoring program say that the mentoring sessions have motivated them to be more serious about their academics has also helped them learn how the real world actually is. They mentioned that during the sessions they learnt how it is important to work hard, be disciplined as well as committed to be able to achieve their goals. The children also mention that now they know what they want to become thanks to the mentoring sessions.

PROJECT KAUSHAL



Computer basics class in progress

Program Details

- Courses are free and available to all person over 10 years old
- Courses span 2-4 months and are focused on training of fundamentals of computer operations, Microsoft Suite applications including Word, Excel, and PowerPoint, They also teach programming skills using Python, basics of website design, and even delved into the exciting field of robotics.
- Kaushal Center moved to a new location in Octobe 2022 and is now located on busy street outside a school.
- New trainer, Ms Sowbhagya, joined Nov 1, 2022.
- The center is open Monday to Saturday from 11AM-7 PM and on Sundays from 9AM-5PM. It is closed on Fridays.
- As the new center is located outside a school, the school management also sends students from grades 6 to 9 for classes every day.
- Students profile is a mix of school students, college students, housewives and youth looking for job-readiness skills.
- Summer camp courses were held during the month of May. Many students picked up basic skills and also Robotics.

Project Kaushal is a project aimed at equipping children and adults with essential computer-literacy skills through free training courses.

Objective:

Enabling free computer literacy skills for the underprivileged to give them access to the information highway by imparting knowledge of fundamental computer skills and Job readiness skills training.



Lead Grammar school kids at Kaushal Center



New Kriti Kaushal Center Located outside Lead Grammar school

IMPACT

NUMBER OF
BENEFICIARIES

270

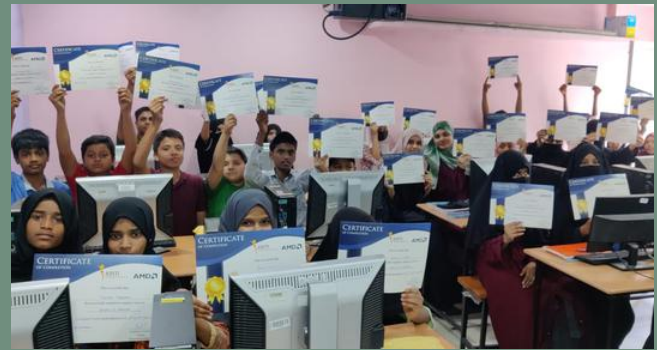
NUMBER OF
COURSES
TAUGHT
23

STUDENT PROFILE
SCHOOL - 78%
COLLEGE - 14%
WORKING - 5%
HOUSEWIVES - 4%

Highlights

- New Kaushal Center outside Lead Grammar High School was opened in Oct 2022
- Certificates were distributed to everyone who completed a course
- New trainer, Sowbhagya joined in Nov 2022
- Kriti Kaushal center collaborated with Soham Academy for Human Excellence for Robotics workshops for the children

Certificates distributed upon completion of course



Case studies

Sowbhagya



Sowbhagya works as trainer-in-charge of our Kaushal Centre. She began working as a trainer from November 2022. Teaching is her passion and she had taken various jobs related to after completing her BTech in 2019. After the Covid pandemic receded, she came across Kriti and wanted to use her passion towards teaching in a more impactful way.

In November 2022, she began teaching computer basics to students of Lead Grammer High School Grades 6-9. She also began teaching many students in the evenings and weekends. Sowbhagya states that she enjoys the experience of working with children. "They sometimes don't get it right away, so you have to be patient and teach them until they get it. A few students also come back after classes when they don't understand something, This helps me learn how to be patient with students and also develop myself as a teacher to be able to give them the best." Since she joined Kriti, she has completed a busy summer camp and 14 other batches for various courses.

Suchithra



Suchithra, a 24-year-old, has been learning various computer skills at the center for the past six months. Currently, she works as a playschool teacher while taking care of her three-year-old child at home. Due to her parental responsibilities, she prefers not to work a full-time job at the moment. Suchithra had completed her intermediate (12th grade) education and even passed a nursing exam and is hoping to work as a nurse in the future. However, she faced rejection from potential employers in the past due to her lack of computer skills. Motivated to improve her job prospects, She decided to learn computer skills, envisioning a career as a nurse once her child is old enough to attend school. She joined the Kaushal training center and diligently learned the basics, including Excel and PowerPoint. As a result, she is now equipped with the knowledge to effectively record and manage data in her current job as a playschool teacher.

