



Jhatkaa.org

ANNUAL REPORT

2019/20



Towards an equitable, inclusive and sustainable India



Jhatkaa.org



Dear supporter,

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

Key campaigns highlights during FY2019-20 (April 1, 2019 to March 31, 2020) are..

AIR POLLUTION AND CLIMATE CHANGE

'The billboard that breathes' was installed in Mumbai and Nagpur in January and February 2019 respectively. The billboard was meant to mimic human lungs, and was also equipped with real time Air Quality Index (AQI) monitors.

The lungs installed in Bandra, Mumbai changed color and turned black in just little over two weeks. The experiment did a great job of debunking myths around Mumbai's air being in the "safe" zone owing to the city's coastal advantage. Along with the Clean Air Collective, we also had a successful launch and running of 'Breathless: an artistic call to India's Air Pollution crisis' in Mumbai.

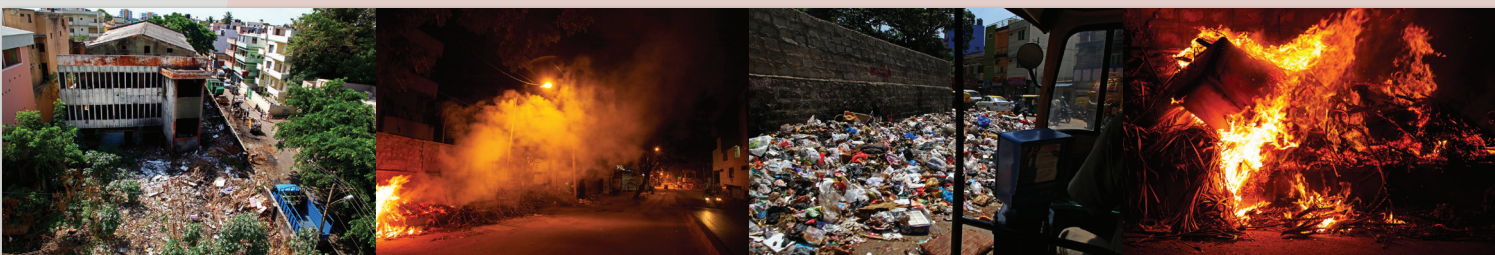


School kids at the lungs installation, outside National College in Mumbai.

The billboard installed in Nagpur was placed outside the KRIMS hospital for over a month. It saw many citizens from diverse backgrounds and ages engage with it and amplify the need to tackle air pollution in their city.

OTHER CAMPAIGNS

Getting the BBMP to intervene on garbage burning in Bengaluru remains one of our proudest moments. We've now scaled this up to Nashik, and the municipal corporation wants to collaborate with us to crackdown on the issue. More details on our campaigns can be found on our website: <https://jhatkaa.org/campaigns/>



GENDER AND SEXUALITY

Jhatkaa.org's gender & sexuality team is constantly looking to contribute in building an equitable society for our intersectional gender diversities. From calling out sexism to supporting complainants to get timely justice in sexual harassment cases, we have used technology-based public mobilisation to send the message across as strongly as possible.



Saying No to Fake hymens campaign

Jhatkaa.org's quick campaign victory with ShopClues and Snapdeal taking the fake hymen product down from their online sites. It was crucial to get variants of fake hymen products off the market since this medically harmful product was so easily available, and encouraged women to compromise their health and uphold the patriarchal notions around women's virginity. Twitter storms and signatures from over 1000 members helped create a PR crisis for the online retailers. Coordinated public mobilisation led to this victory WITHIN A DAY. Not only did the online retailers take the product down but they also acknowledged that they are ready to take action



#MeToo whistleblower students of Symbiosis Law school were called back:

After a year long of collective actions such as Twitter storms, a viral comic illustration, media hits, phone calls, and formal letters; the two suspended students who reported a Professor for Sexual Harassment at Symbiosis Law school were not only called back to complete their academic year, but also forced the University to take these accusations seriously. This has also led the National Commission for Women, Ministry for Women and Child Development and the University Grants Commission to closely follow this case.

