



SHREEJA INDIA

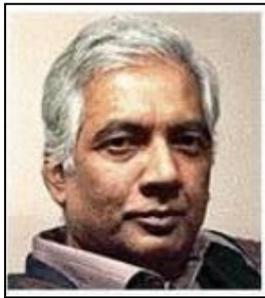
ANNUAL REPORT 2017-18



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MESSAGE FROM THE ADVISOR



Three decades ago as a young graduate I would roam around the mountains lost in my philosophical expeditions amidst the variegated domains of nature. It was during this time that I came across a sage who taught me 'Teen Tulsir Brata' (The ritual of three Tulsi or Basil leaves). The first one was 'Don't leave anyone starving'. The second one was 'Don't deprive anyone of medical facilities'. The third and the final one conveyed 'Don't divest anyone of education'. This is what inspired me to commence my journey with Shreeja India.

Shreeja was born in Suri of West Bengal and was created with the vision- 'To empower women using Football as a tool for development'. The journey of empowerment began with some tribal girls from the remote corners of Birbhum and the 'Teen Tulsi Brata' became the three pillars of Shreeja India. The vision for the organization has its roots in the words of the sage and three primary areas of focus are- Food | Health & Hygiene | Education. It has been proven by researchers from all over the globe that football is one game which promotes both the cognitive and physiological development of the players along with the development of skill sets of teamwork, leadership skills, understanding one's potential and ways to hone one's skills through diligence and an application of the cognitive faculty. So, Shreeja India was born to nurture the three tulsi leaves in the environment of Football. Playing Football requires physical training, which keeps the girls fit. This again is connected to the adequate intake of food. Arrangements have been made at the Academy to provide nutrition to the girls enrolled and under the supervision of Shreeja India's committed Team. The organization is working to stop early marriage, impede trafficking and violence against girls and women by working with the marginalized and challenged tribal population near the border areas of West Bengal and Jharkhand. The third leaf, education is one of our primary concerns. Providing books and materials is not enough to provide basic education to first generation learners. It requires instilling among the girls the desire to study, the urge to score well in examinations and to inculcate in them the life skills they learn on the Football field.

Many well wishers have come forward. Shreeja India is waiting for more. The leaves have started growing and soon the remote barren areas of West Bengal will become the secret garden of intellect and beauty, where the footballers of Shreeja India will inspire more youth to realize their cherished dreams.

SHIB SHANKAR DASGUPTA, PhD
Advisor

MESSAGE FROM THE COUNTRY HEAD



2017-18 is the first complete 12 months of activities for Shreeja India. That's a milestone for us. We are happy to report that we are moving in the right direction. We have got entry in a Santhal territory – Madarpur village in Birbhum district on the Jharkhand border.

More than 40 girls are regular participants for the football training. We are fortunate to have the services of an experienced coach from Kolkata. Substantial nutritious food is being provided after practice.

We started special coaching for the class X girls for the ensuing examinations. Sushmita and Bulaki Chakrabarty from Shantiniketan are toiling hard to prepare these first-generation learners for the Madhyamik (class X Board examinations). Year on year direct promotion to the next classes at school up to class X without any tests/screening makes these girls particularly vulnerable for the actual Board examination.

There is all round enthusiasm from the girls. We had a small local picnic where the parents also participated.

We wish to thank our teachers, our coaches, our field staff and our office staff for keeping Shreeja India progressing.

All the best to everyone


HARI SHANKAR DASGUPTA
Country Head

ABOUT SHREEJA INDIA

Shreeja India is a non-profit CSO working towards gender justice by engaging, educating and empowering young girls through sport (football) based education. We view sports as a powerful vehicle for social change. The organization views sports, mainly Football as a powerful vehicle for social change and education, a key component for the holistic development of an individual. Our goal is to assimilate both the above pivotal elements into a unique integrated model to ensure that young girls belonging to deprived communities are equipped and have access to opportunities that support their overall development and prepare them for a dignified living. 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. 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.



