



Annual Report 2021-2022

www.helpfoundationjk.com



Our Vision & Mission

To protect, empower and safeguard the rights of the most marginalized and vulnerable women and children affected by the prevailing situation in J&K. We envision a peaceful and just society that is sensitive to women and children rights.

We strive to create and provide opportunities in spheres like education, vocational skills, trainings and capacity building for vulnerable groups to make them confident, independent, develop leadership skills and move ahead in life with dignity.

Our programmes are now diversified in new areas like health, education, livelihood, relief and rehabilitation and ambulatory services while being supported by a core group of trustees, dedicated staff and volunteers. The focus has been on providing quality education to the children, empowerment of women and mental health counseling for the youth who have been the victims of the situation.





Mrs. Nighat Shafi

Message from the Chairperson

HELP Foundation registered as a society in 1997 has been taking every effort to bring smile on the faces of the affected people. We strive hard to bring some relief to the lives of the marginalized community.

The year 2021 was one more year of medical emergency. The severe economic situation in J&K was the result of the prolonged lockdown announced by the authorities to contain the spread of Covid -19 virus. Precautions had to be taken while reaching the needy so that we do not get infected with the virus. The organisation was already responding to the deteriorating economic situation of various communities in J&K. The Foundation was providing emergency food packets and other assistance. The groups that were supported included labourers, daily wagers, people working in transport business, small business owners, domestic helpers, etc. Moreover, HELP Foundation had the task of carrying out the regular programmes and meeting the deadlines so that the progress achieved over the years is not lost. We could not let down the beneficiaries who looked upon us at hours of difficulties and at the same time accommodate new beneficiaries who had lost their jobs / small businesses and were already stressed due to pandemic. We dealt with the situation with endurance and patience and kept our hopes on Almighty. We tried to remain mentally strong and physically fit while remaining motivated in the adverse circumstances.

Our achievements in the different fields of social work has been possible because of the generous support from our donors including individuals as well as institutional who has always entrusted us financially and other required time to time support for undertaking various relief and welfare activities. It has been a great pleasure to work with them assisted with lots of learning. I am grateful to everyone who has supported us in any manner and hope to maintain the same relation and support from all the volunteers, donors and collaborators and also persuade others to come forward to join hands with us.

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This Annual Report comprises of all the work done by HELP Foundation in the financial year 2021-2022 in the following field:-

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07. Covid Response
08. Shehjar Children Theatre Group
09. Sports
10. Capacity Building





WOMEN EMPOWERMENT



WOMEN EMPOWERMENT

To work towards the upliftment of the community, HELP Foundation was established in the year 1997. Since inception every step is taken for the welfare of the society targeting women as primary beneficiaries. Due to the limited knowledge, skills and resources, Kashmiri women were either working at home or engaged in informal and unorganized sectors. As a result the income was low, degrading their quality of life and lowering their standard of living. In a couple of years by providing right sets of skills and training, there has been a significant change in the lives of these women. HELP Foundation has established Kashmir art embroidery training centres across the valley. Some of these centres have evolved as production centres for Ari and Sozni embroidered products. Gradually, the foundation has evolved as the largest institute that has trained thousands of women.

1. SHEHJAR SKILL DEVELOPMENT AND LIVELIHOOD PROGRAMME

A. Shehjar Food Processing Centre

Skill development programmes is one of the flagship programs of HELP Foundation. A new project of Skill Development and Empowerment of Women was initiated with the support of HHRD. This project worked on up-gradation of then existing skills, adapted new marketing skills and brought innovation in designs. Gradually, new courses and skills were introduced which added potential for mushroom cultivation and food processing. The programme involved resource persons from horticulture department and has trained **150 women** in food processing thus enabling them to start their own units. The training included sessions on personality development, basic accounting, marketing and entrepreneurship development and management. Moreover, training has been provided on treatment of waste materials to keep the environment clean.

B. Training And Production Line

Adolescent girls, home based workers and other underprivileged ladies enrolled at our training centres. Highly skilled master trainers have been engaged to provide state of the art training in Kashmir Art.

