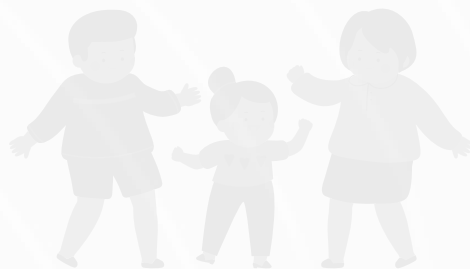




# ANNUAL REPORT

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2019-2020





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01

A TAPAS  
FOUNDATION  
CAMPAIGN

# Project Thirst

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CONDUCTED IN JUNE-JULY 2019  
at the drought-affected villages of  
Maharashtra.



# Index

- 
- 1) Water Scarcity - The problem
  - 2) Reasons for the Water crisis
  - 3) Documenting the villages of Maharashtra
  - 4) Collecting Data
  - 5) Day in their lives
  - 6) Insufficient Supply
  - 7) Project Thirst Media Gallery



# Water Scarcity

The rising water crisis in the country has been a much talked about issue in recent years, and rightly so. And this too is fast **depletion due to faulty usage and distribution and the ever increasing urbanization at the cost of natural water sources.**

Many cities in India are fast approaching 'Day Zero', with a NITI Aayog report forecasting that as many as 21 cities are bound to run out of groundwater by 2020. Moreover, **about 70 percent of the country's fresh water is also contaminated.**



“

DESPITE HOUSING OVER 1.3 BILLION PEOPLE, INDIA HAS ONLY 4% OF THE WORLD'S FRESH WATER.

# Reasons for the Water Crisis



In such a drastic situation with supply of freshwater, coupled with the **changing weather patterns** due to **climate change** and global warming bringing in even less and **dissipated rainfall**.

The natural reservoirs are losing water at a tremendous rate, standing at just fractions of their total capacity every summer.



# Villages of Misery



DOCUMENTING THEIR LIVES FOR A BETTER FUTURE

One such region in India which has been facing acute water crisis for years are the villages in Maharashtra. Concluding from our secondary research about the worst affected areas in Maharashtra, we decided to focus on the **villages of Mhaismal, Galwad, Pangarne, Deola and Dandichibari, in Ahmednagar and Nashik districts.**

We decided to document the miseries brought to the lives of the residents of these villages by the constant lack of access to clean water through the summer months of June and July 2019.

We managed to bring this initiative to reality *through the efforts of our fundraising team and the generosity of the patrons who understood the pressing need for revealing the exact extent of the condition of water scarcity in the area.*

We knew from the data from the Water Resources Department that the availability of freshwater in Nagpur had fallen from 11.56% in 2018 to 5.68% in 2018, and in Nashik from 14.98% to 4.98%, and that eight out of the nine major dam projects in the Aurangabad division were left with little to no water. Yet, none of these figures prepared us for what we witnessed when we reached our location.




# Collecting Data

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We knew from the data from the Water Resources Department that the *availability of freshwater in Nagpur had fallen from 11.56% in 2018 to 5.68% in 2018, and in Nashik from 14.98% to 4.98%,*


Also, eight out of the nine major dam projects in the Aurangabad division were left with little to no water. Yet, none of these figures prepared us for what we witnessed when we reached our location.





# Day in their lives

The entire lives of the residents revolved around water, with a major portion of the day lost in collecting and saving water. *The scarcity of water was such that there wasn't enough for basic daily needs, let alone for irrigation and cattle rearing.*



Women and children would walk hours in sweltering heat to the nearest, ever-depleting borewells to collect pitchers of water which would then be shared by the entire family.

Every household had a story of woe around the water scarcity, many claiming that the situation has been such since the very independence of the country.

A mother of 6 children had to designate specific days for each child to have a bath as they couldn't all bathe daily from the little water they procured. There is little in the way of a basic quality of life for these people forever pressured by the need to procure water.

# Insufficient Supply



While the number of tankers deployed in the area is increased each year, the dryness is proportionally on the rise necessitating more and more water to be made available to them.

**These areas lack natural water sources, and the lack of focus towards creating water sources has made matters worse over the years.** This has created a perpetual cycle of lack of water and the increasing dependence on water tankers to meet the water needs of the people.

