



अमर उजाला फाउंडेशन

ANNUAL REPORT
20²¹/₂₂

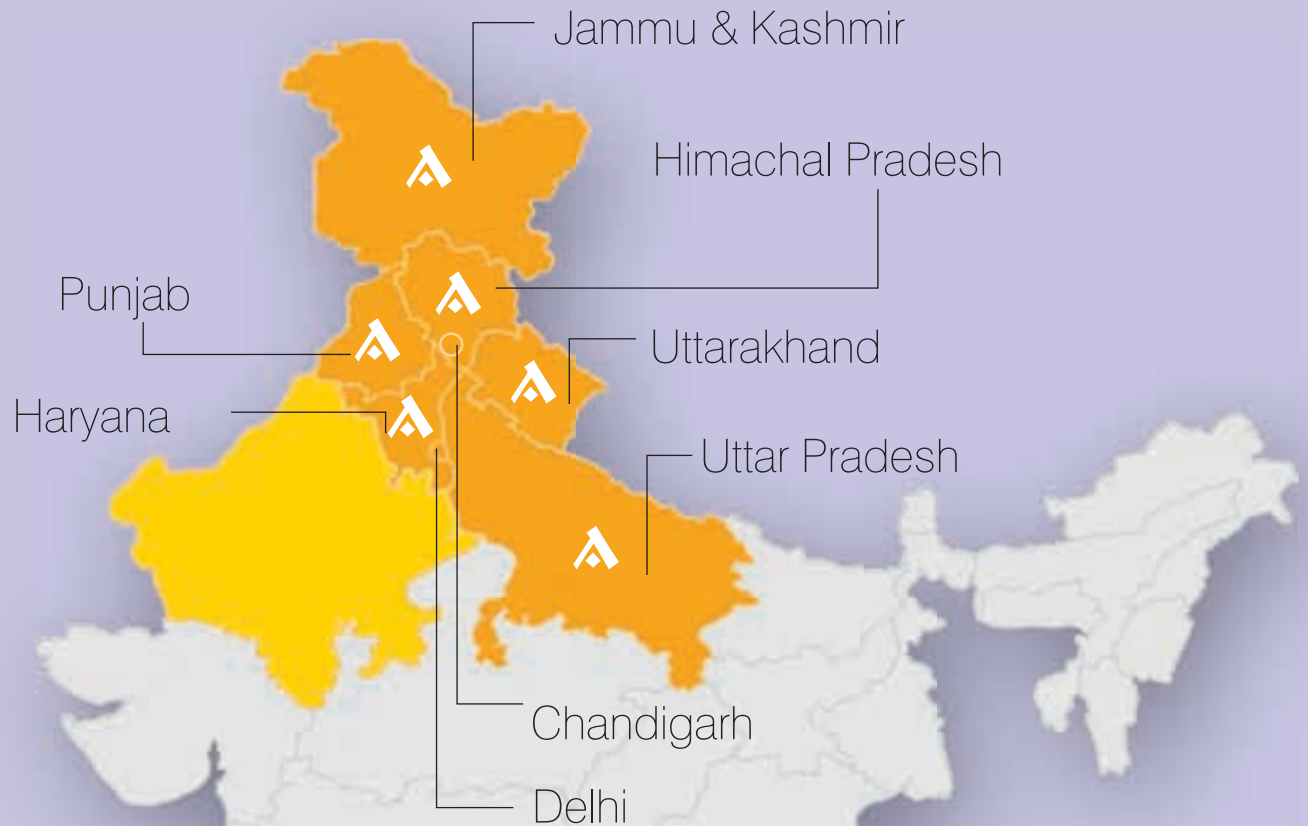


Rebuilding
THE SOCIETY

www.foundation.amarujala.com



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



04th
LARGEST DAILY
NEWSPAPER
OF INDIA

4.76
CRORE
READERS
PER DAY



139

Dorilal Agrawal National Meritorious Scholarship for specially-abled students from 134 Districts of 16 states

432



Free health checkup camps at various locations in remote areas

38



Atul Maheshwari Scholarship for underprivileged students

65846



Units of blood donated, organised 1400 camps

352

Police-Students interactions conducted in 51 cities of 6 states



W


hen we think of the last two years, we realize that they have been one of the most difficult times in the history of independent India. With recurring waves of the pandemic, the country faced a myriad of challenges. We, at Amar Ujala, strove hard to serve the community in these difficult days.

