



अमर उजाला
फाउंडेशन

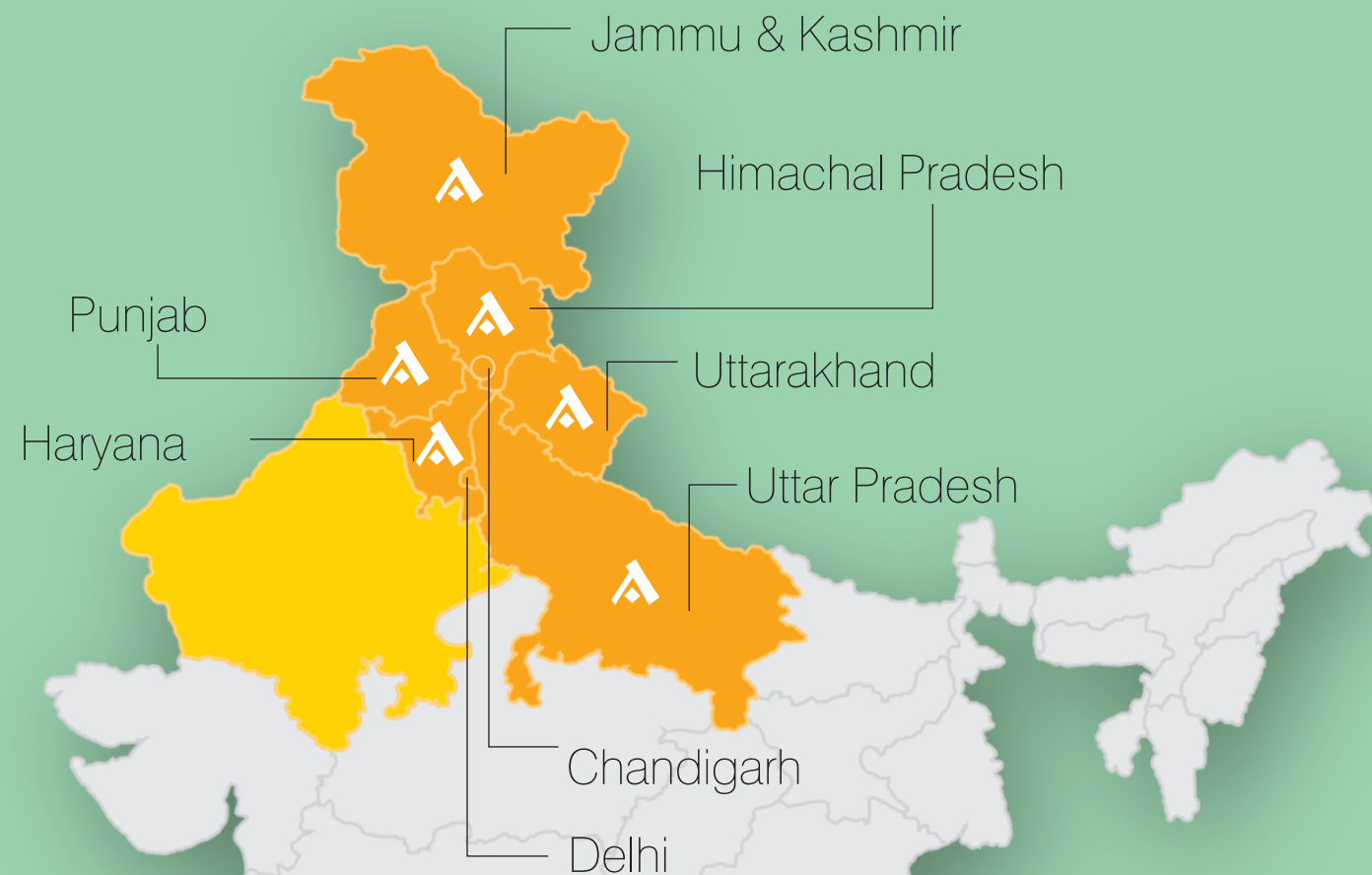
ANNUAL REPORT 2022-23

Rebuilding
THE SOCIETY



www.foundation.amarujala.com

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



02nd
LARGEST
HINDI DAILY
NEWSPAPER
OF INDIA

4.76
CRORE
READERS
PER DAY



45

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



981

Free health checkup
camps at various locations
in remote areas
1,15,992 beneficiaries



