

# voice of change

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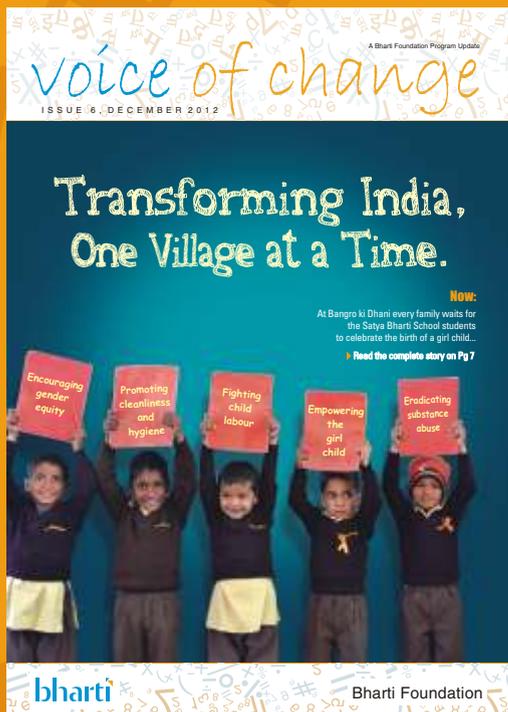
## Transforming India, One Village at a Time.

### Now:

At Bangro ki Dhani every family waits for the Satya Bharti School students to celebrate the birth of a girl child...

► Read the complete story on Pg 7





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Disclaimer: These case studies have been created from the reports and writeups submitted by the Satya Bharti Students for the Design for Change 2012. All stories reflect their views and understanding of issues prevalent in their respective communities.

## From the CEO's Desk

Dear Friends,

This issue of Voice of Change encapsulates the 15 award winning entries in the last Design for Change contest. This is the fourth consecutive year in which campaigns conducted by children in our schools have been selected as winners in this prestigious international competition amongst thousands of participating schools; and most of them being elite urban schools.



However, it is not only about the pride and joy of winning, but the difference that such campaigns are making at the grass root level. In addition, the children are living the adage - "be the change you want to see in the world". Holistic development is central to our approach of helping transform students into educated, confident, responsible, self-reliant and employable citizens of the country with a deep sense of commitment to their society.

Building 'individual responsibility' through Community Development Campaigns forms an integral part of the school curriculum and inspires children to believe that they can be the change agents. And this they have proven year after year, with their powerful campaigns against social odds and the transformation they have been able to bring about. The increasing participation of our children and the various issues that they deal with are a testimony to not just the quality of education, but also its impact and the kind of individuals we are shaping for the future.

I am sure that these stories will inspire many and lay the foundation for a better India and a better world.

Best Regards

Vijay Chadda  
Chief Executive Officer  
Bharti Foundation

# Bringing in Change Village by Village

The Satya Bharti Schools are preparing children to emerge as responsible and confident citizens of tomorrow and spearhead positive transformation in their own communities and beyond.

We believe that our world not only needs leaders but also educated citizens who put the society and nation before self and lead their lives with high level of integrity. The program was set up to mould a generation of citizens who would not only be deeply rooted in their communities but also be alive to the social issues at large; a generation that will grow up to become change agents and lead the overall development.

With the strong belief that quality education can play a major role towards inclusive growth of India, Bharti Foundation undertook this schooling program that could reach out to thousands of underprivileged children, especially from the marginalized groups and the girl child, across rural pockets of the country to create a large scale positive impact on the education sector as a whole. Through our schools as centres of excellence, this program compliments the nation's education agenda in a substantive way and aims to find innovative solutions to address ground challenges. We give special focus on life skills such as communication, leadership, discipline, integrity, truth and attitudes that will engrain in children a deep sense of responsibility towards their parents and the community that

they live in. Students are encouraged to take up real life challenges, thus nurturing them to be leaders of positive social transformation. Our students possess the conviction to stand-up in the face of opposition and are inspired to do what is right.

The Community Development Program is an integral part of the learning process and is a platform to mentor our students to become leaders and bring about a positive change in the community. By providing our students an exposure to such activities and interactions with the community on issues identified, the parameters of Holistic Development are reinforced.