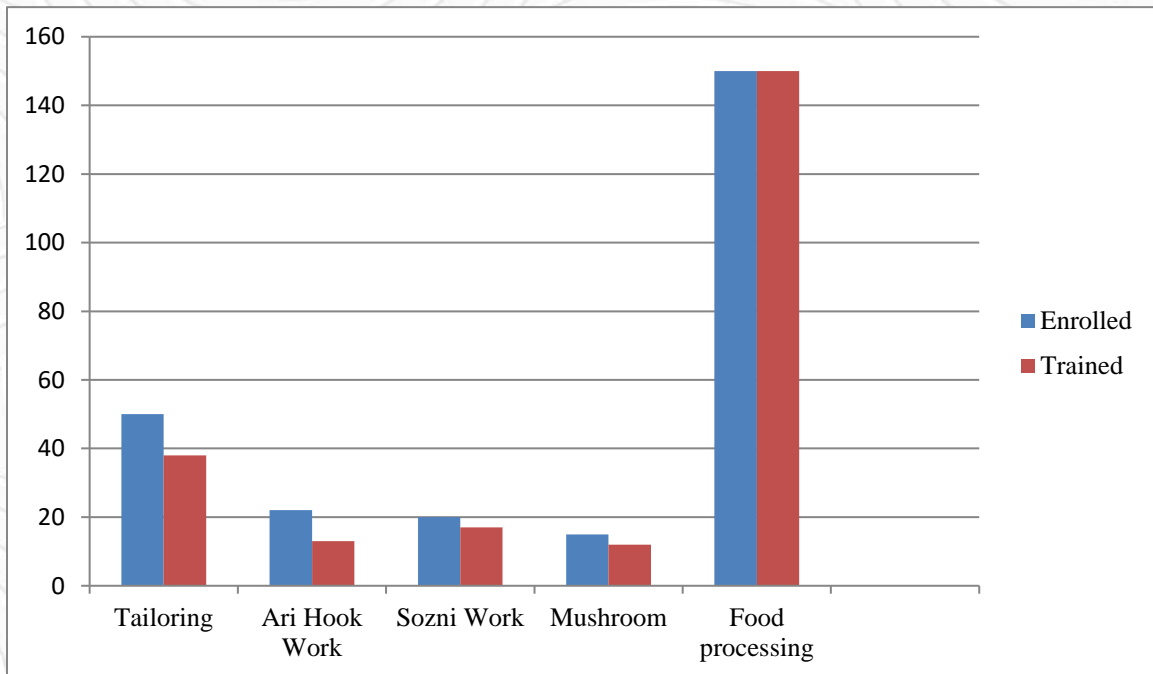
Training has been provided on:-

- Fine Ari work (on silk, tusser silk, pashmina, kani shawls, satton, velvet, cotton and wool)
- Tilla/ Zari work (on wool, sattan, velvet, count)
- Sozni work (on pashmina, tosha, count)
- Cutting and Tailoring of ladies suits and other appareals

Production Line includes:

- Ladies suits
- Kurtees
- Kaftans
- Stoles
- Cushion Covers
- Table and Bed Runners
- Bags including jolla bags, purses, hand bags, clutches

The project “Skill Development and Empowerment of Women” (Supported by HHRD) focused on training including skilling and- up-skilling of women. Artisans are still being supported in production by providing them raw material, fair wages and technical support. The project also provided marketing facilitation for the products manufactured by the artisans through e-commerce web portal. Women artisans also received material and financial support under this programme.



Women Trained In Different Skilled In The Year 2021-2022

2. BANGUS VALLEY PROJECT

HELP Foundation initiated this project in May 2019 thus motivating 500+ families to indulge in dairy business activity in Bangus Valley area of District Kupwara. Under the project “Promotion and Formation of Bangus Valley Producer Organization” supported by NABARD, **160 households** were registered as dairy farmers. The focus is to bring 500 dairy farmers under the ambit of dairy cooperative. The project has been implemented in 16 villages of Tarthpora block of the district Kupwara. The project has organized the farmers as Farmer Producers thus provides

market and bank linkage to them. Currently, 300liters of milk is being produced every day. The milk is being sold between Rs 35 to Rs 40 per litre.

We have joined hands with SEWA for The Training And Capacity Building programmes.



Training Session 1

- The first training was conducted at Amul Dairy & Bakery in Ahmedabad with orientation programs on milk production & functioning of different machines
- Date: 29th Dec 2021 to 5th Jan 2022



Training Session 2

- Efforts have been made to boost the entrepreneur skills of our workers by providing training in management, marketing, shop keeping, leadership skills and financial diagnosis
- Date: 14th to 28th Feb 2022



Training Session 3

- Garmenting training at STFC (SEWA trade facilitation centre) and milk processing training has been conducted successfully
- Date: 15th to 24th March 2022



EDUCATION



QUALITY EDUCATION

Education is a basic tool for social transformation and empowerment of the society. Providing quality education to students hailing from rural areas and economically deprived society has been the key focus area of HELP Foundation since its inception. The Foundation has been involved in multiple projects supporting education of under privileged children along with sponsoring many orphans from different regions of the Kashmir valley.

A) SHAH ANWAR MEMORIAL SECONDARY SCHOOL (SAMS)

With the vision to make quality education accessible for economically deprived students, the Foundation established Shah Anwar Memorial Secondary School in Khumriyal, Kupwara in 2001. The school is well equipped with library, science laboratory, computer laboratory & sports club with hundreds of students passing every year. School has more than 25 lecture halls with appropriate seating arrangement. Bus facility is available for transportation purpose. Another school namely Foundation Public School was established in Shanpura & a middle school in Handwara, Kupwara. Apart from establishing schools in different areas, assistance has also being provided to educational institutions including Alamdar Public School(Budgam), Nibble Education Society(Pattan), Children Welfare Society(Srinagar), Lal Ded Memorial School(Srinagar) & some government schools in the valley.