Emergencies are unpredictable; hence preparedness is critical. When the 2nd wave of the COVID-19 pandemic hit, Amar Ujala Foundation responded with utmost urgency, aiding the Government in their efforts. As the situation worsened, we worked towards making the systems more resilient. AUE conducted around 2284 grassroots activities with the help of local NGO to provide relief to the people. This included the distribution of food packets, dry ration, face masks, PPE kits and sanitizers but was not limited to it in Kanpur, AUF provided more than 35000 RT-PCR door to door tests in 74 days in collaboration with the Parivartan NGO and the local government authorities.

During the course of the last 2 years, the Foundation conducted various rallies, self-defence training programs, various workshops such as legal awareness, self employment, self-confidence, traffic rules awareness, yoga, Covid awareness and many other such activities at various locations.

We, at Amar Ujala Foundation, continued with our flagship initiative, the blood donation drive, 'Raktdaan-Mahadaan'. At AFAQS Media Brand Awards, this initiative of foundation received a Gold in the 'Best CSR Initiative category'.

We have been reaching out to people living in extremely remote areas as well as in urban areas for we believe in laying the groundwork and reaching out to people, as grassroots connect is the backbone for any developmental work. The values of Amar Ujala Foundation encourage us to contribute and uplift communities, and provide us with inspiration and motivation to deliver purposeful and meaningful activities in our areas of operation.





AMAR UJALA FOUNDATION (AUF)

is the CSR arm of Amar Ujala Limited (Formerly known as Amar Ujala Publications Limited). Amar Ujala is one of India's leading Hindi newspapers with 21 editions across Uttar Pradesh, Uttarakhand, Himachal Pradesh, Jammu and Kashmir, Punjab, Haryana, Chandigarh and Delhi NCR.

AUF was founded in 2012 with a mission to create a better future through empowerment of all. In alignment with the overall vision of the company, Foundation 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 women, protecting the environment, serving the elderly, identifying unsung heroes from all walks of life and to help the blossoming of excellence in our younger generation are some of our priorities.

AUF OUTREACH

Amar Ujala Foundation believes in rigorous groundwork and outreach to people as grassroots 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 8 years. Our activities can be categorized into several verticals such as Health, Education, Women Empowerment, Awareness and Rural Development. AUF has presence across the 6 states, 2 union territories and 179 districts of North India.



APARAJITA

100 MILLION SMILES

Aparajita- 100 million smiles, a flagship program of Amar Ujala Foundation was launched in November 2018. This initiative was created to aware and 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 against any form of violence against women.



Under the banner of Aparajita, AUF conducted more than 7979 activities including rallies, self-defense training programs, career counselling sessions, covid awareness sessions, workshops such as legal awareness, self-employment, self-confidence, yoga and many more activities at various locations.

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. Aparajita including rallies, self-defence trainings, legal awareness workshops, self-employment workshops, career counselling and many more activities at various locations in schools, colleges and community spaces in remote areas of its coverage.





ATUL MAHESHWARI SCHOLARSHIP

Due to the outbreak of COVID-19, the AMC exam could not be conducted. Since most of the children are from rural background and keeping in view the current situation, the examination was postponed in this financial year.

CONTINUING SUPPORT FOR CONSISTENT PERFORMERS

In addition to Atul Maheshwari Scholarship and Dorilal Agrawal Scholarship programme, AUF has provided educational aid to 7 meritorious students who would receive support for their higher studies; AUF is bearing all the educational expenses, including college fees together with tuition and hostel, and stationary up to the limit of INR 1 lakh annually.

1. Ms. Muskan Chugh, Muktsar, Punjab (MSc 1st year, Guru Nanak Dev University)
2. Ms. Monika, Sirsa, Haryana (Preparing for CA)
3. Ms. Sakshi Gupta, Gorakhpur (LLB Honours 5th year, Lucknow University)
4. Bharat Kumar, Ghaziabad (BSc Chemistry Honours 2nd year, Shyam Lal College, Delhi University)
5. Sachin Kandari, Chamoli (BA Economic Honours 2nd year, Hansraj College, Delhi University)
6. Sachin Choudhari, (B.tech 2nd year, IIT Roorkee)
7. Abdul Hussain, (BSc Physics Honours, 3rd year, Jamia Millia Islamia, New Delhi)





DORILAL AGRAWAL NATIONAL SCHOLARSHIP FOR SPECIALLY ABLED STUDENTS

Amar Ujala Foundation and Viklang Sahayata Sanstha, Agra joined hands to support the specially-abled meritorious students under Dorilal Agrawal National Meritorious Scholarship.