She is grateful for the training she received, as it has not only enhanced her abilities in her current role but also opened up new opportunities for her desired nursing career. She hopes that this skill will help her overcome the previous obstacle she faced when applying for nursing positions.

Shabeena



Shabeena, a BCom student from Andhra Pradesh, comes from a family that runs a plant nursery. Despite their occupation, her family faces financial instability and struggles to make ends meet. Shabeena is determined to continue her education and secure a job to support her family. Previously, she encountered difficulties in using computers for her college assignments. When she learned about a training center offering free classes on computer basics, she immediately enrolled to enhance her skills. Through the Kaushal training center, Shabeena has gained proficiency in the fundamentals of computer operations and also completed courses in MS PowerPoint, MS Excel. She is currently learning MS Word and Python. This newfound knowledge has made it easier for her to use computers for her college work. Moreover, her proficiency in Python and coding languages has allowed her to stay ahead in her academics.

She also expresses her gratitude towards her trainer, recognizing the value of these computer skills in preparing her for future employment opportunities. By acquiring a solid foundation in computer operations and coding, she feels confident that she will be job-ready and capable of excelling in positions that complement her academic qualifications. Shabeena mentions that she enjoys editing and photography. The ability to use PowerPoint effectively has enhanced her skills in these areas as well as, allowing her to showcase her creativity and talent more effectively. She is now confident in her academic pursuits and looks forward to a brighter and more stable future.

PROJECT PRATIBHA

Project Pratibha imparts computer literacy for all students in government high schools thus enabling them to get these valuable skills. This program focuses on children from 6th to 10th grade.

Objective

The aim is to enable computer literacy as part of a school curriculum for government high school children so that they gain valuable computer skills as part of their basic education.



Computer Lab at NBT Government HGigh School

Activities in 2022-2023

- In many schools, even though computer classes were compulsory as part of the timetable (mandated by the education department), many schools didn't have an allocated center with either equipment or teacher or both.
- We identified 3 government schools which had some basic infrastructure and decided to put in trained computer teachers in each of them to teach all the children to be computer literate.
- The schools we worked with this year are NBT Government High School, Banjara Hills, Round Table High School Film Nagar and Gati High School on Rd No 7, Banjara Hills.
- Each student in these schools is taught 2 classes per week as per the school timetable.
- The curriculum being imparted starts with basics and progressively teaches them logical thinking skills, ability to access the information highway with ease, and using computers as a tool to communicate their ideas.
- Website searching, presentation skills, analytical skills, and soft skills are part of this course.



Computer lab at Shaikpet high school

IMPACT

TOTAL
BENEFICIARIES
1370

NUMBER OF
SCHOOLS
3

NUMBER OF
DESKTOP
COMPUTERS
60

ROBOTICS
KITS
40

Highlights of the year

- Working computer labs have been placed in 3 Government High Schools.
- 60 computers in total were provided to the labs along with projectors, speakers etc
- We had 520 students from grades 6th to 10 in NBT High School, 400 students from grades 6-9 at Shaikpet Government High School and 450 students in grade 6-9 at Gati Government High School.

Robotics

- Collaborated with Soham Academy of Human Excellence for robotic workshops in 10 government high schools; 5 in Shaikpet Mandal and another 5 high schools in other areas of Hyderabad.
- Program uses robotics kits (with sensors and circuit boards) and Arduino software
- Students from 3 High Schools were taken to the annual robotics exhibition to showcase their projects.

Students displaying their robotics projects at the Soham Annual Robotics Exhibition



Case studies

Satish



Before Satish joined Kriti, he worked at a company that trained teachers for pre-KG to 5th-grade students. Prior to that, he completed his graduation from an open university affiliated with Gitam University. Satish became a part of Kriti in November 2022, which greatly assisted him in his personal and professional growth. Satish fondly remembers his interview experience at Kriti, particularly the engaging conversation he had with Sreelata Ma'am. "It didn't feel like a typical interview but rather a discussion of two perspectives." The environment was open, and Satish did not feel constrained.

