



2024 - 2025 Annual Report



Message from the Leadership



HARI S. DASGUPTA

COUNTRY HEAD
SHREEJA INDIA

2024-25 was the eighth year of our existence. Surely, we deserve a pat on our backs. It has been quite a journey so far. We survived covid; we survived cash crunches. And we look forward.

The beauty is that people are watching our forward movement. We are getting quite a few responses from institutional and foreign contributors. That is helping us to stay afloat.

We started with Football. Then started Academics and moved to Beyond Football. Now by introducing Vocational Training we have moved to 'Football & Beyond'.

During the year we ventured to a Tailoring Training program. 10 senior girls have picked up quite a bit of skill in Tailoring and Stitching. Soon we will have Tailor signboards in the villages of Rajnagar in Birbhum.

Next, we got into baking classes. Five girls from Rajnagar regularly travel to Kolkata and attend to their course. Soon they will be handling our nutritional requirements of sweets and savouries for 1000 children.

As we get more and more entrenched in our activities, we must say that gradually the beneficiaries – the girls, the parents, the communities are feeling the perceptible change that is happening in their lives. We hope they get more and more involved with Shreeja's activities and make Shreeja a movement in due course.

The year brought us important recognitions and milestones, which reaffirm the relevance of community-led long-term work. For us success is the steady progress of our students, the commitment of our teams and the trust of our donors and partners who choose to walk with us.

I would like to acknowledge the dedication of our staff, coaches, teachers, peer leaders and volunteers who continue to manage demanding responsibilities with care and sincerity.

I am extremely thankful to our partners and supporters for their faith and patience with us.

We look ahead with renewed clarity and commitment for the coming year. We remain focussed on strengthening both our programs and processes ensuring that Shreeja India continues to grow with integrity, discipline and commitment.

God Bless.

Message from the Leadership



SHIB SHANKAR DASGUPTA

PHD FOUNDER & DIRECTOR,
SHREEJA INDIA

Moving Beyond the Game ...

often use real-life dilemmas to spark thinking in my classes with Shreeja Girls. Few months back, I asked some senior girls in a class: "If you're one-on-one with the goalkeeper, and she suddenly collapses in pain, what do you do?"

The immediate response was: "Score the goal first." But as we continued to discuss on the subject, 'Fairness and Empathy', the room shifted. Soon the girls were challenging their own answers: "It's not right to score if my opponent is hurt."

That moment captures Shreeja India's real impact. Our girls not only play Football, but they also learn to question conventions, debate ideas, and stand by their values. When donors ask about our impact, we proudly reply: "Shreeja Girls are learning to argue the norms."

Shreeja India's Football & Beyond program is not about how many girls play the game. It's about how they carry the game into life: questioning stereotypes, choosing empathy, and imagining equitable solutions.

The other day, I was discussing a very inspiring true story in my class. In May 2012, a young Israeli climber Nadav Ben Yehuda was only 300 meters from the summit of Mount Everest. Climbers call it 'The Death Zone' where oxygen is dangerously low and every single step can be fatal. Climbers train for many years to withstand these deadly final moments. But Nadav found another climber lying unconscious and freezing, suffering from severe altitude sickness.

Nadav dared to rescue the unknown climber. The rescue ended successfully with both men alive, but Nadav suffered severe physical injuries during the rescue operation. He could not climb Mount Everest, but he was awarded the Israeli Presidential Medal of Honor and the FIU Medallion of Courage for this act of selfless gallantry.

Nadav did not reach the summit. But he saved a life.

This story remains as an inspiration for all of us. Even amidst heavy challenges, love, empathy and helping the helpless come before personal triumph. Shreeja Girls are learning that courage isn't only about winning, it's about doing what's right. This is when The Beautiful Game moves beyond the field and begins transforming the world. A daring decision moves us into the realm of something extraordinary ...

In Shreeja classrooms, such stories become platforms for profuse dialogues, not to arrive at right or wrong answers, but to cultivate deeper thinking. Increasingly, Shreeja girls are moving beyond "yes or no" arguments. They are proposing collective, compassionate solutions that reflect leadership, team building and imagination.