Over the years, our students have conducted rallies, created and displayed awareness posters in their villages, held meetings with community members, staged plays for the village people and carried out other such activities to convince the people of their cause. In most cases, they have also braved opposition from the community and have carried out their campaigns to bring about a positive social change. At the Design for Change Contest 2012, Satya Bharti Schools won 15 of the total 100 awards across the globe. The most touching part of this story is the transformation that they are able to make in their communities. And there lies its success! Over the past four years, our schools have marched ahead with more wins in this contest, which has infused a spirit of confidence and belief within our system. (Refer Table 1)

Currently present in the states of Punjab, Rajasthan, Haryana, Uttar Pradesh, Tamil Nadu and West Bengal, we aim to expand the program with the help of the community, government and partners. (Refer Table 2 for latest program status)

Mamta Saikia  
Head- Development & Alliances

Satya Bharti School Track Record in the Design for Change Contest				
Award Category	2009	2010	2011	2012
Top 20	3	1	3	3
Jury Mention	1	1	2	0
Changemaker/ Top 66/ Top 75	5	8	7	12
Total Winning Entries	9	10	12	15

Table 1

Program Statistics: December 31, 2012	
Number of Schools Operational:	254
Primary Schools:	187
Elementary Schools:	62
Sr. Secondary Schools:	5
Number of Students Enrolled:	37,808
Percentage of Girls:	49 %
Percentage of Children from SC/ST/OBC Communities:	75 %
Number of Teachers:	1514

Table 2

# A Reason to Smile Again



Harvar ki Dhani in Amer is a small village with a total population of only 550. Families living in this area have known each other for years and the community feeling has always been a part of their life. Lately, due to factors like migration and modernization, there has been a transformation in the values and lifestyle of this small village too. The elderly within households found themselves to be excluded and mostly left with the sole purpose of looking after the young ones. Left alone emotionally and separated from the social fabric of the village, the aged at Harvar ki Dhani, were in desperate need of a reason to smile.

**Both the share and size of the elderly population is increasing over time. From 5.6% in 1961, it is projected to rise to 12.4% of population by the year 2026.**

*- Situation Analysis of the Elderly in India, June 2011  
Ministry of Statistics & Programme Implementation*

## What was done

Revive the tradition of respecting elders and making them a part of life

## Where

Harvar ki Dhani, Amer, Jaipur, Rajasthan

## Why

Make the grandparents and other elderly feel part of the family and community

## How

By spending time with the village elders and creating a library of the stories shared by them

## Achievement

Restoring the sense of belonging and purpose amongst the elders



The curriculum in our schools incorporates value education in all the activities besides regular teaching. Thus each month, students are sensitized on a particular topic. So, when the children from Satya Bharti School, Harvar ki Dhani were discussing morals such as respecting everyone, especially elders, they realized that their own grandparents did not enjoy it at home. This realization was an eye-opener and our students strongly felt that something had to be done.

Students from third to fifth classes started spending time with the family elders after school. Talking to them opened a whole new world for the children. While their grandparents felt



good about receiving attention, the kids started to learn a lot about history, folklore, traditions as well as folk music. They started sharing their experience at school with their teachers, who encouraged them to document these stories and create a library.

The children expressed their gratitude by giving a self made 'Thank You' card to their grandparents.

The elderly in Harvar ki Dhani no longer feel excluded from the social fabric and experience a sense of value to have contributed towards building this unique library of village history. Meanwhile, the students and the school gained rich and unmatched experience.

## IMPACT

**Because of this initiative the students from Satya Bharti School, Harvar ki Dhani were able to increase the time spent by children with their elders instead of whiling away time watching TV etc. The grandparents now get due attention and importance as they continue to share stories with the kids. These interesting tales are also re-told during school assemblies, which give both the children and the grandparents a sense of pride.**

**What was done**

Educate villagers about the importance of medical supervision during pregnancy

**Where**

Himmatpura, Jodhpur, Rajasthan

**Why**

Reduce the mortality of mother and child during delivery and share the benefits of medical care during delivery

**How**

A campaign illustrating the scientific and safe alternative to risky methods used by untrained mid-wives/quacks

**Achievement**

Transformation in people's perception and acceptance of institutional delivery within the village

# Safe Motherhood: Every Woman's Right



The remote village of Himmatpura, with a total population of 2400, had experienced many deaths in the recent past during delivery. The dependence on untrained 'dais' or mid-wives was the cause of high maternal and infant mortality rate during labour. Due to factors such as superstition and traditionally held beliefs, the villagers did not encourage the use of doctors during pregnancy.