Initially, Satish had limited knowledge about Kriti and believed that its focus was solely on teaching computer literacy to school students. However, as he became more familiar with the organization, he was amazed at the diverse areas it covered. This realization made him proud to be associated with Kriti due to its comprehensive approach. He has also always appreciated the pleasant work environment Kriti provided.

Satish emphasizes the impact of Pratibha because he knows many students find the program simply amazing. He mentions some students choose to wait until they complete their 10th grade to access the same knowledge provided by the program. However, gaining the computer basics during the upper primary and secondary stages is crucial for students as it gives them an advantage in their further education. According to Satish, although it may seem challenging, the program simplifies the learning process, enabling students to acquire computer skills independently without relying on others.

He says the program has benefited children significantly. Initially, the children were more engaged in playful activities, but over time, they recognized the importance of the course. In addition to computer skills, they also learned how to be analytical and logical through various projects. Satish considers the challenges he faced while teaching as valuable learning experiences that allowed him to improve and adapt. He is also happy with the training provided at Kriti as he acquired new teaching skills and enhanced his employability by learning Python.

PROJECT MILAN



Tailoring Training Center

Project Milan is a program to provide vocational training for women close to their homes. Under the project, Kriti trains women in tailoring, embroidery and beautician training.

Objective for 2023

Provide tailoring training to 200 women and establish a beautician training program

Program Details

- New tailoring training centres are opened in a slum after surveying the area and doing a need assessment. Usually, the trainer is also hired from the area and given thorough training in the tailoring curriculum.
- At each centre we train 90-100 women in one year.
- The course is four months long and at the end of the course, the trainees are able to cut and stitch their own garments.
- In FY22-23, we closed three tailoring training centres - at Mallepally, Saroor Nagar and Tolichowki
- We started a beautician training center at Tolichowki in December 2022, at Bhoiguda in January 2023 and Suraram in March 2023.
- At Bhoiguda, we also started a new tailoring training center
- The centres at Talabkatta and Rasoolpura (started in 2021) continue to give tailoring training.
- About 20% of candidates take up income generating activities such as taking in orders from local clients or taking job work from a boutique.
- They are earning Rs 2000 per month on average which serves to supplement the household income.
- The beautician program spans over 4-months where we teach the trainees how to become professional beauticians and then get jobs at local parlours .



Certificate distribution at Rasoolpura center by Mr. Sen from PwC



Women learning drafting at the Talabkatta training center

IMPACT

281
TOTAL NUMBER
OF WOMEN
WHO
COMPLETED
TAILORING
TRAINING

30
FIRST BATCH OF
WOMEN WHO
COMPLETED
BEAUTICIAN
TRAINING

TOTAL NUMBER
OF CENTERS
TAILORING 4
BEAUTICIAN 3



Certificate distribution at Bhoiguda beautician training center



Women practicing threading at Bhoiguda



Hair styling contest participants at the Womens Day celebrations in March 2023

Case studies

Bhavna



S. Bhavna is a 24 year old woman from Bhoiguda. She dropped out while studying in a degree program to support her family of 5, her parents, and 2 sisters. Her elder sister Sujatha is pursuing CA (Chartered Accountancy) and her younger sister Rakshita studies in intermediate 2nd year (12th). Her father who works as a mason on daily wages basis, met with an accident 7 years ago and fractured his hand. Since then, he is not able to work much and so Bhavna had to help support her family. She dropped out from college and started working as a salesgirl in a shopping mall.

Bhavna had a passion to become a beautician but was not able to afford the training fees charged at most parlours. She came to know about the free beautician course at Kriti through their door-to-door mobilization drive. She joined the beautician centre in January 2023. Bhavna started with learning mehndi designing and has since become perfect with the skill. By taking orders for mehndi work, she could buy the products required for the beautician training herself. Now, after completing that course, she has started doing many kinds of beauty services like applying mehndi, threading, waxing, pedicure, manicure, facial and saree draping. She is earning between Rs 2000 to Rs 5000 per order. She is really very proud and happy that she is able to follow her passion and also support her family.

