

# CACR Annual Project Report 2022



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One Step Towards Change



Mission, Vision & Goals



Strategize, Implement & Measure



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CACR Family



Make a Difference

## FROM THE FOUNDER'S DESK

Every individual has the power to create an impact, and we have closely witnessed this last year as people from all walks of life have come together to face and fight the situation caused due to COVID-19. Friends, last year has been a busy one for us, with the scaling up of our existing flagship program and partnering with more people from the community to alleviate the effects of the COVID-19 pandemic.

With the onset of COVID-19, masses from economically weaker sections, low-income groups, and middle-income groups have been compromised and have faced significant setbacks. We have worked previously in disaster management and disaster response; however, what was never expected was the entire country being gripped by the epidemic immobilizing us as well. Despite the risk, our team was on the ground all through the crisis, distributing food ration kits and sanitation materials to sex workers, widows, shelter homes, rag pickers, attendants of patients at hospitals, and many more. We witnessed chaos and confusion among people, including their hesitation to vaccination. In response, we initiated awareness drives through megaphones, informative posters, chalta bolta, and street plays. Subsequently, we ensured a safe learning environment for kids by improving the WASH infrastructure when they returned to school.

Under our flagship Behavioral Change Communication (BCC) initiative, we have undertaken programs such as 1) Personal Hygiene Management (PHM), 2) Menstrual Hygiene Management (MHM), and 3) Hand Washing with Soap (HWS). Additionally, we have conducted digital literacy classes for children, undertaken training of teachers to keep the digital literacy program ongoing for future students, educated and provided safe and nutritious meals at schools, created a program to ensure mid-day meal monitoring, and initiated gender awareness and gender sensitization. As our contribution to reinforcing the Swachh Bharat Mission (SBM), we have created a collective responsible use and recycling drive engaging various schools and members of Resident Welfare Associations towards Plastic Waste Management to achieve the vision of a “Garbage Free” Urban India.

In a country as vast as ours and with many unmet needs, each year brings its share of challenges and hurdles. However, we remain committed to our long-term vision of ensuring that communities live better and happier lives. This Report illustrates our work over the last year and the impact our contributions have made to the development sector. We have mobilized more resources and forged new partnerships while strengthening existing ones. We thank all our donors, partners, volunteers, and friends who have extended their generous support, which has been instrumental in helping us make a difference.

Warm regards,  
Nitin Wadhvani  
CEO, CACR



Citizens Association for Child Rights (CACR) is a non-profit organization working towards Sustainable Development Goals (SDGs) execution and accomplishment in urban and rural communities across India. We work with multiple stakeholders to deliver an all-inclusive strategy and attain the highest possible socio-economic value. Our programs focus on creating behavioral change in the target groups to have a sustainable and long-lasting impact, beyond short-term charity.

Based on years of experience and understanding of the India's development sector, we have distilled six areas of focus encompassing our communities' most pressing social problems and designed solutions to address their root causes.

At CACR, we believe in inspiring and driving people, individually and collectively, to unite to enlighten, empower and educate our children and the community.



## Vision

- To transform the lives of underprivileged members of the community, especially children, by implementing programs on sanitation, hygiene, nutrition, education, gender equality, and child protection



## Mission

- We aim to bridge the gap between policy and practice: safeguarding and promoting the rights of children through awareness programs and improving access to essential resources for a healthy living
- Ensure improvement in the functioning of the education system by targeting schools, especially municipal schools



## Goals

- CACR aims to align our goals with six specific goals of Sustainable Development Goals set up in 2015 by the United Nations General Assembly, stated herein -  
02: ensure zero hunger  
03: endorse good health and wellbeing  
05: promote gender equality  
06: promote clean water & sanitation  
12 & 13: - Encourage responsible consumption & production and ensuring conservation of climate



Every program undertaken at CACR follows a procedure backed by research and analysis of the problem statement to understand the root cause and develop sustainable, long-lasting solutions. As philanthropy advisors, we ensure the effective utilization of our donor funding and aim to create maximum social impact. Over the years, our experience has helped us develop solutions to challenges in the community. From this experience has evolved a process that focuses on “Strategize – Implement – Measure,”; which entails the following steps:

