

### SOCIAL IMPACT. DONE RIGHT.



# Annual Report

2023 -2024

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# Chairperson's Message

As we reflect on the past year, United Way Mumbai has continued to make substantial progress in our key areas: education, health, public safety, income generation, and the environment. Our commitment this year has been to increase the impact and transparency of our work, embrace digital transformation, and extend our reach through strong partnerships and new initiatives.

Programmes like HeadStart STEM, Let's READ, and Ankur have been instrumental in advancing education for children from marginalised communities. We remain focused on improving our methods for measuring and reporting long-term outcomes, ensuring that our partners and donors clearly see the tangible difference their support makes. Similarly, the Poshan initiative, which aims to combat child malnutrition, will benefit from enhanced impact assessment tools to better demonstrate improvements in community health.

We are enhancing the efficiency and reach of programmes like Saksham, that empower women through financial literacy and entrepreneurship training. UWM's Skill Development Centre is adopting new technologies to equip youth with employable skills.

Our environment & road safety projects, Jal Sanjivani and Two Wheels-One Life, have also grown in scale while we create tailored solutions for the communities we serve.

We remain focused on improving our methods for measuring and reporting long-term outcomes, ensuring that our partners and donors clearly see the tangible difference their support makes.

- Pradeep Poddar, Chairperson As the Philanthropy Partner of the Tata Mumbai Marathon, we were proud to support 268 NGOs last year, raising a record-breaking INR 72.39 crores. The Tata Mumbai Marathon is now the largest philanthropic sporting event on the continent, and we aim to use this platform to strengthen our leadership position in the sector, particularly with this year's milestone 20th edition.

As we move forward, we are focused on forming new partnerships and attracting new donors to expand our impact while also strengthening and deepening our relationships with existing partners. By fostering these connections, we aim to create a more collaborative and inclusive approach to our work, ensuring sustainable growth and more significant outcomes for the communities we serve. As we continue this journey, I extend my sincere gratitude to our donors, volunteers, and partners. Your unwavering support makes a lasting difference to those we serve. Together, let us keep working towards building stronger, more resilient communities and addressing the evolving challenges of our times.



## **CEO's Message**

This past year has been a period of reflection, learning, and adaptation for United Way Mumbai. As we continue our journey to drive meaningful social change, our core principle, "Social Impact. Done Right," has guided every step. This past year, we continued to focus on improving systems and processes. By harnessing data and technology, we've enhanced the effectiveness of our programmes, enabling us to respond swiftly and scale our efforts. Our initiatives in Education, Health, and Income, Public Safety and Environment have reached more communities than before and we are now able to measure our impact more accurately.

Learning from the communities we serve is central to our approach. This year, we reinforced our commitment to community-led development, engaging more with our communities and refining our strategies based on their needs. Our ability to remain adaptable has always been crucial, allowing us to pivot quickly in response to changing needs and emerging challenges, whether in disaster response or designing programmes. It also enables our distinct value proposition as both an implementing organisation and a grant management partner, showcasing our dual capability to effectively execute projects and manage impact grants.

Strong partnerships remain key to our success, We strengthened existing collaborations and formed new ones with government bodies, corporate entities, and local organisations.

The Tata Mumbai Marathon continues to be a significant platform for engaging stakeholders and raising funds. This year's event set a new benchmark for philanthropic sports events in the region.

Our commitment to excellence extends to our internal culture as well. We are proud to be recognised as a Great Place to Work for the fourth consecutive year, reflecting our dedication to fostering a collaborative and innovative workplace that drives our mission forward.

Looking ahead, we remain focused on deepening our impact and expanding our reach. With the continued support of our donors, partners, and volunteers, we will strive to make a lasting difference, guided by our principle: "Social Impact. Done Right."



We are proud to be recognised as a Great Place to Work for the fourth consecutive year, reflecting our dedication to fostering a collaborative and innovative workplace that drives our mission forward.

George Aikara,
 Chief Executive Officer

# **About United Way Mumbai**

United Way Mumbai is a non-profit organisation committed to improving lives and empowering communities across both, urban and rural India. Since our founding in 2001, we've been dedicated to creating lasting change by focusing on the key areas that shape our society – Education, Health, Income, Public Safety, and Environment. We believe sustainable community development thrives on a holistic approach, where improving one aspect of life strengthens others, creating a ripple effect that transforms communities.

By bringing together individuals, organisations, and resources, we drive meaningful change and work toward building a more resilient, equitable society. Every initiative we undertake, every programme we implement, and every partnership we form is a step toward creating lasting impact and advancing the common good in the communities we serve.