JK BOSE Class 10th Results 2021-2022 of our students are as follows:-

Marks Range	Grade	Grade Point	No. of Students
91-100	A1	10	1
81-90	A2	9	2
71-80	B1	8	5
61-70	B2	7	8
51-60	C1	6	12

A) ORPHAN SCHOLARSHIP PROGRAM

Our student, Madeeha Nazeer (name changed) has outshined boys with 84% in JK BOSE 12th results of 2021-2022. She comes from a poverty-stricken family of Budgam district residing in a small house with her mother and a younger sister. Her father died due to kidney failure. Since then, her mother worked as a peon to feed her family. Despite of all the efforts by Madeeha's mother, the family could not even afford the basic necessities of life. Eventually, it became impossible for Madeeha and her sister to go to school and get their education.

This is where HELP Foundation intervened to provide financial assistance to cover the educational needs like school fees, books, stationery items and uniforms. We also gave monetary assistance during festivals to enable her to enjoy. The Foundation went beyond the limit to help her in her personality development by organizing online and offline workshops on Mental Health, educating her about Good & Bad Touch as well as workshop on Alcohol & Drug Abuse followed by counseling sessions to boost her self confidence. As the winter arrived, we reached Madeeha and her family with Winter Relief Kits to ease the harsh winter season. Currently, Madeeha is preparing for NEET exams in a coaching institute and aims to become a Doctor Inshallah. Along with Madeeha, 7 students also gave good results in their 12th class results. Annually, we have more than 400 such students enrolled for Orphan Sponsorship Programme.

JKBOSE Class 12th Results 2021-2022 of our students are as follows:-

Marks Range	Grade	Grade Point	No. of Students
91-100	A1	10	0
81-90	A2	9	2
71-80	B1	8	4
61-70	B2	7	2
51-60	C1	6	0

B) SCHOLARSHIP TO STUDENTS

Along with the interventions in different schools & educational institutes, HELP also engages with individual students to support them in their educational needs. There are students who are bright and study hard but due to financial deficit are unable to avail education. We identify these students and **regularly sponsor** their educational needs. This year we sponsored 53 students.

C) INTEREST FREE LOANS FOR PROFESSIONAL DEGREES

There are students who require large sum of money for professional degrees. To pursue the dreams of such students we provide **One Time Higher Education Assistance** in which the deserving students are allowed to avail interest free loan repayable after completion of the course. Every year the students require aid for completing their education in Engineering, Mass Communication, Pharmacy, Chartered Accountancy, Fashion Designing. We have also supported students to complete degree as expensive as post graduation in Radiology. We supported 70 students this financial year.

D) KEI

HELP Foundation collaborated with Kashmir Education Initiative (KEI) to offer free computer courses at A2STEM TECHLAB. This lab is one of its kind in Downtown Srinagar where students from high school to PG level can join STEM courses completely free of cost which includes Foundation courses, Robotics course, Amazon Web services, Internship in Data Science, Computer Programming, Computer Designing, Cloud Technology and special workshop on Digital Literacy followed by IT skills for girls.

Any students above the age of 14 can join the courses despite of any educational background. After successful completion of the course the students are provided with certification and guidance towards level up courses or internships as per the student's acquired skills. Currently, 100+ students are enrolled in the different courses and 50+ students have successfully completed the courses.

E) SHEHJAR HOME FOR CHILDREN

In the year of its inception, HELP established an orphanage in Srinagar with 30 inmates. This orphanage continues to function at Inderhama. These children receive education from a private school in the nearby school. We cover for their food, clothing, education and other needs. 150+ of students have passed out till 2021. Further, they have pursued higher studies in technology, Engineering, Law, Medicine, etc.



HEALTHCARE

HELP Foundation acknowledges the fact that Mental Health and Physical Health are closely connected. Therefore, our Foundation has been active in Mental as well as Physical Health that contributes to the overall Health of an individual.

MENTAL HEALTH

HEALTHY MINDS

HELP Foundation under project Healthy Minds supported by KASHMER have created a network in the valley. Initially, we operated from Srinagar, Pulwama, Pattan, Kupwara, Inderhama and Rainawari (IMHANS). During lockdown our team moved to local clinics and other facilities such as Cancer Society of Kashmir, Observational Juvenile Home. Since pandemic, we are offering telephonic counseling focused on pandemic related stress counseling. The team organizes awareness programs, advocacy programs, group discussion on drugs in their premises as well as in public places to reach maximum people in need of mental help. We provide counseling to patients on phones as well as in person.

