



ANNUAL REPORT

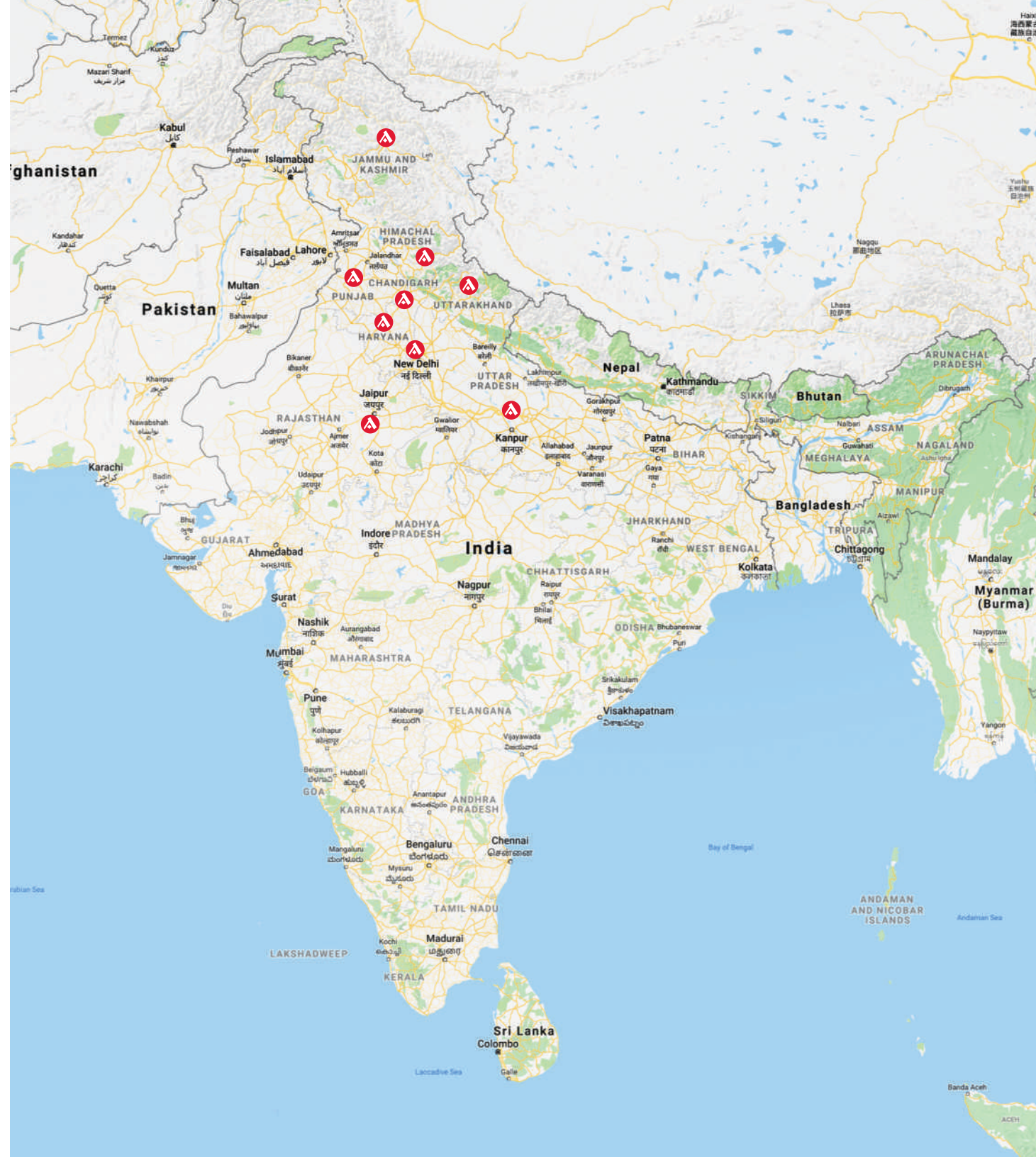
2018 - 2019

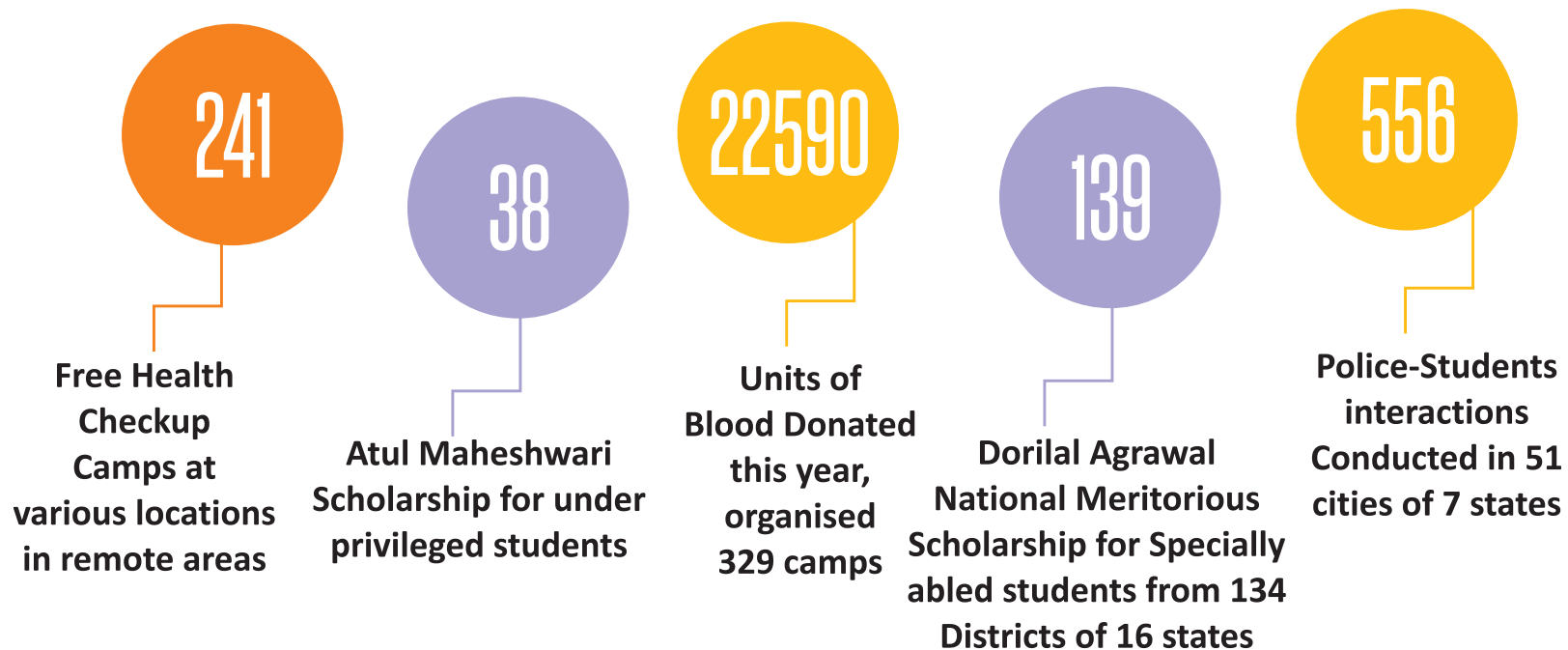
OUR STRENGTH

AMAR UJALA
FOUNDATION'S
**GRASSROOTS
PRESENCE**
THROUGH
AMAR UJALA

4.70
CRORE
READERS
PER DAY

03rd
LARGEST DAILY
NEWSPAPER
OF INDIA





EDUCATION IS THE MOST POWERFUL WEAPON
WHICH YOU CAN USE TO CHANGE THE WORLD.

- NELSON MANDELA



PRESIDENT'S MESSAGE

T

his year Amar Ujala Foundation saw first fruition of its two new initiatives. Amar Ujala Shabd Samman established its unequivocal intent of making bridges between Indian languages. Shri Namvar Singh and Shri Girish Karnad were given Akashdeep for their lifetime contribution to Hindi and Kannada literature respectively, thus making Indian literature more worthy as a whole. Renowned statesman and former President of India Pranab Mukherjee, too, acknowledged this initiative of ours while giving away the Shabd Samman Awards which included 5 more awards to various Hindi litterateurs. Taking a step further we have decided that from next year the Shabd Samman Award Ceremony would be organised in that state capital the state language of which would get the non-Hindi Akashdeep award. This would add another dimension to our efforts of making bridges between Indian languages.

Aparajita, another novel initiative of Amar Ujala Foundation could establish wide and deep connect with the masses. Aparajita stands for women empowerment through a multitude of ground activities focused at changing the mindset of the society besides empowering young girls and women in life negotiating skills. More than 2000 ground activities were organised in all of seven states of our coverage area and AUF touched base with more than 5 lakh women through these activities. The daunting mission to Educate, Engage, Enrich and Empower 100 million women through ground activities, workshops and civil society engagement is sure to effect a mindset change in the days to come.

It is a matter of satisfaction that other regular activities of AUF have not only maintained their result orientedness but have added new dimensions to their purposefulness. Bringing smiles on the faces of disadvantaged children of small towns and villages through mobile film festival is another interesting element of AUF outreach. It is heartening to see that these high quality children films are getting encouraging reception from these children.

I am sure AUF would further consolidate its strength of delivering focused services to the needy through the multitude of activities.



प्रधानमंत्री



Amar Ujala Foundation (AUF)

is the CSR arm of Amar Ujala Publications Limited with a mission to create a better future through empowerment of all.

AUF was founded in January, 2012 and in alignment with the overall vision of the company, AUF continues to deepen the service- outreach of impact generating programs through its vast network and deep reach.

