



Growing Our Impact

ANNUAL REPORT 2023-24





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Leading Jhatkaa.org into a new chapter

Dear friends and supporters of Jhatkaa.org,

At Jhatkaa.org, we envision a just and sustainable society where collective citizen action drives lasting change. Stepping into the role of Executive Director this year, I am both humbled and energized by the incredible progress we've made. 2023-24 was a year of transformation as we completed 12 years of impact, and I am excited to lead the organization into its next chapter.

Since joining as a campaigner in 2016, I have seen firsthand the power of collective action, from advocating for workers' rights and protecting vital forests to supporting whistleblowers and partnering with local authorities for better waste management. This past year, over 50,000 citizens joined our call to protect fragile ecosystems, and thousands in Mumbai advocated for improved cycling infrastructure. In Kodaikanal, our continued efforts halted unscientific development and secured bio-mining approval, reinforcing that thoughtful, persistent advocacy creates real change.

We also launched the Namma Clean Bengaluru tool, empowering citizens to address local issues and work directly with local authorities. Project Vaata, meanwhile, provided invaluable insights from climate-vulnerable communities, guiding our upcoming climate communications and actions.

As we move forward, I am committed to building on these successes and navigating the challenges ahead with curiosity and resilience. With your continued support, we will drive meaningful progress toward a more equitable, inclusive, and sustainable India.

Join us in our journey. Your engagement, trust, and support are what will make this vision a reality.

With gratitude and hope,

*Divya Narayanan
Executive Director, Jhatkaa.org*



Year in Review

Over the past year, Jhatkaa.org has made significant strides toward an equitable, inclusive, and sustainable India. We adapted our efforts to effectively address pressing issues, including the climate emergency, civic and infrastructural challenges, and the erosion of social justice values and democratic ideals.

As an organization committed to empowering citizens, we recognize that disempowerment often stems from limited avenues for participation. In response, Jhatkaa.org has focused on community and movement building, providing citizens with meaningful opportunities to engage in democratic governance. Through our digital tools, campaigns, events, and advocacy initiatives, we have mobilized diverse communities to come together, fostering a sense of collective ownership and responsibility. Our approach has not only strengthened grassroots movements but also enhanced civic engagement, enabling individuals to voice their concerns and contribute to transformative change in their communities.



“*Jhatkaa.org has inspired collective ownership and action, empowering communities to shape an equitable and sustainable future.*”

Our Impact in Numbers

Our journey through the year 2023-24 was marked by significant milestones across various domains, including climate change, gender equality, air pollution, and more. By mobilizing people through digital campaigning, community organizing, and direct action, we amplified marginalized voices and held decision-makers accountable, driving forward positive change.

800,000+

*Petition Signatures
Collected*

350,000+

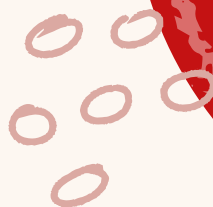
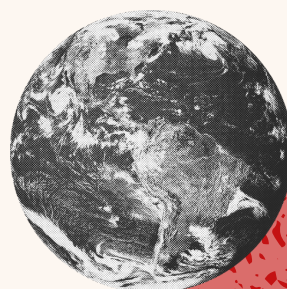
Citizens Engaged

25

Campaigns Started

10

Policy Changes & Wins



Campaign Highlights

Over the past year, we undertook several impactful campaigns aimed at addressing pressing social issues and advocating for the rights of marginalized communities. Below is a summary of our key campaigns, their objectives, and the outcomes achieved.

Campaign	Objective	Outcome
Two-Finger Test Campaign	End the banned practice of the two-finger test.	80,000+ signatures, medico-legal guidelines submitted in multiple states.
Justice For Wrestlers	Support wrestlers fighting sexual harassment.	63,000+ signatures, solidarity demonstrations across India.
Violence Against Women during Ethnic Conflict in Manipur	Campaign against sexual violence during ethnic violence.	58,000+ signatures, NCW involvement for state justice intervention.
Water Scarcity Campaign	Expedite implementation of Jal Jeevan Mission in Nashik.	Support mobilized for 3 Gram Panchayats, increased water access.
Sarjapura Bus Campaign	Improve public transport connectivity in Sarjapura.	KIA-8D Vayu Vajra bus service extended, increased peak-hour frequency.
Preserve Ladakh's Eco-Heritage	Safeguard Ladakh's ecology and secure Sixth Schedule rights.	52,000+ signatures, solidarity events, postcards to Ministry of Home Affairs.
Cycling Infrastructure for Mumbai's Dabbawalas	Advocate for improved cycling infrastructure for Dabbawalas, promoting sustainable urban mobility.	14,000+ citizens' support and endorsements from Bollywood celebrities, musicians, and other influential public figures.