Non-profits network pan India









INR 970+ crore

invested in community development

#### What we do

Based on a deep understanding of the Indian development sector, we have distilled five priority areas, and created solutions that go beyond short-term charity. These areas of focus encompass the most pressing social problems of our communities and the solutions are designed to address their root causes.



#### **Education**

Ensuring access to quality education and promoting lifelong learning opportunities for all.



#### Health

Building healthier communities through improved infrastructure, health education and access to health services.



#### **Income**

Helping community members secure livelihoods and earn financial stability.



#### **Public Safety**

Creating infrastructure & behaviour change for safer communities, & reducing vulnerability to natural disasters.



#### **Environment**

Conserving natural resources and promoting environmental consciousness and action.

#### How we do it

We take a strategic, evidence-based approach to philanthropy, ensuring that our programmes are well-designed, implemented with care, and continuously evaluated for effectiveness. We focus on long-term, sustainable solutions, understanding that change takes time, but with dedication and collaboration, lasting impact is possible.



Sector Research

CSR Policy & Strategy

**Need Assessment** 

**CSR Programme Design** 

**NGO Partner Selection** 



Programme Implementation

Grant Management

Employee Engagement & Volunteering

Payroll Giving Programmes



Programme Monitoring & Evaluation
Impact Assessment
Financial & Programmatic Reporting
CSR Programme Audits



# SOCIAL IMPACT. DONE RIGHT.





This is our purpose.

This is why we exist.

This is why we come to work each day.

This is HOW we achieve our purpose.

Our ethics, expertise & methods
that maximise our impact.

#### SOCIAL IMPACT. DONE RIGHT.

As we reflect on the year 2023-24, we recognize the ongoing complexity of the challenges our communities face. This report reflects the measurable impact we've achieved in key areas such as Education, Health, Income, Public Safety, and Environment, and at the same time also underscores that this is just the beginning. While we've seen significant progress, we know that the road to true transformation is a gradual one, and the results of our efforts will continue to unfold in the years to come.

This report showcases the tangible outcomes of our work, reflected in the numbers that represent lives touched, families supported, and communities strengthened. However, the real impact goes beyond these numbers. Every metric is a story of a person, a family, or a community taking the first steps toward a better future. While it is still early in many of our initiatives, we believe these efforts lay the groundwork for lasting, sustainable change.

This report captures some of the milestones of our journey, but it also reflects our belief that the most meaningful impact often takes time. We remain dedicated to our mission, with the understanding that lasting change is a gradual process – one that requires patience, persistence, and, above all, a commitment to 'Social Impact. Done Right.



# **EDUCATION**



SDG 4 - Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



\$ 2,00,694

Individuals Served



**22,00,85,718** 

Funds channelised



109

**Projects** 



19,655

Children under Early Childhood Education

4,527

Children under Non-Formal Education

31,716

Children under Science, technology, engineering, and mathematics (STEM) & digital learning

17,477

Infrastructural interventions (including science labs)

27,197

Children having access to books

2,180

Libraries formed

22,053

Teachers/ trainers & caregivers/ parents trained

5,869

Children supported through remedial education

2,524

Students receiving scholarships for higher education



# Our Interventions

Sports Education
Arts Education
Value Education
School / Career Counseling
Promoting Arts, Culture & Heritage
Promoting Reading

School Adoption
Education Scholarships
Early Childhood Learning
Teacher Training
Non-formal Education
Remedial Education

STEM Education
School Infrastructure
Digital Learning
Awareness & Advocacy
Technology Development





### **EDUCATION**

The thematic area of Education works on the 'Cradle to Career' approach. Our programmes focus on equitable access to early childhood, primary, secondary and higher education along with improved learning outcomes. We serve a wide range of individuals, including toddlers attending Anganwadis, young students, adolescent youth, school and college dropouts.

Over the past year, we collaborated with schools, shelters, orphanages, and non-formal education centres all across the country to provide vulnerable children and youth with access to essential resources and high-quality learning opportunities. Our education efforts also contribute to the physical fitness of the children by providing nutritious meals, exercises, growth monitoring, Water, Sanitation, and Hygiene (WASH) sessions, and health check-ups.

Education is a powerful tool for social change. While India has made progress with increased school enrollment (ASER 2023), learning outcomes remain a concern.

Challenges include high dropout rates, especially in marginalised communities and in secondary education, inadequate infrastructure, lack of basic amenities, and insufficient teaching resources (Makwana, G. & Elizabeth, H, 2023).

Additionally, limited awareness and capacity among teachers and caregivers hinder educational attainment (Odeh & Lach, 2023).

#### **Early Childhood Education**

Early childhood, from birth to eight years, is crucial for growth and development, with 90% of brain growth by age 5 (UNICEF 2012). Recognizing this, the government has taken many steps.