BEYOND FOOTBALL

At present, Shreeja India is working to empower around 60 first generation learning (FGL) tribal girls from Madarpur village and its adjacent areas in Birbhum district of West Bengal. Training these women in Football is not only making them strong enough physically and mentally to fight the battles of life but helping to 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.

First Generation Learners (FGLs) often lag behind in schools because their parents can hardly help them academically. Existing literature talks about FGLs having poor academic achievements, a negative attitude, lack of confidence, and an underdeveloped personality. And many scholars prefer to conclude that their poor performance in school is caused by lack of motivation and support at home. But it is time to challenge this conventional wisdom. Here is a true story from Shreeja India Office at Birbhum, West Bengal, India.

Mukti Murmu is a first-generation learner in a remote village at the borders of West Bengal and Jharkhand. Her mother, Asha, an agricultural laborer, wants her daughter to get a job in the Police department. She has heard that local Police Station organizes women's football tournaments and offers jobs to selected good players from these matches. So, she approached Shreeja India to enroll her daughter for Shreeja India's sports based education program.

"But your daughter has to continue with her school studies also. Along with coaching football, we will make sure that she gets the right support in her studies as well." Dr. Dasgupta, Executive Director, Shreeja India (SI) told her on our first meeting at Shreeja India Office at Birbhum. *"I don't think she can become a graduate. There is no education in her blood. But she can play good football. Her father played for the district in his younger days,"* Asha replied. The next day, Mukti's mother came with her husband to meet Dr. Dasgupta at SI office. Mukti's father, an odd job worker, was thin and very soft spoken. *"I am no good at talking about my daughter's education. I see her studying in our house but I have no clue how to react with her when she asks me questions from her book,"* he spoke in broken Bengali. *"But Murmu bhai, we will provide your daughter with all the support she needs in her studies. We will help her with her homework. We will offer free sports and academic coaching and we will make sure that Mukti has no problem with her studies,"* said Dr. Dasgupta. Mukti's father looked up to my eyes for the first time. Rather puzzled.

Quietly, Dr. Dasgupta took out a white piece of paper and drew a rectangle and two goal posts at the two ends of it. He positioned 11 dots and 11 crosses in a 4-2-4 formation within the rectangle. The father's eyes dazzled as he could understand my rough drawings on the white paper. *"But you can help her to play good football, Can't you?"* he asked pushing the paper toward him. *"Oh, yes, of course! But these girls can't play in this 4-2-4 system. We need very powerful wingbacks. They have to run up and down for the whole 90 minutes,"* the father replied with lot of enthusiasm. *"Yeah, we offer the girls professional football coaching and nutritious food so that they are strong enough to run for the 90 minutes."* Dr. Dasgupta replied.

Parents of FGLs can contribute something very crucial in their children's well-being. Scholars often talk about inter-generational poverty, debt traps, failure of parents in FGL's education. They highlight parental apathy on their children's studies as a trap that chokes the early aspirations of many FGLs in India. But seldom do they suggest of shifting the focus from only studies to something that FGLs' parents are good at. The FGLs have some natural sporting skills passed on to them from their parents. If sport is considered as a professional goal in a girl's career, then these FGLs stand equal chance in establishing themselves in life. If their sports talents are nurtured professionally, then these girls can climb up the socio-economic pyramid quite efficiently.

Women in sports are not very common in India. It is the parental commitment to sports that will keep Mukti on the field, in classrooms, and of course, away from any threats of early marriage. But more often than not, surrounded by her eager and helpful parents all the time would help her to build a loving and caring personality.

"WE ONLY THOUGHT THAT SENDING MY CHILD TO SCHOOL WAS THE ONLY THING WE COULD DO", CONTEMPLATES HER MOTHER. "BUT NOW WE SEE THAT WE CAN ALSO CONTRIBUTE TO OUR CHILD'S FUTURE."