Sridevi



Sridevi was 38 years old when she completed the tailoring course at Kriti's Rasoolpura training center. She got married very young, soon after her 5th grade, and her husband runs a tent house business. They have three school going children and live in a joint family with her in-laws. Her husband's business is seasonal since it is related to the wedding season. They struggle to make ends meet for the rest of the year.

Sridevi already knew a little tailoring and joined the Kriti tailoring training center to improve her skills. She appreciates the teaching methodology at Kriti where students are taught cutting and stitching of regular size garments instead of wasting time making small models like at other training centers. She says that she has learned how to stitch a perfect kurta from measurements. With the help of the techniques and methods that she has learned in the center, she has started taking orders from her neighbours and earning around 2000 to 4000 rupees per month. Sridevi is thankful to Kriti for helping her build her confidence through soft skills and expresses her gratitude for the motivation her trainer gave her.

PROJECT PEHCHAAN

Project Pehchaan seeks to collectivize home based workers, in Talabkatta (Hyderabad) into groups, to enable their access to savings and credit schemes and to market their own products.

Objective

Our aim is to provide self reliance and financial security to women who are home based workers, but who are unfortunately being exploited.



SHG meeting for Bismillah Mahila Pehchaan Group



Lac bangle worker receiving her artisan ID card

Activities in 2022-2023

- Training and capacity building of the SHG groups was provided for over 6 days to the SHG group leaders and SHG group members during the year.
- Skill upgrading of the lac bangle artisans working on the traditional “garam lac” process through a five-day workshop.
- Opening of bank accounts for the SHG groups with HDFC Bank to allow the groups to use the bank to save extra amounts.
- Liaising with the Development Commissioner of Handicrafts to get artisan cards for lac bangle artisans. Over 160 artisans received their cards.
- Over 60 ladies from Project Pehchaan enthusiastically participated in various activities and competitions conducted as part of Kriti's Women's Day Celebrations.
- For most of the women, it was a rare opportunity to step out of their homes and experience the camaraderie and power of being amongst other working women.

Self Help Group formation

Self-Help Groups (SHG) have helped to combat poverty and to empower women in India. Women have been organized into a platform where they can develop the habit of savings and access credit with a lower rate of interest. This platform also enhances leadership skills amongst the women through continuous investment in training and capacity building.

Program Details

- Each group meets twice a month to do their savings and loan transactions.
- Discipline is at the core for a strong and sustainable group
- Emphasis is on the “Panchasutras” of SHGs in every meeting.
 - a. Regular meeting
 - b. Regular savings
 - c. Regular inter-lending
 - d. Regular repayment
 - e. Regular bookkeeping



Training of SHG group members by Ms Renuka - an experienced SHG resource person

Market Connections

Kriti invested in lac bangle materials and took up orders worth Rs 95,000 from the traders in Laad Bazaar and Gosha Mahal. A group of the artisans came for these market visits to understand the market dynamics.

New bangle designs were developed for urban high income women who want wear bangles in 1-2 colours. These lac bangles in contemporary designs and elegant packaging are available for retail sale on our website <https://kritikala.org>



IMPACT

17
SHG'S
FORMED

185
TOTAL NUMBER
OF WOMEN IN
SHG'S

2 LOCATIONS

YAKUTPURA,
TALABKATTA

LOANS
GIVEN
9 LAKHS

CUMULATIVE
SAVINGS
RS. 378,350

SHG Financials

Savings of the groups

Savings: Each group member saves Rs 200 per month with the group for the first year. From the second year, the group members increase their savings to Rs 250 per month.

Total savings from all groups during the year: Rs 3,26,750

Cumulative savings: Rs 3,78,350

Credit performance of the groups

- Rs 7.7 lakhs worth of loans were given to the group members using their own savings.
- All the members have received at least 1 and many have received 2 loans from their groups.
- During the year a total of Rs 9,00,000 of loans were given out to the groups. using money from the revolving fund. The repayment of loans has been on time.

Purpose of loans

- Repayment of higher interest debt is one of the primary reasons to take a loan from the group or the revolving fund.
- House repair, paying school fees and paying medical expenses are the other common reasons.
- 10% of loans go towards supporting business activities

Testimonials:

Khairunnisa, SHG member, Talabkatta says "I have no dreams for myself, I just want to be able to contribute to my children's education. Joining the SHG has given me confidence and I am able to contribute to financial decisions at home".