In one of the *Bal Sabhas* (Students' Council), Pappu, a fifth class student in the Satya Bharti School, narrated the story of her elder sister who died during delivery. The entire family still regrets the fact that her life could have been saved had she been given proper medical care.

Having experienced the same plight as Pappu in their own families and neighborhood, the students at the Satya Bharti School, Himmatpura, decided to bring about a change in their society and ensure that they do not lose their elder sisters for such a reason again. After closely analyzing the present scenario with their teachers, class five students formed four teams, each being assigned a dedicated task.

Team 1 conducted a survey in the local hospital and among villagers to gain insights about the prevalent situation of mother & child mortality rate. The findings were:

**Place of child birth:**  
Home: 17  
Hospital: 2

**Delivery process carried out by:**  
Qualified Doctor: 2  
Village Dais: 11  
Local Quacks: 6

On analyzing the data, it became crystal clear that one of the prime causes of maternity & infant deaths was lack of proper healthcare. Armed with facts and information, Teams 2 and 3 conducted rallies in the village with specially designed slogans and posters. The students also held individual meetings with women as well as *Panchayat* members and as a result of the campaign, soon won over community support. This helped them take the message across the village in an impactful manner. They organized a large community gathering where the students talked about the benefits of modern healthcare facilities. The initiative was concluded with a play "*Naya Mehmaan*" - The New Member, by Team 4. The story revolved around a mother who ended up risking her child's as-well as her own life when she did not opt for qualified medical supervision during delivery.

**The National Rural Health Mission (2005 - 2012) ensures improved facilities for institutional delivery through provision of referral, transport, escort and improved hospital care subsidized under the Janani Suraksha Yojana (JSY) for the 'Below Poverty Line' families.**

**IMPACT**

Because of this initiative the students at Satya Bharti School, Himmatpura, Jodhpur were able to persuade families of expectant mothers to use hospitals during delivery. The students also managed to convince the village 'Dais' in joining the cause, that cautioned the community about the life risks involved in delivery without medical supervision. Even the *Sarpanch*, *Gram Panchayat* and the village ANMs (Auxiliary Nurse Midwives) were motivated to become more active in removing the community's misconception about hospitals.

# Disability to Ability



**India has ratified the UN Convention on the Rights of Persons with Disabilities and has undertaken the obligation to ensure and promote the full realization of all human rights and fundamental freedoms for all Persons with Disabilities without discrimination of any kind on the basis of disability.**

*- The Rights of Persons with Disabilities Act, 2011*

In India, most people with disability have an uphill task of becoming economically independent and socially integrated. In rural India, the issue is acute as they are still perceived as an additional responsibility on the society.

As part of their community development initiatives, students from the Satya Bharti School, Bhojpur decided to meet a few disabled villagers to understand their concerns. They met Asha Ram, a small time vendor who was born with physical disability. Though he was self reliant, his business declined and Asha Ram had no choice but to close his shop and lose his only source of livelihood. Moved by his story, the students decided to start an empowerment program for the differently abled. They listened to their issues and made a wish list

that would support them in leading a better life.

The students created a week long campaign "*Saathi Haath Badhana*"- Extend Your Support, to sensitize the local community about their situation. They spread awareness on their feeling of neglect and daily struggle. The villagers were moved by the picture painted by the children and decided to take responsibility to improve the condition of the disabled. The community extended their support by helping in the purchase of a leg brace, *kirana* shop materials, domestic pots, caps, shawls and school material. The *Zila Panchayat* members also offered their support by announcing the provision of loans on low interest, free travel and safety for the person with disability.