The data for the financial year 2021-2022

No. Of Patients Counseled	2404
No. Of Advocacy Programs Organized	49
No Of Trainings Conducted	20

PHYSICAL HEALTH

I. JAN AUSHADHI STORE

With an aim to bring down the healthcare budget of every citizen through providing quality generic medicines at affordable prices, Jan Aushadhi Stores started. HELP Foundation under Pradhan Mantri Bhartiya Janaushadhi Yojana (PMBJY), launched a campaign to provide quality medicines at affordable prices to the population. The stores have been set at Rajbagh, Pampore, Inderhama and Kupwara to provide generic drugs. These drugs are available at lesser prices but are equivalent in quality and efficacy as expensive branded drugs.

First store was set up in 2017 at Rajbagh and till date **5000+ patients** have been served. These stores are bringing an evolution in Kashmir valley by redefining the treatment cost per person by ensuring quality medicine at cheaper prices.

II. EMS

Emergency Medical Service (EMS) is an acute care ambulance service by medical professionals. It involves pre hospitalization care of a patient along with transportation of the patient from home to hospital, hence reduce the rate of mortality and morbidity. The critical care ambulance service is provided free to all (irrespective of income level) with on the board medical staff and free medicines. The service can be availed 24x7 by calling on 0194-2404000 or 9484100200. The workstations are at Srinagar, Baramulla, Anantnag, Kupwara. The average time taken to complete an operation is **32.3 minutes**. Total distance covered by the ambulance is **52539km** for the year 2021-2022.

Number of cases in the financial year 2021-2022

Total No Of Cases	1041
No of cases from Srinagar	400
No of cases from Baramula	314
No of cases from Anantnag	190
No of cases from Kupwara	138

III. SHEHJAR CLINICAL LABORATORY

To create a difference & reach patients in Srinagar, Shehjar Clinical Laboratory has been set up with a Not For Profit Initiative of HELP Foundation. The laboratory started functioning from 28th October, 2021. It is well equipped with state of the art machinery. Different health check ups & test are performed with accuracy. Home collection is also offered for patients who cannot visit the laboratory. There is no hustle to gather the reports as it is directly sent to the patient through sms/ whatsapp. Shehjar Clinical Laboratory has conducted **7 camps** at different locations like Tulsi Bagh, Solina, Aali Kadal & inderhama. The main objective of these camps are to raise mass awareness about the importance of health and the importance of regular health check-ups.

Number of patients attended in the financial year 2021-2022

Total no. of patients attended	686
No. of patients attended at laboratory	405
No. of patients attended at camps	281

IV. RESPIRATORY MANAGEMENT UNIT

It was established at HELP Foundation office at Tulsi Bagh in November 2018. The unit provides portable oxygen concentrator (POC), BiPaPs and Nebulizer for oxygen and respiratory therapy to underprivileged people that require greater oxygen concentrations than the levels of ambient air. The patients are permitted to take home the equipment on nominal charges. The money collected in the unit from the patients is utilised for up-gradation and maintenance of the unit.

Different equipment provided in the financial year 2021-2022

Oxygen Concentrator	140
Oxygen Cylinder	17
BiPaP	21
Nebulizer	18
Oxymetre	38

V. MARIAM WELLNESS CENTRE

HELP Foundation runs a health centre in Srinagar to improve the health and nutrition status of the poorest and excluded groups, particularly women and children. The centre provides following consultation services

- ✓ Gynecology (Care in pregnancy and child birth)
- ✓ Dentistry (Basic Oral health care)
- ✓ Physiotherapy
- ✓ General Physician



CHILD RIGHTS



CHILD RIGHTS

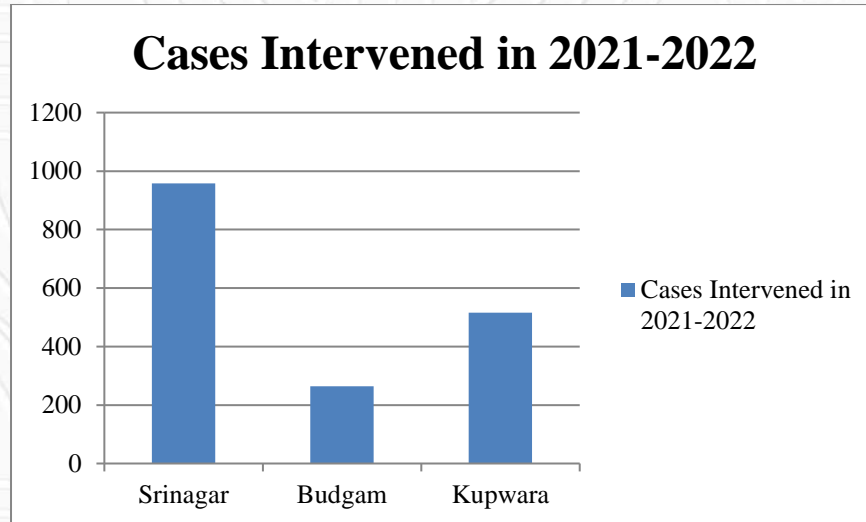
HELP Foundation has been working day and night for the welfare of the children of the valley. For the betterment of the children and to enhance the reach towards the children in need, Help played a vital role in the establishment of CHILDLINE 1098 services in Kashmir. Childline is an initiative of Ministry of Women and Child Development, Government of India. CHILDLINE 1098 is a phone number that spells hope for millions of children across India. It is a 24-hours a day, 365 days a year, free, emergency phone service for children in need of aid and assistance.