AUF had initiated a series of field activities that are now maturing and enabling wider sections of the society to live their life with dignity and pride – through direct action on the ground with an objective to, empower all – less advantaged first. Empowerment of girl child, protecting environment, serving the elderly, identifying unsung heroes from all walks of life and to helping the blossoming of excellence in our youths are some of the other priorities.

AUF OUTREACH

AUF believes in rigorous ground work and outreach to people as grassroot connect is the backbone for any developmental organization. At AUF, we have been reaching out to people living in extremely remote areas for the last 6 years. Our activities can be categorized into several verticals such as Health, Education, Women Empowerment, Awareness and Rural Development. AUF has presence across the 7 states and 179 districts of north India.

Amar Ujala is India's leading Hindi newspaper, with **4.7 Crore readers** per day. It has **21 editions** in the states of **Uttar Pradesh, Uttarakhand, Himachal Pradesh, Jammu & Kashmir, Punjab and Haryana** as well as the union territories of New Delhi and Chandigarh.

Being the most loved newspapers of the Hindi heartland, it becomes Amar Ujala's obligatory duty to provide its readers value based services. This is where Amar Ujala Foundation pitches in and helps increase meaningful on-ground engagement of the newspaper.

APARAJITA

100 MILLION SMILES



'Aparajita- 100 million smiles' a flagship programme initiated by Amar Ujala Foundation. Honorable Chief Minister of Uttar Pradesh Shree Yogi Adityanath inaugurated 'Aparajita' campaign on 16th November, 2018 in Lucknow. On this occasion, he said that 'Aparajita' campaign will play an important role in the empowerment of women, their safety and dignity. CM also released the campaign's poster and logo. Union Home Minister Shree Rajnath Singh inaugurated Aparajita's website.

This initiative has been created to empower the women of rural and urban areas and to develop a community that thinks in a positive direction, has a sense of equality towards women, advocates for gender equality and is also committed to stand up against any form of violence against women.

Amar Ujala Foundation conducted more than 2000 activities under the banner of Aparajita including rallies, self-defense trainings, legal awareness workshops, self-employment workshops, career counseling and many more activities at various locations in schools, colleges and community spaces in remote areas of its coverage. It has effected empowerment of more than 5 lakh women so far.

An oath form has been signed by the people who have promised to actively work towards women's dignity and bringing a confident smile on their faces.



To complement this initiative, a platform - aparajita.amarujala.com has also been created to capture and share beautiful women empowerment stories and highlight the news related to various dimensions of female violence so that adequate immediate action can be taken. The platform also updates women about government policies and schemes and dedicated help lines related to the safety and help of women. In the next phase, this campaign will also start in Uttarakhand and Himachal Pradesh.



