

Dear supporter,

Thank you so much for contributing towards our vision of an equitable, inclusive and sustainable India.

Here are some of the key campaigns highlights during FY 2020-21 (April 1, 2020 to March 31, 2021):

Covid Response:



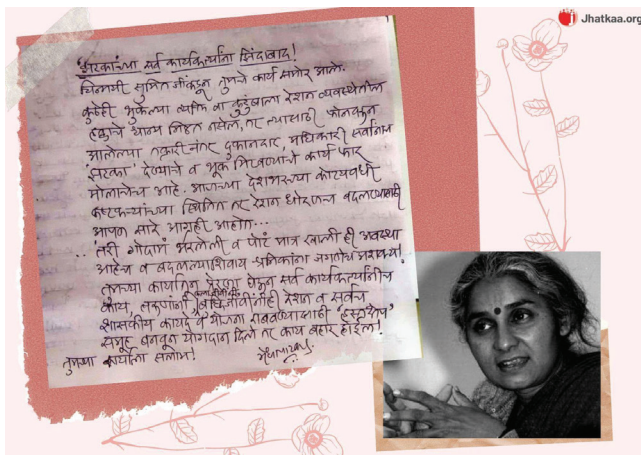
With Covid-19 spreading across the globe in March 2020, Jhatkaa.org, decided to re-strategize and adapt to the pandemic by pivoting our efforts towards Covid relief and response.

Jhatkaa.org distributed over 16000 masks to frontline workers in the first 3 months of the pandemic to these brave and hardworking Covid warriors who were putting their lives at risk everyday. Masks were distributed to frontline workers such as municipality agents, hospital staff, delivery agents and ASHA (Accredited Social Health Activist) health care workers.

Toll Free helpline in Maharashtra: A toll free number 1800-1024-103 went live in April 2020 that provided callers information on Covid-19

symptoms, government-issued safety guidelines like handwashing and social distancing, ration information and how to make a mask at home (which was sent through an auto response SMS after the call).

Jhatkaa.org partnered with RKS (Rationing Kruti Samiti) who answered calls on how one can acquire ration in their towns/areas. Marathi posters were put up at Primary Healthcare Centres (PHCs), ration shops and even District Civil Hospital in Satara district to create awareness. Marathi influencers Chinmayee Sumeet and Leena Bhagwat also promoted this initiative that led to a surge in calls. By July 2020, the IVR helpline had received 2762 calls, of these, 595 calls were ration queries, and were taken up by RKS.



Air pollution and climate change:

Campaigns to save trees:

Save Mollem, Save Goa:

In July 2020 Jhatkaa.org started a campaign along with local groups in Goa, asking the Member Secretary of CEC to cancel the clearance of three infrastructure projects which will result in a loss of 55,000 trees and 185 hectares of forest cover spread across the Bhagwan Mahaveer Sanctuary and Mollem National Park in the Western Ghats. In April 2021 an SC-appointed panel red-flagged the projects that would threaten the biodiversity in Mollem.

Save Thano:

In order to expand the Jolly Grant Airport in Dehradun to make way for a new terminal, nearly 10,000 trees will be cut. Thano forest in Uttarakhand is considered to be one of a kind due to the mix of experimental and natural forestry over 150 years. We started a campaign to save the forest along with local groups. This was one of our biggest campaigns this year with almost 1 lakh supporters.



Aarey Victory:

Since December 2017, we have been running a campaign to save Aarey forest in Mumbai from the construction of a Metro shed in Maharashtra.

Finally three years later in October 2020, CM Uddhav Thackeray declared that the contentious Metro car shed would be moved to a location in Kanjurmarg instead.

The announcement came as a welcome breath of fresh air to citizens and groups trying to preserve Mumbai's remaining green lung. Thackeray also added that the area declared as a forest in Aarey was also increased to 800 acres, from the previously-announced 600 acres.

Public Mobility Campaigns:

Through the year Jhatkaa.org also worked on public mobility campaigns pushing for sustainable public transport and infrastructure.