HELP Foundation successfully implemented the project in Srinagar in 2011, followed by its presence in Budgam in the year 2018 and finally in Kupwara in 2020. Since the inception we have provided a helping hand to more than 20,000 children in need and fighting the cases of child labor, abused children, missing or abundant children, child marriage, fighting for the right for education, healthcare, family life and an adequate standard of living.

Awareness about the CHILDLINE toll free number 1098 was build to impart that the team of CHILDLINE is just a call away in case of any need or if any injustice takes place. Awareness programs are carried out using posters, distribution of pamphlets and outreaches. Use of electronic and print media for creating awareness about the importance of CHILDLINE. We receive active support and close coordination with District Child Protection Unit (DCPU) and District Administrations which helps in smooth functioning of the services. The affects through advocacy of Juvenile Justice with stakeholders have been felt at the ground level. Various activities and events were organized in the different districts of the valley in 2021-2022 and they are as follows:

- ✓ Different workshops and sessions on Juvenile Justice Act, Pocs0 Act, child development, behavioural change in children and child rights.
- ✓ Awareness about POSCO has increased and some perpetrators have been punished. Punishment to perpetrators for encouraging child begging and girl child abuse.
- ✓ Distribution of dry-ration kits, medicines and stationary items among the families of the children. Providing support through cash assistance, education assistance and special care during winters by providing winter relief kits.
- ✓ Efforts were made to engage children in activities like painting, drawing, creative writing to ensure children's psychological well being.
- ✓ Celebration of important days like World Day Against Child Labour, World Environment Day, Poshan Abiyan, National Girl Child Day, Children's Day and Swachh Bharat Abhiyan.
- ✓ Celebration of week long programme on the theme "CHILDLINE se Doosti" was organised for raising awareness on child rights, justice and protection.
- ✓ CHILDLINE planted hundreds of saplings plants across various districts in collaboration with Forest department.

District	Children Covered in 2021-2022
Srinagar	8582
Budgam	5447
Kupwara	7604
Total	21633





BAITUL MEERAS



BAITUL MEERAS

“Bait ul Meeras” is an effort to make the younger generation aware and conscious of their rich culture. They should be aware of their roots, their traditions and enable them to explain and define their origin. Kashmir has more to it than meets the eye. Each Kashmiri is like an artisan who is patient and focused, weaving magic with their artistic hands on the soft fabrics and creating unique designs and patterns. These arts & crafts have built our temperament, given us a unique identity and are a reason for our mannerism and etiquettes. This project was taken up in September 2021.

DIFFERENT SECTIONS IN BAITUL MEERAS:-

- 1. Art & Craft:** Sheher-Khass is a hub of artisans who have inherited the art from their forefathers. Bait-ul-Meeras acts as a perfect platform for these artisans. The idea is to develop a learning centre for arts & crafts. The interested individuals can learn and perfect the skills in traditional Kashmiri arts & crafts like Ari, Sozni, Pashmina and Carpet weaving. For this purpose, yender (spinning wheel in Kashmiri) and weaving looms have been set up at the centre.
- 2. Public Library:** Silent yet assertive room of Bait ul Meeras is the Library. A variety of books catering to different age groups are being maintained here. Storybooks and science fiction for children have been kept to imbibe reading habits among the children. To attract more and more book lovers to the library, a collection of famous publications and religious books have been added.
- 3. Gallery:** This is the main attraction of the Baitul Meeras. It was established to make the younger generation, researchers and visitors aware of the Kashmiri culture and heritage. The artifacts put on display are mainly from the personal collection of the HELP Foundation Chairperson Mrs Nighat Shafi Pandit and Mr Mubashir Ahmed, a Kashmiri art lover. This is an effort to retrieve the artifacts and other items of the bygone era that have faded away from the cultural landscape. It is place where people can display their valuable collections like religious manuscripts and family inheritances during special occasions. Moreover, art exhibitions and cultural events are been held from time to time.
- 4. Skill Development at Tailoring & Stitching Unit:** Women are an important part of the society. Empowerment of women is very important for a society to prosper. Therefore, Bait-ul-Meeras helps women, especially those economically weak. There are more than 40 women in the tailoring and stitching training centre who are learning and trying to make a living out of it.