## Strategize:

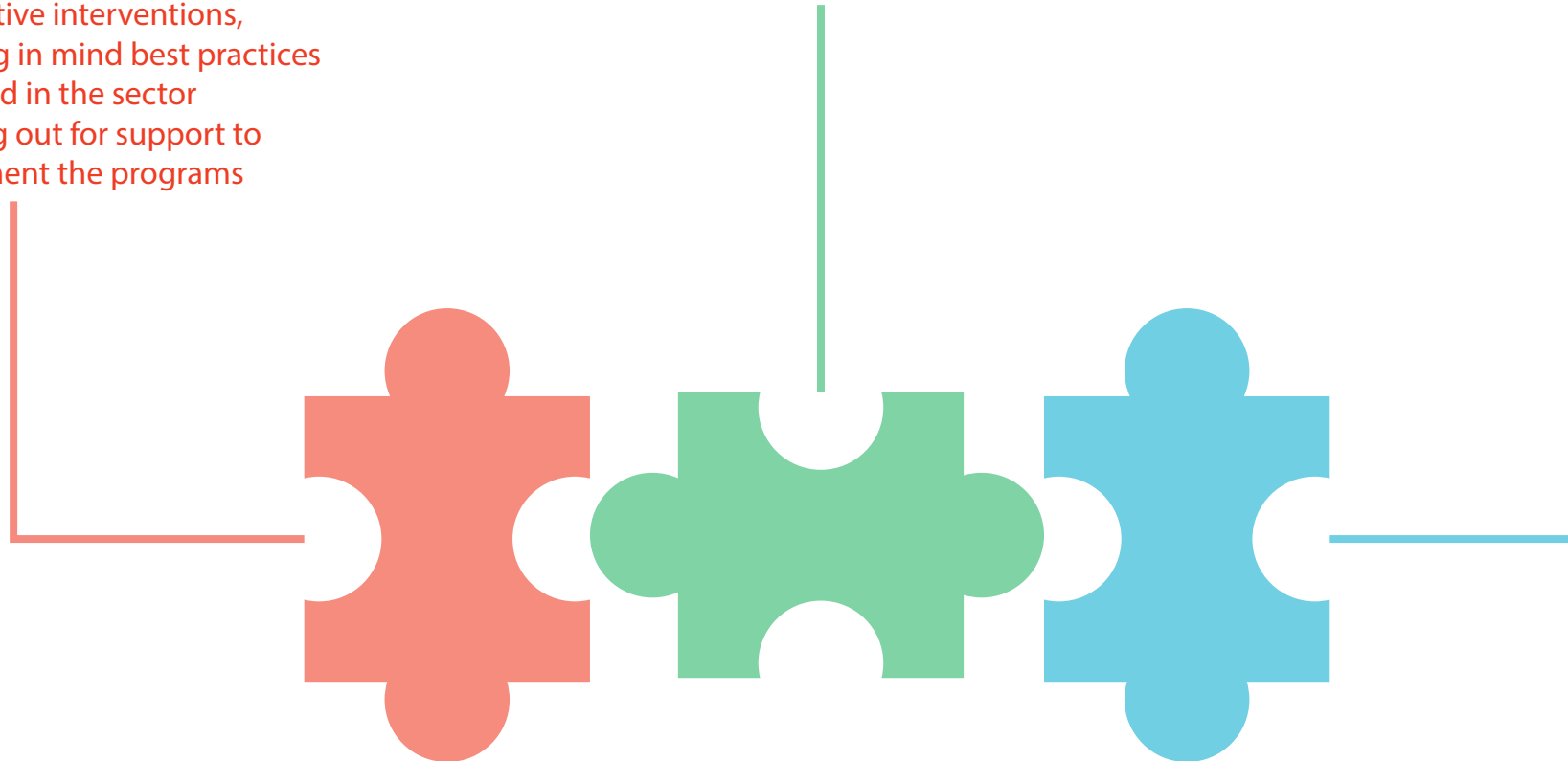
- Need Assessment: Assessing the gaps by surveys and interaction with the community and local government departments.
- Planning and designing programs: Innovative solutions after studying various alternative interventions, keeping in mind best practices followed in the sector
- Reaching out for support to implement the programs