ATUL MAHESHWARI SCHOLARSHIP



Atul Maheshwari Chhatravritti (AMC) is a unique scholarship programme of Amar Ujala Foundation launched in June, 2014 for under privileged students studying in 9th to 12th standards from state boards and having an annual family income less than 1.5 lakh INR. AMC scholarship programmes aims at assisting deserving and meritorious students with financial aid.

During the financial year 2018-19, more than 1 lakh students registered for this scholarship exam through online application mode and around 65,000 eligible students took the scholarship entrance test. This competition took place across the states of Uttar Pradesh, Himachal Pradesh, Jammu and Kashmir, Chandigarh, Punjab, Haryana and Uttarakhand.



A total of 38 students were selected (18 students from class 9th and 10th received 30,000 INR each, 18 students from class 11th and 12th received 50,000 INR each and 2 blind students- one from class 10th and one from 12th class received 30,000 INR and 50,000 INR respectively). These students were invited to Delhi for two days trip along with their guardians.

On the first day, the students got a chance to understand how the newspaper is designed and printed, and how Amar Ujala

works. They interacted with senior editors as well as Managing Director of Amar Ujala group.

On the second day, these students and their parents were taken to a day-long Delhi Darshan trip and later were facilitated by honorable Defense Minister Smt. Nirmala Sitharaman at her New Delhi residence, making it a memorable experience for the students. These students also got a chance to meet honorable former President of India (Bharat Ratn) Mr. Pranab Mukherjee.



Achievements of previous recipients of Atul Maheshwari Scholarship

- **Monika Jangra**, a resident of Hisar and recipient of Atul Maheshwari Scholarship in 2016 has topped 12th class (Commerce stream) with 98.2% in the Haryana State Education Board. She is a CA aspirant and currently preparing for CA entrance exam.
- **Vikas Kumar**, a resident of Bhagpat and recipient of Atul Maheshwari Scholarship in 2015 has been selected by the Indian Air Force for the Airman Technical position. His training has started in Bengaluru recently.
- **Shivika**, a resident of Muzaffarnagar and recipient of Atul Maheshwari Scholarship in 2018 has secured 2nd rank at the district with 84.4% in 10th class from Uttar Pradesh Board. She is an IIT aspirant and wants to become an engineer.
- **Amitesh Kumar**, a resident of Sambhal and recipient of Atul Maheshwari Scholarship in 2018 has secured 3rd rank at the Sambhal district with 89.5% in the 10th class Uttar Pradesh Board. He aspires to be an IAS.



Continuing Support for Consistent Performers

In addition to Atul Maheshwari Scholarship and Dorilal Agrawal Scholarship programme, AUF has chosen 9 meritorious students who would receive support for their educational expenses, including College fee, Tuition fee, Hostel fee and stationary, etc up to the limit of one lakh each annually. In the first lot of this continuing support programme for AMC recipients 5 students (three girls and two boys) are getting this support. In second lot, four boys have been selected.

1. Ms. Muskan Chugh, Muktsar, Punjab (BSC Honors 3rd year, Guru Nanak Dev University)
2. Ms. Monika, Sirsa, Haryana (Preparing for CA)
3. Mr. Kundan Yadav, Varanasi (Studying in 12th standard and preparing for IIT)
4. Ms. Sakshi Gupta, Gorakhpur (LLB Honors 3rd year, Lucknow University)
5. Mr. Vikas Kumar, Baghpat (Selected in Indian Air Force)
6. Bharat Kumar, Ghaziabad (BSc Chemistry Honors 1st year, Shyam Lal College, Delhi University)
7. Sachin Kandari, Chamoli (BA Economic Honors 1st year, Hansraj College, Delhi University)
8. Sachin Choudhari, (B.tech 1st year, IIT Roorki)
9. Abdul Hussain, (BSc Physics Honors, 2nd year, Jamia Millia Islamia, Delhi)

Education talent honor-

Continuous education:

- **Rida**, comes from a small town Hardoi in Uttar Pradesh. She lost her father in 2012. After her father there was no other source of regular income in the family, but that did not stop her dreaming big. Rida is currently pursuing BTC from Lucknow. She wants to help her family members by becoming a teacher, as well as contributing in social service
- **Kushaboo**, comes from another small town called Rewari in Haryana. She is currently pursuing B.Com 2nd year from Janki Devi Memorial College, Delhi University. AUF is bearing the educational expenses of Khushboo since last year.

[illegible]

अतुल माहेश्वरी छात्रवृत्ति ने पूरा किया सपना

[illegible]

अमर उजाला है तो बेटी की पढ़ाई की चिंता नहीं

विद्यार्थी शिक्षण विभाग विद्या भवन के 12वीं मंज
के परीक्षा केंद्रों में अधिनियम लागू करने के लिए निर्देश दे
लेगा। इसके बाद सभी विद्यार्थी परीक्षा केंद्रों में

[illegible]

अतुल माहेरवरी छात्रवृत्ति से मिला आगे बढ़ने का हौसला : करण

अमर उजाला व्यूरो

शिमला। जिला शिमला के नीन स्कूल के जमा एक कक्षा के छात्र करण वर्मा ने अतुल माहेश्वरी का पास कर अमर उजाला के सम्मान समारोह में हस्ती लिया।

करण वर्मा को रक्षा मंत्री सीतारामण के हाथों यह सम्मान मिला। 51 हजार

को छ
और मे



शिमला लौटे करण बर्मा
अमर उजाला
पाउंडेशन का बंदीदार
उन्ने देश की रक्षा मंत्री
के हाथों सम्मान पाने
और पूर्व राष्ट्रपति प्रणव
मुखर्जी जैसी हस्तियों से
मिलने का मौका हमेशा।

कि यह पल हमला उन्ने
झप, बेटे को मिली छत्र

ने बताया कि बलदेव वर्मा, सरिता वर्मा, फूले नहीं समा रहे हैं। करण ने बताया कि उनको बहन करण वर्मा ने स्कूल शिक्षा बोर्ड को जमा दो प्रीक्ष में टॉप टेन में स्थान । अमर

करण ने कहा उजाला के प्रतिभा 11 मारोह में
 यद रहेगा। मुख्यमंत्री के हा सम्मानित
 वृत्ति पर किया गया था।



**AMAR UJALA
FOUNDATION**

इंद्रधनुषी सपनों को लगे पंख

[illegible][illegible]