This is the evolution we celebrate. At Shreeja India, football moves beyond the field, shaping young girls to become confident thinkers and ethical decision-makers who are active participants to usher a more just and empathetic world.

Glimpses of Year 2024–2025

Participation & Reach:-



350+
adolescent girls

350+ adolescent girls engaged in football-based empowerment programs across Birbhum and Purba Bardhaman District West Bengal.



550+
first-generation learner

550+ Vidushee, first-generation learner (ages 4–10) received foundational learning support through peer-led teaching in 28 villages.



30
young adult girls

30 adolescent and young adult girls (ages 15–22) trained as peer leaders through The Peer Leadership Training (PLT) program.

Glimpses of Year 2024–2025

Sports Excellence & Representation:-

U-14 & U-17 Bengal Team

6 girls selected for Bengal State teams (U-14 and U-17) and participated in Junior Girls National Football Championship trials.



U-19 National Team

7 Shreeja girls played for the School Bengal U-19 team, with multiple selections to U-14, U-17, and U-19 national teams.

Champion of Reliance Foundation Youth Women Team

Won the Reliance Foundation Youth Sports Champions in 2025. Played 8 matches, won 7, scoring 30 goals.



Glimpses of Year 2024–2025

Out of learning & Peer-Led Learning - Vidushee



27

**Vidushee
Teachers**

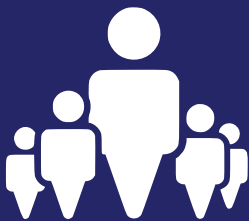
27 senior girls trained as Vidushee teachers, delivering foundational literacy, numeracy, and life skills education.



200

**Vidushee
Children**

200 Vidushee children participated in World Literacy Day celebrations at the center with interactive learning, storytelling, and inclusion workshops.



**Peer Leader
Training**

Peer-led teaching strengthened leadership, confidence, and teaching skills among adolescent girls by going through various leadership training.

Glimpses of Year 2024–2025

Nutrition & Health:-



**Daily
Nutritious Meal**

Nutritious meals provided daily to all the participants
(once or twice a day, 7 days a week).



**150 Players & 550
Vidushee
children**

Nutritional assessment
conducted for 150 players
and 550 Vidushee children.



**Nutritious Snacks
for Kids**

Introduction of locally prepared nutritious snacks to Vidushee children (peanuts, Bengal gram, jaggery ladoos), prepared by peer leaders.

At centres—linking nutrition with leadership and livelihood skills.

Glimpses of Year 2024–2025

Mental Health :-



Baseline Assessment

Baseline mental health assessments conducted measuring mental health literacy, grit, and self-esteem.



98 girls & 150 football players

98 girls and 150 football players sensitized on mental health concepts and support systems (including Tele-MANAS).



Workshops

Various Workshops conducted on resilience, anxiety management, emotional regulation, self-esteem, team bonding, and goal setting.

Glimpses of Year 2024–2025

Mental Health :-



**Training
for coaches**

All the Coaches trained in mindfulness, positive self-talk, PMR, guided imagery, and cognitive-behavioural tools.



Glimpses of Year 2024–2025

Social Awareness :-



**Awareness
sessions**

Awareness sessions conducted on child marriage, gender equality, menstrual health, consent, trafficking, environmental protection, AI & STEM, and social justice.



**108 girls are
assessed**

108 football-playing girls assessed on gender, consent, education, hygiene, and leadership themes and multiple interventions conducted



**Peer Leaders'
initiative**

Peer leaders facilitated follow-up discussions on menstrual health, child marriage, and gender equality, leading to reported cases of girls speaking up against early marriage and unsafe behaviour.

Glimpses of Year 2024–2025

Vocational & Livelihood Skills



Tailoring:-

8 girls completed tailoring and stitching training.



Horticulture:-

12 girls completed residential horticulture training on climate-smart organic farming.



Travel pouches:-

Tailoring trainees completed travel pouch production showcased at the One World Summit in Munich, demonstrating international task delivery capacity.

