



SHREEJA INDIA

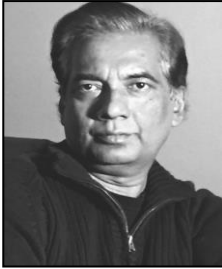
FIRST ANNUAL REPORT 2016-17

February 3, 2017 to March 31, 2017

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MESSAGE FROM THE ADVISOR



It was the summer of 2016. I was testing my mobile phone application, Swara Sanjog, in a village 50 km from Kota, Rajasthan. Swara Sanjog was becoming popular among rural women as it was disseminating health information to rural women in their own languages. But one day, the situation took an unfavorable turn. One of the women was accosted by her husband for listening to health information. "These are family matters. Why do you discuss your body with outsiders?" was his accusation.

The situation struck me hard. I realized that technology alone can never fight social stereotypes in a patriarchal society. Rural women have to be brought together in a team to fight this social malaise.

That night the idea of bringing young girls on a football field was born ...

The picture of 100 girls running, jostling, tackling, shouting and above all kicking a ball all around the field became vivid in my dreams. Their laughter and cheers were formidable. A football team can fight social isolation and the subsequent exploitation of women at the same time. School dropout, early marriage and violence against women can also be dealt with if we move the game beyond the field. I still remember sending an e-mail to my wife the following morning,

"I am thinking something new. We have to move *Beyond Football to Dribble Past Patriarchy* ..."

Later on in the canteen of Jadavpur University Debu da (Debaprasad Bhattacharya) suggested the name SHREEJA - girls born or endowed with *Aesthetic Beauty*.

SHIB SHANKAR DASGUPTA, PhD
Advisor

MESSAGE FROM THE COUNTRY HEAD



3rd February 2017 would be an important date for posterity. Shreeja India was registered on this day at the temple address of 60/2A Hari Pada Dutta Lane. With the blessings of our parents Shri Debendra Kumar Dasgupta and Smt. Kalpana Dasgupta, Shreeja India will go all out to achieve its goal of **Empowering** the marginalized girl child.

We have chosen Madarpur village under Rajnagar block in Birbhum district near Suri to be our first place of activities. We find tremendous enthusiasm amongst the Santhal households there towards our Football based development program. We are fortunate to get accepted by the community whole-heartedly.

Our activities viz. football practice has already started. We have managed to get the services of a coach from Kolkata. The morale of the girls in jerseys and football boots is very high. The after-practice snacks are 100% nutritious and it will benefit the girls in a big way.

We thank our staff and the villagers.

It has been a great start for Shreeja India. The journey has just begun.

Hari S Dasgupta
Country Head

ABOUT SHREEJA INDIA

Shreeja India is a non-profit organization working towards gender justice by empowering young girls and women through football in India. We view sports as a powerful vehicle for social change. Our goal is to ensure that girls and young women belonging to deprived communities and residing in the remotest corners of West Bengal have access to quality sports-based education programs that support their physical and mental development. The endeavours planned and undertaken by Shreeja strive to stop school drop-outs, delay early marriages, prevent human trafficking and impede domestic violence against women. Training these women in Football not only makes them strong enough physically and mentally to fight the battles of life but help transform them into leaders and change agents who have the courage to break the shackles of patriarchy that have bound their society for generations. Furthermore, supplemental education by qualified teachers, enriching workshops and activities covering life skill education, health, hygiene and nutrition enable them to stand out in the crowd, be cognizant & live better. The comprehensive developmental approach fosters their self-esteem, teamwork and leadership skills and facilitates these women to combat social evils as a strong social faction. Shreeja India aspires to innovate and expand its programmes for the women through adoption of best practices from across the globe and continues to connect donors, experts, partners, leaders and communities together to champion the cause of gender equality.



HIGHLIGHTS 2016-17

- Football practice started at Madarpur village in Birbhum district on the Jharkhand border under an experienced coach from Kolkata.
- Out of School teaching commenced in Madarpur by experienced teachers.
- NDTV visits Madarpur village and telecasts about Shreeja India in their news bulletins throughout the day._
<http://www.ndtv.com/video/sports/news/football-gives-wings-to-dreams-of-44-young-tribal-women-in-bengal-451706>



Why I Started Coaching Football at 60?