***Tapas Foundation will continue to help these communities in future years by spreading awareness and bringing about change on the ground level.***

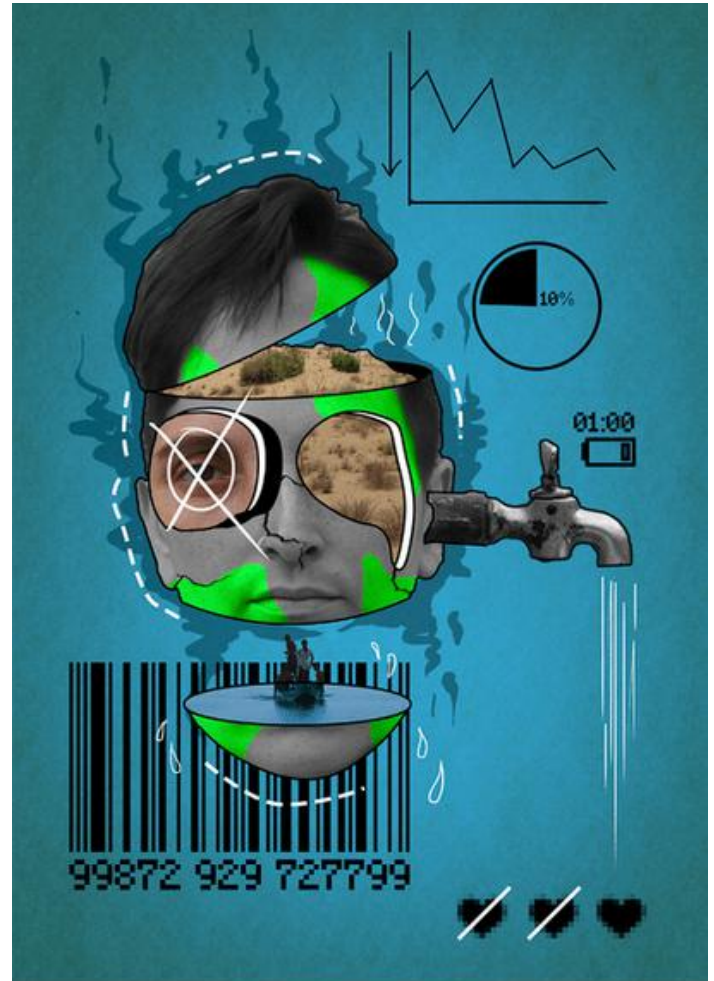
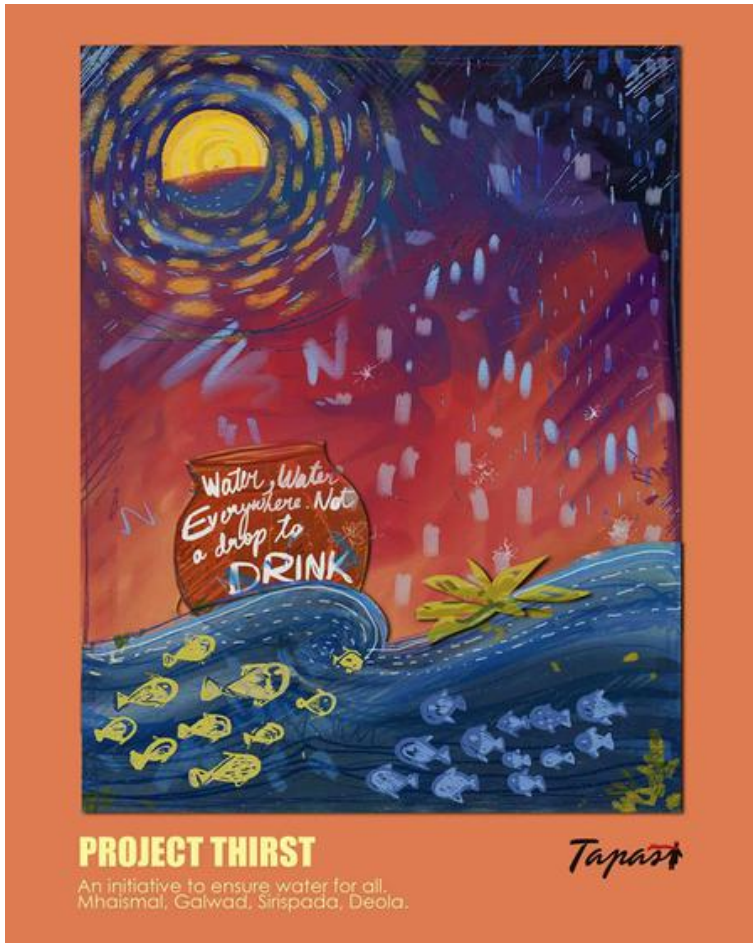


# Project Thirst Media Gallery









Watch our campaign video here:  
<https://www.youtube.com/watch?v=fF-81MYrA00&t=1s>



02





2019

# VILLAGE ADOPTION IN BHOPAL

IN COLLABORATION WITH

Confederation of Indian Industries (CII)  
joined hands with the Young Indian –  
Bhopal Chapter

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A Tapas Foundation Campaign



Confederation of Indian Industry





# RURAL DEVELOPMENT

---

Rural development is the basis of nation building. No country can call itself truly developed if its villages are lacking basic necessities and infrastructure.