Cycle Now: # Reset with Cycling:

Jhatkaa.org launched a nation-wide cycling campaign during FY 2020-21 in an ongoing effort to make our cities more cycling friendly. The campaigns in 22 cities supported the need for cycle parking, cycle lanes, temporary pop-up bicycle tracks connecting industrial areas to provide safe, environment-friendly and a congestion-free way of commuting across the city, among others. On August 15, cycle enthusiasts around the country rode their bicycles as part and posted pictures of themselves on social media to raise awareness on the use of cycles as a sustainable means of transport. The #FreedomRide that took place in multiple cities were supported by appointed bicycle mayors, partner organisations and volunteers.

Additionally, Jhatkaa.org launched 2 videos - 'Do Pahiyon Wali Azadi' by Mumbai-based rapper Dee MC and a 8-bit video game format which chronicles the life of a weary corporate employee struggling through traffic and commuting woes, to share the message of 'More cycles Less Cars'. These videos had over 2.5 lakh views. The campaign as a whole had a total reach of over 5 million.

Charging infrastructure in Mumbai:

Jhatkaa.org started a campaign asking for charging stations for electric Buses in all 27 depots across Mumbai. The city operates 72 electric buses with a plan to scale it up to 240 buses by 2022, while the necessary charging infrastructure is still not in place. A handful of charging stations means shorter routes and very few areas covered, mostly in south Bombay, by these e-buses. Therefore, having a better infrastructure for e-buses in place will ensure faster replacement of polluting and underperforming diesel buses.

'Lakh ko 50' buses, NOW!:

The 'Lakh ko 50' campaign asks for 50 buses per lakh of population; currently there are 28 buses or less per lakh for Mumbai residents. The lack of adequate public infrastructure and last mile connectivity is one of the main reasons for congestion and pollution to the overtly populated city of Mumbai. Hence, since more than half the population of Maharashtra lives in cities, these cities drive the economy of the state. Together with the urban residents of Maharashtra, our campaign petition demands the state to make a provision that bus service be mandatory for cities, and announce a financial package to get enough buses running. Also the campaign asked that bus commutes be made comfortable, convenient, affordable and safe for its residents. This campaign was run with multiple partner organisations.



Gender and Sexuality:

In August 2020, Jhatkaa.org's G&S team designed and launched an IC toolkit for students in Universities around India to take steps towards making their college campus safer, and hold college authorities accountable for their duties under the law. This toolkit has been designed with the objective of providing the much needed information around sexual harassment of employees/students in higher educational institutions in an easy to consume and simplified language.

Campus Safety 101 Initiative: In addition to the launch of the free access ICC toolkit, Jhatkaa.org also organised online workshops with colleges and universities across the country. For example we conducted workshops at IIT Kharagpur, BITS and KMC Mangalore. We've conducted workshops with several other universities since then.

The workshop covered essential points relating to the procedure to file a complaint with the institution's Internal Committee. We also talk about virtual sexual harassment and how online classes during COVID-19

can also be a space where students are vulnerable to many forms of sexual harassment.

We have currently signed an MOU with Durga India for Campus safety initiative 101 in organising these workshops with Universities.

Volunteer Engagement:



While 2020 was a tumultuous year for most of the world, Jhatkaa.org managed to host several events on ground and online.

We quickly adapted to the changing situation in April 2020 and took our events online. We first experimented with a webinar on World Earth Day and had nearly a 100 people attend. Inspired by that success, we went ahead and launched 'Webinar Wednesdays', which aimed to give participants the knowledge and tools to help build an equitable, inclusive, and sustainable world.

In August 2020, we decided to take a break from Webinar Wednesdays, as the world slowly began opening up again, and we began the Hennagara Tree Planting drive— an ambitious project to plant 4,500 trees and revive a 300-acre lake south of Bengaluru.



From October to December, we hosted a couple of plog-runs in Lalbagh and at Vidhana Soudha in Bangalore. These are always a success with some of the most passionate environmentalists coming together on the streets. We also participated in two menstrual health drives, where we helped raise funds for the distribution of cups and pads to underprivileged women.

