



Kriti Social Initiatives

www.kriti.org.in

Annual Report

2023 - 2024

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Overview

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

Education: We work with affordable private and government schools towards our main aim of ensuring all children have access to education until 10th grade at minimum. We believe it is through education that children will be able to get better jobs, thus improving the livelihoods of their families as well.

Women Empowerment: We believe that women having an income is paramount not just to empower themselves but key to improving the entire household. We provide job-ready skills for women by conducting skills training courses in tailoring, hand embroidery, mehndi designing and beautician services.

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.



Mission

Ensure education to all children. Empower women to ensure fair wages and a steady livelihood.



Vision

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

Trustee Message

Himani Gupta and Sreelata Chebrol

Trustees, Kriti Social Initiatives

Himani and Sreelata are the co-founders of Kriti Social initiatives. They are both professionals with a passionate desire to find and implement solutions for problems faced by the urban poor.



The past year has seen us building and scaling up our core programs. No new programs were introduced, but time was spent on refining the execution and documentation of our current programs.

Project Pratibha, our computer literacy program in government high schools, got a big boost as we scaled up to six high schools. Project Shiksha, which provides teachers and other support to government schools, has increased the number of school partnerships. Infrastructure improvement work was completed in three schools. Project Champion was relaunched last year in partnership with Hyderabad Runners and provides sports education to children in five government schools.

Project Disha, our scholarship program for children, also increased its reach with the involvement of a new donor who wants us to support children in Hyderabad and Coimbatore.

Project Pehchaan, which provides savings and credit support to women in the old city, has grown and we have closed the year with 281 members for our self-help groups. Many of the group members who work on activities like lac bangle making have participated in exhibitions at corporations to display their craft and sell their products. The beautician training under Project Milan has done well and it is heartwarming to see the enthusiasm with which the trainees are applying for jobs and getting placed in beauty parlours and also starting their own home-based service delivery.

As we continue to work towards our goals, we would like to thank all our donors, volunteers and team members for their support and hard work over the past year.

Project Overview



Project Shiksha

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



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 Champion

An initiative that harnesses the power of sports to empower children with essential life skills, boost their self-esteem, and promote mental wellbeing.



Project Milan

A vocational skill development program enabling women to earn a livelihood through skills like tailoring and beautician services



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

The program seeks to enhance education in government schools by deploying additional teachers and upgrading infrastructure, aiming to transform these institutions and significantly improve learning outcomes for underprivileged children.

The program operates in Shaikpet, Khairatabad, and Secunderabad mandals across 14 government schools. 25 teachers are placed by Kriti across these schools.

Kriti provided over 10 days of training to all the teachers to improve their skills and broaden their knowledge on teaching methodologies, child psychology, course work and other relevant topics. Teachers also learn how to create activities that foster the physical, social, and cognitive development of children.

The program supplies children with essential items like notebooks and art and craft materials to ensure uninterrupted education. Teachers are also provided with teaching and learning resources to enhance their classroom instruction.



Students engaged in classroom activity



IMPACT



Total Teachers
25



Total Schools
14



Teacher Student Ratio
1:17



Total Enrollment
5667

HIGHLIGHTS OF THE YEAR

- In both the Baseline and Endline tests, which were conducted to monitor academic progress, children's performance in English surpasses that in Telugu and Mathematics.
- Infrastructure development in schools: School painting in Medak Govt High School; installation of a shed and staircase to facilitate lunch and large group activities in Shaikpet High School, and the Provision of benches in NBT, Roundtable & Gati High School.
- Training of all the teachers on First Aid by Aakar Asha Hospital team
- Distribution of school bags to children in MG Nagar Primary School by the Ikea team
- Students from MG Nagar government primary school visited our donor, Coforge's offices for a fun day out.
- Career guidance session conducted in five Government high schools for children studying in class X



Teachers were provided training on TLM preparation and classroom management.

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 2023-24, we improved the infrastructure in four government schools.



School painting of Shankarampet Government School, Medak



Rooftop work done in Shaikpet High School



Volunteers engaged in painting of Ambedkar Nagar school



Provision of benches in NBT, Roundtable & Gati High School

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. In this program, we largely cover children studying in low-income private schools between class 3 and class 10. The children are selected based on the financial situation of the family and their commitment to ensuring their children get educated. Enrollment for the program takes place between March and June.