The launch of National Curriculum for Early Childhood Care and Education 2024 is one of the latest efforts in this direction. To complement these efforts and contribute to the achievement of SDG 4 (Quality Education), UWM has been focused on Early Childhood Care and Education. We support children and families through initiatives in government-run Anganwadi centres and crèches, preparing them for formal schooling. Parents and caregivers receive education on nutrition, health, and early childhood care, enabling older siblings to return to school.

The support also extends in the form of infrastructure which enhances the safety and appeal of Anganwadis amongst children along with parents. Fifteen Anganwadis in Maharashtra received solar power support to mitigate electricity related issues. Our programme Ankur could be a case in point for our attempt to improve the situation holistically in collaboration with Anganwadis and parents.





#### **Project Ankur**

Project Ankur partners with Anganwadis in Maharashtra, Iharkhand, Telangana, and Andhra Pradesh' to enhance early childhood education for children aged 6 months to 6 years. We improved Anganwadi infrastructure, provided additional teacher support, and built capacity among Anganwadi staff and caregivers to create nurturing environments that foster child development and school readiness.

35 Anganwadi centres supported

2,055 Children engaged

725 Parents and caregivers reached

My daughter, Mahira Praveen, used to resist going to the Anganwadi, but now she eagerly attends, thanks to the improvements made through the Ankur Project. I also participate in meetings twice a month, learning budgeting and money-saving skills.

- Nusrat Khatun (Parent), Mesra, Ranchi







#### **Non-Formal Education**

Reading for pleasure has many known benefits. Children who read are likely to have higher cognitive functioning, better language skills, improved academic performance, and greater confidence (Clark and Rumbold, 2006).

To foster a love for reading, we gifted book sets and established mini-libraries in government or low-cost private schools and learning centres in Maharashtra, Andhra Pradesh, Karnataka, and Dadra & Nagar Haveli (UT). Play and sports were encouraged through safe spaces, refurbished playgrounds, and coaching in various sports.

#### Let's READ

Project Let's READ aims to instil a love for reading in children from marginalised communities by providing them with access to books. We create mini-libraries in schools and community centres and gift book sets to children. The books are age-appropriate, culturally relevant, multilingual, and curated to match reading

The collection includes picture books for young readers and chapter books for advanced learners. To support multilingual learning and language development, books in local languages are also made available. We conduct animated reading sessions by authors and storytellers and train teachers to make reading enjoyable and increase engagement.

19,236 Children received books

2,83,400 Books distributed

2,180 Mini-libraries formed



#### Remedial Education

In order to reduce dropouts our remedial education programme, which supports students in bridging the educational gap at formal education, strengthened foundational literacy and numeracy at schools in Tamil Nadu, Andhra Pradesh, and Maharashtra, while a Knowledge on Wheels project reached street children in Mumbai and Raigad districts of Maharashtra.

Non-formal education included life skills, spoken English, emotional skills, and free coaching for NEET and JEE exams. Career guidance, field trips, arts and crafts, and summer camps further enriched learning experiences. Education scholarships supported students in continuing their education, with priority given to those with single or no parents. For children with disabilities, we provided early intervention services to improve developmental outcomes and facilitate integration into formal schooling.

#### Improving Schools

To improve the school based education, we have worked on the support infrastructure and capacity of the educators. Our School Adoption Project in Telangana, Tamil Nadu, Andhra Pradesh, and Maharashtra, upgraded school infrastructure, creating safe, child-friendly environments with smart (audio-visual enabled) classrooms, remedial and yoga classes, weekly rations, and health and hygiene kits.

To promote inclusive education, the children at Kamalini Karnabadhir High School, Maharashtra, received hearing aids and batteries which improved their learning. The school also received digital learning support & teachers' training for improved learning outcomes. Teacher training essential to improve educational outcomes. programmes focused enhancing teaching effectiveness through capacity building in STEM subjects and other educational areas. Additionally, we have provided rain water harvesting infrastructure to a school in Prayagraj, Uttar Pradesh, catering to more than 2000 children.

# 21,328 Teachers' capacity built

In Karnataka, we provide Maths kits (includes DIY models for explaining the mathematical concepts in a fun way) and training for teachers in government schools, while in Telangana, we cover the salary of a computer teacher to facilitate digital learning.

In Maharashtra, we evaluated and trained remedial teachers to enhance their skills. Additionally, early childhood education teachers at our Play2Learn centres in Mumbai received training on conducting effective play sessions. In Andhra Pradesh, capacity-building sessions under Project Pragati aimed at improving student learning outcomes. Most teachers also receive teaching aids or educational kits to support their efforts.