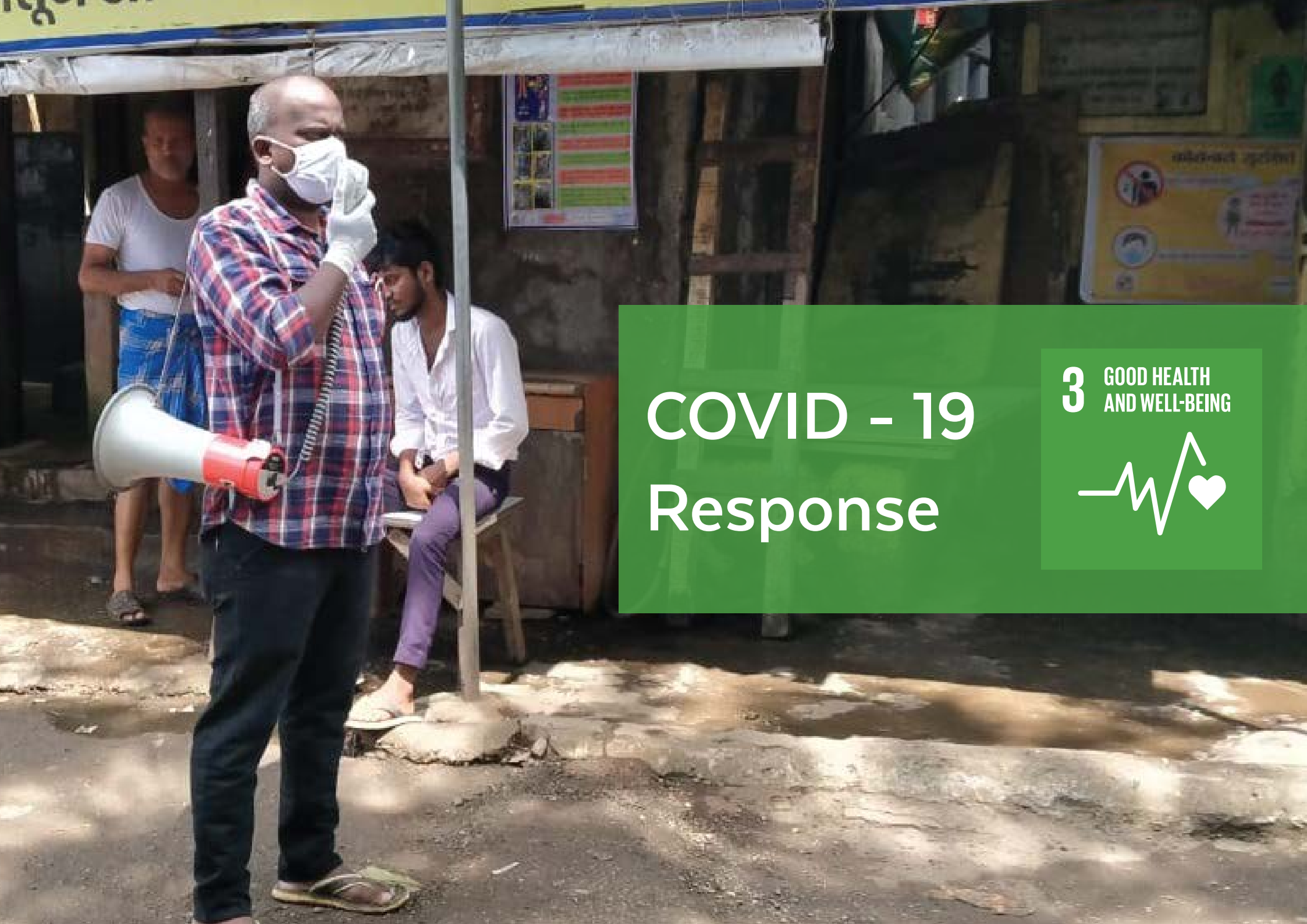
## Implement:

- Result-based execution of the program with sustainability at its epicenter
- Capacity building/ coordination with government departments
- Employee engagement and volunteering Conducting training/ orientation programs

## Measure:

- Monitoring every project's execution end-to-end
- Impact assessment of the project to ensure accountability to ourselves, the community, and our donors
- Financial reporting, documentation and audit





# COVID - 19 Response

3 GOOD HEALTH  
AND WELL-BEING



**COVID-19 struck India towards the end of January 2020, bringing significant sections of humanity to a standstill. It spread steadily, and on March 31, 2021, the number of active COVID-19 cases stood at 12,949,335, the number of people discharged was 11,434,301, the number of operational was 552,566, and the number of deaths was 162,468 (Ministry of Information and Broadcasting, accessed on 14 April 2021).**

CACR has been a part of the COVID-19 emergency response right from the start. We were working closely with Municipal Corporations and UNICEF. CACR acted fast, was flexible and open to learning, adopted a multi-sectoral approach, and worked together to provide relief to vulnerable communities and preparedness, including Infection Prevention and Control (IPC) and Risk Communication and Community Engagement (RCCE) activities.

## ALLEVIATING HUNGER AND MEETING LOCAL NEEDS

During COVID-19, access to food remained a struggle for the poor, out of which the vulnerable communities were neglected and in a cry for help. CACR focused on reaching out to the unreached and provided relief by distributing ration kits, meals and safety kits.

As a result of the widespread unemployment among the most vulnerable sections of the community, there was an almost immediate decline in buying power, loss of access to basic needs such as food, shelter and healthcare. Hunger quickly became a very real challenge, especially for women and children, and increased the risk of comorbidities among the most marginalized families. As indicated by the Global Hunger Index (GHI) 2019, which ranked India 102 out of 117 countries, the situation in India was risky even before the current crisis. (Source - <https://www.globalhungerindex.org/india.html>, accessed 14 September. 2020).