## What was done

Empowering the disabled people in the village to become self-sufficient

## Where

Bhojpur, Shahjahanpur, Uttar Pradesh

## Why

To help them lead a life with dignity

## How

Motivating the community to help people with disability lead a better life

## Achievement

Villagers came together to contribute aids and assistance



## IMPACT

**Because of this initiative the students at Satya Bharti School, Bhojpur, were able to provide rehabilitation to the disabled villagers at Bhojpur and help them gain the respect of the community and an assurance from the *Zila Panchayat* and *Sarpanch* for future support.**

# Bringing Children Back to School



In a survey conducted by the Satya Bharti School students in the village, it was found that only 80% of the child population of Kurrian Kalan attended schools, while the remaining 20% were either school drop outs or had never enrolled. Missing out on their childhood, many kids took up odd jobs to earn some money. The findings were quite alarming and the students decided to get to the root cause of this problem.

## What was done

Enlightening the community about the Right to Education (RTE) and other children rights

## Where

Kurrian Kalan, Shahjahanpur, Uttar Pradesh

## Why

To ensure that 'out of school' children of the village go back to school

## How

An intensive campaign highlighting the Right to Education and sensitizing the community about children's needs

## Achievement

An increase in the number of children attending schools

The UN Charter of Child Rights 2007 confers the following basic rights on all children across the world:

- the right to survival
- the right to development
- the right to protection
- the right to participation

They identified that the children refrained from going to class either because they did not like the school or had teachers who often scolded and punished them. Another disturbing factor was extreme poverty that forced families to deprive their children of their childhood and send them to earn a living instead.

After understanding the causes, the Satya Bharti - students initiated a campaign to enlighten the community. A rally helped them communicate to children, parents and teachers alike about the Right to Education and other basic student entitlements.



They met the village *Sarpanch* and Head Teachers of other schools, ran a door to door communication campaign and through role play, managed to portray the abuse inflicted on children especially in the form of corporal punishment in nearby schools. This helped drive home the message of a child's right to education and childhood.

## IMPACT

The students of the Satya Bharti School, Kurrian Kalan, through this awareness initiative were able to persuade the villagers about child rights including the Right to Education. Students also managed to convince the Village *Panchayat* to look into the situation and stop corporal punishment in other schools. The campaign eventually helped in increasing the number of children going to school.

The Indian society has many traditional notions and cultural practices wherein a widow is many a times forced to live in isolation or treated as a burden on society. With the scenario being more prevalent in rural India, the village of Basai Bhopal Singh was no exception.

Having a name that means 'dream' in English, Sapna Chauhan, dreamt of a day when the widows in her village would be empowered and given respect. Having witnessed how widows were treated by the villagers, this Class VIII student, along with nine other class mates of the Satya Bharti School, decided to change the way widows were dealt with.

Through the art of street plays, rallies, interactions with the village elders and door to door counseling, the children began to spread messages about the various government schemes for widows and the pain they go through due to the treatment they are subjected to. The campaign helped in spreading awareness about the various widow upliftment schemes offered by the Indian Government. Post this initiative, the villagers and the *Panchayat* took an oath to help and

# Reviving Hope



support widows and ensured that they not only benefitted from the various government initiatives but also received their due place in the society.

**India has an estimated 40 million widows in India and due to religious and social taboos, their lives are often mired in poverty, neglect and deprivation.**

- South Asia Regional Programme Director, UN Women

## What was done

Restore dignity and hope to destitute widows in the village

## Where

Basai Bhopal Singh, Alwar, Rajasthan

## Why

To make the widows feel as a part of the community and instill self-confidence in them

## How

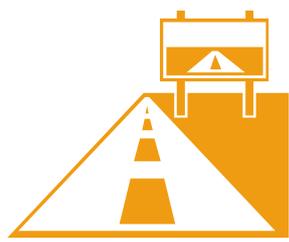
By providing door-to-door counseling to families accompanied by a rally and a street play

## Achievement

Transformation in the behavior and attitude of the community towards widows

## IMPACT

Because of this initiative the students at Satya Bharti School, Basai Bhopal Singh, Alwar, were able to get a written consent from the community to provide assistance towards widow empowerment. The widows of the village once again felt part of the community that had once condemned them. The campaign also provided insight on the various available government schemes in support of widows.