Glimpses of Year 2024–2025

Vocational & Livelihood Skills



Baking:-

Baking identified as a new vocational pathway for 2025–26 based on girls' interests and market demand.

Awards, Recognition & Global Visibility



Top 10 Global Initiative selected by Intercultural Innovation Hub (UNAOC & BMW Group) among 1,800+ organisations worldwide and Ms. Somasree Basu, Program Manager, presented the work at the Estoril Congress Centre, Lisbon, Portugal.

Glimpses of Year 2024–2025

Awards, Recognition & Global Visibility



**Changemaker in Sport 2024
Award (INSMA & K J Somaiya
Institute of Management).**



**FIFA Foundation Community
Programme Award 2025–2026
recipient.**

Glimpses of Year 2024–2025

Awards, Recognition & Global Visibility

g for an empowered

development have been widely documented by organizations like UNICEF and should not be limited to those who can afford lessons, equipment, and clothes. That is why the Sachin Tendulkar Foundation brings sport to children in underserved and overlooked communities across our country. And I have seen the successes that have resulted from our efforts.

Some of the children the Foundation serves live in the tribal area of Jawhar in Maharashtra, without easy access to running water or reliable electricity. Their parents work as daily wage laborers and their families focus on survival, not on long-term plans for the future.

Girls are expected to help at home, are rarely given a chance to play, and are married early. Yet, through sports training and mentorship provided by the STFC children like Kavita and Prakash's confidence has grown and they realized they could achieve much more than what society expects from them. Today, both have become the first in their families to

complete their Bachelor's degrees, and Prakash now works at a private company.

In the tribal villages of West Bengal, where certain societal ills are prevalent, Sonali, Baisakhi, Purnima, and Swapna started to play football as part of our S4D initiative. They competed in tournaments and put the skills and leadership they developed to good use both on and off the field. Sonali plays for the Kolkata First Division League and is in her second year of college. Baisakhi is also in her second year at Bardhaman University and plays in the university team.

Purnima is preparing to sit for her police entrance examinations and Swapna fought against her alcoholic father to be allowed to continue her education and play football. Today she is sitting for her Class XII board exams, is teaching children in her village, and was part of the Shreeja India Team that won the Reliance Foundation Youth Sports League 2025. Through sport, all these girls discovered their talents and have given back to their

families.

Many children to sports because they have since been proudly proud as and daughters acknowledge that they were impossible, might not have ever known a future beyond daily go labour for their children, and yet today, they see them pursuing higher education, stable careers, and financial independence.

Parents have told us things like, "I am learning along with my children," "no sense in discrimination between boys and girls need to study and get in life," and "we're daughter we won't her way."

Anyone who exceed the poor can make a difference. For each child and others, safe environment. (Se)

Featured in The Times of India, with Sachin Tendulkar highlighting Shreeja's work in empowering tribal girls.



Founder and Country Head invited to Sachin Tendulkar Foundation's 5th anniversary celebration.

Glimpses of Year 2024–2025

Awards, Recognition & Global Visibility



Founder presented Shreeja's model at IEST Shibpur International Women's Day panel.

Organisational Capacity Building



Centre teachers and Program Team trained on Transgender Persons (Protection of Rights) Act, 2019 through JPISC and Ministry of Social Justice & Empowerment.

Glimpses of Year 2024–2025

Organisational Capacity Building



Our Program Manager's training on leadership and DEIB (Diversity, Equity, Inclusion, Belonginess) under the prestigious Intercultural Innovation Hub (Initiative jointly run by UNAOC, BMW Group and Accenture).



Program Officer completed a diploma course on 'Inclusive Education' at Azim Premji University in Bangalore.

Glimpses of Year 2024–2025

Organisational Capacity Building



All Peer leaders participated in exposure visits and residential leadership training with Nishtha Youth Federation.



In-house public speaking and communication training conducted for peer leaders to strengthen leadership and advocacy skills.