RECENT WORKSHOPS:-

- 1. Creative writing:** Creative writing is a powerful tool for social, academic & emotional wellbeing. It clarifies thoughts & emotions efficiently & accurately. Encouraging creative writing can help a child to communicate effectively in the technology world. A workshop on “Creative Writing” was conducted at Bait ul Meeras where students wrote an essay on "My Mother". The term “Word Bank” & its significance was introduced to help students build a more advanced vocabulary for creative writing tasks.
- 2. Communication skills:** For developing communication skills, different activities and fun learning methods are adopted. The students are made to interact with each other followed by speaking in front of the group to eliminate fear of public speaking. When confidence soars, students come forward to narrate stories. During the activity, the importance of eye contact while addressing the masses is also tutored.
- 3. Art and crafts:** Art expands a child’s ability to interact with the world around them & provide a new set of skills for self-expression. Realising this fact, we have started an initiative to conduct a workshop on Art & Craft on every Wednesday of the week at Bait-ul-Meeras.

Workshops conducted on:

- Basic Painting
- Painting on Plywood
- Pottery

Artifacts present in the gallery:

- Tathul, Patar(water barrel), Kanz, Dhul, Watni gor(walker), Nout, Masnand, Waguv, Gabea, Namdha, Lacquer pillars, Izbaand soz, Paper machi lamp stand, Naer, Boul, Traem, Samovar, Flyer swater(ancient), Sangich, Laltein, Daan, Oukh chor, Leaj(earthenware), Tawa(earthenware), Kashmir hoka(copper), Loute (milkpot), Gurue mandun, Ganj baan, , Tray(persian calligraphy), Tumbler, Samovar chumni, Central asian samowar, Karba, Naer, Copper wall plate, Paan Dan, Toor bowl, Tash, Milk pot with tea set, Wall piece, Dressing table, Guldaan, Jajeer, Bate-Baan , Table lamp, Yinder
- Jewellery: Waje, Kaskar, Baved, Patar, Qamarbano, Halkaband, Kundan, Chokar globand, Gunsra Raaz, Chapea khol, Haechz kaur, Matarmaal, Chapein, Kangain, Surma Dani, Saban Dain, Door kash, Kaje-Raz, Sindoor Dani, Sabein Dabe, Pipin, Ancient cameras, Photo frame, Kane waj, Silver kangri, Side tumbler, Parmaan, Farmaancase, Kuluf, Wanke-pan
- Clothes: Heirloom kimkhab phiran, Wedding robe (150yrs old), Male costume, Pandit pheran, Dastaar, Kheraaw, Phulhor



CHARITY



CHARITY, AID & OCCASSIONAL ASSISTANCE

Years of political instability and conflict have taken their toll on the communities of Kashmir. Consecutive lockdowns have left families vulnerable and unable to leave their homes. These families are still dependent on our aid for their survival. We are working on the ground level since the year of inception of our Foundation, providing aid in the worst affected areas.

1. MARRIAGE AID

Help Foundation takes responsibility as a community to provide sustenance in the marriage of the girls. We support with monetary as well as non monetary aid to these families. Additional, marriage pack which consist of jewellery, clothes, footwear, cosmetics, etc is provided. For the year 2021-2022, we supported 45 families in the marriage of their daughters.

2. MEDICAL AID

70 years old elderly Mr. Farooque Bhat (name changed) suffers from several ailments affecting his kidney, liver and lungs. He is a resident of Srinagar who has no family or house. The Foundation, as a caregiver helps Mr. Bhat in his medical expenses by providing monthly medical assistance. We also arrange for his daily needs by providing monthly cash assistance. Along with Mr. Bhat we have provided medical assistance to 39 patients this financial year.

3. EDUCATIONAL AID

We **Regularly Sponsor** the educational needs of students every year. In the year 2021-2022, we sponsored 53 students. Moreover, there are students who require large sum of money for professional degrees. To pursue the dreams of such students we provide **One Time Higher Education Assistance**. This year we helped 70 students to achieve their dreams.

4. LIVELIHOOD SUPPORT

Mr. Shahnawaz (name changed) is an auto driver facing financial difficulties as he had to pay a percent of his daily earning to the owner of the auto. Therefore, he decided to purchase a second hand auto. HELP Foundation helped him with a loan of Rs 50,000 and he arranged Rs 50,000 on his own. Now, he has his own auto running on the streets of Srinagar. He is making a good business and successfully paying the monthly instalment to us on time. Like him, HELP are supported 15 individuals in the year 2021-2022 to establish their small income generating units like grocery shops, diary and sheep units, fishing boats, etc. We have impacted the lives of 500+ families by providing livelihood support.

5. WIDOW AID

The villages in Kashmir is habituated with families living under poverty trapped situations. The family of Shakeela Jamshed(name changed) is one such example. Her husband died due to electric shock in 2021. She became a widow at an early age with 2 daughters.. Shakeela dwells in a kacha house and has no source of income. HELP Foundation have been supporting Shakeela and her family by providing monthly cash assistance along with food packs. This year, we have provided general aid to 65 widow headed families.