#### **Educational Scholarships**

According to the NFHS(2019-21), India has around 260 million adolescents aged 10-19, but only 40 million are in higher education (UGC 2022). The reasons for this gap include financial constraints, poor school quality, lack of sanitation, and family or community pressures, leading many to drop out of secondary education.

The reasons for the drop in enrolment and completion of secondary education are many and range from financial constraints, to school quality, to lack of sanitation, to family and community pressures. Educational scholarship works as a positive reinforcement for continuing education. The year saw scholarships provided to students from 20 states of the country.

2,524 Students across 20 states received scholarships for higher education

Recognising the need for financial support, our scholarship intervention provides children and youth from low-income communities with scholarships enabling their continued education.

The scholarship amounts have been instrumental in covering crucial expenses such as school or college fees, coaching fees, and books. The scholarship awardees were also equipped with life skills education and additional coaching to prepare them for employability.

#### **Empowering Girls**

The OECD 2023 Gender, Education and Skills Report highlights ongoing gender gaps in education, with men having significantly more education than women.

To address gender deficit in education, our projects focus on girls and young women, aiming to create an ecosystem where they can thrive. We offer remedial and non-formal education, STEAM learning, scholarships, and teacher capacity-building to support their growth.

#### **Project Pragati**



Project Pragati empowers girls aged 8 to 18 years through a comprehensive approach focused on education, health, livelihood, and community outreach. We established community centres in Kurnool District, Andhra Pradesh, where we conduct remedial classes and sharing circles. Each centre is equipped with library bags, and facilitators are trained in reading assessments and storytelling. In addition, we've set up libraries and reading sessions in five low-income schools, benefiting over 6,000 girls.

Remedial support helps improve academic performance, while STEM labs provide scientific exposure through educational visits. Teacher training enhances teaching effectiveness, and merit-based scholarships support student achievements.



We've also implemented science and computer labs and digital learning platforms to enrich education further. Girls receive professional sports coaching, equipment, and nutritional support, alongside two annual sports tournaments. Community health camps have been conducted to address common ailments for 409 individuals across the centres.

6,000 Children had access to books

370 Children in remedial education

girls received professional sports coaching



#### **Headstart STEM**

The National Science Foundation predicts that 80% of the jobs created in the next decade will require some form of mathematics and science skills.

STEM labs and an online learning platform were introduced for experiential learning, supported by teacher training in STEM subjects. A mobile science bus brought activity-based science education to schools. The intervention in Telangana, also offered Robotics along with the STEM education.

To bridge the digital divide, we equipped low-income schools in Maharashtra, and Andhra Pradesh with computer labs and trained teachers. Youth from low-income communities received digital skills training to enhance employability.

Post-pandemic, we provided electronic tablets with interactive e-learning software to help children recover from learning losses. This helped children learn about the topics part of the curriculum.

In Pune, we continued our academic programme, conducted STEM exhibitions, and engaged volunteers to reinforce STEM knowledge in eight new schools.

Schools supported with STEM interventions

51,262 Children in STEM interventions



In Chennai, we raised awareness and provided hands-on learning experiences to improve STEM learning levels among high school and higher secondary students. We established two science labs, each equipped with 100 models, and set up a STEM library. Smart TVs were also provided to enhance the learning environment, along with exposure sessions on STEM topics.

In Kurnool, a STEM lab was established in a school, and students participated in exposure visits to foster scientific temper. These STEM labs benefit over 6,000 girls across five schools. In Hyderabad, we set up a tinkering lab and an ICT screen, as well as a STEM lab for 1,000 children in one school, and implemented STEM labs and ICT screens in five additional schools. In Mumbai, the top 50 students from grades 11 and 12 received scholarships of INR 30,000 each to pursue higher studies in STEM subjects.

I liked the science exhibition conducted as a part of STEM education at the UWM supported Gangaikondan Model School in Tirunelveli. I was very happy that our school won the first prize. Teachers encouraged us to do models in a great way.

- Manthira Moorthy (VIIIA), Gangaikondan Model School, Tirunelveli





### HEALTH



SDG 2 - End hunger, achieve food security and improved nutrition and promote sustainable agriculture.



SDG 3 - Ensure healthy lives and promote well-being for all at all ages.



SDG 6 - Ensure availability and sustainable management of water and sanitation for all.



\$ 16,75,058

Individuals served



25,03,97,696

Funds channelised



**Projects** 



14,404

Individuals sensitised

2,949

Sensitisation sessions conducted

221

Anganwadi Centers supported

479

Teachers & (Anganwadi, ASHA, ANM) workers trained

13,330

Household visits

2,000

Medical health services provided

**521** 

Medical equipment provided/ donated

4,113

Youth & adolescent outreach addressing Health & Wellness (Nutrition, mental health, reproductive health, etc.)