650

**Children at shelter homes & rag-pickers Recieved Ration-Kit**



R-South & E Ward of MCGM

450

**Sex workers & widows Recieved Ration-Kit**



Kamathipura

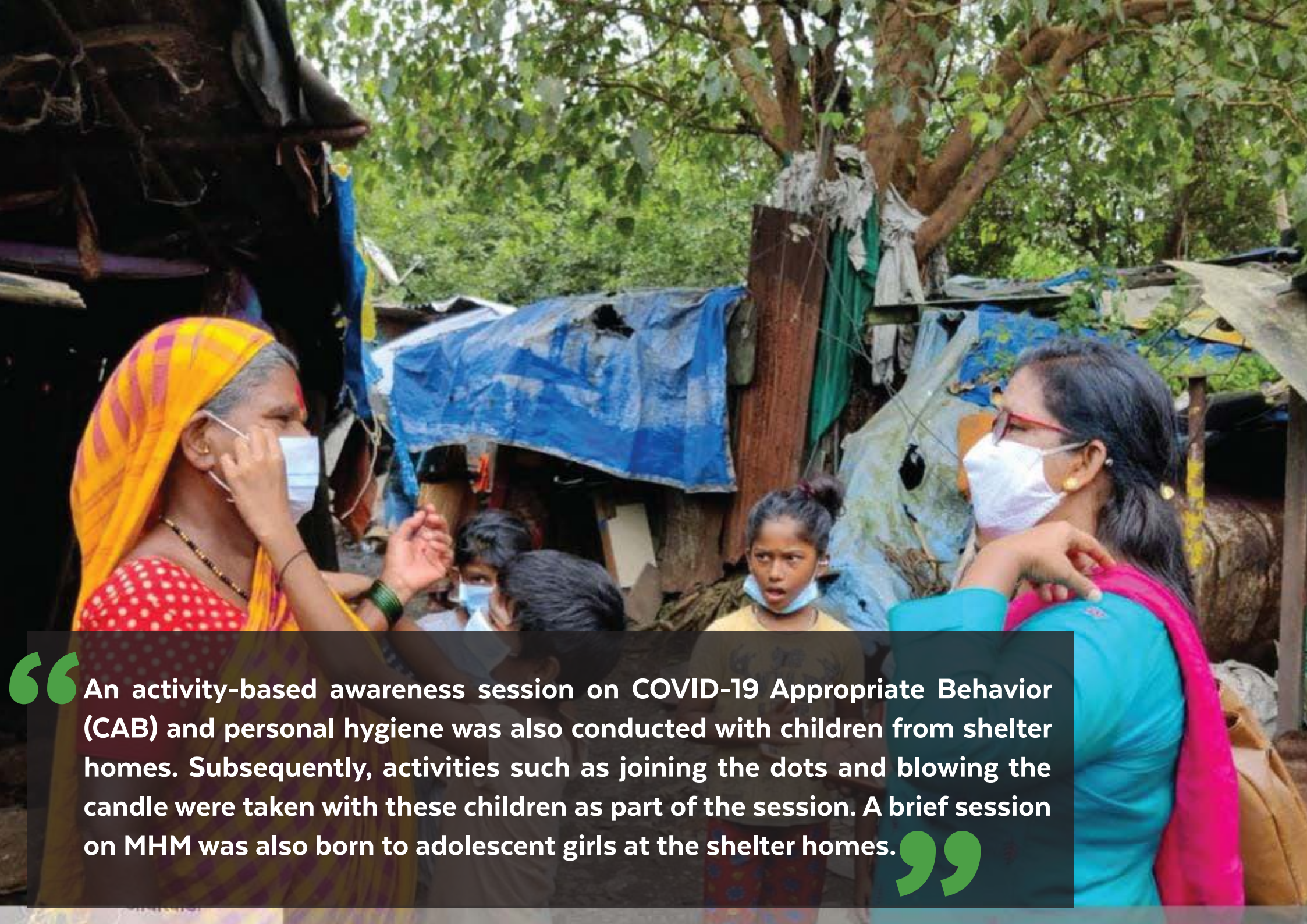
31500

**Meals Distributed to COVID-19 Patient's Relatives and Attendants**



Wadia Hospital, KEM Hospital, TATA Memorial Hospital, V. N. Government Medical College Hospital





**“An activity-based awareness session on COVID-19 Appropriate Behavior (CAB) and personal hygiene was also conducted with children from shelter homes. Subsequently, activities such as joining the dots and blowing the candle were taken with these children as part of the session. A brief session on MHM was also born to adolescent girls at the shelter homes.”**



# COVID-19 PREPAREDNESS

IPC is a critical part of health system strengthening and must be a priority to protect patients and healthcare workers. In the context of COVID-19, the IPC's goal is to support maintaining essential healthcare services by containing and preventing COVID-19 transmission within communities and institutions to keep citizens healthy and safe.

We, as a team, propagated Risk Communication and Community Engagement (RCCE) on Corona Virus by creating awareness through megaphones, information posters, chalta bolta, and street play in high-density slums, local citizens, and COVID-19 patients.



**Distribution of Safety  
Essential Kits  
comprising of 3-ply  
reusable masks, 5 pairs  
of gloves and a bottle of  
sanitizer 6500  
Beneficiaries  
Police officials, safai  
karamcharis,  
vegetable vendors,  
Auto rickshaw drivers**



# VACCINATION AND GROUND ACTIVATION

India started its nationwide vaccination drive against Covid-19 on January 1, 2022 with two vaccines, Bharat Biotech's Covaxin and Serum Institute's Covishield. But many people were still unwilling to get the shot for various reasons, mainly because of myths and suspicions about the safety of the vaccines, resulting in a high level of vaccine hesitancy due to lack of awareness and misinformation. Under the COVID-19 vaccination drive, we even created a general understanding COVID - 19 guidelines and protocols. We did this by setting up help desks for registration, promoting COVID-19 Appropriate Behavior (CAB), and extending our utmost support to the local governing bodies to encourage vaccination. We ensured to reach out to the most vulnerable population, focusing on women, including domestic helpers, rag pickers, CSWs, and senior citizens across Mumbai and Thane Municipal Corporations.