Recently, Bahamoni, a Shreeja Girl was sick and bedridden in her house at Madarpur, Birbhum. Her elder brother was least bothered about the state of her health. Hearing this, a group of Shreeja Girls walked to Baha's house together and politely urged her brother to take her to the hospital. Initially, he was adamant and ignored them, perceiving them as interfering children. But they went back every day with food for Baha. He soon realized that these young girls were confident in their belief. Their silent resilience and assurance that Shreeja will pay for all the expenses made Baha's brother nervous. He finally agreed to take Baha to the hospital. Baha recovered within a week.

I learned the art of silent resilience from my elder brother, Hari Shankar (Dada). We grew up together in our ancestral house in a middle-class environment in South Kolkata, India. I still believe Dada is the best midfielder I have ever played with. He is not tough but he is instinctive and when he was on the field he would run next to me whenever I had opportunities to go solo through the opponent's defence. As a captain of the team, Dada believed that running beside teammates and encouraging them is the essence of team building. I used to envy him as a child – not because he was the topper in his class but because he was the captain of our school hockey team too. He mastered the art of excelling in both studies and games at the same time.

Today, I am involved in many debates on team-building. My school hockey team experiences always stand out in my mind. Dada could inspire a whole team by his silent presence next to his teammates: ***"I am with you, in case you need any help ..."*** was his silent backing.

I often ask myself why I am organizing girls and young women to play football. Does football really reduce school dropouts, early marriages and violence against women? This question has come up in my various publications, media interviews, donor presentations and even in casual conversations with my friends. It can range from the very tame "You live in Manhattan and have such a comfortable life; aren't you wasting your time organizing young girls at the base of the pyramid to play football?" to the much more direct "You're a fool for spending your life on these Tribal girls". I receive criticism on both ends of the spectrum and everything in between. It is not rude to ask. It is not some taboo topic that offends me. It is a simple truth. Girls playing a contact sport definitely run the risk of some injuries. However, when I respond with further insights from my research, my critics look at me with disbelief. "Are you serious? Street children in Kolkata or poor girls in remote villages can climb up the ladder and can one day lead a life of self-respect and dignity?"

Few people are convinced. Why take the risk? Objectively, I shouldn't. I can spend the rest of my life doing research and publishing my findings. Beyond that, my wife and I have the means to make a decent living in New York City. I have no desire to accumulate a few millions in the bank. I know how much I have and what to do with it. I drive my daughter's Toyota Prius and live on less than \$25k a year. It's not because I'm frugal or trying to save for some big purchases, it's because the things I love the most in this world (reading, doing research, and spending time alone in my study or on the streets of Manhattan or Kolkata) are very, very inexpensive.

I'm not running Shreeja India for money... I do it because I love to coach young minds something very important for their lives. Two hours of daily physical exercise, particularly in a team sport can make every person healthy and happy in her live.

I am lucky. My wife and daughter appreciate my sports engagements. They are definitely worried but allow me to be part of a physical contact game even when I am 60 and have few stents supporting my heart arteries. I coach young girls because I know the benefits from playing a sport from a young age are irreplaceable. I can feel it in every single drop of my blood. I get a rush when I am out on the field. I can put everything on the sideline and physically run with the young girls, reminding them, ***"Failure is not an option"***. I feel addicted to the game when I see young girls falling down but getting up again to face the next tackle.

Simply put, right now, not coaching football at Shreeja India isn't an option for me. And for that reason, I truly express my gratitude to my elder brother, Hari Shankar Dasgupta, the Country Head of Shreeja India. He taught me very early in my life that we can build a team just by being there and doing things that we believe silently.

SHIB SHANKAR DASGUPTA, PhD
Advisor

ROADMAP FOR FUTURE

- A fruitful program using sports based education that engages, educates, enriches and empowers the lives of marginalized FGL tribal girls and their families from Madarpur and its adjacent villages in Birbhum District and brings about their holistic development.
- Designing a project that sustainably solves the problem of malnutrition and enhances their health in the target community
- Sensitize and build the tribal girls as community leaders to advocate good habits and practices that enable improvement in health and sanitation.
- Reach out to 10 tribal villages surrounding the program locale within a span of a year



FINANCIALS 2016-17

Chowdhury Basu & Ray
CHARTERED ACCOUNTANTS



AUDIT REPORT

We have audited the attached **Balance Sheet** of **SHREEJA INDIA** of 60/2A HARAPADA DUTTA LANE, TOLLYGUNGE KOLKATA 700033 as at 31st March 2017, and the **Income and Expenditure** Account as annexed thereto for the period ended on that date with reference to the books of accounts and records as maintained by the Trust and produced before us for our verification, and we report that

- 1 The **Balance Sheet** exhibits a true and fair view of the state of affairs of the Trust as on 31st March, 2017.