# **Our Interventions**

Preventive Healthcare
Supporting Public Health
Centres
Testing & Screening
Medical Support
Mobile Healthcare
Sanitation & Hygiene

Mental Health
Nutrition
Maternal & Child Health
Safe Drinking Water
Infrastructure
Recreation





### HEALTH

India's healthcare sector faced both milestones and challenges last year. The Total Fertility Rate (TFR) has declined to 2 children per woman, reflecting a reduced birth rate (ETOnline, 2024).

The Infant Mortality Rate (IMR) stands at 25.79 per 1,000 live births (Microtrends, 2024), while the Maternal Mortality Rate (MMR) has dropped from 113 in 2016-2018 to 97 in 2018-2020 (NHP, Govt. of India, 2022).

The government aims to lower it further to below 70 by 2030, in line with the Sustainable Development Goals (SDGs) (NFHS-5, 2022). However, India still faces high malnutrition rates, with 37.9% of children under five stunted, 20.8% wasted, and 35.7% underweight (WHO India; Kaur, 2024).

In response to these challenges, United Way Mumbai has partnered with multiple stakeholders i.e. ICDS (Integrated Children Development Service), PHCs (Public Health Centres), local administration, and other health related institutions, to strengthen public healthcare systems, ensuring improved quality and wider reach for vulnerable communities. We have adopted a comprehensive community health model that integrates preventive, curative, and promotive healthcare services covering nutrition-focused programmes for maternal and child health, health education, and disease-specific interventions.

#### **Nutrition**

Our team focused efforts on combating malnutrition in 8000 children under five years of age from low-income communities. We established two healthcare centres, within the existing PHC (Public Health Centre) in Karjat, Raigad district, Maharashtra, for facility-based treatment of Severe Acute Malnutrition (SAM) children and improving access to essential services.

This helped reduce the burden on the Nutrition Rehabilitation Centre (NRC). Recognizing the importance of community involvement, we conducted 1,265 sensitization sessions reaching 12,131 individuals to raise awareness about nutrition and health. Additionally, 108 sessions for 3,655 adolescents covered topics around nutrition and reproductive health ensuring they are empowered with knowledge for a healthier future. We also worked on anaemia prevention projects at union territory of Dadra and Nagar Haveli and Raigad districts, focused on reducing anaemia in more than 2500 adolescent girls and women through identification, education, iron-folic acid supplementation, and treatment adherence follow-up.



#### **Project Poshan**

Project Poshan is a long-term initiative focused on improving health and nutrition outcomes for children and mothers in Karjat, Raigad district, Maharashtra. Through our efforts, we have supported 3,700 children and conducted 5,692 household visits for antenatal care (ANC) mothers, ensuring proper health monitoring and nutritional guidance during pregnancy.



After childbirth, we continued our support with 6309 visits for postnatal care (PNC) mothers focused on ensuring both maternal and newborn health. Adolescent girls were also capacitated under project Poshan for being informed and responsible future mothers through 458 sessions. 3,655 youth and adolescents were informed on topics including nutrition, mental health, and reproductive health, encouraging positive well-being.

3,700

Children served through nutritional support

5,692

Household visits for antenatal care (ANC) mothers

6,309

Household visits for postnatal care (PNC) mothers

4,994 severe acute malnutrition

Household visits for severe acute malnutrition (SAM) / severe underweight (SUW) children

221

Anganwadi Centers served/ covered

278 Staff trains

To address malnutrition, 4,994 visits were conducted for families with children suffering from severe acute malnutrition (SAM) or severe underweight (SUW), providing targeted interventions to help these children regain their health. Additionally, 221 Anganwadi centres were also provided with anthropometry equipment to

measure and monitor children's growth. Moreover, 278 staff members were trained to enhance the project's effectiveness.



My son was very weak and was diagnosed in the severe malnourished category. His health was deteriorating, so during the home visit conducted by the UWM team, they asked us to visit the nearest Poshan Center (Kadav PHC). The team at UWM arranged to take my son to the PHC for treatment and he received proper treatment there. Now he is healthy.

- Mrs. Kavita Laxman Bhala, Saraiwadi, Raigad district



#### Maternal & Child Health

Maternal and child health programmes are essential for ensuring the well-being of mothers and young children. The awareness level of parents is closely linked with malnutrition amongst children (Vollmenr, et.al., 2016). To properly address the issue of malnutrition in Raigad district, Maharashtra, the capacity-building training equipped programme staff with the skills and knowledge to effectively support the tribal communities they are serving. The training included information about balanced diets, importance of various nutrients, and methods to incorporate them into daily diets without much change in lifestyle or family expenses.