# A Safer Way to School

## What was done

A safer route was established to reach school instead of having to cross the highway

## Where

Labana, Jaipur, Rajasthan

## Why

To avoid the possibility of accidents while crossing the highway to reach school

## How

By requesting the neighboring landowner to allow thoroughfare through his plot

## Achievement

The alternate route was to ensure that children were safe on their way to the school



During the calendar year 2010, there were close to 5 lakh road accidents in India.

- Ministry of Road Transport and Highways



# Celebrating the Girl Child



**The decline in Child Sex Ratio (0-6 years) during 2001-2011 in rural areas is more than three times as compared to the drop in urban India.**

- CHILDREN IN INDIA 2012 - A Statistical Appraisal: Ministry of Statistics and Programme Implementation, Government of India

## What was done

A campaign to empower the girl child and project her limitless potential to the community

## Where

Bangro ki Dhani, Amer, Rajasthan

## Why

Change the society's attitude towards the 'girl child'

## How

By celebrating the birth of every girl in the village and spreading awareness about successful Indian women

## Achievement

A behavioural change towards the 'girl child' in the village

Due to the orthodox customs prevalent in the village of Bangro ki Dhani, girls were considered as a burden on the family and therefore not given proper care.

Compared to their male counterparts, daughters were not provided with hygienic living conditions. Unwelcome as they were in their own families, girls were often subject to ill treatment by the society.

Disturbed by local news reports, their own experiences and insight from their teacher of such sad tales of discrimination by families towards daughters, the students decided to initiate a program to enlighten the community on the significance of gender equality and importance of the girl child.

The children collected information about newborns from local sources on a regular basis and ensured that the birth of every girl was celebrated. They not only visited each house where a girl was born but also decorated the house, gifted handmade toys and greeting cards to the family. The students shared inspiring stories of various Indian women achievers like Indira Gandhi, Rani Laxmi Bai etc. They also informed parents about the various government schemes available for the girl child.

The spirit and intent of the program was well received by the community. The impact has been so positive that today every family which has a new born girl child waits for the Satya Bharti School students to celebrate the arrival of their daughter.

In the village of Labana, some students had to cross the highway to reach the Satya Bharti School. With cars, buses and trucks crossing at high speed, the children were at a risk of accidents. Residents of the village always feared the route children took to their school. Though students were trained during Bal Sabhas (Students' Council) on being careful while crossing roads, the fast vehicles posed a very big threat.

The children discussed the issue during a students' meeting and came to a conclusion that there was only one possible solution: find an alternate route without having to cross the highway. For doing so, they would have to request for a passage through someone else's private land thus avoiding the highway.

They sought advice of the village elders and *Panchayat* members. Encouraged by their support, the students requested for permission from the landowner to grant them access through his land. He empathized with the children's plight and offered to create a passage through his plot.

## IMPACT

**Because of this initiative the students of Satya Bharti School, Labana now have a safe and secure path to go to school, not having to cross the highway thereby ensuring their safety.**

## IMPACT

**Because of this initiative the students at Satya Bharti School, Bangro ki Dhani, Rajasthan were able to bring about an attitudinal change towards the 'girl child' and spread awareness about the various government schemes for their empowerment.**

# Say No to Addiction



One of the key impacts of illicit drug use on society is the negative health consequences experienced by its members. Drug use also puts a heavy financial burden on society. Today, illicit drug use is largely a youth phenomenon in most countries.

-UNITED NATIONS OFFICE ON DRUGS AND CRIME,  
World Drug Report 2012

## What was done

De-addiction drive against opium and other substance abuse

## Where

Gomla, Mahendergarh, Haryana

## Why

To eradicate addiction amongst the villagers and family members

## How

By spreading awareness through a rally and gaining support of the *Sarpanch*

## Achievement

The transformation in the mindset of the villagers and bringing down substance abuse

The increasing use of opium and other intoxicants in the small village of Gomla had extensively depreciated the economic and social condition of the people. This had obviously led to an increase in the crime rate and unemployment amongst the male community. Being the witness and sometimes a victim, the students of the fifth and sixth classes of Satya Bharti School, Gomla, decided to launch a campaign to put an end to this vice.