42589

People  
Registered

19967

Households  
Covered

31678

People  
Vaccinated

37540

Women  
Counselled

2508

People assisted, including Senior  
citizens, to vaccination center

10816

Women  
People  
Vaccinated

10000

Women  
Reached



# COMMUNITY OUTREACH FOR PROMOTION OF IPC THROUGH WASH SUPPLIES AND SERVICE DELIVERY

**Apart from being a development partner of UNICEF, CACR is one of the notable members of the MAHARASHTRA URBAN WASH & ENVIRONMENTAL SANITATION COALITION (MahaWASHCoalition)**

It is a joint initiative of the Regional Centre for Urban and Environmental Studies (RCUES) of All India Institute of Local Self Government (AIILSG), Mumbai, and UNICEF Maharashtra. The Coalition brings together local organizations, thought institutions and sector experts to strengthen municipal capacities and encourage collaborative action to enhance service delivery in WASH (Water, Sanitation, and Hygiene) in urban Maharashtra.

The dense setting, shared Water, Sanitation, and Hygiene (WASH) facilities, misconceptions about disease transmission or the importance of WASH and CAB in disease prevention among poor and vulnerable communities in urban areas of Maharashtra have led to severe distress among residents during the first and second wave of COVID-19 pandemic.

The initiative's focus was Risk Communication and Community Engagement (RCCE) in mitigating the impact of COVID-19 and promoting CAB and WASH behavior through an innovative and strategic approach.

Location: Navi Mumbai Municipal Corporation, Municipal Corporation of Greater Mumbai, Kalyan-Dombivali Municipal Corporation, and Mira-Bhayandar Municipal Corporation.

With the help of local organizations, we reached out to community toilets caretakers, slum dwellers, FLWs, and other vulnerable populations.







# WASH

5 GENDER  
EQUALITY



6 CLEAN WATER  
AND SANITATION





## WATER, SANITATION AND HYGIENE (WASH)

Safely managed Water, Sanitation, and Hygiene (WASH) services are essential to preventing and protecting human health during infectious disease outbreaks, including the current COVID-19 pandemic. One of the most cost-effective strategies for increasing pandemic preparedness, especially in resource-constrained settings, is investing in core public health infrastructure, including water and sanitation systems. Good WASH and waste management practices consistently appear to serve as barriers to human-to-human transmission of the COVID-19 virus at homes, communities, healthcare facilities, schools, and other public spaces.

In India, prolonged closures disrupted essential school-based services such as nutrition, vaccination, mental health, and psycho-social support. The absence of significant infrastructure to promote education through alternative online media doubly affected already poor learning outcomes.

These negative impacts are higher for marginalized children, such as those studying in government schools in rural & semi-urban areas, migrant children returning to their natives, linguistic minorities, and children living with disabilities, and learning in private budget schools without the significant infrastructure to facilitate online learning. The longer such marginalized children were out of school, the less likely they were to return. School re-openings must be safe and consistent with each state's overall COVID-19 health response, with all reasonable measures taken to protect students, staff, teachers, and their families.

In such a scenario, with the chances of a re-infection high, schools must follow specific guidelines to swiftly implement procedures to mitigate the risks of the spread of disease

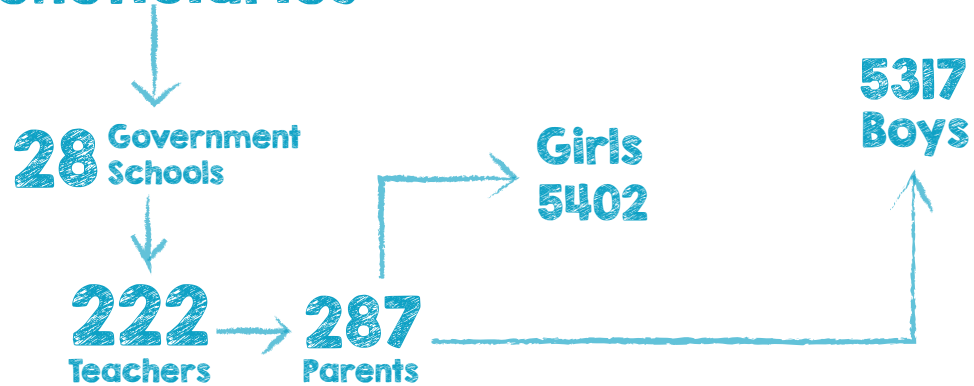


Awarded by Indian Sanitation Coalition for process innovation on safe handwashing in urban slums.

# BACK TO SCHOOL - COVID-19 PREPAREDNESS

To ensure the safe reopening of schools, the Back-to-School program was implemented in 100 schools across Maharashtra as a pilot project. CACR was the implementing partner in Thane Municipal Corporation. CACR implemented the PHM and MHM program in 28 Schools in rural Maharashtra with a supporting partner of UNICEF to ensure that every school has a set of functional and well-maintained water, sanitation, and hygiene facilities, with separate facilities for boys and girls.