Shreeja Partners

 **DECATHLON** Foundation



SACHIN
TENDULKAR
FOUNDATION

Meer[®]
Foundation



INTERCULTURAL
INNOVATION
HUB

CONNECT
EMPOWER
ELEVATE

Looking Ahead

As we move into 2025–26, Shreeja India will continue to deepen its integrated model of football, education, mental health, social awareness, and livelihoods. In football, the focus will be on building clearer progression football pathways for girls — from grassroots training to district, state, and national platforms while strengthening coaching quality, fitness systems, and long-term athlete development. Football will continue to remain not just a sport, but a space for confidence-building, leadership, discipline, and collective growth.

Peer leadership will remain a central pillar of our work. We will continue to strengthen the Peer Leaders Training (PLT) model, building the capacity of adolescent and young women leaders as educators, facilitators, mentors, and community role models. This leadership pipeline ensures that change is driven from within the community, not imposed from outside.



The Vidushee model will continue to expand thoughtfully, with a focus on quality, consistency, and strong mentoring support for Vidushee teachers. As the program grows, the emphasis will remain on foundational learning for first-generation children while creating dignified leadership and livelihood pathways for senior girls.

Looking Ahead



Livelihood training will move towards stronger market linkages and real economic pathways. Beyond skill-building, the focus will be on sustainability, income generation, and long-term financial independence for young women through relevant, locally viable vocational models.



Looking Ahead

Equally important is strengthening our own organisation. We will continue to invest in capacity building, systems strengthening, and leadership development across all levels of the team. Teachers, coaches, peer leaders, coordinators, and staff members who have been working consistently on the ground will be supported to grow in their roles, skills, and responsibilities. Empowering the team is essential to empowering the girls.

As Shreeja India grows, our commitment remains the same, to build a strong, ethical, community-rooted organisation that grows with integrity, patience, and purpose, ensuring that every girl has the opportunity not just to participate, but to lead.



Financial Documents of 24-25





AUDIT REPORT

We have audited the attached **Balance Sheet** of **SHREEJA INDIA** of 60/2A Hari Pada Dutta Lane, Tollygunge, Kolkata 700033 as at 31st March 2025, 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, 2025.

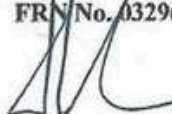
AND

- 2 The Income and Expenditure Account exhibits a true and fair view of the **Surplus** of the Trust for the period ending 31st March, 2025.

For **NAYAN & SANJOY**

Chartered Accountants

FRN No. 0329694E



(Sanjoy Ghosh)

Partner

M.No. 054748

UDIN- 25054748BJBLC8988

Place : Kolkata

Date : 10.09.2025

[illegible]

For NAYAN & SANJOY
Chartered accountants.
Firm Registration No.329594E

For Shreeja India



Place: Kolkata
Date: 10 September 2025

Shreeja India
60/2A Hari Pada Dutta Lane, Tollygunge,
Kolkata 700 033
INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 March, 2025

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	7			Donations and Awards Received	6		
From Indian Rupees		65,89,896	53,18,986	in Indian Rupees		57,70,753	67,67,594
From Foreign Currency receipts		1,31,236	-	in Foreign Currency		37,60,182	-
Total Expenses		67,21,132	53,18,986	Gross Donations		95,30,935	67,67,594
Excess of Income over Expenditure		28,09,803	14,48,608				
Total		95,30,935	67,67,594	Total		95,30,935	67,67,594