What is needed then is focus on the development of tier 2 and tier 3 cities. This is the maxim of how tapas Foundation works, to bring reform from a grassroots level.



Confederation of Indian Industry





# OUR CAMPAIGN

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In December 2019, the Confederation of Indian Industries (CII) joined hands with the Young Indian - Bhopal Chapter to fulfill their Corporate Social Responsibility (CSR) by adopting and remodeling the village of Amla near Bhopal in Madhya Pradesh.

This initiative focused on areas like **skill development, building educational infrastructure, improving healthcare, solar energy conservation and solar panel installation among others.**



Confederation of Indian Industry



# CAMPAIGN COLLATERALS

Tapas Foundation became a part of this noble initiative to remodel and change the village of Amla in Madhya Pradesh.

Through our statement street plays, crowd-connect and engagement we were able to reach out to the natives of the village to understand their most pressing issues and strategize solutions with the sponsors.

Benches, blackboards and other essential infrastructure was added to the schools, WASH facilities were improved, efforts were made towards self-sufficiency by setting up solar panels.

Also, special focus was given to improving healthcare by the setting up of a mobile ambulance to deal with emergency situations.



Confederation of Indian Industry





Confederation of Indian Industry





# NATION BUILDING, ONE VILLAGE AT A TIME.

The end result was a transformed village which was equipped not only with resources, but also opportunities for a better future. This would not have been possible had CII not made the decision to give back to the community through their CSR initiative, which focused on all-round development, contributing to complete nation building.

---



Confederation of Indian Industry



03

# Plastic

## The Right Approach

Partnered with








Social Awareness campaign on Plastic use and waste management, conducted in Mumbai, Kolkata and Manipal.



# Index



-  The Dangers of Plastic
-  Understanding & Managing Plastic
-  Our Campaign
-  Future Solutions - Informed Approach
-  Campaign Testimonials
-  Campaign Poster

# The Dangers of Plastic

## A boon and a curse

While the invention of plastic was nothing short of a 'Gift from the Gods' for mankind, that very plastic has now become a source of major concern for all life on earth.

Plastic is mostly non-biodegradable, meaning that it never fully breaks down into nature, instead stays in nature for years in the form of minute microplastics.

But even before it reaches that stage, it travels the world over in the form of discarded single-use plastic which finds its way from our homes to waste disposal sites to the ocean floor and the soil beds.

# Understanding Plastic

Before one brands all plastic as bad, one needs to understand it, especially the different kinds of plastics. Plastics need to be dealt with in the proper manner.

# Managing Plastic

What is needed is a circular economy focused on the 4 Rs – **Reduce, Refuse, Reuse, and Recycle**. Moreover, the recycling efforts should also be aimed at upcycling the waste plastic instead of diminishing its value.



# Future Solutions

While the government has been taking measures to curb the rise of plastic waste, as was evident from the Prime Minister's speech on 15th August 2019 about banning single-use plastics from October 2, an umbrella ban is not the answer. It is too restrictive and doesn't take into account the adverse effect on the multitudes of stakeholders involved in the plastic production and handling industry.

# Informed Approach

What is needed is an informed approach, which makes better decisions backed by data. Only then will we be able to reach the "Sustainable Development Goals" aimed at combating Climate Change and bettering Life Below Water and Life on Land, i.e. SDGs 13, 14 and 15 respectively. Instilling the need for such an approach is what drove this initiative.

# Our Campaign



To stress the importance of such an informed approach within the youth of the country, Tapas Foundation, in association with Coca Cola India and Brands4Purpose, curated “Plastic – the right approach”, a pan-India initiative with the aim of understanding people’s knowledge and opinions regarding plastic and pushing them to ask the right questions about plastic in order to deal with it better.

## On-ground approach

Covering educational institutions like Manipal Institute of Technology, Manipal and Mithibai College, Mumbai and cities like Bangalore, Delhi, Goa among others, Tapas foundation furthered the conversation on plastics and their effective handling throughout the country.