## Beneficiaries



## Structure Agenda

- 87 Toilets and urinals for girls
- 20 Dustbins for Sanitary pad disposal
- 97 Toilets and urinals for Boys
- 25 Group Handwash Stations
- 70 Elbow operated taps
- 39 Doors of toilets
- 81 Dustbins
- 20 Water tanks



## SAFE DRINKING WATER FOR SCHOOL CHILDREN BY INSTALLATION OF WATER PURIFIERS AT MCGM SCHOOLS

Children studying in Govt Schools in India often do not have access to clean drinking water. This results in many School children often falling sick. Children are forced to drink water from unsafe sources such as hand pumps or directly from bore well pipes. The levels of contaminants are often high enough to cause adverse health effects such as nausea, skin rash, vomiting, and dizziness.

We installed water purifiers in 70 MCGM Schools and improved access to safe drinking water for 39849 children.

## PROMOTING SUSTAINABLE MENSTRUAL HYGIENE AND EMPOWERING WOMEN-CENTER SELF-HELP GROUPS (SHGs):

After nine years of working with communities from lower socio-economic backgrounds, we have understood the importance of establishing women's enterprises, and these women entrepreneurs face more challenges.

Secondly, CACR implements a BCC program and awareness sessions on MHM with adolescent girls.

CACR designed and implemented a project to create an inclusive and nurturing ecosystem for micro/home-based women and social and green entrepreneurs to train and help them build, scale-up, and sustain their businesses.

We provided hands-on training to the women in the local communities on how to independently make, clean, and care for the reusable sanitary kits to improve girls' access to adequate, sustainable, affordable, eco-friendly, and safe menstruation products, as well as create an income for themselves.



We have  
trained

58

women  
from

5

Groups  
across

Mumbai,  
Surat,  
Nandurbar,  
etc.

# PROMOTING GOOD HYGIENE HABITS AND PROVIDING HYGIENE KITS TO CHILDREN OF THANE MUNICIPAL CORPORATION



About 2 million people die yearly due to diarrhoeal diseases, with more children less than five years of age. The most affected are the population in developing countries living in extreme conditions of poverty, normally peri-urban dwellers or rural inhabitants.

Poor health among school children results from the lack of awareness of the health benefits of personal hygiene. Diarrhoeal diseases, skin diseases, worm infestations, and dental diseases are most commonly associated with poor personal hygiene. One of the major problems faced by schoolchildren is infections. The primary causes of illnesses are contaminated water, poor sanitation, and poor hygienic practices. Lack of personal hygiene coupled with poor sanitation favour person-to-person transmission of infection.

For children, personal hygiene maintenance helps improve the quality of life and longevity. This is of particular importance in a slum communities with compromised living situations.

Good Personal Hygiene is essential for many other reasons; personal, social, health, physiological, or simply a way of life. Keeping a good standard of hygiene helps to prevent the development and spread of infection, illness, and foul odour.

“To educate and sensitize children and incentivize them to follow good hygiene habits, awareness sessions of hygiene management and hygiene kits were distributed to **27378**, covering every child studying in **118 schools** run by Thane Municipal Corporation.”





# MENSTRUAL HYGIENE AND WASTE MANAGEMENT IN 100 COMMUNITY TOILET BLOCKS ACROSS MUMBAI.



Period poverty refers to the social, economic, political, and cultural barriers to menstrual products, education, and sanitation.

Many people in the Mumbai slums depend on community toilets provided by the MCGM, the State Government, and Private entities Community Based Organizations (CBO) are currently managing community toilets formed under the “Slum Sanitation Program” (SSP) of the MCGM.

While thousands of females depend on these community toilets, they lack basic menstrual hygiene infrastructure such as the availability of sanitary pads and disposal facilities.

Second, sanitation systems are designed with urine and faeces in mind, hence they cannot cope with the menstrual absorption materials.

These absorption materials clog the sewer pipelines as they are unable to pass through and cause the system backflow.

