

2021-2022



SHREEJA

ANNUAL REPORT

SHREEJA INDIA



C O N T E N T S

- 1. Messages from Management**
- 2. About Shreeja India**
- 3. Highlights 2021-2022**
- 4. Financials 2021-2022**



Message from the Advisor

My Dear Young Friends,

We have finally won the match against COVID-19. I expect to visit all of you in India soon and celebrate this victory of humanity. We can all go out and sit inside a beautiful garden with flowers; some blooming and some ready to bloom. But the major question that bothers me when I am amidst young people is: *What should I tell my younger self about life that might be of some help to you?*

It's tough but let me try ...

I was born in a refugee family. My parents left East Pakistan (now Bangladesh) just before the partition in 1947. Life was tough and we often used to point our index fingers to others. We hardly realized that a pointed index finger was a victim's symbol. No matter how abominable our condition might be, or how unfair the other person was to us, we could have done better than the blame game. Remember, the moment we put the blame on others, we undermine our resolve to change the unwanted situation. Playing the victim card closes the door for some major breakthroughs in our lives. My suggestion to all of you would be try not to play the victim card in your life.

At Shreeja India, we all play football. Sometimes, our matches turn rough. Similarly, life can turn like a jungle, as well as a desert, a slippery slope, and a swamp too. I would love to put a line from Robert Frost here: *"to be social is to be forgiving."* On the whole, try to respect life not only for its beauties and amenities but for its hardships too. In a football match, you don't score goals all the time, but face hard tackles too. If you fall down, get up and organize yourself. Failure is not an option in Shreeja India.

This Annual Report is a commentary on our current activities. I am not going to discuss here digital divide between urban and rural children, nor do I relish to criticize modern systems of education in this column. But it is a fact that in the days of Internet and social media, young people tend to seek instant gratification. Blaming others is easy on social media. Let us be more tolerant and less judgmental.

Shib Shankar Dasgupta, *PhD*

Advisor

Shreeja India

New York, USA





Message from the Country Head



Sure enough, a second wave of Covid hit us right at the beginning of the financial year 2021-22 and all of us had a tough time. But we managed. In fact, with some financial help from Azim Premji Philanthropic Initiatives, we could help out our girls and their families with some rations and other stuff. Felt bad and sad when we found that their neighbours were staring at our teams as we had nothing extra to offer them. Not the best of situations to be in.

We survived. With your help, we could pay our teachers, coaches and staff members through the entire covid period. Many thanks for your help.

Covid impaired our progress both on the football and academic fields. Our teachers tried to maintain contact with our girls over the phone. Good thing is we are back on our workstations post covid 2 and have made some commendable progress in all the areas of our operations. Both the Rajnagar and the Dhatrigram centers have got back to operations as usual.

With the strengthening of our Operations team, we could start a series of workshops at the two centers. Like Motivation and Wellness workshop, Menstrual Health and Hygiene Workshop, Early Child Marriage Awareness workshop and Safe and Unsafe Touch Workshop with all genders

Our Vidushee program of strengthening the foundational learning process for the class I to IV children (up to 10 years) gathered momentum during the year with the increase in the number of Vidushee teachers (our senior girls who have passed class X and XII). This we believe is a big-time intervention from Shreeja India and enable the first-generation baby learners to form a solid foundation for moving up to the higher classes meaningfully.

Our football coaching is taking a proper shape. We are regularly winning tournaments. Sonali Soren was inducted in the U-17 Bengal Football team for the Guwahati Nationals.

The Board examination results are also improving year on year. They have started getting first divisions in their school-leaving examinations. Some of the top marks are Neha (442) 91.45%; Rupdhan (443) 91.80%; Oli (418) 82.36%; Urmila (395) 72.99%

We have plans of starting Computer and English learning classes soon. The Kitchen Gardening activities are growing with more students getting into the program.

We are confident that the time lost in Covid over the last two years will be made up totally by next year.

God Bless.