नगर के सौरभ का
ति के लिए चयन
दृष्टान्त पक्का खुद पक्का रहा है सौभ

[illegible]

अतुल माहेश्वरी सख्खात
के सपनों को मिलेगी उड़ान

[illegible]

आगे बढ़ने का हौसला : करण

जाना लौटे करण यमा ने बताया कि उजाला देशान को बदलत देश की रक्षा मंत्री हाथों सम्मान पाने पूर्व राष्ट्रपति प्रणब जी जैसी हस्तियों ने मे को का मौका मिला। उरण ने कहा यह पहल हमेशा करें याद रहेगा। चेटे को मौली छात्रवृत्ति पर पतिता



AMAR UJALA
FOUNDATION

बलदेव यमा, सरिता यमा फुले नहीं समा रहे हैं। करण ने बताया कि उनको बहन किण यमा ने स्कूल शिक्षा बोर्ड को जमा दो परीक्षा में टॉप टेन में था। अमर उजाला के प्रतिभा मुख्यमंत्री के हा किया गया था।

11 मारोह में सम्मानित

DORILAL AGRAWAL

NATIONAL MERITORIOUS SCHOLARSHIP FOR SPECIALLY ABLED STUDENTS



Amar Ujala Foundation and Viklang Sahayata Sanstha joined hands together to support the specially-abled meritorious students under this initiative. In this financial year a total of 139 students from 134 districts and 16 states were selected for Dorilal Agrawal National Meritorious Scholarship, who are pursuing BA, B.Sc, B.Com, MA, M.Sc, M.Com, MBA, ITI, Polytechnic, Engineering and Medical courses. Scholarships worth 22 lakh INR were awarded on 2nd December 2018 in JP auditorium of Dr. Bhim Rao Ambedkar University, Agra by Chief Guest Shree Satyadev Pachauri, Minister of Khadi, Village Industries, Sericulture, Textile, Micro, Small & Medium Enterprises and Export Promotion in the Government of Uttar Pradesh

Free Coaching Center for Specially abled students

Viklang Sahayata Sanstha, Agra and Amar Ujala Foundation is also running a free coaching centre to support talented specially abled students for preparation of various competitive examinations in Kamla Nagar, Agra since May, 2018. Skill development courses, English speaking, basic computer training are few other courses which are taught at the coaching centre. With consistent efforts, 7 students have been able to secure jobs in the past few months and many more are on the verge of being selected. Till now more than 50 students were enrolled and getting the benefits of free coaching center.

CHILDREN FILM FESTIVAL

In continuation to its earlier campaigns, Amar Ujala Foundation and Children's Film Society, India started a special film screening programme on 14th November, 2018. A specially designed mobile van went to rural and semi-urban areas to show nationally and internationally acclaimed movies like Heda Hoda, Kabhi Paas Kabhi Fail, Karamati Coat, Malli, Kutte Ki Kahani, Choo Lenge Aakash, Yeh Hai Chhakkad Bakkad Bombay Bo, Chhota Sipahi, Abhay, Ek Ajooba, Mahk Mirza, Charan Das Chor and Hungama Bombay Estile for educational and motivational purpose.

Every film makes a deep penetration in the minds of children with its story and also gives excellent learning. Seeing the movies, Children were very happy and enjoyed each moment with joy and astonishment. AUF plans to continue this film festival in the times to come and make otherwise ill-informed children and adolescents of small towns and villages enthralled with this world, filled with amazingly diverse people, places, communities and stories waiting to be explored. Each of CFSI film provides something new in a very interesting and educative way to the children. AUF organized 148 film screenings at various locations and more than 42000 children audience were benefitted.

EDUCATION





- **Varanasi and Mirzapur** - 14 Nov. to 26th Dec 2018
94 shows, more than 29000 audience
- **Jhansi** - 17 Dec 2018 - 17 Jan 2019
22 shows, more than 3500 audience
- **Meerut** - 14 Nov to 1 Dec 2018
32 shows, more than 9300 audience



‘छू लेंगे आकाश’ ने दी लक्ष्य पाने की प्रेरणा

ADOPTION OF SCHOOL

In May 2015, Amar Ujala Foundation adopted a Govt. Primary School in Rajnagar, Agra for its overall development. AUF also opened an Evening Clinic in the school premise.

Regular classes began to happen after the intervention of Amar Ujala Foundation and are continuing smoothly ever since. A new computer lab is being set up. A new guard was appointed to safeguard the school property. AUF also appointed a private teacher in school. AUF continuously organizes debate, singing, painting and other competition to encourage the inherent skills of the students.

Amar Ujala Foundation keeps on organizing various meets in which senior govt. Officers participate and interact with the students to

boost their confidence and encourage them to become better and informed citizen. AUF is also taking care of the infrastructure of the school and recently donated the furniture and sound systems to the school.



STATIONARY DISTRIBUTION

In continuation to its efforts to promoting education Amar Ujala Foundation distributed more than five thousand stationary to flood affected needy school going children's in Government primary schools of Kanpur, Uttar Pradesh in presence of respective principals.



EVENING CLINIC AGRA

Amar Ujala Foundation had been continuously organizing mobile health checkup camps at various remote locations where proper health services were not available. Taking one step forward, AUF started evening clinics in order to cater to the needs of low lying backward areas of Agra and Vrindavan, where normally people are poor and lack awareness about proper medical treatment. AUF inaugurated its first Evening Clinic in Rajnagar, Agra.

It is a special initiative of AUF to provide free health services to needy people. It is known as 'Janhit Clinic', established on Amar Ujala Agra's 67th foundation day. The clinic runs three days a week on Monday, Wednesday and Friday from 6 pm to 8 pm.

This Janhit Clinic is run by some senior doctors. Several awareness campaigns and events are also organized in the locality from time to time.





EVENING CLINIC VRINDAVAN

The second Evening Clinic was started for the old widows staying at various old-ages and shelter homes in the holy place Vrindavan, Chhipi Gali. It is catering well to the medical needs of otherwise neglected widows. Apart from widow mothers, local poor people are also benefiting from this. The clinic runs three days in a week on Monday, Wednesday and Saturday from 5 pm to 7 pm.

During financial year 2018-19 more than 7000 peoples were screened and benefitted from the service. On an average, about 600 patients are being tested and provided free medicines every month in these clinics.