Mentoring of children in class IX and X is a key component of the program. Mentoring sessions are held from July to February for the children in 9th and 10th grades to inculcate life skills and soft skills.

Parents of students in grades 9 and 10 receive specialized counseling that addresses managing exam-related stress at home, planning for their children's continued education, preventing child marriages, and exploring scholarship opportunities for higher education. Additionally, the children are taken on an annual field trip or picnic.



Xth standard students at Botanical Gardens, Jan 2024



IMPACT



Total Scholarship
Amount:
53.5 Lakhs



No. of Students:
355



No. of Girls :
192



No. of Boys:
163

HIGHLIGHTS OF THE YEAR

- A total of 149 students from ninth and tenth-grade received mentorship in softskills, emotional, and social learning from 50 dedicated volunteers.
- 77 students finished class 10th in the year 2023 under the scholarship project, Disha
- A group of 60 scholarship students participated in an educational field trip to the Botanical Garden.
- Career Counseling sessions was organized for scholarship students to gain some insights into their career paths

PROGRAM STATISTICS FROM LAST 7 YEARS

Year	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
Total no. of children	338	389	398	391	346	343	354
Total amount (in lacs INR)	27.8	32	36	38	41	45	51
10th Grade Children	47	54	54	73	84	75	78
Dropouts	1	9	0	22*	41*	3	2
Average Fees per Child per year	8225	8226	9045	9719	11850	13120	15000

*Covid Impact



Online mentoring session



Offline mentoring session at Kriti Office



Scholarship students of grade 10 were taken to a field visit to Botanical Gardens

CASE STUDY



FAIZAN

A Story of Resilience and Support

Faizan, an eight-year-old boy, has a hearing and speech impairment. Initially, he received government support for his treatment till he was four years old. Then Faizan underwent a surgical procedure to address his condition. After that, his parents only needed to purchase an assistive device for him and provide him regular speech therapy.

The speech therapy significantly improved his spoken skills so he could join a mainstream school. The family has to periodically afford to replace the batteries in his hearing aid.

Three months ago, Faizan's father had a fistula operation and is currently unable to work. His mother is a homemaker and cannot work outside the home due to their two-year-old son. This situation has made it incredibly challenging for the family to cover rent, medical expenses, household bills, and school fees. Consequently, Faizan's mother contemplated discontinuing his speech therapy and keeping him at home.

At this critical juncture, she became aware of Kriti's sponsorship program and sought assistance. Kriti accepted Faizan into its program and approved sponsorship for his school fees. Faizan has now successfully completed the first grade and is currently in the second grade. He takes great pleasure in attending school and demonstrates a strong commitment to learning. His speech has notably improved in clarity, and his academic performance is quite promising.

CASE STUDY



SHANTI

Overcoming Adversity: Shanti's Journey to Academic Excellence

Shanti (name changed) passed her Degree first semester in distinction – she was at the verge of dropping out of mainstream education due to severe personal and financial conditions. She lost her mother, who was the main bread winner of the family, a few months back. Her father is physically handicapped with limited earning capacity. Shanthi was very despondent as she was convinced that she needed to drop out of school. The only

work being offered to her was that of a housemaid. She did not want to be a maid like her mother and dreamt of working in an office. But without qualifications, nothing else seemed possible. After repeated counseling by Kriti team, she and her father were convinced to continue her studies and supplement income by teaching tuitions. As the entire cost of her education is covered by Kriti, she could concentrate on her studies and complete her first semester with distinction. She is overwhelmed with her performance and she came to Kriti's office to share her joy with laddoos.

Project CHAMPION

The Kriti Sports Program – Project Champion adopts a sports-for-development approach, grounded in the belief that play and sports serve not only as recreational activities but also as powerful tools for achieving broader developmental objectives.

Kriti, in collaboration with Hyderabad Runners (a non-profit organization that promotes running for healthy living), is implementing a sports program in five government schools in Shaikpet Mandal- primary and high school in Shaikpet, Primary and high school in NBT nagar and MG Nagar Primary School.

A graded skills curriculum tracks children's progress annually. For younger students, it focuses on key developmental areas—physical, emotional, social, cognitive, and moral. Middle and high school students also learn various sports alongside these developmental goals. The program aims to spark interest in sports and promote a sporting culture within the school.