Thanks



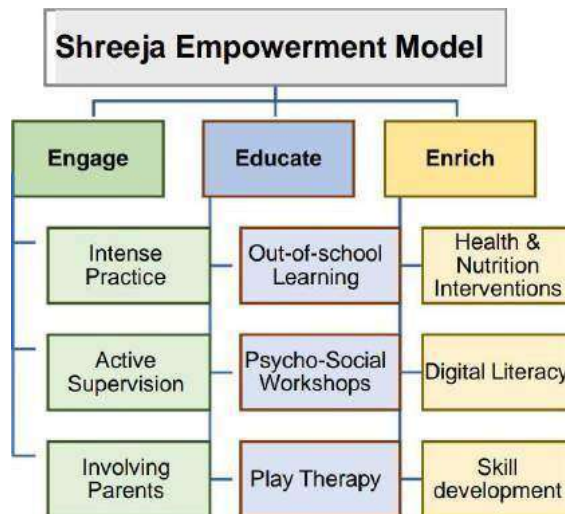
The Organization:

Shreeja India is a non-profit CSO (Civil Society Organization) working towards engaging, educating and enriching girls from marginalized and underprivileged communities in India. Based on the concepts of sports for development, Shreeja India uses both sports and education as powerful vehicles for social change and key components for the holistic development of individual girls. Our goal is to empower girls and enable them to realize their full potentials to build a gender-equitable society. Currently, Shreeja India is working to empower 500+ tribal girls from 80 backward villages in Birbhum and Purba Bardhaman districts of West Bengal.

Website: Shreeja India

Shreeja India's sports-based education program, *Football & Beyond* is a three-step women's empowerment model:

1. **Engagement** of girls in sports, education and other development activities, enhances motivation, improves health conditions, increases social capital and goal-directed behavior
2. **Education** of girls with informed imagination helps to reduce school dropout, impede early marriage, prevent violence against women and girl trafficking
3. **Enrichment** of girls and young women alleviate their negative schemas, make them socio-economically independent and future leaders of the community



The primary objective of Shreeja *Football & Beyond* program is for rural girls to complete secondary schools and continue with their academic studies and ambitions as far as they want to go.

- To improve physical and mental health of the rural girls and their community
- To stop school dropouts and increase years of schooling for girls
- To stop early marriage and increase girls' self-awareness, decision-making skills
- To promote digital literacy
- To impart life skills and make tribal girls self-reliant
- To promote sports as a tool for overall development



Shreeja Partners: Scheduled Caste, Scheduled Tribe and Other Backward Classes Development & Finance Cooperation, Govt. of West Bengal | Azim Premji Philanthropic Initiatives | Sachin Tendulkar Foundation | Soroptimist International | The Telegraph Education Foundation | Goethe Institut | APTTI | Individual Donors.

Highlights of Activities:

1. **Attendance:** At present, 210 tribal girls enrolled in Shreeja Beyond Football program at Rajnagar, Birbhum, West Bengal while 130 girls are enrolled in Dhatrigram centre Purba Bardhaman district. On an average, 70% of this total enrollment attended our classes regularly till March 2021. Due to the advent of Covid-19 pandemic situation, Shreeja India Centres had to be closed temporarily from April 2021 to May 2021. This decision was taken after considering the health and safety of the girls coming from 30 villages and based on the government's decision to close down educational institutions. The centre was again reopened in June 2021 after the 2nd wave slowly started subsiding. Before closing the Centres temporarily, our team conducted a number of awareness programs on health, sanitation and preventive covid-19 measures. Also, during the pandemic period, our teachers continued to take classes over phone with the girls. Furthermore, project Vidushee continued during the period in the respective intervening villages of the Rajnagar.