106 Training sessions for teachers

563 Teachers sensitised

108

Sensitisation session for parents

1,710 Parents sensitised

As part of our nutrition education initiatives, we empower parents, especially mothers, to learn about balanced diets, breastfeeding practices, and the importance of proper nutrition for their infants and toddlers. In Nashik district, 563 teachers were trained in 106 training sessions using a specialised learning module to enhance their skills and knowledge.

These trained teachers went on to take 56 education sessions for primary and secondary school students to instil healthy habits early on. Similarly, 108 sessions were organised to educate 1710 parents on crucial topics such as nutrition, hygiene, and healthy food choices, helping families build a foundation for healthier living.

#### Infrastructure (Health & WaSH)

In the last financial year, our infrastructural healthcare support managed to strengthen the public health system. We established a dialysis unit at Rajiv Gandhi Super Speciality Hospital, Delhi to offer essential medical care for kidney-related ailments and meet the increasing demand for dialysis.

This initiative is vital in light of the PM National Dialysis programmes data, which reveals a pressing need: India witnesses around 2,20,000 new End-Stage Renal Disease (ESRD) cases yearly, resulting in a demand for 34 million dialysis sessions annually. Till date the intervention has provided care to 5,000 individuals helping to bridge the gap in access to dialysis services.



#### **Supporting Public Health Centres**

With the aim of improving access to primary healthcare in rural communities, we strengthened infrastructure in Primary Health Centres (PHC) and built the capacities of their staff. This was combined with health camps and extensive outreach in communities to promote health-seeking behaviour. We also set up a community health centre in Tirunelveli, Tamil Nadu. A mobile medical unit was introduced to bring essential public healthcare services to remote areas, providing specialised maternal and child health care, diagnostic services, and emergency management. With these initiatives, till date, we have supported 7,745 individuals ensuring better health outcomes.

#### **Upgrading Public Health Facilities**

36,050

Individuals served via infrastructural support at Paediatric OPD and Thalassemia Day-care Centre

**521** 

Medical equipment provided/ donated at Paediatric OPD and Thalassemia Day-care Centre

7,745

Individuals served through Mobile Medical Unit (MMU)



We strengthened public healthcare by improving infrastructure in PHCs and training staff. The enhanced care for 36,000 patients at the OPD and 50 patients with thalassemia (a genetic disorder causing reduced haemoglobin levels) was achieved through upgraded the infrastructure and 521 medical equipment provided to the Paediatric Outpatient Department (OPD) Thalassemia Day-care Centre in Pune, Maharashtra. Under the IPC (Infection Prevention and Control) project, we have supported a public hospital in Mumbai to implement infection control measures and develop SOPs for infection prevention during patient care. Healthcare workers, especially ancillary staff who are often the first point of contact for patients, were trained in IPC measures. To ensure sustainable practices, training manuals were also developed and distributed to hospitals, serving as a resource for ongoing infection prevention guidelines.



#### **Testing & Screening**

Regular testing and screening programmes can also help prevent the spread of diseases, especially in densely populated areas. Additionally, these interventions can identify vulnerable populations and provide targeted preventive care, ultimately reducing morbidity and mortality rates. Our interventions include testing and screening for Hepatitis B, and C – viral infections that can cause severe liver damage. Additionally, eye, gynaecological, and diabetes check-ups were conducted for 6,803 individuals, while blood donation drives benefitted 900 lives.

**Project Sehat** 

Hepatitis B virus (HBV) prevalence varies across different regions of the country, likely due to variations in social, economic and health factors.

The average estimated carrier rate of Hepatitis B virus (HBV) in India is around 4%, with a total pool of approximately 40 million chronic carriers (Premkumar & Chawla, 2021). This makes India home to 10-15% of the entire global HBV carrier population.

2,039

Individuals sensitised on Hepatitis B

2,354

Individuals tested & screened for Hepatitis B

12,131

Individuals sensitised for health care seeking behaviour

1,265

Community sensitisation session for health care seeking behaviour

Our efforts through Project Sehat aim to combat the prevalence of Hepatitis B and C within high-risk communities in Mumbai, Maharashtra and enhance their overall well-being. To date, we have sensitised 2,039 individuals from high-risk groups and conducted testing and screening for Hepatitis B for 2,354 individuals, making significant strides in our mission to reduce the burden of these viral infections.