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

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

(Bodjoy Ghosh)
Partner.
M.No.054748
UDIN- 25054748-1368988



For Shreeja India

(Hari Shankar Dasgupta)
Trustee



(Avijit Mukhopadhyay)
Trustee

Place: Kolkata
Date: 10 September 2025

Mukhpadhyay
(Avim Mukhpadhyay)
Trustee

Shreeja India

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

Schedules to the Financial Statements

	Amount in Rs. as on March 31, 2025	Amount in Rs. as on March 31, 2024		
Schedule 1:				
General Funds				
Opening Balance	22 14 476	7 65 868		
Surplus during the year	28 09 803	14 48 608		
Closing Balance	<u>50 24 279</u>	<u>22 14 476</u>		
Schedule 2:				
Unsecured Advance				
Unsecured Advance received	<u>—</u>	<u>1 44 000</u>		
	<u>—</u>	<u>1 44 000</u>		
Schedule 3:				
Fixed assets				
Asset description	Opening Balance	Additions Depreciation Written Down Value		
Computers/Location				
Printer/kolkata office		15 769	6 307	9 462
2 nos. Lenovo laptops/Kolkata office	31 380	—	12 552	18 828
Computer Software		26 550	10 620	15 930
Smart TV/Rajnagar Trng center	5 404	—	2 162	3 242
Smart TV/Dhatrigram Trng center	13 500	—	5 400	8 100
	<u>50 284</u>	<u>42 319</u>	<u>37 041</u>	<u>55 562</u>
Furniture & Fixtures				
8 plastic chairs of Rs 680 each/Rajnagar	3 212	—	321	2 891
5 Fans & 8 LED lights/Rajnagar	4 871	—	487	4 384
1 Steel Almirah/Rajnagar	3 543	—	354	3 189
4 Steel Racks for Library/Rajnagar	7 794	—	779	7 015
1 Steel Almirah/Dhatrigram	6 075	—	608	5 467
1 Steel Racks for Library/Dhatrigram	2 835	—	284	2 551
1 Steel Almirah/Rajnagar	9 000	—	900	8 100
	<u>37 330</u>	<u>—</u>	<u>3 733</u>	<u>33 597</u>
Grand Total	<u>87 614</u>	<u>42 319</u>	<u>40 774</u>	<u>89 159</u>
Schedule 4:				
Deposits				
Deposit for Rajnagar Facility	36 000	36 000		
Deposit for Aligarh Facility	5 000	5 000		
	<u>41 000</u>	<u>41 000</u>		
Schedule 5:				
Bank Balance at ICICI Bank, P A Shah Road	2 28 624	17 84 087		
Bank Balance at ICICI APPI Bank Account, P A Shah Road	10 23 997	4 18 895		
Bank Balance Foreign Cur at SBI NEW DELHI	36 30 296	—		
Total Bank Balances	<u>48 82 917</u>	<u>22 02 982</u>		
Cash on hand at Kolkata (CORPUS FUND)	10 000	10 000		
Rajnagar Imprest/Aligarh Imprest	1 203	11 542		
Dhatrigram Imprest	—	3 779		
Total Cash Balances	<u>11 203</u>	<u>25 880</u>		
Total Bank & Cash Balances	<u>48 94 120</u>	<u>22 29 862</u>		



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

Schedules to the Financial Statements

Schedule 6:

	Amount in Rs. for the year ended March 31, 2025	Amount in Rs. for the year ended March 31, 2024
Donations Received (INR)		
Various (Gross)	3 39 753	8 01 052
Awards/Grants Received (Gross)	54 31 000	57 45 332
	57 70 753	65 46 384
Donations Received in Foreign Currency	37 60 182	----
	95 30 935	65 46 384
Donations Received In Kind	----	2 21 210
Gross Donations Received	95 30 935	67 67 594

Schedule 7:

Expenses in connection with the objects of the trust

i From Indian Rupee Receipts

Food Items	8 21 306	6 84 744
Conveyance reimbursement to Rajnagar students	1 32 464	1 69 680
Travelling/Car expenses/Other Conveyance	4 05 642	3 12 600
Board/Lodging of coach/officials	18 404	5 215
Workshop/Training Expenses	30 418	3 690
Jersey/Boots/Kit Expenses	36 000	3 21 694
Stationery	56 061	59 230
Football/Equipment Expenses	37 418	64 453
Honorarium/Stipends	38 85 938	26 32 870
Scholarships	2 55 755	1 69 320
Rent	5 93 139	5 19 814
Depreciation	40 774	37 671
Miscellaneous Expenses	2 76 577	3 38 005
	65 89 896	53 18 986

ii From Foreign Currency Receipts

Bank Charges	7 262	----
Fitness Consultant charges for nutrition project	22 500	----
Honorarium	62 050	----
Football Equipments	39 424	----
	1 31 236	----
Total Expenses	67 21 132	53 18 986