Dorilal Agrawal Scholarship initiative aims at assisting deserving and meritorious specially abled students with financial aid. During the financial year 2020-21, a total of 125 students from 110 districts and 21 states were selected for scholarship, who are pursuing BA, B.Sc, B.Com, MA, M.Sc, M.Com, MBA, ITI, Polytechnic, Engineering, Medical and other courses. AUF has contributed INR 14 lakhs for scholarships to the specially abled students. Students from Under Graduation courses are getting INR 12,000 per annum, Post-Graduation students are getting INR 14,000 per annum, MCA and MBA candidates are getting INR 24,000 per annum scholarship.





BLOOD DONATION CAMPS

Amar Ujala Foundation has always been initiating 'Raktdaan-Mahadaan' -the blood donation drive since many years and breaking records. The team works round-the-clock by ensuring every drop of blood contributes towards the right cause of saving lives. Every year, all the units of blood collected are sent to Government Blood Banks associated with local District Hospitals, where maximum numbers of patients getting operated are from below poverty line.

Last year during the pandemic, blood banks were struggling to cope up with the unforeseen challenges. The campaign was initiated to help the nation with blood donation drive. Amar Ujala Foundation 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.

AUF organized 1400 blood donation camps during the financial year 2020-21 and 2021-22 during which 65,846 people donated blood voluntarily.

AUF conducted more than 1400 Blood Donation Camps this year

65,846

**PEOPLE DONATED
BLOOD VOLUNTARILY**

**Collaborating
Organizations-**

Local District Hospitals
Blood Bank, IMA,
Local NGOs and
Institutes.



AUF has been organizing such blood donation camps at high frequency at various locations across all the Amar Ujala units and, also touched villages and people of the villages also take part in these blood donation camps. Special blood donation drives on the occasion of 'World Blood Donors Day'- 14th June, 'Kargil Vijay Diwas' – 26th July and 'National Voluntary Blood Donation Day'- 1st October are also organized. Donor cards and appreciation certificates are also awarded to all blood donors on behalf of Amar Ujala Foundation and Blood Bank in these blood donation camps.

On the occasion of World Blood Donors Day (14 June 2020), AUF conducted more than 95 Blood Donation Camps in 80 cities and collected 4367 units of blood. On the occasion of National Voluntary Blood Donation Day (1 October 2020), AUF organized 92 camps in 82 cities and collected 2789 units of blood. **At AFAQS Media Brand Awards, 'Raktdaan-Mahadaan' received a gold in the 'Best CSR initiative' category.**



RUF 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.



COVID-19 RESPONSE

35,066
TOTAL NUMBER
OF TESTS

1,274
TOTAL NUMBER OF
POSITIVE CASES

12,185

CONTRACT TRACING

5,990
RRT POSITIVE
PATIENT SURVEY

158+
PLASMA
DONORS
IN KANPUR

Emergencies are unpredictable; therefore, preparedness is critical. When the COVID-19 pandemic surged, Amar Ujala Foundation responded with utmost urgency, complementing the Government efforts. As the situation improves, we continue to work towards making systems resilient.

Amar Ujala Foundation has conducted around 2284 grassroots activities with the help of local NGOs to provide relief to the people. It includes the distribution of food packets, dry ration, face masks, PPE kits and sanitizers (4480 PPE kits, 180 N95 face masks, ventilator and sanitizers distributed in Kanpur, Agra, Aligarh, Moradabad, Noida, Ghaziabad, Meerut and Chandigarh)

In Kanpur, AUF have done more than 35000 RT-PCR door-to-door tests in 74 days in collaboration with Parivartan NGO and local government authorities.



Amar Ujala Foundation has started free tele-consultation/ counseling services in association with IMA. We had put up a help desk for covid support. AUF has also driven a series to aware and sensitize people for plasma donation.