6. FOOD DISTRIBUTION

This activity is carried out throughout the year by the support of our generous donors. HELP Foundation distributes **Dry Ration Kits** among the poor and needy every year. The dry ration kits include 25kgs of rice, 10kgs of wheat flour, 5litres of edible oil, 1kg of sugar, 2kgs of salt, 1kg of semolina, 1kg of ghee, 1kg of spices, and ½ kg of tea leaves. During the month of Ramadan, we steadfast our activities by distributing food packs (**Ramadan Food Distribution**). In 2021, we distributed Ramadan Food Packs to 3500 families. HELP Foundation offers Qurbani on behalf of institutional and individual donors. The Qurbani Meat is distributed among the most vulnerable in remotest areas of Kashmir Valley.

7. WINTER RELIEF PROGRAM

Thousands of families fear a grim winter in poverty-stricken districts of Kashmir valley. These people can not afford warm clothes, blankets, kangries, hot-water bottles and other essentials required to keep themselves warm. This creates an urgent need for winter relief. Help provides **Winter Relief Packs** (which includes clothing, blankets & heating equipments) to communities most affected by winters. With Almighty's grace we have reached to 400 families with winter relief kits this financial year.

For the Financial Year 2021-2022

Program	No. of beneficiaries
Marriage Aid	45
Medical Aid	39
Regular Sponsored Students	53
One Time Higher Education Assistance	70
Livelihood Support	15
Widow Aid	65
Ramadan Food Distribution	3500
Winter Relief Program	400



COVID RESPONSE



COVID RESPONSE

The 2nd wave of Covid 19 was witness from April 2021. The rising cases had put an enormous strain on the already under-resourced public hospitals. Doctors complained of shortages of PPEs (personal protection equipment), even for those directly dealing with Covid-19 cases. In the emerging scenario, Help Foundation geared up providing direct response to the crisis situation by supporting the frontline medical workers with safety kits, masks and hand sanitizers. The Foundation provided “Covid-kits” to the frontline medical workers. This kit consisted of PPE kits, hand gloves, face-shields, hand-sanitizers and hand-washes. The patients in the hospitals as well as in home isolation were supplied with oxygen concentrators, oxygen cylinders, oximeters, thermometers, etc.

The pandemic affected the economic life of poor households in low-income rural societies directly through the increased risk of falling ill with the virus. HELP came to the rescue of these poor and needy patients with medicines including antibiotics, analgesic and vitamin tablets that are commonly recommended for the treatment of this virus.

RELIEF DISTRIBUTION

HELP Foundation worked relentlessly to provide the daily essentials — Hygiene Kits, Medical Aid and Food Parcels to the families whose economic situation deteriorated due to severe lockdown imposed by the authorities.

SUPPORT TO HOSPITALS

A project was initiated by the Foundation along with Helping Hand for Relief and Development (HHRD) which provided safety gears and face masks to healthcare workers in Kashmir valley. These safety gears and masks were provided to front line health workers in designated hospitals to protect them from Covid-19. Our support was acknowledged and appreciated by Hospital Authorities and State Administration. The project helped us to provide protective gear and face masks to District Hospitals, Sub-District Hospitals, Trauma Hospitals, Emergency Medical Service Centres and Primary Health Care Centres. The project also provided laryngoscopes to Chest Disease Hospital Srinagar.

Covid Kits	Number
PPE Suits	8000
N95 Masks	8000
3-layer Masks	50000
Rubber Gloves	3000

TOUCH FREE HAND WASH FACILITY

COVID-19 spreads when mucus or droplets containing the virus get into our body through our eyes, nose or throat. Often, the virus can easily spread from one person to the next via hands. During a global pandemic, one of the cheapest, easiest and most important ways to prevent the spread of the virus is to wash our hands frequently with soap and water. Hand washing at touch free hand washing facilities installed under the project at different locations. HELP Foundation installed touch free hand wash facilities at 125 locations in District Srinagar to prevent spread of corona virus. The facilities with clean water and liquid soap were made available in locations where public footfall was allowed during lockdown including hospitals, banks, grocery stores, pharmacies, airport, vegetable markets etc. The facilities were used by **15625 persons** approximately on daily basis. The touch free hand wash facilities were cleaned and refilled with liquid soap on daily basis. The relocation of the facilities was done on the basis of assessment on the number of persons using the facility for hand washing for optimum usage of the facility.



SHEHJAR CHILDREN THEATRE GROUP



SHEHJAR CHILDREN THEATRE GROUP

Theatre engages a child's brain, body and emotions in different ways to encourage their confidence and find joy in self-expression. Understanding the importance of theater in children development, HELP formed SHEHJAR Children Theater Group under the leadership of an eminent TV/Theatre artist.