### Safe Drinking Water, Sanitation & Hygiene

Under this initiative, we encourage behaviours, lifestyle, and habits for wellbeing. This involves raising awareness about sanitation, educating families and communities on healthy habits, and supporting provisions for safe drinking water & other hygienic facilities. We also worked on menstrual hygiene education with more than 1500 girls from low income communities of Maharashtra by providing them with menstrual hygiene kits and information on safe and hygienic menstrual practices.

#### Suvidha

5,82,053

Individuals accessing Suvidha services

16 Suvidha Centres (Community Health and Hygiene Centres)

13,106

Community members made aware on healthy WASH practises by outreach activities

16,232

Students served through toilet block refurbishment in 10 municipal schools

2,500

students received personal hygiene training and hygiene kits



Sanitation issues in urban slums are multifaceted. influenced inadequate infrastructure, by implications, and social dynamics. To address this, the Suvidha Project works to set up Community Health and Hygiene Centres in Mumbai's slums to address severe sanitation challenges. These centres offer essential services like flush toilets, handwashing facilities with soap, clean showers, safe drinking water, and laundry operations at an affordable cost to 5,82,053 individuals till date. Through outreach activities, the project has educated 2500 students and provided hygiene kits, helping them maintain better personal hygiene and health. In another intervention 16,232 students benefited from refurbishment of toilet blocks in 10 municipal schools in Mumbai district. A total of 13,106 individuals attended 62 health camps held across Mumbai. These camps provided essential health services and information to the community.



### **ENVIRONMENT**



**SDG 13** - Take urgent action to combat climate change and its impacts.



**SDG 14** - Conserve and sustainably use the oceans, seas and marine resources for sustainable development.



**SDG 15** - Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, halt and reverse land degradation and biodiversity loss.



1,31,178

Individuals served



28,49,85,277

Funds channelised



95

**Projects** 



1,00,000

Individuals reached through environmental issue awareness

60,258

Trees planted

36,375

Trees maintained

968

Watershed structures created

6,411

Individuals served through integrated watershed development intervention

5,145

Individuals served through renewable energies

2,210

Animals served through medical support

9,85,644

Waste collected (metric tonnes)

3,96,893

Waste sent for recycling (metric tonnes)





### **ENVIRONMENT**

India hosts a rich variety of ecosystems and geographic landscapes but about 45 percent of India's land is degraded (India State of Forest Report 2021, Gol, 2024). 21 Indian cities are among the 30 most polluted cities in the world (Helen, CNN, 2020). The situation requires conscious efforts.

Mitigating pollution through plantation and its maintenance along with waste collection have been a critical strategy adopted by us for enhancing environmental sustainability and combating climate change. Various initiatives like community waste management, promoting regenerative agricultural practices, and wetland conservation focus on both afforestation and effective waste management to address these pressing issues. Through our efforts, we've collected 985,644 metric tonnes of waste, recycling 396,893 tonnes. This is a vital step in waste management, reducing pollution, and promoting a circular economy.

#### Clean-up Drives

Clean-up drives are community-based initiatives aimed at preserving and protecting our surroundings. In this initiative, UWM organises volunteers to collect trash, debris, and other pollutants.

The major focus of the clean-up drives are the beaches. The volunteer community collectively works on cleaning beaches, preventing the harmful substances from entering the ocean and harming aquatic organisms. This effort also gets support from local government and municipal bodies.

#### Clean Shores Mumbai

Our Clean Shores Mumbai project leads the beach clean-up drives, primarily for sensitising the people.

It not only contributes to a cleaner environment but also raises awareness about the importance of reducing plastic pollution and promoting sustainable practices.

From the project, 342,352 metric tonnes of waste has been collected, with 151,462 metric tonnes sent for recycling in the last financial year. This waste management effort is crucial for maintaining the health of coastal ecosystems and reducing pollution.



3,42,352

Waste collected (metric tonnes) from shores

1,51,462

Waste sent for recycling (metric tonnes) from shores





#### Waste Management

This category encompasses the systematic collection, sorting, and processing of waste materials to minimise environmental impact. Our initiatives include waste segregation programmes with community focused waste segregation at source initiatives.

During the ICC World Cup 2023, the campaign aimed to minimise the environmental footprint (the impact of resource use and waste production) of the event by enhancing waste management capabilities. Our comprehensive approach to waste management highlights the project's dedication to promoting sustainable practices in large-scale events and contributing to global environmental efforts.

International Cricket Council World Cup 2023 waste management

3,60,170

Waste collected (metric tonnes) from ICC World Cup 2023

92,280

Waste sent for recycling (metric tonnes)



#### **Animal Welfare**

In terms of animal welfare, 2,210 domestic animals have benefited from receiving medical support, highlighting the project's commitment to holistic community health that includes both humans and animals.