Majority of rural schools in India face this challenge. Parents of FGLs work hard to keep their children in schools, even at the cost of additional debts and hardships. They often find the school environment completely unfriendly to them and this creates a big hurdle for them to build the right network with teachers and other parents. School teachers, on the other hand, also fail to offer the right support to improve the academic performance of these FGLs. Ultimately, a vacuum is created around the FGLs, which disturbs the smooth functioning of growing up of these girls.

Yes, Mukti needs very positive motivation from her parents in order to study in school. But her father was a district level football player and nobody recognized this positive achievement of her father. Her parents have not failed her. It is the society that has failed to evaluate the right method of identifying the hidden skills in Mukti's family. The FGLs face a multitude of academic, psychological, socio-economic and cultural challenges. Parental support is needed to improve all these transactions. But when sports based education is introduced these girls are no more first generation learners as far as sports is concerned. Their parents are all quite enthusiastic about the prospects of their girls playing football and that is how they become support systems for their girls, helping them in their education and in maximizing their potentials for a dignified living.

PROJECT DAMINI

DAMINI' is an ambitious partnership planned recently between Shreeja India and Kolkata Police to initiate 'Shreeja Football Plus' program to train 200 young girls from NABADISHA project in Kolkata. The idea is to use football as a tool to stop school dropouts, early marriages, prevent human trafficking and violence against women in two localities within the city. The program is designed to inculcate the spirit of confidence and teamwork among these girls so that they could face the world with self-respect and dignity. Apart from intense football practices, Shreeja India has prepared to undertake regular motivational talks, psychological trainings and after-practice refreshments for the enrolled Nabadisha Girls.



MEDIA COVERAGE

NDTV: <http://www.ndtv.com/video/sports/news/football-gives-wings-to-dreams-of-44-young-tribal-women-in-bengal-451706>

Times of India: <http://timesofindia.indiatimes.com/city/kolkata/suri-girls-take-soccer-route-for-survival/articleshow/57524960.cms?from=mdr>

Economic Times: <http://economictimes.indiatimes.com/news/sports/west-bengal-how-football-is-helping-birbhum-girls-dribble-past-early-marriage-and-domestic-violence/articleshow/58873023.cms?from=mdr>

The Telegraph:

https://www.telegraphindia.com/1170523/jsp/calcutta/story_153032.jsp

Sportsnova.com: <https://www.sports-nova.com/2019/04/26/first-generation-learners-a-shreeja-india-perspective-on-womens-football/>



PHOTOGRAPHS



AWARDS RECEIVED



The Telegraph (Education) Foundation has honoured this initiative with 'The Williamson Magor Education Award for Excellence in Extra-Curricular Activities' in 2017

ROADMAP TO FUTURE

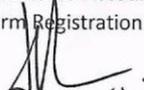
- Replication of the project for the backward and challenged population in every district of West Bengal.
- Scaling up the existing project and inclusion of 100 girls by September 2018.
- Introduction of Kitchen gardening in Tribal community
- Introduction of sensitization workshops with the Shreeja Girls

FINANCIALS 2017-18

Shreeja India					
60/2A Hari Pada Dutta Lane, Tollygunge,					
KOLKATA 700033					
BALANCE SHEET AS AT 31ST MARCH ,2018					
LIABILITIES	Current Year Amount (Rs.)	Previous Year Amount (Rs.)	ASSETS	Current Year Amount (Rs.)	Previous Year Amount (Rs.)
GENERAL FUNDS			CASH & BANK BALANCES		
Opening Balance	(5,463)	10,000	Cash in hand	17,304	10,075
Add : Surplus	74,366	(15,463)	Cash at Bank	80,499	-
	68,903	(5,463)			
Liabilities for Expenses	28,900	15,538			
Total	97,803	10,075	Total	97,803	10,075

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

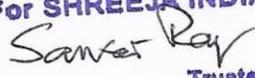
For NAYAN & SANJOY
Chartered Accountants
Firm Registration No.329694E