43

Atul Maheshwari
Scholarship for
underprivileged
students



48,139

Units of blood donated,
organised
806 camps



518

Police-Students
interactions conducted in
51 cities of 6 states
1,11,739
student beneficiaries



he Amar Ujala Foundation promises to deliver on its mission to build a better society and future. We are built upon the pillars of healthcare, education, women empowerment, and villages social and economic upliftment. We have been able to connect with residents of incredibly remote locations and spearhead a number of social initiatives aimed at improving society. Through our flagship programs, AUF conducted 3,529 activities in total across 22 units during the last financial year.

Shabd Samaan, one of AUF's key initiative, was started to honor and promote the diversity of Indian languages and our cultural heritage. This year it concluded its fourth edition. The chief guest of the occasion, Ustaad Amjad Ali Khan, a well-known Indian classical sarod player, was present at the Ambedkar International Centre in New Delhi. The highest accolade of the event, "Akashdeep," was given posthumously to Late Shri Shekhar Joshi for Hindi language and to Shrimati Pratibha Ray, a well-known Indian scholar and author of novels and stories in Odia language, for Non-Hindi language (Odia).

The Atul Maheshwari Scholarship, another significant AUF initiative, aims to assist students who have a passion for learning but are constrained by a lack of funds or resources. AUF provided financial assistance to 43 students in 2022–2023, including students with differently-abled, therefore the scholarship is awarded only on the basis of merit. Aparajita, AUF's women empowerment initiative, conducted 1,173 activities that attracted over ten thousand women and adolescent girls. Vocational training, awareness sessions, and workshops on self-assurance, legal information, career counselling, and other crucial subjects were among these initiatives.

During blood donation drives that were successfully held with high community engagement, 33,705 individuals voluntarily donated blood. Police ki Pathshala aims to create awareness in young students regarding the law, civil rights and social responsibilities. Interactions between police and students took place in 518 schools spread across 51 cities in 7 states. As the pandemic's uncertainty fades, our nation is motivated to enhance its citizens' access to healthcare and overall well-being. One of AUF's special initiatives has been providing free healthcare services to underprivileged communities in remote rural areas. It gives me immense pleasure to also announce to everyone about the Bal Film Mahotsav, another AUF flagship program. The program's goal is to educate adolescents by showing them impactful and inspirational films.

Through AUF, we hope to improve the lives of marginalized communities and bring about positive changes. I have faith that AUF will carry on changing lives and staying committed to providing for their fundamental needs.

रविशंकर



ABOUT AUF

Amar Ujala Foundation (AUF) is the CSR arm of Amar Ujala Limited (Formerly known as Amar Ujala Publications Limited). Amar Ujala is India's leading Hindi newspaper. It has 22 editions in the states of Uttar Pradesh, Uttarakhand, Himachal Pradesh, Jammu and Kashmir, Punjab and Haryana as well as the union territories of New Delhi and Chandigarh.

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 leads interventions that address grassroots level issues to ensure socio-economic inclusion and 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 evolving 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. We strive to drive positive impact across our focus areas- Empowerment of girl child, protecting the 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

Amar Ujala Foundation envisions inclusive rigorous groundwork, devoted to translating our intentions into action and we create an enabling environment by adopting an inter-sectoral approach and building linkages 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 11 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.



APARAJITA

100 MILLION SMILES

Aparajita- 100 million smiles, a flagship program of Amar Ujala Foundation was launched in November 2018. Empowering women would mean encouraging them for their socio-economic development and this is only possible if equal opportunities in society will also be available for women. This initiative was created to aware and empower the women, adolescent girls of rural and urban areas. The focus is to develop a community with positive mindset along with generating awareness on 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, Amar Ujala Foundation conducted about 1173 activities including rallies, self-defense training programs, legal awareness workshops, self-employment workshops, career counseling sessions, self-confidence workshops, traffic rules awareness workshops, yoga workshops, Covid awareness sessions and many more activities at various locations.