Case study

Sadiya Sultana



Living in a slum of TalabKatta, Sadiya Sultana is a bright and aspirational woman in her mid-30s. During childhood, her parents encouraged her to study despite others in her family questioning the need for education for girls. Unfortunately, she lost both her parents when she was fifteen years old, and her schooling was discontinued in class 9. She was married at a young age and was unable to leave the house and take up any job because of family obligations and pressure from her household chores. Her husband ran a small kirana store, but it did not do well. Her family's financial situation worsened when the shop had to be closed and also her brother had a kidney failure leading to a lot of expenditure on medical care.

Financial necessity forced the family to accept that she needs to work. She initially began sewing clothes and creating pearl necklaces to sell and earn money. She has four children and was very keen to ensure they get a proper education. But financial constraints forced her to transfer her children from an English medium private school to a government school.

In 2020, she joined a Self Help Group promoted under Project Pehchaan, along with her sister. She also joined the hand embroidery training workshop and started to get hand embroidery orders. Joining the group and doing regular savings gave her a good support network. The group also gave her access to entrepreneurship training conducted by another NGO. She took a loan of Rs 10,000 from the group and later a loan of Rs 12,500 from the revolving fund and then could use the funds to restart the family kirana store, also pay the house rent and continue education for her children. She is now a role model for many women in the SHG and others in her family. She has broken the existing norms in Talabkatta that restrict women's movement outside their homes or their participation in income generation. She and her husband are working together to improve the family finances and build a secure foundation for their future.

PROJECT HUNAR



Hakimpet Kunta production unit

Activities in 2022-2023

- Our Garment Production Unit is headed by our Production Head, Ms. Sristy Kumari, an experienced designer from NIFT Hyderabad.
- Our team of experienced tailors work for a number of small and big brands and also stitch apparel for the Kritikala brand.
- The unit does high quality work making kurtas, dresses, shirts and children's clothing.
- Kriti has two bag production units - one at Tolichowki, headed by Mrs. Anasuja and one at Hakimpet, headed by Mrs. Aliya.
- These units make a wide range of bags, laptop sleeves, wallets and home decor products both for our Kritikala brand and for other brands as well.
- We also supply jute bags and delegate bags for conferences and training programs.
- Kriti's embroidery unit is headed by our embroidery coordinator, Mrs. Fareeda
- The embroidery team is skilled in hand embroidery like Kantha work, applique work and mirror work. We use embroidery to embellish the bags and garments.

Project Hunar is our program that provides market connects and livelihoods for women tailors, hand embroidery artisans and lac bangle makers.

Objective in 2023

Kriti has planned to expand the livelihood activities to Talabkatta to include the tailors who are part of our SHGS

Continue to provide regular livelihoods to over 60 women in Tolichowki area



IMPACT

NUMBER OF
WOMEN
EMPLOYED

60

Kritikala products

make sustainability a choice





Case studies

Shabana

Shabana, who got married at the age of 16, resides near Golconda Fort. She is a mother of five children and currently works for Kriti. During one of the workshops conducted by Kriti, Shabana learned tailoring, which provided her with a means to earn an income for her family. She is able to support her basic living expenses and her children's education. Shabana initially joined Kriti six years ago but quit temporarily when she became pregnant. However, as the sole provider in the family, it became increasingly difficult to sustain their family. So, she decided to rejoin Kriti and resume her work. Shabana also shared that her husband used to run a store but became a driver due to the difficulties in maintaining the store.



At Kriti, Shabana follows a systematic approach. She prepares in advance, organizing all her materials on the day before so that she can start stitching promptly the next day. Through her dedication and efficiency, she is able to stitch approximately 10 bags within two days. Shabana's association with Kriti has not only provided her with a means of livelihood but also enabled her to contribute to her children's education and well-being. Through her perseverance and commitment, Shabana demonstrates her determination to create a better future for herself and her children.