To address this issue, the children decided to spread awareness about the ill effects of substance abuse. As a first step, they prepared and displayed posters at various village locations, depicting the harmful effects of alcohol and opium consumption. They also conducted an awareness rally persuading the villagers to give-up their addiction and even managed to get the support of the *Sarpanch*. With the help of their teachers, they organized

# Conservation of Water

## What was done

Educating the villagers about the importance of conserving water

## Where

Beer Kalwan, Kurukshetra, Haryana

## Why

To raise the water table level that was sinking rapidly

## How

Intensive surveys to understand the water requirements of the people and community awareness & sensitization about water conservation

## Achievement

Reduction in the consumption of water by reducing wastage



The village of Beer Kalwan, Kurukshetra enjoyed the luxury of abundant water for both its irrigational and domestic needs. However, post 2003 the water table started declining rapidly due to excessive groundwater pumping by the people. Hand pumps were unable to draw out water as they could not reach the diminishing level. It was to tackle this concern that the Satya Bharti School students in the village decided to create awareness on the importance and judicious use

of water before it led to acute shortage.

A survey was conducted by the children to understand the daily water usage pattern of the villagers. Community rallies were organized besides discussion sessions with families to help them recognize the significance of water conservation and utilizing it wisely.

The campaign brought about a significant change within the community with people starting to use buckets instead of running tap water for taking bath. Villagers became conscious about the amount of water they were consuming and started paying attention to ensure that it was not wasted. Another survey was conducted after ten days by the students to assess the impact of the drive. The data from this investigation confirmed that the average consumption of water had reduced substantially by simply reducing wastage. The initiative continues and the children carry on working with their families and rest of the community on water conservation.

**In a survey conducted by the Kurukshetra District Authority, it was found that water level of Beer Kalwan village was at 70 feet in 2003 and in less than a decade in 2012 it had reached 140-150 feet (approx).**

face-to-face meetings with families to urge them to fight against this evil.



**IMPACT**

Using posters, slogans, rally and a play, the students at Satya Bharti School, Gomla, Haryana were able to communicate the detrimental effects of addiction and its consequences on the community. The *Sarpanch* and the village elderly also promised to lend support to the Satya Bharti students towards their 'De-Addiction Drive'.



**IMPACT**

Because of this initiative the students at Satya Bharti School, Beer Kalwan, Kurukshetra; were able to make the villagers realize the impact and consequences of wasting water thereby reducing water consumption significantly. The villagers have also assured the students that they would keep a check on the usage of water, both at home and in the fields.

# Bartering Waste for Saplings



**What was done**

A campaign to make the village cleaner and greener

**Where**

Kandhargarh, Sangatpura, Punjab

**Why**

The green belt in the village was depleting and the waste lying in the open was an eye-sore

**How**

By planting trees and highlighting the importance of proper waste management

**Achievement**

A cleaner, greener and healthier village

The students at the Satya Bharti School at Kandhargarh, Punjab felt that their village was turning quite barren, with the greenery rapidly depleting. The people, it seemed, were least concerned about the environment, which was worsened by garbage being left in the open. The students took up the challenge and decided to address both the issues to make their village cleaner and greener.

The campaign kicked off with an awareness program focusing on the importance of trees and the need for proper disposal of waste. The students, with the help of slogans, posters and role play, convinced the villagers about the need for a healthier environment. The next step was to get into action: children collected scrap from the village and were able to barter it for saplings. Thus, the students not only managed to clean up the village, but also implement a plantation drive.

India has lost 367 square kilometers of forest cover in the past two years. The total forest cover in the country is now at 6,92,027 sq km. This accounts for 21.05 per cent of the total geographical area of India.

- Forest Survey of India, 2011



**IMPACT**

While the impact of the initiative will have long-term benefits, the students of Satya Bharti School at Kandhargarh were able to create awareness about the need to preserve the environment by planting trees and keeping it clean.



# Fun with Computers



### What was done

Sharing the joy of computer education with other children of the village

### Where

Pamal, Ludhiana, Punjab

### Why

To help all the children of the village receive exposure to computers

### How

By conducting regular sessions in the local Gurdwara

### Achievement

Introduction to computers and hands-on experience



### IMPACT

Thus, by conducting daily 2 hour sessions for 45 days, the 'Computers for All' drive was able to provide basic computer exposure to 30 children of the village, who otherwise had no access to such facilities. This initiative also helped the Satya Bharti School students better understand the subject and gain from the experience.