2. **Training from Government:** We had the privilege of welcoming Dr. Sheet (Deputy Director, Directorate of Horticulture, Birbhum, Govt. of West Bengal) to Shreeja India Academy, Rajnagar on in March 2021. He conducted an enriching workshop on kitchen gardening with Shreeja Girls and Nutri-Homes beneficiaries. Dr. Sheet had a stirring discussion and explained to them how they can maximize on their spaces available for farming, grow quality organic crops, and create vermin composts. He further elaborated on Birbhum's crop calendar and how the girls can assure good crops in their gardens across the year. With girls of 70 households from 10 intervening villages already part of the ongoing Nutri-homes project, this training has been crucial to both the beneficiaries and the Shreeja India Team alike. The Nutri-homes initiative has ensured regular food security, nutritious food intake and resilience from food crises to our deprived beneficiaries.



3. **Scholarship:** 11th April 21: Each of the 15 Shreeja Girls, who passed their class X and XII board exams last year received an INR 10,000 scholarship from The Telegraph Education Foundation (TTEF)!

4. **Relief distribution:** On 23rd May, 2021, Shreeja India distributed essential ration and hygiene kits to 350 households as part of the first phase of Covid-Relief distribution in Birbhum. We are immensely proud of our senior Shreeja Girls who not only helped their teachers in packing the kits but also actively mobilized the community during the distribution. We are simultaneously indebted to our proactive Team at work for their relentless effort. Amidst the lockdown and troubled climatic conditions, they are continuing to meticulously organize and execute this entire process to ensure that we are able to reach every household in need. The relief was funded by Azim Premji Foundation.



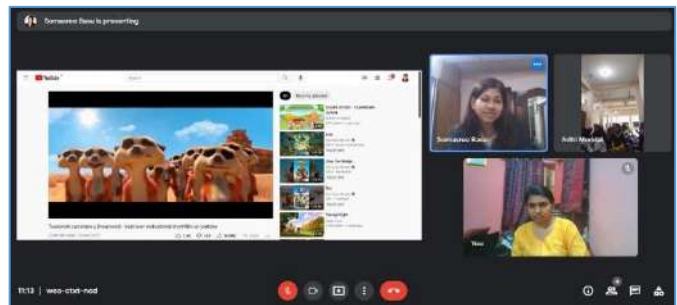


5. **Tele-counseling service:** 11th June 2021: COVID-19 had some major interruptions to our lives. It blurred our work and home spaces completely. We were unable to meet with our loved ones while children were trapped in homes with virtual classes and lack of peer interactions! Moreover, the constant fear and anxiety of contracting the virus is engulfed our minds every day. Surely none of us had ever had to face such a situation on a global scale and hence we were completely unprepared (physically and mentally) to handle this unusual mental pressure. In this situation, Shreeja India's Program Manager as a psychologist offered mental health support to people through tele-counseling.



6. **PTM:** 1st August 2021: A parent-teacher meeting was organized in Dhatrigram with the presence of more than 80 parents of the Shreeja Girls. They were acquainted with the current position and performance of the girls, given advice on how to support their girls as well. Furthermore, the girls also performed on the day as their proud parents looked on.

7. **Motivation & Wellness Workshop at Rajnagar:** 28th August 2021: Not feeling confident is one of the worst feelings a player can have on a soccer field. It can dramatically affect her performance as well. Learning how to be more confident on the field is a fundamental skill to develop in order to improve as a player. Professionals always remember what they are capable of doing. So, the key to overcome fear is to be confident in yourself. This confidence develops when you are both, intrinsically and extrinsically motivated to give your best performance. Also, a mind that is well with positive frame of thoughts will always be more active and foster wellness in all the domains of life. Learning to mould one's negative thoughts into positive ones can definitely transform the lives of the young girls and help them succeed in all their endeavours. This workshop is one in many subsequent attempts to motivate Shreeja Girls and develop their mental wellness. 30 Shreeja girls from Rajnagar, Birbhum participated in this mental health workshop.



8. On 20th September Shreeja Girls participated in Sonarkundu Tournament and on 27th September the Shreeja Girls Participated in Manikidhi Tournament, emerging as winners in both the tournaments in Purba Bardhaman.

9. 1st October 2021: Kritika Rai was appointed as Program Officer of Shreeja India.