About

600

peoples were screened
every month

7000

peoples were screened and
benefitted from the service



FREE HEALTH CHECK-UP CAMPS

स्वस्थ शरीर सुरक्षित जीवन is a special initiative of Amar Ujala Foundation to provide healthcare services through standalone camps to meet the immediate health care needs of the marginalized communities in remote rural areas. AUF has been organizing Free Health Check-up Camps since 2013 in remote villages in Uttar Pradesh, Uttarakhand and Haryana. AUF aims to provide comprehensive health services – curative, preventive, promotive and referral, to a large number of people in selected areas.

Senior Doctors from local Govt. Hospitals and some renowned Doctors from Private Hospitals examine the residents of these villages. AUF has also purchased a mobile medical checkup lab, which can perform 23 different types of biochemical blood tests. These tests can examine a number of diseases. AUF also has a specially designed medical van which can reach remote locations easily and facilitate health camps. Along with medical facilities, the van is also equipped for film screening. The multi-purpose is also used in other programs like Free Cancer Checkup Camps and Blood Donation Camps.

AUF also launched a campaign to create awareness about Encephalitis disease in Gorakhpur, Uttar Pradesh. Realizing the seriousness of Encephalitis disease among children, AUF organized awareness campaigns, rallies, workshops and street plays in remote villages of Gorakhpur to aware and sensitize local people.



- AUF organized 241 Free Health checkup Camps this year at various locations in remote areas of its coverage and benefitted more than 60 thousand people so far with medicines apart from expert medical advice.
- AUF organized street plays on various health issues to aware and sensitize local peoples.
- We first make them aware and then take care of their health issues.
- Collaborating Organizations – In collaboration with local Govt. Hospitals

HEALTH





FREE CANCER CHECK-UP CAMPS

Amar Ujala Foundation joined hands with Bhakti Vedanta Hospital, Mumbai in 2014, to do free cancer checkup camps, as well as spread awareness through newspaper to prevent cancer amongst masses. AUF organized two free cancer checkup camps in the financial year 2018-19. The first one is in Lucknow and the second one is in the Kanpur region. Senior Doctors examined more than 300 peoples. Those in need of further treatment are referred to Bhakti Vedanta Hospital, Mumbai where they receive highly subsidized treatment. In these camps we were not only provided free medical examination, but highly subsidized treatment and lodging facilities are also provided to the underprivileged.

Bhakti Vedanta Hospital is run by the Sri Chaitanya Welfare Charitable Trust, and was established in 1986. Based in Mumbai, Bhakti Vedanta Hospital has some of India's finest Oncologists on board.

- No fee is charged for the cancer checkup camps
- Collaborating Organizations – Bhakti Vedanta Hospital, Mumbai

कैंसर पीड़िता की मदद को आगे आया अमर उजाला फाउंडेशन



कैंसर पीड़िता के पति को संस्थान देती श. लक्ष्मी गौतम। अमर उजाला

अमर उजाला ब्यूरो
वृंदावन। तीर्थनगरी वृंदावन की 73 वर्षीय बुढ़ा को कैंसर से मुक्ति दिलाने का बीड़ा अमर उजाला फाउंडेशन ने उठाया है।
वृंदावन के राधाविद्यालय क्षेत्र निवासी बुढ़ा कमलेश उपस्थान काकी समय से मुंह के कैंसर से पीड़ित हैं। निराले कई दिनों से इलाज के लिए वह दूर दूर को खोबरें ख रही थीं। साथ ही उन्होंने धन अभाव के कारण अपना इलाज करने के लिए प्रधानमंत्री और राष्ट्रीय तक गुहार लगाई, लेकिन काही उनकी सुनवाई नहीं हुई। अमर उजाला फाउंडेशन ने अपने सामाजिक दायित्वों का निर्वहन करते हुए कैंसर पीड़ित बुढ़ा कमलेश उपस्थान और उनके मुँह के कैंसर के लिए कुशाग्र हैं।
साथयोगी संस्था कानकभारा काठंडेश्वर को संस्थापक डा. लक्ष्मी गौतम ने बताया कि कैंसर पीड़ित बुढ़ा कमलेश उपस्थान को बुधवार को उन्होंने मुंबई भेजा है। कमलेश अपने पति के साथ गौडन टैलम मेल से मुँह के कैंसर रवाना हो गईं।

निशुल्क कैंसर शिविर में 235 ने कराया परीक्षण

अमर उजाला फाउंडेशन और भक्ति वेदन्त हॉस्पिटल मुंबई की ओर से केन्सल शिविर में 14 दिनों से अमर उजाला फाउंडेशन के अमर कैंसर शिविर का आयोजन

70% मुँह का कैंसर	80% पित्त का कैंसर
85% कान कैंसर	15% कान कैंसर

कैंसर शिविर में 235 ने कराया परीक्षण

कैंसर शिविर में 235 ने कराया परीक्षण

कैंसर शिविर में 235 ने कराया परीक्षण

वक्त रहते कैंसर का पता चले तो इलाज से हो सकते हैं ठीक

अमर उजाला के कैंसर जांच शिविर में 141 लोगों की हुई जांच

अमर उजाला ब्यूरो

कैंसर शिविर में 141 लोगों की हुई जांच

कैंसर शिविर में 141 लोगों की हुई जांच

कैंसर शिविर में 141 लोगों की हुई जांच

NEWS CLIPPINGS



BLOOD DONATION CAMPS

Amar Ujala Foundation, realizing the urgent need of blood donation across the country, started a campaign named **'Raktdaan-Mahadaan'**. Through 329 blood donation camps this year **AUF** collected more than 22,590 units of blood. The unique feature of this campaign is that all the units of blood collected go to government Blood Banks associated with local District Hospitals, where maximum number of patients are from below poverty line category.

AUF has been organizing such blood donation camps at high frequency at various locations across all Amar Ujala units.

AUF has also touched villages and people of the village also take part in these blood donation camps. Special blood donation drives on the occasion of 'World Blood Donors Day'- 14th June and 'National Voluntary Blood Donation Day'- 1st October are also organized.

AUF has not only given new hope of life to those who needed blood, but also given a chance to many, to contribute meaningfully to the society.