**Experience shows that computer-based educational methods can lead to much faster rates and higher quality of learning, which is more inter-active and motivating for students at all levels of education from pre-school to post-graduation.**

- Planning Commission:  
Report of the Committee on India Vision 2020

In the village of Pamal, the Satya Bharti School was the only institution which had a computer setup. Absence of computers left all the children going to other schools unaware of its overall benefits. They were keen to learn and work on the computer and so shared this wish with their friends studying in Satya Bharti School.

Keeping this desire in mind, our students decided to share the school laptop and familiarize the other children to computer games and activities, thus initiating the 'Computers for All' campaign. While one group worked in getting the consent from parents of children to allow them to attend computer learning sessions, the other group searched for a suitable venue for conducting these classes. They sought permission from the local Gurdwara and then decided to run the sessions there as it was in the heart of the village and had

ample space. Once the venue was finalized and registrations received, the Satya Bharti students, with the help of their teachers, created lessons and activities. They took turns in taking classes which made them computer proficient as well.

# Our School, Our Pride



### What was done

A boundary was built around the school

### Where

Mohie, Ludhiana, Punjab

### Why

To provide protection to school from animals and encroachments

### How

By using old newspapers to generate funds

### Achievement

A boundary fence was built for the school within a month

# A Healthier and Cleaner Tomorrow



The level of awareness and hygiene practice among children in schools has important outcomes for hygiene practices at household level through child-to-child and child-to-parent channels.

-WASH 2012, UNICEF India

## What was done

Creating awareness about health and hygiene amongst the villagers and making the environment free from pollution

## Where

Udhoke Kalan, Amritsar, Punjab

## Why

To help villagers understand about general health & hygiene and thereby reducing health risks

## How

An awareness drive was carried out by using posters and live demonstrations of basic hygiene guidelines

## Achievement

Created awareness on how to keep themselves and their surroundings clean

When the students at Satya Bharti School, Udhoke Kalan were taught basic hygiene tips by their teachers, they realized how easy it was to stay clean and thus healthy. They felt it was important and that this should be implemented in the entire community.

They understood that it was the lack of proper information that led to the low hygiene levels in the society. Therefore to tackle this issue, the students guided by their teachers, gave live demonstrations and put up posters, to help the villagers understand about general health and hygiene.

## IMPACT

Because of this initiative the students at Satya Bharti School, Udhoke Kalan were able to make the villagers conscious about hygiene and cleanliness. The people now also take interest in keeping their homes, the community and the environment clean.



The students at the Satya Bharti Elementary School, Mohie felt that their school needed a proper fencing which would demarcate the school area, the playground, make the school look much better and also keep stray animals away.

Necessity is the mother of invention as they say; the children came up with a very innovative plan

to arrange for the necessary resources. They knew that old newspapers were of no use to anyone so they decided to collect them from the households and sell off to the local 'raddiwala' (scrap dealer). The community supported the initiative as they felt that their old newspapers were being put to good use.

The month long exercise, under the supervision of their teachers, generated sufficient funds to support the fencing project. And in a short time frame, the school had a beautiful fence around it. The villagers were very impressed with the children's initiative.

## IMPACT

With the help of the village community, the students at Satya Bharti School, Mohie, Ludhiana were able to use discarded newspapers to generate funds and take ownership of getting the much needed school boundary fence made.

# Oxytocin: A Sin



## What was done

An initiative to stop the use of 'oxytocin' in dairy farming by the villagers

## Where

Majhila, Shahjahanpur, Uttar Pradesh

## Why

To make milk free from contamination and keep the cows healthy

## How

A campaign to spread awareness about the adverse effects of using 'oxytocin'

## Achievement

An end to the use of drugs during milking by the villagers

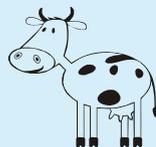
The children in the small village of Majhila were always curious to know about the injections that would be given to the cows before milking. When they raised the question with their parents, they never received clear answers. So, the students of Satya Bharti School finally decided to ask their teacher about the injections. They were shocked to find out that their families were using 'oxytocin', a milk production enhancing drug. This stimulant was very harmful not only for the cow but also for the people consuming the milk.