Two-Finger Test

In April 2023, Jhatkaa.org launched a campaign to end the practice of the banned two-finger (or virginity) test on survivors of sexual violence in collaboration with National Council For Women Leaders (NCWL). This campaign was a concerted effort to safeguard the dignity and rights of survivors, especially those belonging to marginalised communities, who are often retraumatised by such violative practices in their pursuit of justice.

The campaign consisted of an online petition and an online awareness drive on social media where informative videos and carousels were produced using pop culture references to explain the practice of two-finger test and how the archaic practice violates the rights of the survivors.

With the help of NCWL community leaders the petition along with the Ministry of Health and Family Welfare's guidelines on medico-legal examination of survivors of sexual violence was submitted to law enforcement agencies and health department officials across multiple districts in six states, including Maharashtra, Uttar Pradesh, Bihar, Jharkhand, Gujarat and Odisha. The community leaders also reached out to women from tribal communities and educated them about the rights of survivors.



Justice For Wrestlers

When national wrestlers came forth to seek justice and punishment for long-standing sexual abuse at the Wrestling Federation of India, Jhatkaa.org's team reached out to the Wrestlers and joined them and helped them gain public support. As Jhatkaa.org echoed the demands for justice of the nation's wrestlers against sexual harassment at the Wrestling Federation of India, the movement for justice for India's wrestlers quickly gained massive public support.

The online petition urging Union Ministry for Women and Child Development and the National Commission for Women to take action against perpetrators and hold WFI accountable for failing to comply with the provisions of Sexual Harassment at Workplace (Prevention, Prohibition and Redressal) Act, 2013, was endorsed and supported by 63,000 Indian citizens. Citizens also organised solidarity demonstrations for the wrestlers across India.



Violence Against Women during Ethnic Conflict in Manipur

Amidst the communal violence that erupted between two ethnic communities in Manipur, horrifying accounts of sexual violence against women also emerged. One incident that caught national attention was a video that surfaced of two Kuki tribal women being stripped and paraded naked before being gangraped by a mob. Jhatkaa.org launched a nationwide digital campaign against inaction on the part of the state authorities and the complicity of the police officials who handed the women over to the mob.

The campaign garnered support from over 58,000 citizens who endorsed the demands for suspension of involved police officials, action against men identified in the video and transparency in legal proceedings. Jhatkaa.org wrote to the Union Ministry of Women and Child Development, National Commission for Women and the relevant authorities in the Government of Manipur including the Chief Minister. Through sustained advocacy and community mobilization, we aimed to shine a light on this urgent issue and demand accountability. The public support helped us secure an assurance from the National Commission for Women regarding their proactive engagement with the state authorities to ensure that justice is served.



Water Scarcity Campaign

Globally, women and girls collectively spend more than 200 million hours a day fetching water in the world. As is the case globally, ensuring water availability at home in India is historically considered a woman's job – often resulting in higher school dropout rates or missed school hours and even early marriages in marginalised regions.

While official data shows 12 million rural households in India have access to tap water at home, the reality on ground is in stark contrast. We began our field work in the drought-stricken Palghar and Nashik districts of Maharashtra to find out why women were walking to wells if there were functional taps at home.

With the help of Strava, we mapped the journey of 100 women to reach the water source. Women in these villages walked 6 hours every day carrying a weight of almost 60 kgs to fulfil their family's daily water requirements. To ensure that the Jal Jeevan Mission reached its target beneficiaries in water-scarce rural areas of Nashik district, we launched a campaign. Through in-depth field surveys and interviews, we underscored the critical need for improved water access in the affected villages to the CEO of Zilla Parishad Nashik. Our persistent efforts, including follow-ups with Block Development Officers and Sarpanchs, culminated in immediate water support for three Gram Panchayats – Devdongra, Goldari, and Manipada.

Better Health Data on Persons with Disabilities

In pursuit of inclusion of data on disability and persons with disability (PwDs) in the sixth round of National Family Health Survey, Jhatkaa.org launched a campaign in collaboration with Paralympic Fencer Vibhas Sen to collect data on all disabilities listed under the Rights of Persons with Disabilities, Act, 2016. The campaign garnered popular media coverage across regional, national and international publications and brought much needed attention to the issue.