Project Champion ensures each child has 45-minute sports sessions two to three times a week, led by a trained instructor and featuring a mix of exercises and games. Where space is limited, sports areas were created on rooftops or nearby grounds. The program provides all necessary equipment like skipping ropes, cones, balls, and tennikoit rings. Inter and intra-school activities are also organized throughout the year to maintain morale and enthusiasm.

HIGHLIGHTS OF THE YEAR

- Inter School Competition: 1,363 children from the five schools participated, with 732 emerging victorious in various events.



IMPACT



Total Teachers

5



Total Schools

5



Total Enrollment

2428



**Total no. of participants in
Sports Competition**

1363



Play time for NBT
govt primary
school kids



Students
playing
Kabbaddi
match



Playing on the specially done sports floor on the rooftop



Winners in one frame from Annual Sports Competition.



Practice session



Kriti team and students participate in 5K Run event at the Hyderabad Marathon

Project KAUSHAL

Project Kaushal, initiated in 2019, focuses on providing computer literacy to underprivileged individuals. The Kriti Kaushal Center, an independent learning facility, is equipped with 13 computers and has the capacity to serve up to 25 students in each session. Located in the slum areas of Brindavan Colony, near Film Nagar, the center remains open from 11 AM to 7 PM every day, with additional hours offered on Sundays for those learners who are busy on week days.

The center provides two- to four-month courses in various subjects, including Computer Basics, Advanced Basics, Robotics, Microsoft Office, Python, Scratch, Web Design, and Data Entry. To help students become workforce-ready, soft skills training is also offered to those looking to enhance their employability.

Classes are held for 2 hours each week, with an emphasis on hands-on learning and skill development. In some cases, the course duration may be extended based on the students' progress. Upon successfully finishing the course, all students receive a course completion certificate.

Activities in 2023 - 2024

180 Students from Lead Grammar School joined for regular computer classes

120 student participated in Summer camp courses on Basics, Scratch and Robotics.

Collaborated with Barabari Foundation to get industry experience for students learning Web Page Design



IMPACT



Total no. of
Beneficiaries:
370



No. of Courses
taught:
13



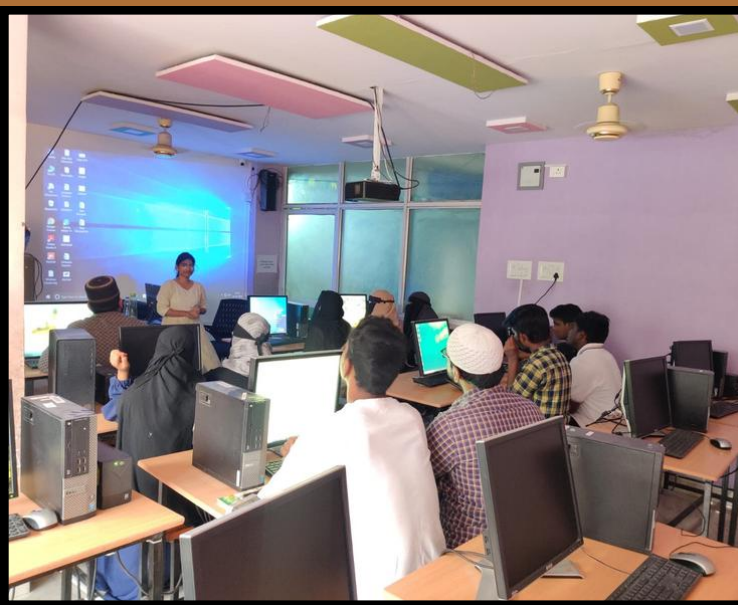
Student Profile:
Students (school/ college),
Professionals, Homemakers



Students attending Python session



Lead Grammar Students attending Class



Kaushal Student attending Basic Classes



Outside View of Kaushal Center Board

CASE STUDY



Manisha

Manisha's Transformative Journey at Kaushal Center

Manisha, a final year student at International Degree College, comes from a science background. Initially hesitant about computer learning, her perspective changed after attending courses at Kriti Kaushal Center.

Before enrolling in the courses, Manisha heavily relied on others for basic computer tasks.

This dependency hindered her academic progress and made her feel less confident in handling technology-related assignments. Through the courses at Kaushal Center, Manisha experienced a significant boost in confidence and independence. She became capable of handling various computer tasks on her own, which greatly benefited her academic work.