96

**Menstrual Hygiene  
Facilities Upgraded  
in Community Toilet**



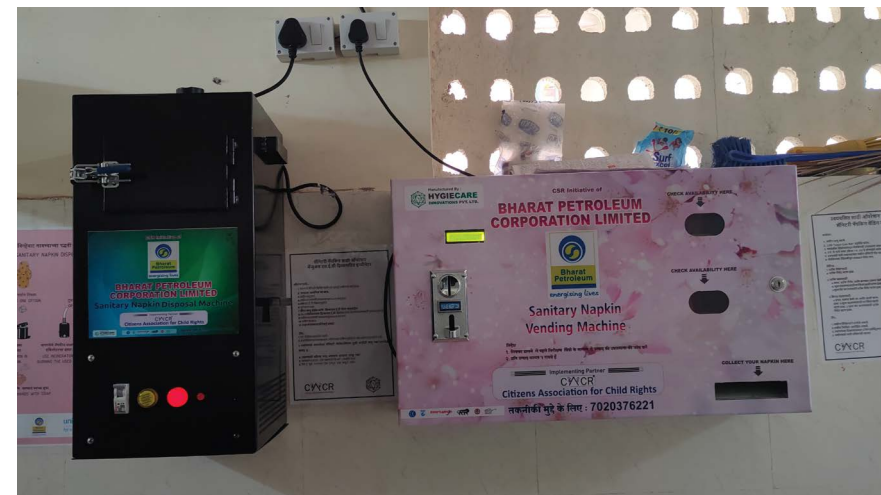
50000

**Sanitary pad  
Procured from  
Self Help Group**



151000

**Female Population  
Residing in Slums  
Benefitted**







# Disaster Response



# NAYI UMEED NAYI SHURUVAAT- BACK TO HOME

In 2021, floods and landslides claimed several lives and caused heavy damage to property in 11 districts in the state of Maharashtra. More than 1,035 villages and about 1200,000 people, including 400,000 children, had to endure severe localized damage and hardships. The situation became even more dismal when seen against the grim backdrop of the COVID-19 pandemic. As a response, a multi-sectoral Joint Rapid Need Assessment (JRNA) was conducted within 96 hours to identify the needs of the affected communities. A sample of 946 households in 25 villages of 14 blocks across the six flood-affected districts was assessed to supplement the programming.

The strong partnerships established between UNICEF and partners — Citizens Association for Child Rights (CACR) and Centre for Youth Development and Activities (CYDA) — came to the fore again. On 12

August 2021, a partnership agreement was signed between UNICEF, CYDA, and CACR. The JRNA findings provided an insight into the moment's needs and helped chart a systematic distribution process that ensured relief reached those who most needed it. We designed kits suited to the varied needs of different age groups within each family. Rapid procurement was also possible with the skill set of the experienced partners and the ability to move quickly concerning the meticulous paperwork necessary for such large-scale procurement. Procurement of kits was daunting as almost 54 items had to be procured from over 25 traders in various wholesale markets, ranging from Mumbai to Vapi, Daman, Bhopal, and Pune. Yet, given the urgency of the need, the entire procurement took just 21 days.

The Back to Home project also focused on three types of behavior change — preparedness for similar disasters in the future; strengthening CAB, such as using masks, ensuring physical distancing and seeking medical help when symptoms appear; and lastly, encouraging and reminding people to follow good WASH practices. During disasters, especially floods, the unavailability of safe drinking water becomes a tremendous challenge. As an intervention on this front, CACR — with support from Aquaplus and UNICEF Maharashtra — took necessary steps in installing non-electric water filtration units and other ongoing relief work. As a result, safe and clean drinking water became available to 546 families from 21 villages in the Mangaon block of the Raigad district



	<b>Kit Distribution</b>	<b>Total</b>
<b>1</b>	<b>Non-Food Item kits</b>	<b>2,500</b>
<b>2</b>	<b>Hygiene and Dignity Kits</b>	<b>12,300</b>
<b>3</b>	<b>9–14 years developmentally appropriate for learning kits</b>	<b>5,973</b>
<b>4</b>	<b>3–8 years developmentally appropriate learning kits</b>	<b>6,950</b>
<b>5</b>	<b>Psychosocial support kits</b>	<b>400</b>
	<b>The total number of kits distributed</b>	<b>28,123</b>





The total number of villages reached

190

Local teachers / Anganwadi Workers (AWWs) oriented on the use of developmentally appropriate learning kits and psychosocial support kits

800



Caregivers and children trained and oriented on the use of developmentally appropriate learning kits and psychosocial support kits

21,260



# GROUND TRUTHING SURVEY AND ADVISORY DISSEMINATION

Team CACR undertook a ground-truthing survey on flood risk assessment in slum pockets of Mumbai covering Dharavi, Saki Naka, Mankhurd, and Oshiwara. CACR undertook community mapping and prepare a database of houses with different types of roofs. Volunteers were sensitized about the objective of the survey. They were trained on the technicalities such as how to access Google forms, how to fill up the form, how to identify houses with different roofs, what to observe, how to ensure the location is recorded and taking consent before shooting photographs. The homes were selected by stratified random sampling with different roof types such as tarpaulin, metal sheet, concrete, etc. Secondly, it was ensured that there is at least ten mtr of the distance between selected houses. Efforts were made to ensure the accuracy of the GPS locations, and surveys were conducted within the marked regions. Subsequently, our program involved the dissemination of pamphlets on monsoon advisory in 3 languages. The advisory contained types of rainfall, the severity of rains, monsoon health and hygiene, and asset damage prevention.