Connecting Sarjapura

As part of its commitment towards improving urban mobility and making public transport more accessible, Jhatkaa.org and Sarjapura citizens campaigned successfully to improve connectivity in the Sarjapura region of Bengaluru. The campaign demands were induction of more AC buses to the fleet, and high frequency of buses during peak hours, among others. In January 2024, the Bengaluru Metropolitan Transport Corporation (BMTC) extended the Kempegowda International Airport (KIA) - 8D Vayu Vajra Airport bus service from Wipro HQ to Sarjapura town; begun plying AC bus from Sarjapura to Outer Ring Road; and agreed to increasing frequency of bus rides to 5 minutes during peak hours.

Breathing Life Into Hosakerehalli Lake

In recent years, Hosakerehalli lake in Bengaluru has seen incessant dumping of litter, collection of sewage water, and invasive growth of hyacinth. Jhatkaa.org started a citizen powered campaign to rejuvenate the lake. Apart from water pollution, encroachment in the lake was underway. A 25-foot-wide road was being constructed through the Hosakerehalli lake.

The campaign was supported by 5000 citizens. A small group of concerned citizens along with the Jhatkaa.org team also met Mr. Tushar Giri Nath, Chief Commissioner, BBMP and discussed the situation in Hosakerehalli Lake.

Following the public outcry and consistent follow up, officials from Bruhat Bengaluru Mahanagara Palike (BBMP) paid a visit to Hosakerehalli lake. After examining the man-made damage, Mr. Ravindra P.N, Special Commissioner, Projects, BBMP directed the construction of the road to be stopped immediately.

Preserve Ladakh's Eco-Heritage

Jhatkaa.org stood in solidarity with the people of Ladakh in their movement to safeguard the region's fragile ecology and secure the extension of the Sixth Schedule of the Indian Constitution to the union territory – the transfer of power to indigenous communities to take decisions regarding development in the region. More than 52,000 citizens came together to support the people's movement in Ladakh and save the great Himalayas from rapid and unchecked industrialisation.

Jhatkaa.org organised local solidarity events with citizens and volunteers across cities including Bengaluru, Nashik and Kolkata in support of the people of Ladakh who were fasting to have their demands met. Jhatkaa.org members and volunteers sent hundreds of postcards to the Ministry of Home Affairs urging them to fulfil the demands of the people of Ladakh.



Demand Cycling Infrastructure for Mumbai's Dabbawalas



Dabbawalas have been an integral part of Mumbai's cultural fabric since 1890, catering to the nutritional needs of nearly 200,000 Mumbaikars with home-cooked food across the city. They remain committed to providing food across the city through emission- and pollution-free deliveries on foot, cycles and local trains. Jhatkaa.org started a campaign in association with Nutan Mumbai Tiffin Box Suppliers Charity Trust, supported by Waatavaran Foundation & the Sustainable Mobility Network to demand better and efficient cycling infrastructure for the city's Dabbawalas.

The campaign was supported by 14,000 citizens across Mumbai and endorsed by Bollywood celebrities, musicians, documentary filmmakers and other renowned stalwarts.



Shared Prosperity: Voices for Climate Resilience

Our Shared Prosperity initiative focuses on the intersection of climate change and social equity, recognizing that the communities most vulnerable to climate impacts are often those already marginalized in broader socioeconomic systems. With this project, we're working to ensure that these communities not only have a voice in climate conversations but that their needs and insights shape the solutions.

We aim to bring climate change down from an abstract policy discussion to a lived reality that acknowledges diverse perspectives. By highlighting the specific challenges faced by communities in Maharashtra, such as food security and livelihood loss due to extreme weather, we aim to promote climate resilience in ways that are inclusive and rooted in community needs. Our long term goal is to craft an approach to climate adaptation that respects local values and ensures that everyone shares in the prosperity of a sustainable future.



Over the past year, our team spent six months in Maharashtra's remote villages, gathering stories and insights through surveys, focus groups, and interviews. By listening deeply to residents, we've documented not only the direct impacts of climate change but also the values that shape these communities' responses to it.



This data is helping us create messages and outreach strategies that genuinely resonate, paving the way for long-term engagement and a foundation for advocacy. As we continue, we'll be refining these insights to drive inclusive policy discussions and community-led climate solutions.