Inspired by her progress, Manisha encouraged her brother to join Kaushal Center, believing that he too could benefit from the quality education and practical skills offered.

Manisha's journey at Kaushal Center transformed her from a hesitant learner to a confident and capable user of technology. The courses not only improved her academic performance but also equipped her with skills that are essential in today's digital world. Her story is a testament to the positive impact of dedicated teaching and structured learning environments.

Project PRATIBHA

Over the years, Kriti has collaborated with numerous government schools, many of which lack dedicated computer labs, essential equipment, or qualified computer teachers. Through Project Pratibha, Kriti has been actively promoting and supporting computer literacy in these schools.

Kriti worked alongside the schools to integrate computer classes into the daily timetable, as required by the education department.

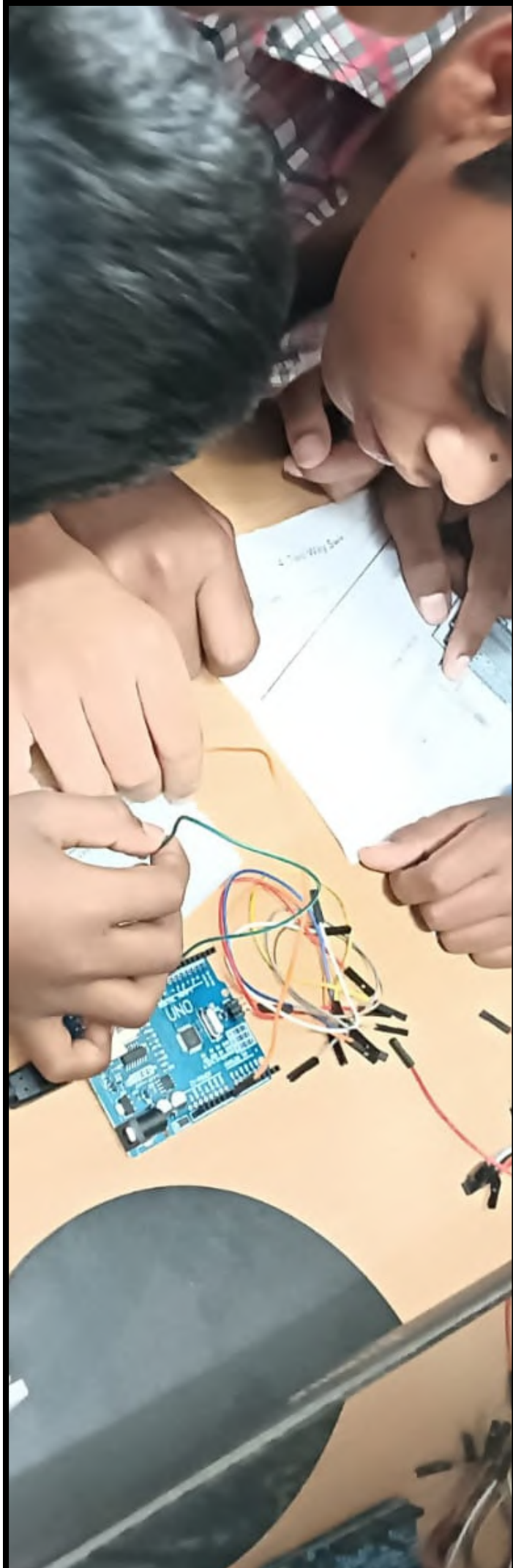
Currently, Project Pratibha is implemented in five government high schools—four in Shaikpet Mandal and one in Secunderabad. Students in grades 6 to 10 receive a minimum of two computer classes per week, although grade 10 students only participate for part of the year due to their board exam preparations.

Activities in 2023 - 2024

New Computer lab inaugurated by D.E.O Smt R Rohini at Government High School, Film Nagar

14 students showcased their innovative Robotic Models at Annual Robotics Exhibition hosted by SOHAM ACADEMY

Two-day workshops were conducted for teachers on soft skill topics such as mindfulness, mindset and mindmaps.