FIR launched in Delhi sexual harassment case

This campaign saw Delhi Police on many instances trying to dissuade the complainant from filing her FIR for Sexual Harassment. Public Pressure created by Jhatkaa.org's members, and writing letters to the Ministry of Women and Child Development, who in turn directed the Police Commissioner to file a FIR and move the case forward.

VOLUNTEER/OFFLINE ENGAGEMENT



Climate strike rallies

Held over the Global climate week in September 2019 led by Jhatkaa.org in both Bangalore and Mumbai, involved mobilising and coordinating various community groups like school children and environment enthusiasts, giving an opportunity to voice their concerns on the ever changing effects of climate change. Jhatkaa.org also collaborated with partner organisations across the country to support digital organisation of citizens for rallies in Delhi, Chennai and Kolkata and other cities.



DIY lungs workshop with THE (Think Happy Everyday)

In July 2019 was a unique opportunity for students to learn how to make handheld air quality filters and monitor in the shape of lungs to learn about the effects of air pollution. Jhatkaa.org engaged with the students to help them spread the word about air pollution in their institutions and communities and encourage people to take action for clean air in Bangalore.



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**UPDATES FOR THE CURRENT YEAR
FY 2020-21**

MASK DISTRIBUTION TO FRONTLINE WORKERS

In light of the Covid-19 pandemic grappling normalcy around the world, Jhatkaa.org had to reassess and re-strategize our efforts. We decided to pivot our campaigns towards distributing masks to frontline workers to protect them and thus the community by minimizing likelihood of transmission. Over 3 month, Jhatkaa.org distributed over 16000 masks to frontline workers such as municipality agents, hospital staff, delivery agents and health care workers.



Our most heart-warming deliveries have been to ASHA (Accredited Social Health Activist) workers and Public Health Centre staff in Karnataka and Maharashtra.

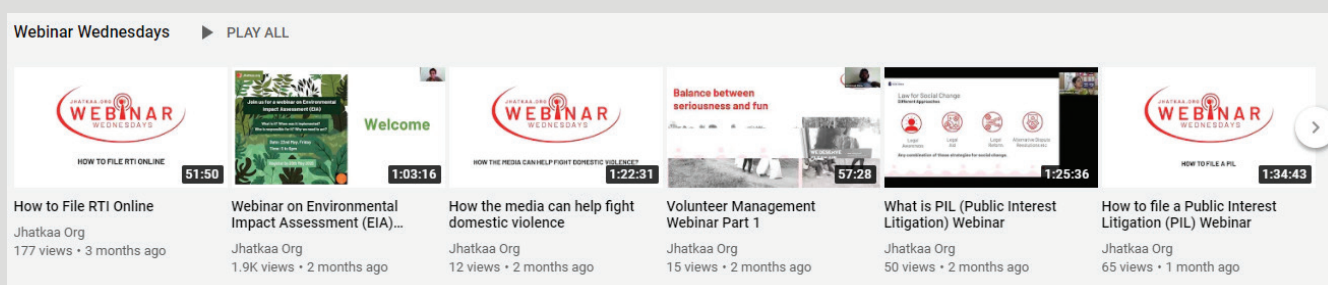
ASHA and PHC staff are two key groups who are our frontline warriors on health, especially in rural India.

ONGOING ACTIVITIES



*Cycle campaign: #ResetwithCycling:
Two wheels for change: Join the cycling revolution*

Jhatkaa.org along with bicycle mayors launched a nationwide campaign. The petition launched in Bangalore by our partner, bicycle mayor Sathya Sankaran, received over 6000 signatures. The petition urges for temporary pop-up bicycle tracks connecting industrial areas to efficiently restart the economy in a safe, environment-friendly and congestion-free way and make busy shopping areas cycling or walking-only zones across the city.