FREE HEALTH CHECK-UP CAMPS

Amar Ujala Foundation has organized 432 Free Health Check-up Camps in this financial year under the 'स्वस्थ शरीर, सुरक्षित जीवन' program. These camps are organized in collaboration with local government and renowned private hospitals at various locations in remote areas of its coverage and has benefitted more than 50,000 people so far with medicines apart from expert medical advice.

Due to the lockdown at the time of Covid-19 outbreak, people had to face the crisis for treatment. Everyone was worried about their health. Amar Ujala Foundation started free tele-consultation in association with IMA, where patients could get in touch with the doctors on the toll-free number regarding their problem.

It is a special initiative of AUF to provide free 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 government hospitals and some renowned doctors from private hospitals examine the residents of these villages.



MALNUTRITION CAMPAIGN

Despite substantial improvement in health and well-being since the country's independence in 1947, malnutrition remains a silent emergency in India, where more than half of all children under the age of five are malnourished.



Malnutrition is directly responsible for two-thirds of the nearly eight lakh deaths of five-year-olds in India every year. Uttar Pradesh is at the lowest rank in NITI Aayog's Health Index report. This situation got worse during the pandemic.



Realizing the criticality of malnutrition in India, Amar Ujala Foundation started a campaign named, 'Kuposhan Se Jang' (कुपोषण से जंग) in collaboration with The India Nutrition Initiative (TINI). Under this campaign, we have done ground reporting of 31 districts of Uttar Pradesh, where the situation of malnutrition is worrying. Before starting the 'Kuposhan Se Jang' campaign, a webinar was conducted with people working in this direction and well-known personalities where they shared their experience and apprised how better work can be done at the ground level. Former Union Minister Sachin Pilot, Lok Sabha member Dr. Hina Gavit, Lyricist Prasoon Joshi, Former Cabinet Secretary S.B. Agnihotri, Uttar Pradesh Health Secretary Alok Kumar, Gayatri Singh and Richa Singh Pandey from UNICEF were present as subject experts and shared their experiences in webinar.

In Uttar Pradesh, the first major series of reports on the ground reality of government schemes against malnutrition was conducted. It was also prominently published in all the editions of Amar Ujala. The list includes Aligarh, Amroha, Azamgarh, Baghpat, Balrampur, Barabanki, Bahraich, Bulandshahr, Chandauli, Etawah, Ghaziabad, Ghazipur, Hamirpur, Hardoi, Hathras, Jhansi, Kanpur Dehat, Kaushambi,

Mainpuri, Meerut, Moradabad, Muzaffarnagar, Pilibhit in Uttar Pradesh, Prayagraj, Rampur, Sant Kabir Nagar, Shahjahanpur, Siddharthnagar, Sultanpur, Unnao and Shravasti. In these districts, the nutrition projects of the state, better working practices, alternatives and ground realities were highlighted. Ground report statistics show that the situation is not good.

Ground Stories focused more on issues such as food security, determining child malnutrition, child marriage, digital education, public health and success stories, as the crisis unfolded during the Covid pandemic. **Efforts have also been made by the people of the society, the government and the NGOs to make people aware of malnutrition and to reach the necessary things to them. Attention was also paid to success stories, so that they can become an inspiration to other people. Along with the flaws in these subjects, many specialties and positive aspects also emerged. We have also presented the changing picture through these positive aspects in the ground report.**



POLICE KI PAATHSHALA



Amar Ujala Foundation conducted 352 police-students interactions in 51 cities of 6 states during this financial year. Police Ki Paathshala is an innovative initiative of AUF to develop awareness in adolescents and young students about law, civil rights and social responsibilities. The slogan of the workshops conducted is 'कानून का सम्मान-कानून से जीवन आसान'



These interactions also emphasize on enhancing life negotiating skills and make them informed citizens. Senior-level police officials such as SSP, SP, senior traffic police officials and cyber security experts, interact with students and inspire them to follow the law and make them aware of their rights and responsibilities.

The officials also guide them about safety and security related issues like road safety, women safety, self-defense, helpline numbers and other various safety precautions and laws, thereafter discussing case-specific administrative measures. Sometimes police officials also provide the demonstration of fire safety techniques. The

senior police officials also provide their contact details so that communication gap can be reduced between citizens and law enforcing agency.

The basic objective of this activity is to empower each young citizen of society to understand the basic laws and help prevent further crimes in society apart from protecting themselves. When the students get an opportunity to interact with the local police officials of their area, as a consequence they find the police more approachable. This facilitates close engagement between police and young citizens, discuss the current scenario of crime in the society, and spread their message through these messengers.