IMPACT



Total Beneficiaries:
3251



Total Schools:
6



**No. of desktops
donated by Kriti:**
63



No. of Robotics Kits:
75



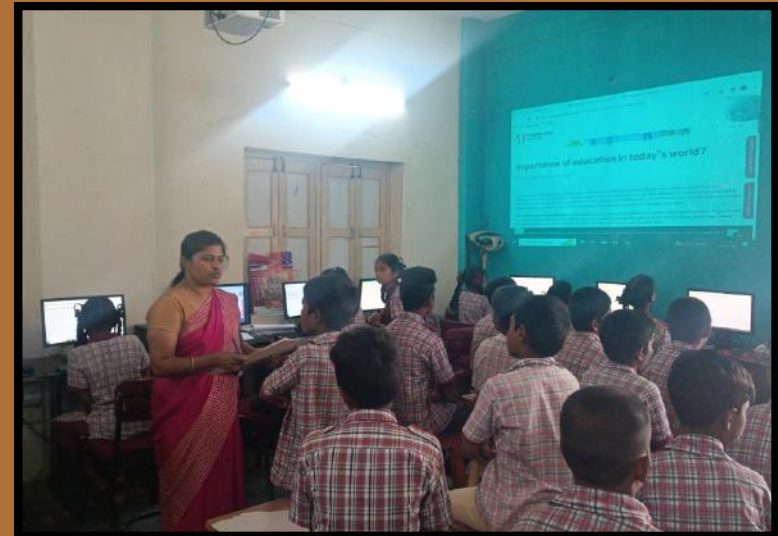
Inauguration of new computer lab at Government School, Film Nagar by D.E.O Smt R Rohini



Students practicing MS Word



Students practicing Typing



Computer trainer conducting viva assessment

Project PEHCHAAN

Project Pehchaan is creating a platform to bring together women home based workers, in Talabkatta (Hyderabad) into Self Help Groups. Through these groups, the women get an opportunity to step out of their homes, get access to savings and credit, and build their leadership skills

Activities in 2023 - 2024

Nine new SHGs were added taking the total number of women in the program to 283.

The group members have cumulative savings of over Rs 11 lakh. Attendance of members in the twice monthly meetings is over 80%

Group members are availing of loans both from their savings pool (box loans) as well as from the revolving fund set up Kriti. A total of 260 members availed box loans worth Rs 24 lakhs totally and 121 members received revolving fund loans of value Rs 14 lakhs totally.

There are no overdue loans at the end of the year with all members repaying loans regularly



SHG Capacity building and training



Activities in 2023 - 2024

Trainings	Awareness Program	Others
New SHG Group members were trained on leadership skill and SHG Principles	20 women attended the Yoga session	46 women from Talabkatta tailoring centre stitched 8,000 bags for Marathon
A total of 154 women attended vision exercise of SHG , focusing on future goals and loan usage	On July 13, 2023, My Choices Foundation conducted a workshop involving 40 women. The focus was on domestic violence, child sexual abuse, and other forms of gender-based violence.	Women from Talabkatta tailoring centre stitched 14,400 bags for IKEA
14 women attended Embroidery Training aimed at developing embroidery skills.	148 women attended the program on Menstrual Health & Hygiene	SHG members were taken to Jangaon for an exposure visit
50 women attended training on Investment and Loans conducted by Bank of India on 28th August.	161 women participated in session on Infant Care & Nutrition	40 women participated on Government Schemes organized by Amazon Volunteers



SHG team exposure visit to Jangaon

IMPACT



Total no. of
SHGs:
36



New SHGs
Formed:
09



Total no. of
women in SHGs:
283



Cumulative
Savings:
Rs. 11,72,808



Loans Given:
38 Lac



Women
Mobilized:
600



No. of
meetings
conducted:
40



Locations:
Talabkatta
Yakutpura



Team from Mobility for Women (MOWO) visited the Talabkatta center and interacted with the SHG members



Pehchaan team conducting SHG monthly meeting



Yoga training was conducted on YOGA Day with SHG members



Women stitching bags for Hyderabad marathon and IKEA



Team mobilizing for new group formation



Team conducting awareness meeting for new group formation

CASE STUDY



SHAHEEN

A Story of Resilience and Support

Shaheen Begum's journey from hardship to empowerment is a testament to resilience and determination. Living in a small rented flat in Talabkatta, Hyderabad, her economic struggles were exacerbated by her husband's alcoholism and unemployment. With her eldest child earning a meager income as a mechanic, the family sank into debt. Taking matters into her own hands, Shaheen learned to make lac bangles, earning 800-1000 rupees a week.