Member engagement/Webinars

Jhatkaa.org started a series of webinars called #WebinarWednesdays in May. We ran 13 webinars on climate and air quality issues and 2 on topics around gender & sexuality. We had anywhere between avg 20-92 attendees on Zoom and between 60 and 300 viewers on Facebook for each webinar. The webinars had speakers/experts talking about their experience working in the space or taking sessions on practical skills (eg: how to file an RTI, how to file a PIL, etc).



In conclusion, 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 2019-20 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 FOR FY 2019-20

Profit and Loss Account

For the financial year ending (in Rs. Lakhs)	31-Mar-20	31-Mar-19
Income		
Foreign contribution	152.5	123.3
Corporate contribution	30.3	0.3
Individual contribution	12.3	6.9
Total income	193.1	130.5
Expenditure		
Technology expenses	0.7	0.6
Personnel expenses	5.6	04-
Expenses under FCRA	52.0	64.6
Program expenses under FCRA	110.5	37.9
General and admin expenses	7.8	2.7
Depreciation	0.3	0.06
Total expenditure	177.2	106.2
Excess of income over expenditure	15.9	24.2

FY2019-20 saw Jhatkaa.org increasing focus on on-ground engagement with volunteers through rallies and workshops. This resulted in an increase in program spending through the year.

FINANCIALS FOR FY 2019-20

Balance Sheet

Statement as on (in Rs. Lakhs)	31-Mar-20	31-Mar-19
Funds and Liabilities		
Trust Fund		
Corpus Fund	0.1	0.1
General Fund	43.6	27.8
Capital grants	1.3	1.3
Non Current Liabilities		
Current Liabilities		
Current borrowings	-	3.0
Current provisions	1.0	-
Other current liabilities	2.9	0.5
Total Funds and Liabilities	49.0	32.7
Assets		
Non Current Assets		
Fixed Assets	3.5	1.8
Long term loans and advances	-	-
Current Assets		
Cash and cash equivalent	44.0	30.9
Other current assets	1.5	-
Total Assets	49.0	32.7





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LET'S CREATE A BETTER TOMORROW

WHAT WE DO

India faces a multitude of problems from corruption and crony capitalism, to environmental degradation and erosion of human rights. We feel that all these issues are interlinked and are largely rooted in an inefficient and dysfunctional democracy. We have identified two fundamental problems that we wish to shift - firstly, a feeling of disempowerment among citizens which in turn leads to citizen apathy, and secondly, a lack of accountability among decision-makers.

Alongside these problems we see a key opportunity to address them: an unprecedented use of digital communication technology (web and mobile) by a rapidly growing number of citizens. This allows for rapid dissemination of information and the ability to coordinate and mobilise disparate groups of citizens to regularly hold leaders accountable using democratic process.

The unique value that Jhatkaa.org brings is the effective use of digital communication to engage and mobilise citizens at scale. Our focus is on movement building, using digital tools that make it easier for citizens to engage in democracy and hold decision-makers (both corporate and government) accountable to our vision. Jhatkaa.org wins campaigns by deploying a range of tactics. This includes, but is not limited to - petitions, public engagement, building volunteer movements, media engagement, mass phone calls and emails to public representatives, member-generated research and reportage of issues. We also use our expertise in creation of viral and culturally-relevant content to engage large numbers of citizens.

In the long-term we want to empower progressive citizens to take an active part in our democracy, and thus enable our vision of a more equitable, inclusive and sustainable India.

HOW WE WORK



Identify demand and decision maker



Mobilize citizens to take actions



Engage with decision-makers



Create Impact

OUR MISSION

To use innovative technology and public mobilisation to build an active movement of progressive Indians who take action to affect change that would not be possible if they acted alone - holding government, corporate, and cultural leaders accountable to our vision.

OUR VISION

We aim to create a progressive India - one that's equitable, inclusive, and sustainable - built and maintained through the democratic power of an engaged citizenry.