SHABD SAMMAN 2020

Respect for human values and the power of dreams, Shabd Samman is a platform created by AUF 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 the written word and to highlight the best literary work coming up in various Indian languages, Amar Ujala, being an Indian newspaper of Hindi language, 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 includes 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 2000 pieces of work were judged by a panel of jury members comprising stalwart writers- Manager Pandey, Gyanendrapati, Mamta Kalia, Mahesh Darpan and Devshankar Naveen.

Shabd Samman's highest honour '**Akashdeep**' was given to renowned author **Shri Vishvnath Tripathi** for Hindi Language and renowned Poet-novelist **Shri Shankh Ghosh** Non- Hindi language category (Bangla).



Amar Ujala Foundation cancelled the Shabd Samman Ceremony because of the pandemic and the death of Bengali poet Shankh Ghosh, who was awarded the highest honor Akashdeep. The embellishments, insignia and reward money were received by the winners at their residence.

In the Chhap- Kathetar category, Vishnu Nagar's collection 'Asahamati Me Utha Ek Hath' was selected. In the Chhap- Poetry category, the collection of Uday Prakash's 'Ambar Me Ababil' and in the story category Ishmadhu Talwar's book 'Lal Bajari Ki Sadak' was given the award.



Under the Thap category- for a first published book, Lalit Kumar's work 'Vitamin Zindagi' was selected for the award. In Bhasha Bandhu category- for translation from one to another Indian language (Hindi) J L Reddy was embellished with the award for his translation of Bhu-Devata (original Telugu work of Shri Keshav Reddy).

Each awardee was presented with a cash reward along with a statue of Ganga, made by a famous sculpture: Shri Ram Sutar.



निर्णायक मंडल



मनेजर पांडेय
प्रख्यात अलोचक



ममता कलिया
महादूर कथाकार



ज्ञानेन्द्रप्रति
नगदूर गति



महेश कर्मण
प्रख्यात कथाकार



डॉ. देशपांडे नलीन
प्रख्यात अलोचक

2020

हिंदी हैं हम



HINDI HAIN HUM CAMPAIGN

After the significant success of our award-winning campaign in 2020, Amar Ujala launched the second edition of our campaign – Hindi Hain Hum. Being a leading Hindi newspaper, we took this initiative to enhance the glory and pride of the Hindi language and re-emphasize its essence, and the high cultural, literary, practical and everyday value that it holds in our lives and in our territory.





CAMPAIGN FOR ALL

This integrated high decibel campaign was launched targeting all age cohorts for both B2B and B2C audiences sitting at national and international level. The campaign was launched for 6 weeks culminating on 14th September, celebrated as Hindi Diwas every year. The promotional elements — online and offline — included print ads and social media engagement, as well as news articles emphasizing the glorious history of the language and its key contributors and educating the readers on Hindi literature.

Our audience engagement initiative included the requested submission of 30-second videos in Hindi either reciting a poem, sing their favorite song, read from their most loved book, an article from the newspaper or a stand-up comedy. Winners were announced on weekly basis and awarded with cash prizes.

High Participation Reflecting High Interest Generation amongst the TG achieving the overall objective-

1. Engagement via reader connect- 7000+ videos received making it one of the most engaging initiatives.
2. 100+ dialogue series with local, national and international influencers and readers were conducted across markets.
3. 600+ articles were published across editions of Amar Ujala.
4. Two Webinars with national participants and international participants.



AMAR UJALA SHORT FILM MAKING COMPETITION

To bring in some creativity in the campaign, Amar Ujala had introduced 'Short Film Making Competition' for all, wherein the aspiring film makers shared a 2 minutes film based on their love for Hindi language, portraying its essence and beauty.

More than 1000 entries were received reflecting the interest generated amongst the audience, achieving the overall objective of the campaign. The entries were scanned at three levels before they were shared with the board of higher-level internal jury. The internal jury comprised a senior media personality, a filmmaker, a film appreciation expert along with Amar Ujala Board Member. The internal jury was headed by Mr. Yashwant Vyas, Group Advisor, Amar Ujala Limited and the external jury represented by Ms. Megha Tata, Managing Director, Discovery Communications India.