329
CAMPS



- On 14th June, 2018 AUF conducted more than 78 Blood Donation Camps in 71 cities and collected 4423 units of blood.
- And on 1st October, 2018 AUF collected 2658 units of blood.
- In the two day blood donation camp held on 9th and 10th October 2018, in the Graphic Era Group of Education, Dehradun, Uttarakhand, 1846 people made a record by voluntary blood donation.
- At the blood donation camp held on 8th October, 2018 at HarDOI, District Hospital, 146 people made voluntary blood donation and set a record in the district.
- Donor cards and appreciation certificate are also awarded to all blood donors on behalf of Amar Ujala Foundation and Blood Bank in these blood donation camps.
- AUF conducted more than 329 Blood Donation Camps this year.
- Collected 22,590 units of Blood this year.
- Collaborating Organizations- Local District Hospital- Blood Banks, IMA Dehradun, Local NGOs and Colleges/Institutes.
- Till date AUF has conducted more than 862 camps and collected more than 1 lac units of blood.

22590
UNITS
OF BLOOD
COLLECTED
THIS YEAR



PAKHI SANITARY NAPIKN PADS

In February, 2017 Amar Ujala Foundation has started a pilot project for the production and distribution of Pakhi Sanitary Napkins in Sangel Village, Mewat/Nuh district Haryana, in which 16 women's are currently working. We have covered more than 20 villages in Mewat under this programme.

Pakhi Sanitary Napkins are manufactured by the women of the 'Pakhi Women Self Help Group'. AUF is providing technical and financial support to the Pakhi Women's Group. Sanitary Pads are being produced from eco-friendly natural raw material.

Mr. Anil Vij, Health Minister, Haryana recognized and officially launched the Pakhi Sanitary Napkin Pads and announced to support with 10 lacks INR as financial aid for running this program successfully. After recognition by Health Minister the team members of Pakhi women's group got motivated for working more vigorously in this programme. Moreover, the minister saw for himself the process of

manufacturing and stated that this will help women a lot as it is eco-friendly and will prevent them from diseases. And it is quite cheaper as compared to market price. AUF is distributing these pads free of cost to girl students in government schools. AUF has also contributed 1000 packets of Sanitary Napkin Pads for free distribution in Kerala flood relief. We aim to provide affordable sanitary pads for rural women and also empower them by facilitating hygienic and economical best practices. AUF hopes to increase the standard of living of rural women by-

- Providing an alternative means of self-reliance
- Facilitating a smooth Cultural Revolution and breaking societal taboo against public acknowledgment of using sanitary napkin pads in rural areas.



DIVYANG SHIVIR

Amar Ujala Foundation has been empowering specially abled people since 2013. This year AUF organized a two day Multipurpose Assistance Camps for Specially Abled in Dehradun on 29th and 30th September, 2018, in which more than 2000 specially abled got benefitted in the camp.

Realizing the criticality of the issue Amar Ujala Foundation has been provided more than 25 facilities (Free health checkup camp, Yoga Camp, Artificial limbs, Physiotherapy, Caliper and Shoes, Hearing Aid, Wheel Chair, Tricycle, Baisakhi, Aadhar Card, Divyang certificate, Roadways bus pass, Skill Development Schemes, Self Employment schemes, Bank loan information, Pension Scheme, Ayushman Bharat Scheme, Career Counseling etc.) in camp to provide solution for all the basic needs of the specially abled through a unique campaign.

Development Authorities, Government Representatives, Banks, Medical Colleges, NGOs, and Legal Desks all gather at one place to provide free passes, certificates, medical checkups, artificial limbs and accessories distribution as well as scheduling of free operations and surgeries, all under one roof.

The uniqueness of AUF' Divyang Shivir was the process, which was adopted for the registration of these camps. In order to create a momentum in the city as well as the adjoining localities, Amar Ujala Foundation, with the help of the local network of reporters of Amar Ujala, identified several government hospitals and dispensaries and made them the nodal point of registrations for the mega camp.



MORE THAN
2000
SPECIALLY ABLED
GOT BENEFITTED IN
THESE CAMP

PROVIDED
MORE THAN
25
FACILITIES
IN CAMPS

POLICE KI PATHSHALA

Amar Ujala Foundation initiated an innovative type of workshops 'Police ki Pathshala' to develop awareness in adolescents and young students about law, citizen rights and responsibilities. AUF has conducted 556 Police-Students interactions in 51 cities of 7 states this year.

These interactions also emphasize on enhancing life negotiating skills and making them informed citizens. Senior level Police officials as SSP, SP, Senior Traffic Police Officials and Cyber Experts, interact with students and inspire them to follow the law and make them aware about their rights and responsibilities. The basic objective of this activity is to empower each young citizen of the society to understand the basic laws and help prevent further crimes in the society apart from protecting themselves.

When the students get an opportunity to interact with the local police officials of their area, they find the police and the law more approachable. They get to know the officers personally. This facilitates the police to engage with young citizens, discuss the current scenario of crime in the society, and spread their message through these messengers. The senior police officer interacts with young students and people to make them aware on their rights and responsibilities. Also guide them about safety and security related issues like- road safety, women safety, self defence, help line numbers and other various safety precautions and laws, thereafter discussing case specific administrative measures. Sometimes police officials also provide the demonstration on fire safety techniques and take a tour of children's to police station and ITMS (Intelligent Traffic Management System).





Taking one step forward AUF has started a campaign named- Police Ki Chaupal in residential colonies/societies with the slogan 'आपकी जागरूकता ही आपकी सुरक्षा है' The campaign was started in Nainital, Uttarakhand on 5th January, 2019. AUF organized more than 10 Police Ki Chaupal programme in this financial year. AUF has started the same campaign in Noida, Ghaziabad, Kanpur and Lucknow region also. Moreover, the important aspect of this campaign is that senior police officials provide their official contact details so that communication gap can be reduced between citizens and law enforcing agency.

- Collaborating Organizations – District Police, Local Schools, Colleges, Institutes, AOA and RWA

556

POLICE-STUDENTS INTERACTIONS





BAANDAL VALLEY

Amar Ujala Foundation, in collaboration with HESCO adopted 5 villages in Baandal Valley, situated near Dehradun, Uttarakhand in 2012 for women driven holistic development of these villages. The number of villages has increased to 8 now.