Mr. Javeed has been training young children in Theatre Art and the group has performed at national as well as international levels. Few of them are mentioned below:

- Asian Youth Festival 2017 at Kolkata
- Participated in a play organized by Amnesty International in 2016 at Bangaluru
- National School of Drama- Jashn e Bachpan 2008, 2010
- National Youth Festival 2006, 2008, 2010 at Kolkata
- Theatre performance at Centre for Cultural and Regional Transformation (CCRT) during Common Wealth Games 2010
- Performed at Motilal Memorial Sports School in 2010 at Haryana
- Theatre performance at Abhinov Theater in the year 2008 at Jammu
- Children Film Festival 2006, 2007
- Theatre Festival in 2006 at Himachal

Children are regularly involved in Street Plays to create a sense of awareness in the society in which they live. Theater Arts in Education has been effectively conducted all over the Kashmir valley including district of Pattan, Kupwara, Budgam, Baramulla, etc. This workshop used theatre and drama methodology to teach about social issues and have an impact on attitudes and practices specially children and youth. Theater Arts in Education has given a platform to 2500+ children to perform and help in their personality development and social education.

Along with children, educationist, theatre activist and social activist are voluntarily involved to make the program successful. Recently on **27th March, 2022** a theatre workshop was conducted which targeted different social issues. World Theatre Day was celebrated through this Theatre Art at Tagore Hall. Several production oriented workshop were conducted since the beginning of this year to make Theatre Art at Tagore Hall a success. Our children performed and competed with professional artist of the other groups. The Chief Guest for the show was Mr. Sarmad Hafeez (Secretary Tourism and Culture) and Mr. G N Yattoo (Director Tourism).



SPORTS



SPORTS

HELP Foundation believes that sports is an innovative development theme to generate positive socio-economic change in local communities. HELP Foundation sponsored 12 football payers promoted by **Downtown Heroes** to offer an opportunity for maximal development of talent in youth through training and nurturing of their talents in football.

In the maiden year of the establishment, the team got a direct entry into the league of premiere football clubs of the valley, majority of whom are decades older. This was possible only due to the players, technical staff and resources that we have engaged in our club. We won our first tournament, “Doon International Cup” in which all the top teams of the region participated.

RECENT ACCOMPLISHMENTS OF DOWNTOWN HEROES:-

- We are the household name across all the football fraternities of the country now and enjoy huge fan following locally as well.
- Finished 2nd in the professional league of J&K and were nominated to participate in I League 2nd Division – India’s premiere football league.
- We received invitation to play the exhibition match in all the high profile events and gatherings.
- Runner Up in Green Valley Invitational Football Tournament.
- Participated in 13th Bodousa Cup – A national level invitational football tournament in Assam.
- Our 4 players represented J&K team in Santosh Trophy at Chandigarh.
- Qualified to semi finals in 1st Positive Kashmir Knockout Tournament.
- The team was invited to Kolkata by India’s oldest and most popular football club, i.e., Mohammedan Sporting Club.
- Downtown Heroes Football Academy registered their maiden victory in Youth Football League organized by JK Sports Council.

CAPACITY BUILDING

HELP Foundation, J&K collaborated with MANFORD (Management Foundation for Organizational Research and Development) for conducting Break Through Workshops (BTW) in Kashmir in 2007. The initiative evoked tremendous response.

Since 2007, we have conducted 16 Break Through Workshops with MANFORD both in house for organizations and open house for individuals from various walks of life, including Doctors, Lawyers, Journalists, Engineers, Writers, etc, which have been conducted completely free of charge. The most recent workshop was conducted from 10th to 12th May and 13th to 15th May, 2022 at Shehjar Complex Inderhama. The total number of participants being 46.

FOCUS OF THE PROGRAMME

Achievement Motivation– Creating and strengthening the belief that an “Extra to the Ordinary” effort will ultimately contribute towards enhanced performance. No organization, institution or person can maintain excellence without being continually sensitive to the changing scenario. Setting goals and achieving results by being responsible and accountable for self and the team.

Transformational Leadership– A catalyst to continuous renewal, creative co-operation and empowerment, building effective leadership styles at all levels. Enabling stretching of goals and making shared visions take place, creating and thriving in a learning environment. Demanding the impossible and making it happen.

Using the science of Achievement Motivation, the benefits of the workshop include:

- Defining a common culture and set of values that bind the leadership team with the functional teams. Evolving a culture for the Leadership so that they are driven by this common culture rather than individual personalities.
- Empowerment towards achieving new stretched demand from self and others that translates into tangible productivity gains.
- Identifying and addressing inhibitive mind sets to nurture creative thinking and problem-solving. Developing assertiveness and possibility search attitude for resolving conflicts.
- Enabling a shift in the way that teams work together, cooperate and gain from each other, through interdependence and sharing; recognizing and respecting individual differences and go beyond this to produce optimized performance.
- Developing individuals who delegate and are able to coach their teams towards creating value in the organization through effective giving and receiving feedback.

- Developing winning work styles that keep both individual and colleagues motivated towards achieving the goals of the organization.
- Enabling stretched goals and making shared visions take place, creating and thriving in a learning environment.
- Creating a highly energized and motivated group, thereby contributing towards an optimum superior-subordinate relationship.
- Enabling the individuals to examine their roles as contributors to organizational output to reinforce their strengths and evolve strategies to overcome shortcomings.
- Considering outcomes previously considered near- impossible and making them happen.

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