Anees Fatima



Anees Fatima is a remarkable woman who faces significant responsibilities and challenges in her family. She is a mother of five children, including a daughter who recently got married, three boys who are studying, and a son who is working. Furthermore, her husband is a cancer patient, adding to the family's difficulties. Anees plays a pivotal role in supporting the entire family and bears the financial burden. Her monthly income of roughly 15,000 rupees from working at Kriti, is crucial for sustaining the family's basic needs and expenses.

Initially, Anees faced resistance from the local community regarding her desire to work. However, recognizing the importance of her contribution to the family, she joined a workshop to learn tailoring skills. She started working at Kriti which provided her an opportunity to utilize her tailoring expertise. Anees has been working with Kriti for nine years and continues to do so. Her responsibilities involve cutting fabrics, conducting quality checks, and ironing clothes. Through her hard work and dedication, she plays an essential role in the production process and ensures that the garments meet the required standards. Despite the immense challenges she faces personally, Anees's determination and resilience are evident through her long-standing commitment to Kriti. Anees' story showcases her strength and the critical role she plays in her family's survival. Her unwavering dedication and ability to juggle multiple responsibilities demonstrate her resilience and determination.

FINANCIALS

Draft Balance sheet of 2022-2023

Kriti Social Initiatives
Balance Sheet as at 31st March, 2023

LIABILITIES	31.03.2023	ASSETS	31.03.2023
<u>Corpus Fund</u>		Fixed Assets (Refer Schedule)	6,69,182
Opening balance	3,37,77,315	Fixed Deposits	1,42,12,640
Add: Excess of Income over Expenditure	23,61,937	Investments	1,39,59,760
	3,61,39,252		
<u>Outstanding liabilities</u>			
Sundry Creditors	6,636		
<u>Provisions</u>		<u>Current Assets</u>	
Audit Fees Payable	44,840	Cash in Hand	21,862
Rent Payable	90,650	Cash at Bank	73,70,268
Dutes & Taxies	58,574	Rent Deposit	2,77,500
Electricity Charges Payable	-	TDS Receiveble	2,71,045
Salaries Payable	7,54,125	Interest receivable	23,182
		Loans & Advances	2,88,637
		Prepaid Expenses	
	3,70,94,077		3,70,94,077

Draft Income and expenditure statement 2022-2023

Kriti Social Initiatives			
Income and Expenditure Account for the year ended 31st March, 2023			
EXPENDITURE	2022-23	INCOME	2022-23
Scholarship Fees	45,84,897	Donations	2,59,01,888
Salaries	76,29,842	Interest on Fixed Deposits	7,22,724
Bank Charges	8,608	Debenture interest	6,45,300
Depreciation	1,87,810	Savings Bank Interest	1,89,097
Electricity Charges	92,083	Other Income	35,000
Office Expenses	77,301	Interest on Incomtax Refud	-
Printing and Stationary	4,17,178		
Rent	8,67,396		
Repairs and Maintenance	41,042		
Training Expenses	1,60,169		
Auditors Remuneration			
For Statutory Audit	23,600		
For Taxation Services	38,350		
Staff Welfare Expenses	1,68,563		
Telephone and Internet Expenses	70,140		
Travel Expenses	3,99,596		
Website Development Expenses	82,112		
Consultancy	6,32,259		
Bags, Note Books	2,16,838		
Relief of poor Solar lights	1,99,000		
Medical Surgical Care for Physically Disabled	31,50,000		
Sports Material/Prizes	66,500		
Govt school Repairs and Infrastructure	28,68,411		
Electrical fittings (Lights, Fans)	3,500		
Irons, Scissors and Misc Material-Milan	3,02,261		
Marketing Expenses	27,480		
ESI/PF Employer Contribution	2,15,864		
Infrastructure contribution for weight lifter	5,00,000		
Purchase of equipment	21,01,272		
Excess of Income over Expenditure	23,61,937		
	2,74,94,009		2,74,94,009

OUR DONORS



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OUR COLLABORATORS



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HOW TO REACH US



contact@kriti.org.in



+91 8008951144
+91 9963577727



<https://www.kriti.org.in>



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KRITI SOCIAL INITIATIVES
FLAT S5, SAREGAMA APARTMENTS
ABOVE AXIS BANK
NEXT TO KARACHI BAKERY
SHAIKPET MAIN ROAD
HYDERABAD 500008