In most parts of Uttarakhand, the actual strength of a village lies in the hands of women. Even in remote villages, women hold all the primary responsibilities such as farming, cutting and maintaining crop, timely watering of the crop, taking care of the cattle and, of course, the family. Realizing this strength, AUF is rigorously working towards empowerment of these women, who can learn new skills during their free time, which in turn can help them make a secondary earning for the family. In order to achieve this goal, AUF has set up Mahila Mangal Dal, for the women of all 8 villages of the Baandal Valley—Sitapur, Sarkhet, Ghantu Sera, Silla Sera, Kumalda, Phullait, Bharwa Katal and Tachhila.

AUF is also providing Livelihood, Agricultural, and Infrastructure Development support to these 8 villagers. AUF has also helped establish a Food Processing unit for pickles and squash. A Sewing Training Center has also been started and provided with one high-end embroidery machine, and one high-end machine for fashionable stitching in the sewing center in Sitapur village.





Sarkhet- Urja Gaon
(Energy village)
Ghantu Sera- Bakari
Gaon (Goat village)
Silla Sera- Jaivik Gaon
(Bio village)
Phullait- Sabzi Gaon
(Vegetable village)
Tachhila- Shahad
Gaon
(Honey village)

AUF has been running a one of its kind Computer centre in GGIC, Phullait village. Apart from this, started a Library for students of all ages, to have access to finest books including Encyclopedias, Philosophical and Story books, Autobiographies, poetry and course books, Comics and Reference material.

AUF started Mushroom and Butter Mushroom Production training in Sitapur and Kulmada villages, Vegetable Production in Phullait village for maximum production for mushroom and butter Mushroom. Also provided financial help to Phullait women farmers in production of potato.

Fish farming, Poultry, Goat rearing and Bee keeping (Tachhila Village) are also being done by the women of these villages. For this, training and other assistance is given to them from time to time. Plantation and sanitation campaigns are also run regularly. In summer vocational training about 30 girls were trained to make Paper Jewelry and Cloth Bags.

Naming of these villages has also given them an identity-





SAFAAI ABHIYAN

Amar Ujala Foundation and Go Clean Go Green Lets Make it Happen joined hands for a campaign named 'Swacch Haldwani-Sundar Haldwani'.

Clean Haldwani drive aims to aware, sensitize and energize the local population, primarily the young students, to actively participate in the cleanliness drives in the city of Haldwani, Uttarakhand.

With the overall objective of environment protection, the campaign has been focusing on regular cleanliness drives, implementing 'saying no to plastic' strategy at home and in the markets, Street plays, Workshops and Plantation programs etc. the campaign team is working rigorously on Clean Haldwani drive with local communities, school and college going student volunteers, professionals including Medical and Para-

military forces for plantation and to clean up the Streets, Parks, Plots, Bus Stands, Railway Station, Schools, Colleges and Temples and other public places of Haldwani since February, 2018.

More than 96 cleanliness drives have been organized and more than 2500 plants have been planted at various locations in Haldwani. More than 500 student volunteers participated along with their teachers and they come forward to work regularly for the cleanliness drive. The team distributed more than five thousands cloth bags and sensitized people to avoid use of plastic bags. In this campaign Swacchata Veers goes door to door to aware the peoples for cleanliness. A signature campaign for cleanliness was also

launched on June 30th, 2018 at the Haldwani Book Fair. A poster competition was also organized on 31st December, 2018. Small but meaningful innovations are coming up from student's community.

Taking one step forward we started the same campaign in Rudrapur, Uttarakhand on 26th January, 2019. Did more than 9 cleanliness drives and planted more than 200 plants at various locations in Rudrapur. Distributed more than 3000 cloth bags and sensitized the community to avoid use of plastic bags.



ENVIRONMENT



**200 SELF DEFENCE
TRAINING PROGRAMMES**

SELF DEFENCE TRAINING PROGRAMME

Amar Ujala Foundation has organized more than 200 Self Defence training programmes for adolescent school going girls at various locations of Amar Ujala' geography, where Judo and Karate experts interacted and taught students the art of self defence.

In one such collaborative programme by Amar Ujala Foundation and Manav Academy of martial arts 906 students of 17 states took part in '4th National Karate Open Championship' organized in Indoor Stadium, BHU Amphitheatre, Varanasi during December 2018.

Uttar Pradesh has won this championship trophy with 38 gold, 22 silver and 61 bronze medals. While in this National Karate Championship, Andhra Pradesh finished 2nd and Jharkhand 3rd. The youngest contestant during this championship was Pooja Kasaudhan and best player Kashish Patel.

The Minister of State for Health and Family Welfare Smt Anupriya Patel awarded all the winners of the Karate Championship.

Collaborating Organizations – Manav Academy of Martial Arts, Shakti Sanstha, Uttar Pradesh Judo Federation, Delhi police, Uttar Pradesh Police and other independent Martial Arts and Judo Karate Martial Arts trainer



CAMPAIGN

SADABAHANI GAGAAS ABHIYAN

In continuation of our previous campaign Sadabahani Gagaas Abhiyaan, local residents of villages and students came forward to reactivate their traditional water bodies called Khaav. In the month of April peoples started from Kaidaro Valley, about six villages including Bhataura, Borkhola and Binta enthusiastically improved the Gaumati, Suvarkhav, Bhaisiyachhan Khaw's of Udaipur and Bhatkot forest. The children of NCC and NSS of Government Inter College, Binta improved the Kaurian Khaav.

CAMPAIGN

पुराने खावों की ओर लौटे लोग

उदयपुर के जंगल में उत्सवपूर्वक सुधार गोमारी के खाव

छात्रों ने लिखी पानी के भविष्य की इबारत

उदयपुर के जंगल में एनएसएस के छात्रों ने अपने धर्म पर सुधार कोषियां खाव



A group of four women are shown in a field, leaning over and examining plants. One woman is using a magnifying glass. They are dressed in traditional Indian attire, including saris and headscarves. The background shows a vast field of crops under a clear sky.

KEET PATHSHALA

Keet Paathshala is the unique programme of Amar Ujala Foundation. It is for agricultural education and awareness among women in rural parts of Haryana, and was initiated in the month of July, 2014 and has been going on successfully since then. The activity has extended to Punjab also. In this activity, local farmers, including women farmers are identified in a group of 5 each, and trained to research on the types of insects that are beneficial and harmful for the cotton crops.