To complement this initiative, a platform- aparajita.amarujala.com has also been created to capture and share inspiring women empowerment stories and highlight the news related to women violence so that adequate immediate action can be taken. The platform also updates women about government schemes, policies and programs.



ATUL MAHESHWARI SCHOLARSHIP

अतुल
माहेश्वरी
छात्रवृत्ति

Amar Ujala Foundation launched one-of-a-kind scholarship program in June 2014 which was especially custom made for students from poor socio-economic background and with zeal to continue their studies. Students who have secured more than 60 % marks in their last annual exams from schools, are pursuing their education from government boards from 9th to 12th standard, whose annual family income is less than INR 1.5 lakh are eligible for this scholarship.



ATUL MAHESHWARI
SCHOLARSHIP
HAS WON THE HEARTS OF MANY
PEOPLE IN A SHORT SPAN OF TIME.



This competition took place across the states of Uttar Pradesh, Himachal Pradesh, Jammu and Kashmir, Chandigarh, Punjab, Haryana and Uttarakhand. Not only from the students, we received tremendous support from many educational institutions, teachers and district administration. This year around 50,000 plus students from all 22 units had applied for the scholarships and approx. 60 examination centers had been created for students to give exams after a rigorous written exams multiple rounds of interviews were held in all 22 units and finally 43 students including 2 differently abled (Visually Impaired) students got the scholarships. AUF contributed INR 16,90,000 lakhs for scholarships to total 43 students who got selected.

DORILALAGRAWAL SCHOLARSHIP FOR DIFFERENTLY-ABLED

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



Dorilal Agrawal Scholarship initiative aims at assisting deserving and meritorious Differently-Abled students with financial aid. During the financial year 2022-23, a total of 45 students from 36 districts and 9 states were selected for scholarship, who are pursuing BA, B.Sc., B. Com, MA, M.Sc., M. Com, ITI, Polytechnic, Engineering, Medical and other courses. AUF has contributed INR 806400 lakhs for scholarships to the Differently-Abled students. Students from Under Graduation courses are getting INR 12,000 per annum, post-Graduation students are getting INR 14,000 per annum, MBBS, B.Tech, Ph.D., and MCA candidates are getting INR Rs 24,000 per annum scholarship.



BAL FILM MAHOTSAV

Amar Ujala Foundation's special initiative Bal Film Mahotsav is for awareness and education in adolescents Children through inspirational and impactful movies, it is generally said that movies teach children various concepts and skills. The first thing that a children can absorb from movies is the diverse life-styles of people across the country, usually the story in the movie raises issues related to history, culture, country, or language. Every film makes a deep penetration in the minds of children with its story and also gives excellent lessons. Each movie has character whose roles are positive and conflicting stories that spread the message of struggle. Children will think that doing positive things will lead to goodness and will not easily give up facing various life problems. Films can help develop childrens

cognitive skills, such as forming long-term memory, maintaining focus, developing logic, reasoning, visual and auditory processes. Films present various stories and visuals that increase childrens knowledge of different objects and ideas. Those lead to the increasing of their imagination and creativity. If we talk about the plot, then there is patriotism in some films, while in some, the character drives away the fear of baseless ghosts in the minds of the children. In some, grandmother is seen narrating her experiences, while in some film, the character of a young soldier captivates everyones heart. While watching a movie, a childs brain will release stress hormones and replace them with endorphins. This hormone has a function to make the emotional state happier.

AUF organizes 547 screening shows during the financial year 2022-23 and during which 1,80,235 children watched the shows.



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 806 blood donation camps during the financial year 2022-23 and during which 48,139 people donated blood voluntarily.