## Social media outreach

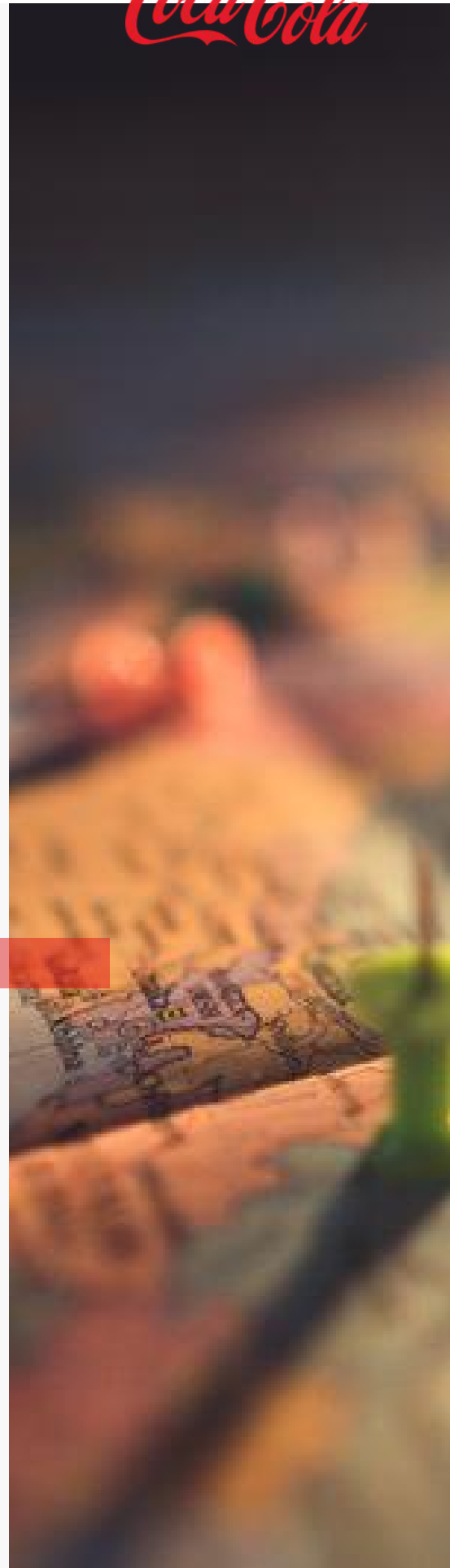
Coupled with our social media outreach, Tapas foundation reached lakhs of people and urged them to rethink their relationship with plastic, making them into advocates for better handling and use of this incredible material.