These women are provided with free magnifying lenses, pads-pens and are trained for 18 successive weeks. During this training, the women groups identify 43 vegetarian and 163 non-vegetarian varieties of insects. This whole program provides strength and awareness to the farmers to yield better variety of crops. Ama Ujala Foundation is providing financial help to 'Dr. Surendar Dalal Keet Saksharata Mission' since 2014.

This programme promotes organic farming practices and reduces dependence on pesticides. It is a known fact now that pesticides badly affect our environment apart from causing long term health problems to mankind. This is proving to be a cost effective alternative to harmful pesticides.



SMART BETIYAN

Smart Betiyan was a unique campaign kick-started by UNICEF and Amar Ujala Foundation together with FRIEND (Foundation for Rural Entrepreneurship Development), Phia Foundation and Jai Shankar Memorial Center to empower the girls against Child Marriage.



Smart Betiyan from two districts of Uttar Pradesh, Shravasti and Balarampur, were made aware of the various issues and aspects related to Child Marriage. They were also trained in journalistic basic writing and the shooting video with mobile cameras to capture the stories of people who are fighting against child marriage. The training session was conducted in three sessions spanning across four-days in the month of June and July, 2018. The captured stories were later amplified on Amar Ujala digital platform and were viewed by more than 5 million people.





To honour the work of Smart Betiyan, they were invited to Lucknow on 18th of December, 2018. Ten selected video stories were recognized and awarded by the Deputy Chief Minister of Uttar Pradesh – Mr. Keshav Prasad Maurya and Women Child Development Minister Mrs. Rita Bahuguna Joshi. The Deputy CM also announced to build roads in the name of selected Smart Betiyan in their villages. Internet Sathi Malati Verma won the first prize for a video story on Kiran Verma and Pratibha. The 2nd prize was given to Gunjan Tripathi's video story on Brijrani and 3rd was given to Ranjana's Video Story on Jagdish Maurya. Along with this, Internet Sathi's Shweta Shukla, Ambalika Singh, Rekha, Anita, Vinita Devi, Priyanka Upadhyay, Nankana Yadav and Rita Devi and others were also honored.



NAZARIYA ...DELHI CHAPTER

Amar Ujala Foundation has started a series of thought-provoking talks in Hindi titled – 'नजरिया-जो जीवन बदल दे' (Perspective that can change life), in 2018.



The Nazariya dialogue series, aims to bring proven thoughts and ideas that have the potential to change the lives of wider communities/society/nation. These talks are delivered by thought leaders, idea mavens, contrarians and youth icons on topics such as Threats to our Cyber Lives, ISRO and India's Environmental challenges, Tips of Success through labyrinthine hurdles, Road to the Top in Sports etc. The second event in this series was organized at India Islamic Cultural Centre, New Delhi on 26th May, 2018. The event had an overwhelming response with participation from Students, Academician, Lawyers and Professional and Government officials.





THE EMINENT SPEAKERS WHO HAVE GRACED THE DIALOGUES WITH THEIR PRESENCE INCLUDE:

- Manoj Muntashir, Famous lyricist and Script Writer (Spoke on Bollywood script of success)
- Rakshit Tandon, Cyber Security Expert, The growing danger of cyber world
- Manika Batra, Table Tennis Player, CWG- 2018 gold medalist, Peak of sports
- Dr. V.M. Chaudhary and Imtiaz Ali Khan, ISRO Scientist, International specialty of the work of Space Research Organization ISRO
- Alok Puranik, Famous Satirist
- Payal Thakur, Debutant singer





SHABD SAMMAN

Shabd Samman is a platform created by Amar Ujala Foundation to recognize the work in preserving the ethos of our literature in the form of awards. In order to discharge its inevitable responsibility of eulogizing and immortalizing life enriching tradition of written word and to highlight the best literary work coming up in various Indian languages, Amar Ujala, being an Indian newspaper of Hindi language, has decided to institutionalize annual honors in six categories under the banner of SHABD SAMMAN (honoring the word). This initiative of AUF includes two highest honors, named AKASHDEEP, one for non-Hindi Indian languages and one for Hindi, for lifetime contribution in literature, each worth five lakh rupees.





The other five, each worth rupees one lakh, also include a special honor, named BHASHA BANDHU, for best translation between Indian languages and Hindi. This is for making bridges between languages of India. More than 1200 pieces of work were judged by a panel of jury members comprising stalwart writers – Gyanranjan, Manglish Dabral, Vishwanath Tripathi, Prayag Shukl and Sudhish Pachauri. The first award ceremony of Shabd Samman was organized at Teen Murthi Auditoriom, Nehru Memorial, New Delhi on 31st January, 2019. The Shabd Samman awards were handed over by Bharat Ratn, Former President of India Shri Pranab Mukherjee.

Shabd Samman's highest honor "Akashdeep" was given to eminent critic Dr. Namwar Singh for Hindi Language and renowned artist-guru Girish Karnad for Non- Hindi language category.

In the Chhap- Katha (story) category, Manish Vaidya's collection 'Fugati Ka Joota' was selected. In the Chhap- Poetry category, the collection of R. Chetan Kranti's 'Veerta par Vichlit' and in the non-fiction category Anil Yadav's book 'Sonam Gupta Bewafa Nahi Hai' was given the award. Under the Thaap category- for first published book, Praveen Kumar's work 'Chhabila Rangabaaz ka Shahar' was selected for award. In Bhasha Bandhu category- for translation from one to another Indian language (Hindi). Gorakh Thorat was embellished with the award for his translation of Dekhni (original Marathi work of Mr. Bhalchandra Nemade). Each awardee was presented with a cash reward along with a statue of Ganga, adopted by famous sculpture by Shri Ram Sutar. The next year Shabd Samman would be organised in the state capital of that state whose state language literature would be nominated for non-Hindi Akashdeep award.



Do visit us!

Do call us in advance to arrange a mutually convenient time.



AMAR UJALA FOUNDATION

Regd. Office:

1101, 11th floor, Antariksh Bhawan,
22nd, Kasturba Gandhi Marg,

Connaught Place, New Delhi- 110001, INDIA

Corporate Office:

C-21 & 22, Sector-59, Noida,
U.P. - 201301 INDIA

Tel • 0120-4694250/4361/4138

Email • foundation@amarujala.com



www.foundation.amarujala.com