48,139
people donated
blood voluntarily

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 village also take part in these blood donation camps. Special blood donation drives on the occasion of 'World Blood Donors Day'- 14 th June, 'Kargil Vijay Diwas' – 26 th July and 'National Voluntary Blood Donation Day'- 1 st October are also organized. 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.

On the occasion of World Blood Donors Day (14 June 2022), AUF conducted more than 123 Blood Donation Camps in 81 cities and collected 6447 units of blood.

AUF conducted more than 806 Blood Donation Camps this year

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.

Collaborating Organizations- Local District Hospital's Blood Bank, IMA, Local NGOs and Institutes.



FREE HEALTH CHECK-UP CAMPS

Amar Ujala Foundation has organized 981 Free Health Check-up Camps with 115992 beneficiaries 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 so far with medicines apart from expert medical advice.



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.



POLICE KI PATHSHALA

Amar Ujala Foundation conducted 518 police-students' interactions in 51 cities of 7 states during this financial year. Police Ki Pathshala 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'



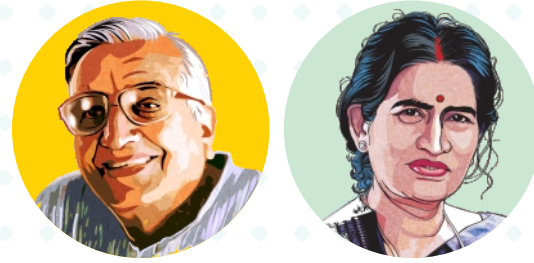
These interactions also emphasize on enhancing life negotiating skills and make them informed citizens. Senior-level police officials such as SSP, SP, senior traffic police officials and cyber security experts, interact with students and inspire them to follow the law and make them aware of their rights 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 IPS 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 2022



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, 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 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- Vishwanath Prasad Tiwari, Leeladhar Jagudi, Pankaj Bisht, Maitreyi Pushpa and Suraj Prakash.

Shabd Samman's highest honour 'Akashdeep' was given to renowned author Late Shri Shekhar Joshi for Hindi Language and renowned Indian academic and writer of Odia-language novels and stories Shrimati Pratibha Ray Non- Hindi language category (Odia).



In the Chhap- Kathetar category, Sudhir Chandra's collection Bhupen Khakhkhar -Ek Anrang Sansmaran was selected. In the Chhap- Poetry category, the collection of Ponam Vasam's 'Machhliyan Gayengi Ek Din Pandumgeet' and in the story category Chandan Pandey's book Vaidhanik Galp' was given the award.

Under the Thaap category- for a first published book, Anushakti Singh's work 'Sharmishtha' was selected for the award. In Bhasha Bandhu category- for translation from one to another Indian language (Hindi) Ashutosh Garg was embellished with the award for his translation of The Last Girl (original English work of Shrimati Nadia Murad).

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



निर्णायक मंडल



विश्वनाथ प्रसाद तिवारी
प्रसिद्ध आलोचक



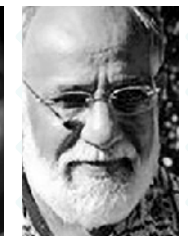
लीलाधर जगुड़ी
प्रतिष्ठित कवि



पंकज बिष्ट
जाने-माने कथाकार



मैत्रेयी पुष्पा
प्रख्यात जन्मदासकार



सूरज प्रकाश
लेखक-अनुवादक

2022



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).



The project has a mission approach for Holistic Development of Bandal Valley through science and technology. The focus areas were to build capacity of self-help groups (SHG) through knowledge on savings, loan facility and training on Dhoop-Augurbatti

and Gulal making. Along with activities focusing on provision of bio-geysers to support alternative energy, protective cultivation to enhance the production quality and escalate profit margin to meet the demands of vegetables.



Seetapur, Sharkhet, Ghantusera, Tachila, Sillasera, Fuleth, Kumalda and Bharwakatal villages of Baandal Valley have been connected in this project. In eight villages of Baandal Valley, meetings are held every month with women SHGs 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.





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