# Cities Covered

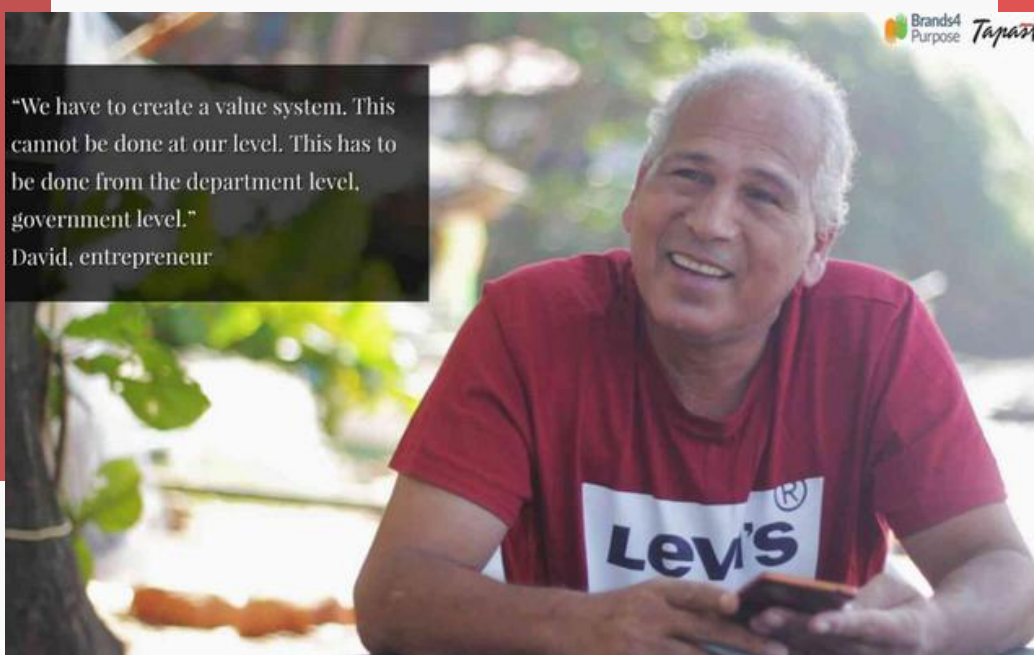
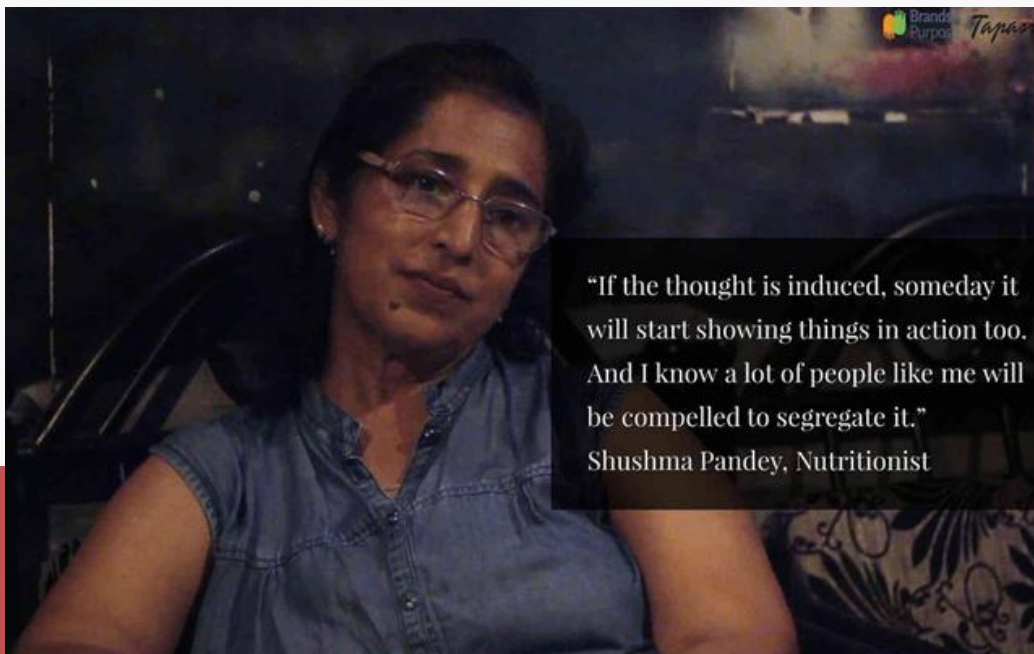
- Manipal
- Bangalore
- Mumbai
- Delhi
- Bhopal
- Goa
- Patna
- Muzaffarpur
- Varanasi
- Jaunpur
- Chennai
- Rajahmundry
- Thrissur

# Colleges Covered

- Manipal Institute of Technology, Manipal
- SISTec College, Bhopal
- Mithibai College, Mumbai
- Lovely Professional University, Jalandhar



# Campaign Testimonials



# Campaign Testimonials





# Campaign Poster



 #WhereIsMyPlasticGoing

## PLASTIC

The right approach  
MUMBAI | MANIPAL | KOLKATA

An initiative to make people plastic conscious.

  
**NOT ALL PLASTIC IS BAD**

How much do we really know about plastic?  
Learn about plastic to deal with plastic.

An Initiative by  Brands4 Purpose

Volunteering partner  volunteer4india  
Let's all be the change!

Activation partner  Tapas

Waste management mentor  Coca-Cola

04



# MISSING: ANTI-TRAFFICKING AWARENESS DRIVE

2019

COLLABORATION WITH:  
'MISSING'

A TAPAS FOUNDATION CAMPAIGN  
AGAINST CHILD EXPLOITATION &  
TRAFFICKING



**MISSING**

# INDEX



1) OVERVIEW: HUMAN  
TRAFFICKING

2) OUR CAMPAIGN

3) SPREADING AWARENESS:  
EDUCATING THE VULNERABLE

4) CAMPAIGN GOAL &  
INITIATIVES

5) LOCATIONS IMPACTED

# OVERVIEW

Human trafficking is one of the biggest organized crimes in the world and in India. **The majority of human trafficking victims are used for sexual exploitation; others for bonded labour, domestic work, military conscription, marriage, illicit adoption, sport, begging, or organ harvesting.**

According to the National Crime Records Bureau (NCRB), 8132 cases of cases of human trafficking were reported across India in 2016. In the same year, 15379 people were trafficked, of whom 9034 victims were below the age of 18. Of these, 4,911 or 54% were girls and 4,123 or 46% were boys. **Approximately 50 percent of human trafficking victims are women and girls and upto 50 percent are minors.**

Human trafficking, and specifically girl trafficking is a heinous crime which is rampant in the country. **Only 10% of human trafficking in India is international; the remaining 90% operates inter-state.**



Tapas 

MISSING

# OUR CAMPAIGN

## OBJECTIVES

Tapas Foundation set out on a pan-India initiative focused on engaging with school and college students across the country to make them aware of the prevalence of girl trafficking and the tactics of the traffickers. Through intensive and engaging workshops, we made them aware of protective measures and their rights as citizens of the country.