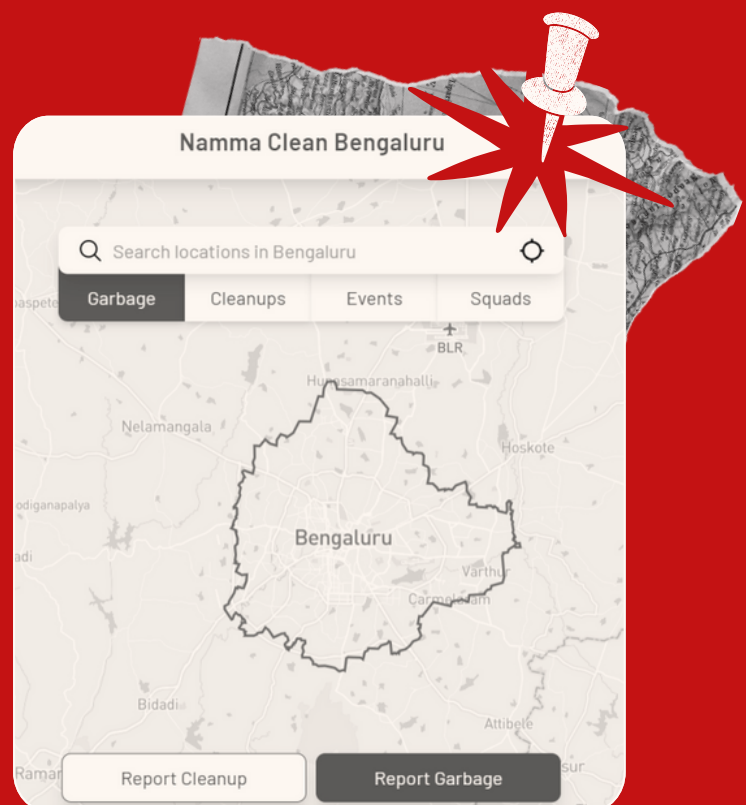


Namma Clean Bengaluru

The Namma Clean Bengaluru (NCB) Tool is an innovative digital platform designed to address Bengaluru's ongoing waste management issues. By providing citizens with tools to report waste violations, participate in clean-up events, and connect directly with local authorities, NCB facilitates sustainable urban waste management practices and aims to improve Bengaluru's environmental quality. Through this platform, residents can take an active role in resolving waste problems, access BBMP ward marshal contacts, and organize local awareness events to promote better waste practices.

Since its launch, NCB has mobilized hundreds of citizens, resulting in over 245 reports of garbage dumping and burning and more than 20 community-led clean-ups. This digital tool has strengthened collaboration between residents and BBMP, driving cleaner streets and increased accountability in waste handling. Moving forward, Jhatkaa.org aims to expand the tool's reach, deepening citizen engagement for a cleaner and healthier Bengaluru.

- *178 Sign-Ups*
- *245 Reports of Garbage Spots*
- *20+ Clean-Up Events*
- *11 Community Squads Formed*



“Voices of Impact”

“We have closely engaged with Jhatkaa.org on the Sarjapur bus and metro campaign. It’s been a pleasure working with the team, who not only assist with media outreach but also coordinate print and television coverage. Their efforts in meeting with government agencies have made this collaboration fantastic.”

Mukund, Save Our Sarjapura

"Jhatkaa.org has been an incredible support in addressing waste management issues in my community. They helped organize an awareness drive to tackle littering and waste collection problems. I remain in constant touch with them for various social issues, and Chiku consistently offers simple, creative solutions. I'm grateful for Jhatkaa's help and look forward to more volunteering opportunities with their amazing team!"

Swetha, Resident of Jayanagar, Bengaluru

from our volunteers

"Partnering with Jhatkaa.org has been a privilege as we tackle pressing issues in Namma Bengaluru, the Silicon Valley of India. Together, we’ve engaged the community to advocate for good governance, environmental protection, and infrastructure improvements, including the preservation of lakes and trees. Our collaboration empowers citizens to champion sustainable growth, ensuring Bengaluru thrives while protecting its natural heritage. It’s been an inspiring journey toward a better, sustainable future for our city."

**Vinod Jacob, General Manager -
Namma Bengaluru Foundation**

"Collaborating with Jhatkaa.org has been a standout experience. Their passionate approach and innovative advocacy strategies made every project exciting and impactful. The videos we created together were visually compelling and effectively communicated essential messages."

Civic Studios

from our partners

“*Jhatkaa.org’s platform helped us raise awareness and mobilize support for sustainable practices, reaching thousands in our community.*”

"The Jhatkaa team was instrumental in the success of the Sankey Flyover campaign. Without their help, we wouldn't have mobilized so many people or garnered the attention our cause needed. They expertly steered our online campaign, which attracted significant media attention, and facilitated our offline, on-the-ground efforts. I'm incredibly thankful for their expertise and support; we learned a great deal throughout the process."