FELICITATION CEREMONY

Amar Ujala and Amar Ujala Foundation celebrated 'Hindi Hain Hum' Awards at Lal Bahadur Shastri Ganna Kisan Sansthan, Lucknow wherein the top 6 winners of 'Short Film Making Competition' under 'Hindi Hain Hum Campaign' were felicitated with prize money and memento.

One of India's Eminent Film Director, Dr. Chandraprakash Dwivedi, addressed the audience with his enriching talk on, 'Role of Indian Languages in the building of the Nation'. Dr. Chandraprakash is best known for directing the 1991 television epic Chanakya, Pinjar starring Manoj Bajpayee and the upcoming movie, Prithviraj starring Akshay Kumar, Sanjay Dutt and Sonu Sood. Hon'ble Deputy Chief Minister of Uttar Pradesh, Shri. Brajesh Pathak, graced the event as Special Guest and took the momentum of the event a few notches higher with his special message.



The Winners of 'Hindi Hain Hum Awards 2021' are-

1. **Best Short Film** (Awarded INR 5 Lakhs, Certificate and Memento): 'Hindi Mathe Ki Bindi' by Mr. Gaurav Mishra
2. **The Special Awards** were awarded to other 5 winners with INR 1 Lakh each with a Certificate and Memento.
 - A. 'Kitaabi Keeda' by Mr. Shambhav Pandey
 - B. 'Dhanywad' by Mr. Shivendra Pratap Singh
 - C. 'Gaay' by Mr. Akshansh Yogeshwar
 - D. 'Sukoon' by Mr. Navin Agrawal
 - E. 'Mother Tongue' by Mr. Yashwardhan Goswami



BAANDAL *Valley*

DEVELOPMENT PROJECT

Amar Ujala Foundation has adopted 8 villages in Baandal Valley, (situated near Dehradun, Uttarakhand) in collaboration with HESCO (Himalayan Environmental Studies and Conservation Organization), for the overall upliftment of people, focusing especially on women welfare, empowerment and education, skill up gradation and providing livelihood opportunities.

Baandal Valley Development Project aims at holistic development of Baandal Valley through new technology and science. Sitapur, Sarkhet, Ghantukasera, Tachila, Sillasera, Fulet, Kumalda and Bharwa katal villages of Baandal Valley have been connected in this project. In eight villages of Baandal Valley, meetings are held every month with women self-help groups run by HESCO and Amar Ujala Foundation. In the meetings, the savings of women self-help groups are deposited every month and along with it loans are given to the needy members. Formation of women self-help groups, while on one hand women have developed the spirit of working together, on the other hand, awareness of their rights and sense of empowerment has developed among women. At present, women self-help groups in each village have their own bank savings account.



SHREEDAN UTSAV

In the Raipur block of Dehradun district of Uttarakhand, some villages of Baandal Valley did a unique experiment together. In the year 2015, HESCO and Amar Ujala Foundation

gave one goat each with a kid to the women of 14 families of Ghantukasera through a group. And at the same time, it was decided that within two years, this women's group would give one mother goat each to 14 women of other villages under shreedan.

In November 2019, the women's group of Sarkhet village performed Shreedan festival and gave one mother goat each along with the kid to Kumalda village. In



the year 2017, it was decided that first 6 families of Sarkhet as well as 8 families of Kumalda would be given one mother goat each with a kid. And this family will also carry forward the tradition of Shreedan by giving this goat to another village.

KISAN BANK : SOURCE OF SEED

Improved seeds are distributed every year under the Kisan Bank, which is being run since last 7 years. Pea seeds were distributed at no charge by HESCO and Amar Ujala Foundation in Fulet village which benefitted 33 families.

Each family deposited some part of the

seed price and profit

in the bank account of their women's group.



HEALTH CAMP

Mountain People Foundation, HESCO and Amar Ujala Foundation jointly organized a one-day free homeopathic health and awareness camp at Fulet village in Baandal Valley.

At the camp, health problems of the people of Fulet village as well as the nearby five villages were resolved. Children, women and elderly participated enthusiastically along with health checkup, free preventive immunity booster was also given to people of all age groups. Women and children were also made aware about education and cleanliness.



PROGRAM WITH KIDS

Programs have been organized from time to time with children in Baandal Valley. This year, an art competition was organized with students in association with Pollution Board at Pre-Secondary Government school, Sarkhet.



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