The students, thus decided to take a stand against this and eradicate the use of 'oxytocin' in dairy farming. They started the campaign by carrying out a survey within the village to identify the farmers who use the drug. After gathering the results from the survey and winning the support of the *Sarpanch* and the local veterinarian, a rally was conducted in the community to create awareness about 'oxytocin' and the related hazards. An 'animal healthcare fair' was organized where the local veterinarian demonstrated the harmful effects of oxytocin.

**Traditionally, cows raised for milk roamed free and were milked by hand. Animals were treated well and were recognised as part of our culture, our ecosystem and our families.**

**India now has the largest dairy industry in the world, and as a result, millions of cattle in India lead miserable lives.**

- Federation of Indian Animal Protection Organisations



## IMPACT

Because of this initiative the students at Satya Bharti School, Majhila, Shahjahanpur; were able to communicate this harmful effects of 'oxytocin' in milk and the subsequent adverse effects on the human body as well as on the animal. Villagers pledged not to use the drug in future and resort to natural processes of milk production. The *Sarpanch* also promised help through veterinary doctors who would provide regular treatment and free medicines to the cattle stock.

**What was done**

An initiative to stop 'child labour' and encourage children to go to school

**Where**

Rauni, Ludhiana, Punjab

**Why**

To ensure children access their basic right to education

**How**

By creating a community sensitization campaign and enrolling key influencers

**Achievement**

The support of the community to eliminate child labour practice in the village and sending children back to school

The Right to Education Act entitles free and compulsory education to all children between the age-group of 6-14 years. But in India, many children especially from the weaker sections of the society do not go to schools, and more often than not, extreme poverty drives them to work for a living. Such incidents not only add up to the child workforce, it also deprives innocent kids of their childhood, closes all avenues for a better future and eventually builds a nation of uneducated youth.

The students of Satya Bharti School, Rauni observed that a large number of children were trapped in 'child labour', either working in the fields or other jobs. Many of them belonged to the migrant community or the economically weaker section of the village. The students then decided to motivate the parents of these children by undertaking a community sensitization campaign.

The students divided themselves into five groups, each assigned with a specific task. A planning committee was formed that undertook the responsibility of establishing an action plan for the other teams. Once the

course of action was decided, teams carried out a survey in the village to generate a database of children who were engaged in various jobs, followed by a rally with the help of posters and slogans, community meetings etc. The campaign focused on educating parents and community about the issue of child labour and its permanent impact on the child's life. The students concluded the campaign by writing letters for assistance to the President of India, Labour Minister, Labour Inspector for the area and the local *Sarpanch*. The villagers, highly moved by the students' efforts, promised to support the cause and assured that all children would henceforth go to school.



# Working Towards a Better Future



**India has the largest number of child labourers under the age 14**

- CHILDREN IN INDIA 2012 - A Statistical Appraisal:  
Ministry of Statistics and Programme Implementation,  
Government of India

**IMPACT**

Because of this initiative the students at Satya Bharti School, Rauni, Ludhiana were able to convince the community about the importance of sending their children to schools to receive education, that would help build a better future. Many students have since then started going to school.



# Bringing a Change in Africa

No matter which country we operate in, our CSR policy supports the cause of providing quality education to the underprivileged children. In Africa, we adopted 35 primary schools in the rural corners; catering to more than 17,000 children. Besides participating in the education component, the program also made interventions in the area of mother and child health, electric supply through shared solar power system etc.

In the rural regions of Africa, worm

infection in children is alarmingly high, leading to chronic health hazards. This issue is so prevalent that even the World Health Organization recommends mass treatment for all school-going children. In Nigeria alone, it is estimated to be at about 45% of school children being infected.

Airtel Nigeria and GlaxoSmithKline (GSK) came together to contribute towards the de-worming drive in one of the schools adopted by Airtel Africa. Funded by the Employee

Philanthropy Scheme, this initiative got the additional support from Ministry of Education, school authority, parents etc. Over 30 employee volunteers participated in the one day de-worming drive at the Oremeji Primary School, Nigeria. Its success can be measured from the fact that all the 282 pupils were present. After achieving successful results in one school, the drive has now started to create awareness about the need of de-worming in other adopted schools.

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