Her life changed when she joined Kriti Social Initiatives' Self-Help Group (SHG) project, which provided financial education, low-interest loans, and opportunities to showcase her bangles. Through the SHG, she saved 200 rupees monthly and took loans amounting to 50,000 rupees, enabling her to repay debts and improve her financial situation. By participating in Kriti's exhibitions, Shaheen's earnings increased to 17,246 rupees over two years. Kriti's contributions included financial education, training in leadership and financial independence, and creating platforms for income generation. Shaheen's transformation inspired her daughter, demonstrating the power of community support and education in breaking the cycle of poverty.

“ Even if not all of the things that happen to you are under your control, you can choose not to let them define you. ”

Project MILAN

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.

Activities in 2023 - 2024

Four tailoring training centres have been operational at Nallakunta, Bhoiguda, Talabkatta and Suraram. Total of 254 women have completed the four month tailoring course and received certification

Three beautician centers have been operational - at Suraram (relocated to Yellamabands), Bhoiguda and Tolichowki. A total of 121 women have completed the beautician course over the year

Over 70% of the women who are completing the beautician course are taking up employment. Through one of our donors, we distributed sewing machines and beautician kits to 17 women who wanted to start home based work



Distribution of Makeup Kits



IMPACT



Total no of training centers

7



Total Enrollment

466



Total no of women who completed tailoring course

254



Total no of women who completed Beautician course

121



Orientation by TrimX Salon



Certificate distribution for those who completed the Beautician Course



Donors visit and interaction with the trainees



Session on Financial Literacy

Project HUNAR

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

Activities in 2023 - 2024

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.



Kritikala



Kriti Annual Picnic

Each year in January or February, Kriti arranges an annual picnic for the team to rejuvenate and celebrate the new year. This year, the team had a day trip to Mount Opera Resort, where they soaked up the sun and embarked on an exhilarating adventure. The day was packed with thrilling watersports, exciting rides, and team-building challenges, making every moment a joyous wave of fun and laughter.

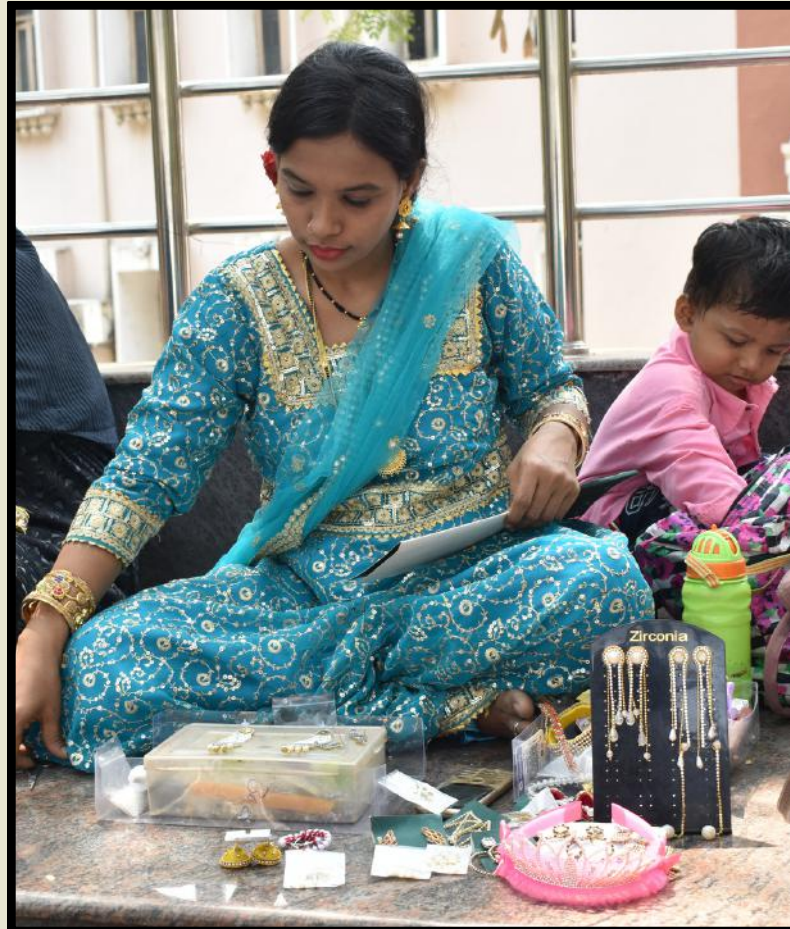


Women's day Celebration

On March 9th, Kriti celebrated the spirit of womanhood! From mouth watering cookery contests to intricate mehndi designs, from vibrant rangoli creations to dazzling jewelry displays, and not to forget the breathtaking makeovers – every moment was a tribute to the diverse talents of women.