10. **Menstrual Health & Hygiene workshop at Rajnagar:** 3rd October 2021: An open discussion on menstrual hygiene is still widely considered a tabooed topic in India. Should the awareness be limited to girls and women only or include all





other genders as well? We, at Shreeja India, believe that topics like menstrual health and sexual health need to be discussed with all the genders. This is the only way we can help build an informed and gender-equitable world! Therefore, we conducted an in-house menstrual hygiene workshop at Shreeja India's Rajnagar Center. We purposely included some boys along with the girls in the workshop. Initially, there were some hesitations. But soon everybody realized that they could talk about menstruation in an open forum and that it is absolutely normal to do so! They came forward with their queries and together we busted many myths and superstitions associated with periods that often lead a woman to become isolated and oppressed during the time. (Many thanks Ms. Shamita Dasgupta, Founder Manabi, USA for being our consultant and developing such an enriching content for this workshop.

11. 13th December 2021: Shreeja girls played a tournament at Shantipur. Dhatrigram Junior Team won the match by two goals.

12. 14th Dec 2021: Shreeja Girls won the Durgapur tournament.

13. 17th December 2021: Rajnagar Girls played Football Match at Ukhra. They won the semi-finals.



14. **Art Workshop:** 28th December 2021: Shreeja Girls embraced their artistic sides! Our early recollections of creating art are most likely associated with the thrill and absolute joy of receiving new colour pencils. It was a beautiful experience to witness the same happiness among Shreeja Girls in Birbhum! With the intent to bridge the gap between urban-rural education, we conducted a three days 'Art Workshop' for our Shreeja Girls by connecting with them through the smart TV. Playing with glue, tissue paper, and acrylics, they transformed their imaginations into reality by creating giraffes while recycling old papers. It was a valuable



experience altogether and we'll be conducting more positive workshops in the coming years. Special Thanks to Alakananda Sengupta, an experienced and reputed artist for this amazing workshop.

15. **Visit:** 2nd February 2022: Shreeja Team at Kalna, Purba Bardhaman was extremely elated to meet with Mr. Pathikrit Sarkar (former Assistant coach at North East Leeds FC & owner of Fast Sports and Management) and Mr. Hirok Saha, Coach of East Bengal FC Youth Academy! The entire 2nd February 2022 was filled with laughter, fun, play and learning for Shreeja girls & their coaches at the centre. Mr. Saha gave a motivational talk to our children which certainly charged them up to work towards their dreams! This was followed by an intense training session which lasted 90 minutes for Shreeja Football Coaching Team (Raghu, Tilak and Manu da) taken by Mr. Saha. The session covered topics on how to improve the techniques, treat children as coaches, the nutritional requirements of a child as she/he grows up among other relevant ones. Shreeja India thanks you both, Mr. Sarkar for your continued support to us and Mr. Saha for adding so much value to our endeavour.



16. **NGO of the year Award:** 9th February 2022: Shreeja India was awarded the 'NGO of the year' under the women's empowerment category at the 2nd NGO Awards Summit organized by NGOStory, Gurgaon.



17. **Safe & Unsafe Touch Awareness:** 27th February 2022: The increasing incidents of sexual abuse and harassment among children reported across the nation point out how they become victims not only in unknown settings but also in their own homes and classrooms, most often by the people they trust or are familiar with. Hence, it is imperative that they become well informed with relevant and correct information on this matter including the knowledge of 'Safe & Unsafe Touch'. They need to be taught several things to ensure their own safety as well as safety of their siblings and friends. Keeping these thoughts in mind, Shreeja India conducted an interactive session on 'Safe and Unsafe Touch', that covered personal safety rules, dealing with the perpetrator, supports available, rights of the child and few other associated topics. The participants were also shown an educational video on the same. This is the first in line of many such sessions on 'Health and Safety of girls' workshop series. The session was attended by 65 Shreeja Girls in Rajnagar, Birbhum.