AND

- 2 The **Income and Expenditure Account** exhibits a true and fair view of the Deficit of the Trust for the period ending 31st March, 2017.

For CHOWDHURY BASU & RAY
Chartered Accountants
Firm Registration No. 302058E

S.N. Roy
(S.N. ROY)

Partner

M.No.054984



Place : Kolkata

Date: 11/09/2017

12, Chowringhee Square, Kolkata - 700 069

Phone : 91 33 2248 6424

Fax : 91 33 2248 6423

E-mails: s.n.roy@gmail.com / officecacb@gmail.com

Shreeja India					
60/2A Hari Pada Dutta Lane, Tollygunge,					
KOLKATA 700033					
BALANCE SHEET AS AT 31ST MARCH, 2017					
LIABILITIES	Amount (Rs.)	Amount (Rs.)	ASSETS	Amount (Rs.)	Amount (Rs.)
GENERAL FUNDS			CASH & BANK BALANCES		
Opening Balance	10,000		Cash in hand	10,075	
Add : Surplus	(15,463)	(5,463)			10,075
Provisions		15,538			
Total		10,075	Total		10,075

In terms with our separate report on the Balance Sheet of even date

For CHOWDHURY BASU & RAY

Chartered Accountants

Firm Registration No. 302058E

(S.S. ROY)

Partner

M.No.054984



Place : Kolkata

Date : 11/09/2017

For SHREEJA INDIA For SHREEJA INDIA

Sankar Ray

Trustee

Shreeja India

Trustee

Shreeja India 60/2A Hari Pada Dutta Lane, Tollygunge, KOLKATA 700033 INCOME & EXPENDITURE ACCOUNT FOR THE PERIOD 01.04.2016. TO 31.03.2017.					
EXPENDITURE	SCH	Amount (Rs.)	INCOME	SCH	Amount (Rs.)
Expenses in connection with the objects of the trust	1 & 2	57,463	Donations Received	2	42,000
			Excess of Expenditure over Income		15,463
Total		57,463	Total		57,463

In terms with our separate report on the Balance Sheet of even date

For CHOWDHURY BASU & RAY
Chartered Accountants
Firm Registration No.302058E

(S.N. ROY)
Partner
M.No.054984



For SHREEJA INDIA
Saurav Roy
Trustee

For SHREEJA INDIA
Ankush Choudhary
Trustee

Place : Kolkata
Date : 11/09/2017

Shreeja India					
60/2A Hari Pada Dutta Lane, Tollygunge,					
KOLKATA 700033					
RECEIPT & PAYMENTS ACCOUNT FOR THE PERIOD 01.04.2016 TO 31.03.2017					
RECEIPTS	Amount	Amount (Rs.)	PAYMENTS	Amount	Amount (Rs.)
Opening balance					
Cash in hand			Payment done in connection with		41,925
Corpus		10,000	the object of the trust		
Donation Received		42,000			
			Closing balance		
			Cash in hand	10,075	10,075
Total		52,000	Total		52,000

In terms with our separate report on the Balance Sheet of even date

For CHOWDHURY BASU & RAY

Chartered Accountants

Firm Registration No.302058E

(S.N. ROY)

Partner

M.No.054984



Place : Kolkata

Date : 11/09/2017

For SHREEJA INDIA

Sankar Roy
Trustee

For SHREEJA INDIA

Ankush Choudhury
Trustee

Schedule 1

Expenses	Rs
Food items	10,675
Conveyance/Travelling	11,530
Board/Lodging of coach	1,600
Socks and shoes	13,230
Stationery/pumper	2,975
Utensils	1,915
Total	41,925

Schedule 2

Liability for expenses	Rs
Stipend for March 2017	13,000
Stationery/Plates/Utensils	231
Food items	1,847
Urinal making	140
Mobile recharge	220
Conveyance	100
Total	15,538

For SHREEJA INDIA For SHREEJA INDIA
Saurav Ray *Shubhdeep Singh*
 Trustee Trustee