Our cultural program was the heart of the celebration, featuring soul-stirring dances and thought-provoking skits addressing women's challenges and issues. With around 300 amazing souls gracing us with their presence, the atmosphere was filled with empowerment and solidarity!

Congratulations to all the winners who showcased their talent and creativity!



Financials

Kriti Social Initiatives

Income and Expenditure Account for the year ended 31st March, 2024

EXPENDITURE	2023-24	2022-23	INCOME	2023-24	2022-23
Scholarship Fees	52,12,270	45,84,897	Donations	2,77,63,397	2,59,01,888
Salaries	96,89,800	76,29,842	Interest on Fixed Deposits	9,16,012	7,22,724
Bank Charges	4,701	8,608	Debenture interest	4,48,500	6,45,300
Depreciation		1,87,810	Savings Bank Interest	1,62,602	1,89,097
Electricity Charges	1,13,513	92,083	Other income	53,074	35,000
Office Expenses	1,08,139	77,301	Interest on Incomtax Refud	-	-
Printing and Stationary	2,17,714	4,17,178			
Rent	11,00,928	8,67,396			
Repairs and Maintenance	72,323	41,042			
Training Expenses	2,16,200	1,60,169			
Auditors Remuneration					
For Statutory Audit		20,000			
For Taxation Services	51,920	35,110			
Staff Welfare Expenses	1,92,779	1,68,563			
Telephone and Internet Expenses	1,07,106	70,140			
Travel Expenses	3,17,016	3,99,596			
Website Development Expenses	33,574	82,112			
Consultancy	4,20,000	6,32,259			
Bags, Note Books	3,37,895	2,16,838			
Relief of poor		1,99,000			
Medical Surgical Care for Physically Disabled		31,50,000			
Sports Material/Prizes	1,32,984	66,500			
Govt school Repairs	23,54,380	28,68,411			
Electrical fittings (Lights, Fans)	-	3,500			
Irons, Scissors and Misc Material-Milar	1,11,624	3,02,261			
Marketing Expenses	-	27,480			
ESI/PF Employer Contribution	2,14,994	2,15,864			
Infrastructure contribution	-	5,00,000			
Purchase of equipment	15,57,172	21,01,272			
Excess of Income over Expenditure	67,76,554	23,68,777			
	2,93,43,585	2,74,94,009		2,93,43,585	2,74,94,009

Kriti Social Initiatives

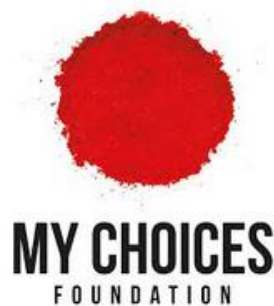
Balance Sheet as at 31st March, 2024

LIABILITIES	31.03.2024	31.03.2023	ASSETS	31.03.2024	31.03.2023
Corpus Fund			Fixed Assets (Refer Schedule)	6,69,182	6,69,182
Opening balance	3,61,46,092	3,37,77,315	Fixed Deposits	1,20,75,815	1,42,12,640
Add: Excess of Income over Expenditure	67,76,554	23,68,777	Investments	1,39,59,760	1,39,59,760
	4,29,22,646	3,61,46,092			
Outstanding liabilities					
Sundry Creditors	1,100	6,636			
Provisions			Current Assets		
Audit Fees Payable		38,000	Cash in Hand	42,602	21,862
Rent Payable	1,06,931	90,650	Cash at Bank	1,59,37,853	73,70,268
Dutes & Taxies	68,822	58,574	Rent Deposit	3,12,500	2,77,500
Electricity Charges Payable		-	TDS Receiveble	2,66,846	2,71,046
Salaries Payable	9,12,774	7,54,125	Interest receivable	20,292	23,182
			Loans & Advances	7,27,423	2,88,637
	4,40,12,273	3,70,94,077		4,40,12,273	3,70,94,077

OUR DONORS



OUR COLLABORATORS





CONTACT US



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<https://www.kritikala.org>



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



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