(Sanjoy Ghosh)
Partner
M.No.054748



For SHREEJA INDIA

Trustee

For SHREEJA INDIA

Trustee



Place : Kolkata
Date : 02/07/2018

Shreeja India							
60/2A Hari Pada Dutta Lane, Tollygunge.							
KOLKATA 700033							
INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31ST MARCH, 2018							
EXPENDITURE	SCH	Current Year Amount (Rs.)	Previous Year Amount (Rs.)	INCOME	SCH	Current Year Amount (Rs.)	Previous Year Amount (Rs.)
Expenses in connection with the objects of the trust	5	7,43,573	57,463	Donations and Awards Received	4	8,17,939	42,000
Excess of Income over Expenditure		74,366		Excess of Expenditure over Income			15,463
Total		8,17,939	57,463	Total		8,17,939	57,463

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

For NAYAN & SANJOY
Chartered Accountants
Firm Registration No.329694E

(Sanjoy Ghosh)
Partner
M.No.054748



Place : Kolkata
Date : 02/07/2018

For SHREEJA INDIA
[Signature]
Trustee

For SHREEJA INDIA
[Signature]
Trustee



Shreeja India 60/2A Hari Pada Dutta Lane, Tollygunge, KOLKATA 700033 RECEIPT & PAYMENTS ACCOUNT FOR THE YEAR ENDED 31.03.2018			
RECEIPTS	Bank	PAYMENTS	Amount (Rs.)
<u>Opening balance</u>		Food items	1,28,869
		Conveyance/Travelling/Car expenses	1,02,725
Cash in hand	10,075	Board/Lodging of coach/officials	31,321
		Jersey/Boots/Kit Expenses	16,503
Donations Received	7,92,939	Stationery	13,931
Awards Received	25,000	Football/Equipment Expenses	2,040
		Honorarium/Stipends	3,64,200
		Rent	9,000
		Miscellaneous Expenses	61,622
		<u>Closing balance</u>	
		Cash in hand	17,304
		Cash at Bank	80,499
Total	8,28,014	Total	8,28,014

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

For NAYAN & SANJOY

Chartered Accountants

Firm Registration No.329694E

(Sanjoy Ghosh)

Partner

M.No.054748



For SHREEJA INDIA

[Signature]

Trustee

For SHREEJA INDIA

[Signature]

Trustee



Place : Kolkata

Date : 02/07/2018

Schedules to the Financial Statements

	Current Year Amount (Rs.)	Previous Year Amount (Rs.)
Schedule 1:		
General Funds		
Opening Balance (being Corpus received on February 3, 2017 from Founder Hari Shankar Dasgupta)	(5,463)	10,000
Surplus/(Deficit) during the year/period	74,366	(15,463)
Closing Balance	68,903	(5,463)
Schedule 2:		
Liabilities for expenses		
Stipend for March 2018	11,500	13,000
Rent & electricity for Class room - March 2018	2,400	-
Internet Site Development	15,000	-
Stationery/Plates/Utensils/xerox trust deed	-	231
Food items/Lunch 24/1, cp ekbalpur	-	1,847
Urinal making	-	140
Mobile recharge	-	220
Conveyance	-	100
	28,900	15,538
Schedule 3:		
Cash and Bank Balances		
Bank Balance at ICICI Bank, P A Shah Road	80,499	-
Cash in hand at Bolpur	4,862	75
Cash in hand at Kolkata	10,000	10,000
Imprest Cash	2,442	-
	97,803	10,075
Schedule 4:		
Donations and Awards Received		
Donations Received	7,92,939	42,000
Awards Received	25,000	-
	8,17,939	42,000
Schedule 5:		
Expenses in connection with the objects of the trust		
Food items	1,27,022	12,522
Conveyance/Travelling/Car expenses	1,02,625	11,630
Board/Lodging of coach/officials	31,321	1,600
Jersey/Boots/Kit Expenses	16,503	13,230
Stationery	13,700	2,975
Utensils	-	2,146
Football/Equipment Expenses	2,040	-
Honorarium/Stipends	3,62,700	13,000
Rent	11,400	-
Miscellaneous Expenses	76,262	360
	7,43,573	57,463