**Covered slums  
pockets in  
Mumbai- Dharavi,  
Saki Naka,  
Mankhurd  
& Oshiwara**

**Collected  
3,428  
surveys**

**Created  
awareness on  
flood response by  
disseminating  
advisory pamphlets to  
families  
prone to get affected  
by a flood**



## OUR PARTNERS



UNICEF



Tata Trusts



TISS



Maharashtra  
PECONet



VCAN



Sir Ness Wadia  
Foundation



BPCL



Kshamata



Viacom 18



Britannia



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ONGC



Glenmark  
Foundation



Maha UWES-C



Habitat for  
humanity



United Way  
Mumbai



CASA



Henkel-adhesive  
technologies



SEEDS



RISE



dobro

# CACR FAMILY

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Rotarian and VJTI Alumnus



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## Board of Advisory



## MAKE A DIFFERENCE

We want to express our sincere gratitude to our volunteers, well-wishers, and family members who have devoted their time and knowledge to build the capacity of CACR. The support and encouragement we receive help us execute our work with determination. Join us to make an impact in the lives of helpless children who deserve a better future

**Your donation to CACR helps us give children their rights!**



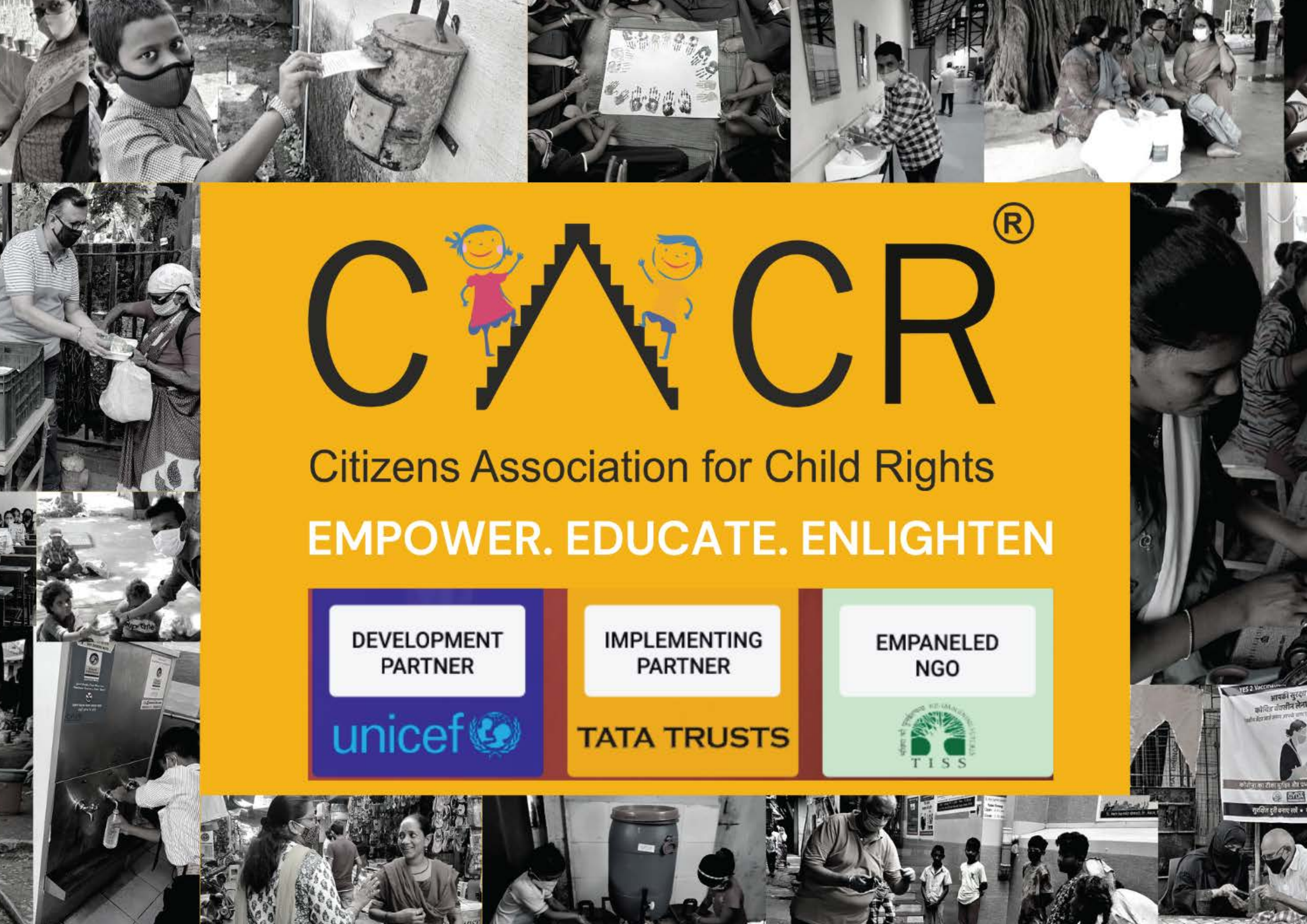
**Bank details-**  
SVC Cooperative Bank Limited  
A/c No. 100304180002215  
Type : Current A/C  
Branch: Bandra  
IFSC code: SVCB0000003  
80G certificate will be provided

**Registered Office:** I, Prabhav Society 2nd Road, T.P.S III,  
Santacruz (E), Mumbai- 400 055

**Corporate Office:** 103, Nahar & Seth Industrial Estate,  
Chakala, Andheri (E), Mumbai- 400099

नवी उमेद, नवी  
Citizens Association for Child Rights  
CACR





Citizens Association for Child Rights

EMPOWER. EDUCATE. ENLIGHTEN

DEVELOPMENT  
PARTNER



IMPLEMENTING  
PARTNER

TATA TRUSTS

EMPANELED  
NGO