## COLLABORATION

Save Missing Girls is a non-profit organization dedicated specifically to combating girl trafficking in the country. *In November 2019, Missing launched the "Missing: Anti Trafficking Awareness Drive", an initiative to fight girl trafficking with the weapon of knowledge and insight, in collaboration with Tapas Foundation.*

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# GOAL

A major goal of the initiative was to equip youngsters, who are the most at risk of being trafficked, with crucial knowledge that could save them in these moments before or after being trafficked.



# EDUCATING THE VULNERABLE



“

ACCORDING TO A WORLD VISION INDIA STUDY, ABOUT 59% OF ADOLESCENTS DID NOT KNOW OF ANY WAY TO PROTECT THEMSELVES FROM TRAFFICKING, AND 72% DID NOT KNOW ABOUT SERVICES THAT COULD HELP THEM.



# INITIATIVES

Tapas Foundation spread awareness among the young children through:

1. Our trademark street plays
2. Interactive sessions
3. Workshops
4. Quizzes

To further drive home this knowledge in the most engaging way possible, Missing Link Trust has designed “Missing: Game for a cause”, an interactive game which allows the player to visualize the experience of a victim and learn the best practices in the scenario, available in many vernacular languages.



# LOCATIONS IMPACTED

MAHARASHTRA

PUNJAB

GUJARAT

TAMIL  
NADU

MADHYA  
PRADESH

UTTAR  
PRADESH

BIHAR

KERALA

TELANGANA



# INSTITUTIONS COVERED



## **Maharashtra**

1. Gyan Vikas Junior College, Nagpur
2. Jyotiba Phule Junior College, Nagpur

## **Tamil Nadu**

1. Guru Nanak College, Chennai
2. SDNB Vaishnav College, Chennai

## **Uttar Pradesh**

1. Kutir Mahavidyalay Chakke, Jaunpur
2. Janhit College, Jaunpur
3. Bayalsi College, Jaunpur

## **Kerala**

1. Sree Kerala Varma College, Thrissur

## **Punjab**

1. Lovely Professional University, Jalandhar

## **Madhya Pradesh**

1. Sagar Institute of Science & Technology, Bhopal

## **Andhra Pradesh**

1. S.K.R College of Women, Rajahmundry
2. Government College, Autonomous, Rajahmundry

## **Bihar**

1. Open Sky Public School, Muzaffarpur
2. Chandrasheel Vidyapeeth, Muzaffarpur
3. Shaheed Ramanand Ramgovind Singh Junior College.
4. S.B.C.P.G. School, Patna
5. S.M.D. college, Patna
6. Govt. Ambedkar Awasiya Vidyalay, Patna