Kimsuka, Citizens for Sankey

"Since our inception, Waatavaran has focused on improving air quality in Mumbai. Civic learning is key to our mission, and Jhatkaa.org has played a crucial role in amplifying our efforts for the Construction and Demolition Waste Management campaign and the Mumbai Dabbawala initiative. Their platform enabled us to engage a diverse audience, effectively raising awareness and mobilizing support. Through targeted petitions and interactive campaigns, we educated the community on sustainable practices, resulting in significant participation. Thanks to Jhatkaa.org, our message reached thousands, fostering a united effort for a cleaner, more sustainable Mumbai."

Bhagwan Kesbhat, Founder & CEO, Waatavaran

from our partners

Our Partners in Change



We extend our heartfelt gratitude to all our partners, volunteers, supporters, and citizens who make our work possible. Each of you is an essential part of this movement for change.

Financial Overview

This section outlines Jhatkaa.org's financial performance for the fiscal year ending March 31, 2024, including income, expenses, and funding sources. By highlighting key metrics, we aim to demonstrate our effective resource utilization and accountability, ensuring our financial decisions align with our mission and community impact.

Balance Sheet as of March 31, 2024 (FCRA and Non-FCRA)

	Particulars	Sch	31.03.2024	31.03.2023
I.	Funds & Liabilities			
1	Trust Fund			
	Corpus Fund		10,000	10,000
	General Fund	1	7,301,014	7,305,682
	Capital Grants		1,130,264	666,297
	FCRA Blocked Fund		11,803,502	-
2	Non Current Liabilities			
	Non Current Borrowings		-	-
	Non Current Provisions		-	-
	Other Non Current Liabilities		-	-
3	Current Liabilities			
	Current Borrowings		-	-
	Current Provisions	2	613,548	185,111
	Other Current Liabilities	3	-	199,343
TOTAL			20,858,328	8,366,433
II.	Assets			
1	Non Current Assets			
	Fixed Assets	4	1,034,382	670,485
	Non Current Investments		-	-
	Long-term Loans and Advances		-	-
	Other Non Current Assets		-	-
2	Current Assets			
	Current Investments			-
	Cash and Cash Equivalent	5	19,120,694	7,285,459
	Short Term Loans and Advances		-	-
	Other Current Assets	6	703,252	410,489
TOTAL			20,858,328	8,366,433

Combined Income and Expenditure for FY 2023-24 (FCRA and Non-FCRA)

For the Financial Year Ending	31.03.2024	31.03.2023
INCOME		
Foreign Contributions	26,557,596	19,439,533
Corporate Contributions	40,000	153,900
Individual Contributions	1,965,755	2,821,811
Local Contributions-Foundations	10,000,000	7,999,998
Miscellaneous	-	110,164
Contract Services	-	677,000
Interest on It Refund	-	9,706
TOTAL INCOME	38,563,351	31,212,112
EXPENDITURE		
Contract Services	363,255	-
Grants & Donations	66,617	171,311
Depreciation	100,070	70,666
Personnel Expenses	11,463,215	7,551,723
Technology Expenses	584,722	2,225
Administrative Expenses	1,832,221	1,266,777
Program Expenses	24,157,920	28,037,801
TOTAL EXPENDITURE	38,568,019	37,100,504
Excess Of Expenditure over Income	4,668	5,888,392

Paving the way for inclusive progress

As we look to the future, Jhatkaa.org is committed to strengthening our impact and expanding our reach through collective citizen action. Our vision is to empower communities to lead change and enable a sense of ownership over environmental and social justice. In the coming year, we will enhance community engagement by leveraging innovative civic tech solutions that encourage participation and strengthen connections between citizens and local authorities, creating a platform for diverse voices to be heard.

We are dedicated to inclusive advocacy that responds to the needs of all communities, particularly those most affected by social and environmental challenges. By amplifying these voices, we aim to build momentum for policies that address local issues and promote long-term sustainability. As we navigate a changing political landscape and resource constraints, we will focus on strengthening partnerships and scaling campaigns that empower citizens to lead change. Together with our supporters, we will work towards a more equitable, inclusive, and sustainable future, creating lasting impact in the communities we serve.

Our vision is of a society where everyone has access to clean air, water, and food, equal rights regardless of gender or caste, and the ability to live in a just, sustainable environment.



*Our journey continues—driven by
the voices, courage, and resilience
of communities across India.*