Also, a highlight of this period was us winning a space on Church Street, in Bangalore, where our Lungs Billboard was installed. Church street was vehicle free on the weekends from November 2020 to March 2021. We partnered with the Directorate for Urban Land Transport (DULT) for this campaign. This space helped us to engage with citizens around our work in air pollution with weekend events. In order to bring more people into the fold of understanding and in turn care and take action for the environment, we invited a slew of artists to make music, dance and tell stories related to air pollution. We were able to engage hundreds of pedestrians on Church street with our events over a 3 month period.

In addition the BBMP commissioner shared a photo of our Lungs Billboard on his Facebook page.



Updates from current year FY 2021-22

Due to the devastating second wave of Covid-19, we decided to focus on campaigns related to public health infrastructure, frontline workers welfare and distribution of essential PPE kits to vulnerable populations.

Support for Sunderbans - Covid and Cyclone relief: In May 2021, a pandemic, a cyclone and a full moon high-tide coincided to create a disaster of catastrophic proportions in West Bengal affecting 10 million people and displacing people in 300,000 homes. Jhatkaa.org collaborated with the Rural Response Tracker team on the #Support Sundarbans campaign. Donations from Jhatkaa.org members supported the people of Sundarbans by providing rations and tarpaulins in collaboration with Kolkata-based NGOs Stronger Kolkata Initiative (SKI) and Kolkata Society for Cultural Heritage (KSCH). Jhatkaa.org visited the affected areas in the Sundarbans in July 2021 to gain a better understanding of the relief support to the communities, and provide a detailed report of the utilisation of member donations.

Care4care:

In April 2021, Jhatkaa.org launched #Care4Care, to support covid carers, providing critical covid equipment and counselling sessions. The Centre for Social Research and Development (CSRD) and Jhatkaa.org hosted counselling sessions for Covid-19 volunteers, through group sessions and individual sessions, based on the needs of volunteers. Jhatkaa.org conducted a total of 15 sessions with 140 attendees over 3 months. Jhatkaa.org also distributed 1445 Covid relief packages over May and June 2021 to Relief Riders, ASHA workers and volunteer groups.

In July 2021, we distributed 90 relief packages to two volunteer groups based out of Mumbai and Ahmednagar.

Finally, We are happy to report that over the year we had over 30 million views on our overall content across various mediums, and of that 19 million views were from social media platforms.

I do hope to have your continued support through this year. If you would like to make a tax-deductible contribution, please email us at donations@jhatkaa.org, or visit <https://jhatkaa.org/donate/>

In solidarity,

Avijit Michael

Executive Director & Managing Trustee

This report contains a breakdown of our audited financials for FY 2020-21 which we share with all our donors. If you have any questions regarding this or any of our work please mail us at info@jhatkaa.org

Financials FY 2020 - 21

Profit and Loss account

For the financial year ending (in Rs. Lakhs)	31-Mar-21	31-Mar-20
Income		
Foreign contribution	270.6	152.5
Corporate contribution	63.2	30.3
Individual contribution	14.7	10.2
Contract services	10.7	-
Total income	359.3	193.1
Expenditure		
Technology expenses	1.4	0.7
Consultancy fees	45.5	8.6
Expenses under FCRA	35.9	52.0
Program expenses under FCRA	160.2	110.5
General and admin expenses	8.5	5.1
Depreciation	0.7	0.3
Total expenditure	252.2	177.2
Excess of income over expenditure	107.1	15.9

Foreign contributions received during FY 2020-21 include receipts from donors for use in FY 2021-22. These funds are currently being used this year for program-related expenses.

Balance Sheet FY 2020 - 21

Statement as on (in Rs. Lakhs)	31-Mar-21	31-Mar-20
Funds and Liabilities		
Trust Fund		
Corpus Fund	0.1	0.1
General Fund	150.7	43.6
Capital grants	4.7	1.3
Non Current Liabilities		
Current Liabilities		
Current borrowings	-	1.1
Current provisions	0.2	2.9
Other current liabilities		-
Total Funds and Liabilities	155.7	49.0
Assets		
Non Current Assets		
Fixed Assets	6.2	3.5
Long term loans and advances	-	-
Current Assets		
Cash and cash equivalent	148.4	44.0
Other current assets	1.1	1.5
Total Assets	155.7	49.0