# CAMPAIGN IMAGES



Tapasvi

MISSING

# CAMPAIGN IMAGES



# CAMPAIGN IMAGES



# CAMPAIGN IMAGES

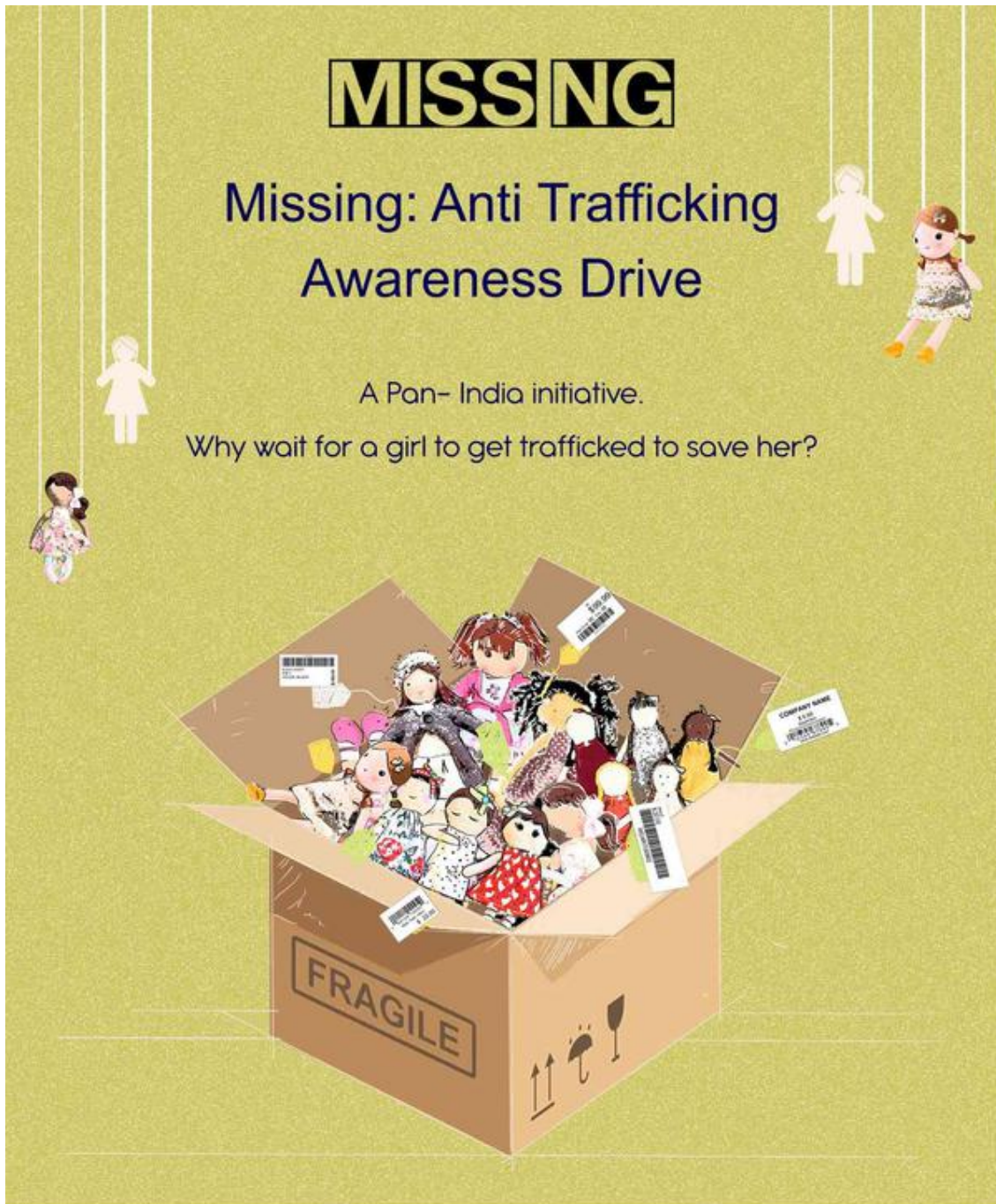


# CAMPAIGN IMAGES





# CAMPAIGN POSTER



# CAMPAIGN BANNER



Making India aware,  
one state at a time.

Gujarat  
Madhya Pradesh  
Bihar  
Kerala  
Tamil Nadu  
Uttar Pradesh  
Maharashtra  
Punjab  
Telangana

**MISSING**  
Missing: Anti Trafficking  
Awareness Drive

A pan-India initiative  
Spreading awareness about girl trafficking.  
Caution. Prevention. Rehabilitation.

Why wait for a girl  
to get trafficked to save her?

Curated by *Tapas*

**05**

# People's Movement

2019

*Tapas* 

# Table of Contents

01.	Introduction
02.	Scenario
03.	Our Campaign
04.	Campaign Images

# Introduction

Tapas foundation is a youth-driven organization which works towards the betterment of society. An issue that we are passionate about as influencers of social reform is the environment.

The environmental condition the world over has been worsening at an alarming pace. To check the growth of climate change and global warming and their adverse effects, the United Nations Development Programme has come up with the Sustainable Development Goal 13 focused specifically on combating climate change.





# Scenario

MIndia is a signatory to this goal to limit warming to 1.5 C, by **working to reduce net CO2 emissions by 45% between 2010 to 2030**. This is greatly affecting the quality of life for all on earth.

**In an effort to do their bit as a youth-led movement, the “People’s Movement” initiated a plantation drive with the goal of planting ‘10 lakh trees’ across Delhi NCR in July 2020.**

# Our Campaign

Tapas foundation got the chance to join them in this effort and raise awareness and visibility for the initiative through our street plays, workshops, interviews and social media traction. We worked to mobilize people to be a part of this movement that was open to anyone looking to make a difference.

Working in collaboration with the “People’s Movement”, Tapas foundation reached out to and engaged with lacks of people both online and offline, turning them into active agents for change.