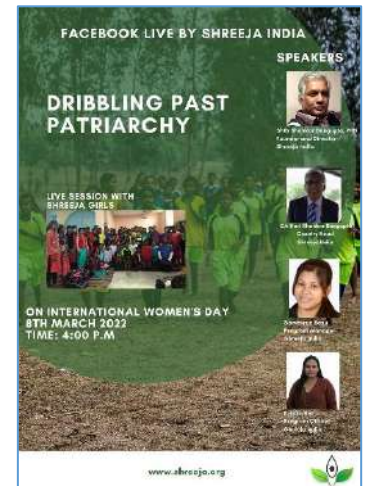


18. **Participation in PAN Asia Summit:** 2nd February 2022: Shreeja India envisions a world without Gender Based Discrimination and Violence. We joined hands with other esteemed organizations who share the same vision! Shreeja India became a part of Reframe, a Pan Asian Summit by Breakthrough India. The session taken by Shreeja India was 'DRIBBLING PAST PATRIARCHY: Fostering Agency & Leadership to prevent Gender based Discrimination and Violence!'



19. **Spoken English Classes:** 6th March 2022: Spoken English classes began at Rajnagar, Birbhum for classes VI to IX and XI.

20. **International Women's Day:** 8th March 2022: On the occasion of International Women's Day, Shreeja India organized a Facebook Live session on "Informed Imagination". The session was joined by Shreeja Team as well as senior Shreeja Girls from both the intervening centres.





AUDIT REPORT

We have audited the attached **Balance Sheet** of **SHREEJA INDIA**, 60/2A HARI PADA DUTTA LANE, TOLLYGUNGE, KOLKATA-700033 as at 31st March 2022, 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, 2022.

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, 2022.

For NAYAN & SANJOY

Chartered Accountants

FRN No. 329694E

(Sanjoy Ghosh)

Partner

M.No. 054748

UDIN - 22054748AN00J01649



Place : Kolkata

Date : 19.07.2022

Shreeja India									
60/2A Hari Pada Dutta Lane, Tollygunge,									
Kolkata 700 033									
BALANCE SHEET AS AT 31ST MARCH, 2022									
LIABILITIES	Schedule	Current Year Amt Rs.	Current Year Amt Rs.	Previous Year Amt. Rs.	ASSETS	Schedule	Current Year Amt Rs.	Current Year Amt Rs.	Previous Year Amt. Rs.
GENERAL FUNDS :-	1				FIXED ASSETS	4			
As per last account		3,56,772			Computers & TV (Net)		28,145		46,908
Add : Excess of Income Over Expenditure		(1,23,147)	2,33,625	3,56,772	Furniture and Fixtures (Net)		23,976	52,121	26,640
Unsecured Loan	2		1,99,500	---	Deposits	5		8,133	33,000
Current Liability	3		96,000	2,262	CASH & BANK BALANCES	6			
					Cash in hand		29,227		23,780
					Cash at Bank		4,39,644	4,68,871	2,28,706
			5,29,125	3,59,034				5,29,125	3,59,034

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
UDIN- 22054748ANOOJO1649



For Shreeja India

(Hari Shankar Dasgupta)
Trustee



(Avijit Mukhopadhyay)

Trustee

Place: Kolkata
Date: 19/07/2022

Shreeja India
60/2A Hari Pada Dutta Lane, Tollygunge,
Kolkata 700 033

INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31ST MARCH, 2022

EXPENDITURE	Schedule	Current Year Amt Rs.	Previous Year Amt. Rs.	INCOME	Schedule	Current Year Amt Rs.	Previous Year Amt. Rs.
Expenses in connection with the objects of the trust	8	26,44,296	15,32,936	Donations and Awards Received	7	25,21,149	16,71,800
Excess of Income over Expenditure		----	1,38,864	Excess of Expenditure over Income		1,23,147	----
Total		26,44,296	16,71,800	Total		26,44,296	16,71,800

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
 UDIN-22054748ANOOJO1649



For Shreeja India

(Handwritten signature)

(Hari Shankar Dasgupta)
 Trustee



(Handwritten signature)