People were extremely eager and willing to make a change and came in huge numbers to support an initiative aimed at bettering the environmental condition and the quality of life for everyone. They also became more aware and enlightened agents of change who are eager to advocate for policy changes for the benefit of the environment.



Tapas



# Locations



Delhi



Gurgaon



Noida



Ghaziabad

# Campaign Images











06



A TAPAS FOUNDATION CAMPAIGN

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LET'S PLAN(T)  
THE WORLD  
BETTER

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2020

Tapas 



# INDEX

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2. CAMPAIGN OUTLINE	04
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## INTRODUCTION

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In February 2020, Ramboll India decided to give back to our environment through the medium of a plantation-driven Corporate Social Responsibility (CSR) campaign. “**Let’s Plan(t) the World Better**” was an environmental CSR campaign curated by Tapas Foundation under the sponsorship of Ramboll India.

**The campaign worked on two fronts – interactive sessions to raise awareness about the environment and plantation drives across Delhi NCR to turn the employees into responsible citizens of this earth giving back to mother nature.**

*Tapas* 



# CAMPAIGN OUTLINE

## 6 Plantation drives -

- 1.9th February
- 2.15th February
- 3.22nd February
- 4.29th February
- 5.7th March
- 6.21st March

## INTERACTIVE SESSIONS

knowledge building of employees through interactive sessions.

## PLANTATION DRIVES

plantation drives across Delhi NCR to turn the employees into responsible citizens of this earth giving back to mother nature.

## CAMPAIGN DETAILS - I



This was supplemented with ambitious plantation drives in schools and parks around Delhi NCR, planting indigenous saplings of plants like Kaner, Chandni, Raat ki Rani, Gulmohar, Neem, Mango, Pilkhan and others to boost the growth of indigenous plants around the area.



# CAMPAIGN DETAILS - I

## ***Pre-plantation***

- Land suitability checked for plantation.
- Land cleared of weeds and trash that might block the growth. Land made wet and plowed to make the soil better suited for plantation.
- Areas for plantation marked out for people to be able to plant betterPits dug out as sample for depth and for ease of plantation.
- Health of saplings ensured by proper care prior to planting.
- Hybrid variety of saplings selected to ensure healthy growth.

## ***During plantation***

- Proper plantation procedure demonstrated prior to planting. Manure provided for adding while planting to ensure nutrition of saplings.
- Measures taken to ensure saplings were planted with a ring link formation around them to retain water for nutrition.
- Enough water provided while planting to ensure the sapling takes to the soil.

## ***Post plantation***

- Plowing of soil again after plantation to ensure that the plant takes to it easily.
- Plant beds molded around the saplings to ensure water retention. Timely addition of manure, based on the need assessed during routine checks.
- Clearing of weeds and trash around the saplings to ensure unhindered growth.

## LOCATIONS OF PLANTATION

- **LOCATION 1:**

Dayanand Model Primary School - Arya Samaj Ved , Mohan Kund , Jharsa , Block H South City - I, Gurugram, Haryana 122001

**Saplings planted - 700**

- **LOCATION 2:**

Government High School (Raajkiya Ucch Vidyalay), Kanahi, Sector 45, Gaon Kanahi, near Ramada Hotel, Gurugram.

**Saplings planted - 715**

- **LOCATION 3:**

Amar Shaheed Chauhan Bakhtawar Singh Memoriyal, Village: Ghadsa, sector 39, Gurugram

**Saplings planted - 650**

- **LOCATION 4:**

Patti Park(Amar Shanti Devi Park), F Block, Malviya Nagar, Delhi

**Saplings planted - 730**

- **LOCATION 5:**

Dada Goga Peer (Jaharveer) Temple, Sector 33, Gurugram, Haryana

**Saplings planted - 900**

- **LOCATION 5:**

DLF Phase 2 MG Park, Gurugram Saplings planted - 350

## CAMPAIGN DETAILS - II



Over the course of two months, several interactive sessions and street plays were conducted, with prominent environmentalists as speakers, diving deep into terms and practices that are closely related to environmental conservation.

This built up a space for people to learn and participate in understanding their responsibility towards the environment and how they could actively undertake it.

Multiple fruitful sessions were conducted focusing on topics like 'Global Warming and Climate Change' and 'Sustainable Living and Carbon Footprint' with special emphasis on the 'Sustainable Development Goals' (SDGs), specifically SDG 13 and 15.



The drives were a tremendous success gaining excellent employee involvement from Ramboll India and Tapas Foundation was able to spread the message to thousands through its on-ground activation and through our social media channels.











*Tapasi* 

**THANK YOU.**