(Avijit Mukhopadhyay)
 Trustee

Place: Kolkata
 Date: 19/07/2022

Shreeja India

60/2A Hari Pada Dutta Lane, Tollygunge, Calcutta 700 033

Schedules to the Financial Statements

	Amount in Rs. as on March 31, 2022	Amount in Rs. as on March 31, 2021		
Schedule 1:				
General Funds				
Opening Balance	3,56,772	2,17,908		
(Deficit)/Surplus during the year	(1,23,147)	1,38,864		
Closing Balance	<u>2,33,625</u>	<u>3,56,772</u>		
Schedule 2:				
Loans Received				
Unsecured Loan received from H S Dasgupta	1,99,500	----		
	<u>1,99,500</u>	<u>----</u>		
Schedule 3:				
Current Liability				
Kolkata - Rent/Office expenses	96,000	2,262		
	<u>96,000</u>	<u>2,262</u>		
Schedule 4:				
Fixed assets				
Asset description	Opening Balance	Additions	Depreciation	Written Down Value
Computers/Location				
2 nos. Lenovo laptops/Kolkata office	21,888	----	8,755	13,133
Smart TV/Rajnarag Trng center	25,020	----	10,008	15,012
	<u>46,908</u>	<u>----</u>	<u>18,763</u>	<u>28,145</u>
Furniture & Fixtures				
8 plastic chairs of Rs 680 each/Rajnarag	4,406	----	441	3,965
5 Fans & 8 LED lights/Rajnarag	6,682	----	668	6,014
1 Steel Almirah/Rajnarag	4,860	----	486	4,374
4 Steel Racks for Library/Rajnarag	10,692	----	1,069	9,623
	<u>26,640</u>	<u>----</u>	<u>2,664</u>	<u>23,976</u>
Grand Total	<u>73,548</u>	<u>----</u>	<u>21,427</u>	<u>52,121</u>
Schedule 5:				
Deposits				
Deposit for Rajnarag Facility		8,133		33,000
		<u>8,133</u>		<u>33,000</u>
Schedule 6:				
Cash and Bank Balances				
Cash in hand at Kolkata (Corpus Fund)		10,000		10,000
Imprest with Somasree		----		2,502.0
Imprest with Kamal		500		4,000
Rajnarag Imprest		17,282		3,506
Dhatrigram Imprest		1,445		3,772
Total Cash Balances		<u>29,227</u>		<u>23,780</u>
Bank Balance at ICICI Bank, P A Shah Road		48,589		2,28,706
Bank Balance at ICICI APPI Bank Account, P A Shah Road		3,91,055		----
Total Bank Balances		<u>4,39,644</u>		<u>2,28,706</u>
Total Cash & Bank Balances		<u>4,68,871</u>		<u>2,52,486</u>



Shreeja India

60/2A Hari Pada Dutta Lane, Tollygunge, Calcutta 700 033

Schedules to the Financial Statements

	Amount in Rs. for the year ended March 31, 2022	Amount in Rs. for the year ended March 31, 2021
Schedule 7:		
Donations Received		
Various (Gross)	11,33,449	9,71,800
Covid Relief Grant Received	4,20,000	----
Other Grants Received	9,67,700	7,00,000
	<u>25,21,149</u>	<u>16,71,800</u>

Schedule 8:

Expenses in connection with the objects of the trust

Food items	1,05,788	74,380
Conveyance/Travelling/Car expenses	84,951	24,501
Board/Lodging of coach/officials	6,279	743
Workshop Expenses	29,745	----
Jersey/Boots/Kit Expenses	18,672	19,072
Stationery	28,493	13,124
Football/Equipment Expenses	8,640	100
Honorarium/Stipends	15,06,600	9,85,920
Scholarships	75,500	50,753
Rent	2,93,424	2,34,869
Depreciation	21,427	34,233
Covid Relief Expenses (Relief to Poor):		
Food/Ration	3,00,414	----
Personal Hygiene Items	1,19,586	44,777
Miscellaneous Expenses		95,241
	<u>26,44,296</u>	<u>15,32,936</u>