2,750 Community awareness sessions conducted

The Birds of India: Awareness Project provides an opportunity to children, beginners, employees and general enthusiasts to improve knowledge and understanding of nature and environmental issues in urban areas, recording data on local key species of birds, documenting key indicators of habitat changes and monitoring that on a continual basis.



These data have larger national-level relevance as they enrich knowledge about the status of several key species and various ecological parameters that influence change. In the reporting year, more than 2,750 individuals participated in the 15 events organised in the 12 cities across the country.

#### Tree Plantation

Trees play a crucial role in maintaining ecological balance by absorbing carbon dioxide, purifying air, and preventing soil erosion. Planting trees helps to create green spaces, providing shade, oxygen, and habitats for wildlife. Additionally, forests contribute to biodiversity and support local ecosystems.

Pan-India we have planted 60,258 trees and maintained 36,751 to ensure their healthy growth, aiding in carbon sequestration, air quality improvement, and wildlife habitat creation. This investment in tree plantation and maintenance may help in restoring ecosystems.

#### Afforestation

Under urban afforestation, UWM has adopted the Miyawaki method of plantation. This method has gained significant traction particularly in urban areas where space is limited. This method involves planting a high density of native tree species in close proximity to each other, mimicking the natural growth patterns of primary forests.

34,079

Miyawaki plantations

35,482 plants maintained

2,600 trees planted for hill afforestation



Through this method, 34,079 trees have been planted in Mumbai, Pune, and Raigad in Maharashtra and Hyderabad in Telangana, focusing on the fast growth of native trees, herbs, and shrubs in stratified layers. This technique not only promotes rapid growth but also enhances biodiversity, creating self-sustaining ecosystems that contribute to environmental health. To ensure the longevity and health of these plantations, 35,482 Miyawaki saplings have been maintained. Additionally, the project focuses on replantation to maintain sapling counts, fencing to protect young plants, and seasonal watering to meet the plants' needs.

In addition to Miyawaki plantation, the project has successfully planted 2,600 trees for hill afforestation in Pune, with the primary objective of reducing greenhouse gases and combating global warming. By restoring the local environment of Pune city through these afforestation measures, the initiative aims to promote biodiversity by planting local species that provide food and shelter for various fauna.

I had joined UWM's experiment [ICAP Action Research in

Regenerative Agriculture] because I wanted to see if it [regenerative agriculture] works. It has been only a few months and I can see benefits ... the input cost is very less and the plant growth is good. My crop has more green foliage than my neighbour who uses traditional methods. I am planning to replicate my learning in other parts of my fields

- Mr. Anurath Kashiram Devkate, Wanegaon,







#### **Mission Mangroves**

The Mission Mangroves project has also advanced wetland conservation by maintaining 2,269 mangroves in partnership with the Mangrove Cell of the Government of Maharashtra.

These efforts include planting saplings and raising awareness about the importance of wetlands. So far, 283,122 metric tonnes of waste have been collected from mangroves, with 1,53,151 metric tonnes recycled, showcasing a commitment to environmental cleanliness.

1,53,151

from mangroves

2,83,122

Waste collected (metric tonnes)

Waste sent for recycling (metric tonnes) from mangroves

2,269

Mangroves maintained



#### Watershed Management

Over the year, we built 968 watershed structures and are maintaining 30 more in Maharashtra, Tamil Nadu, Madhya Pradesh, and Andhra Pradesh for water conservation, groundwater recharge, and soil erosion control. We are also working to improve water availability and to promote sustainable agriculture in the Marathwada region of Maharashtra. Our awareness campaigns have reached 100,000 people across the country, educating them on environmental issues and fostering a sense of responsibility to encourage community involvement and sustainable practices.

A notable initiative includes the construction of a 10,000-litre water tank in Visakhapatnam, Andhra Pradesh, which aids in water storage for irrigation and domestic use.

Jal Sanjivani

969

watershed structures created

**31** watershed structures maintained

6,411

individuals served through integrated watershed development intervention

Watershed development projects have significantly advanced soil and water conservation by creating 969 watershed structures like checkdams, minor irrigation tanks, recharge-shafts, rainwater harvesting structures etc.

These structures improve agricultural productivity, support livelihoods, and enhance community capacity.

Also, an action research on regenerative agriculture in Dharashiv, Maharashtra is gathering nuanced data related to its community adoption and efficiency in improving climate resilience.



After the Micro Irrigation Tanks project of UWM, the availability of water has increased. The little pond near my house which used to have water only during the rainy season, now has water for 2-3 months more than before.

- Anthony A., Alavanthkulam, Tirunelveli, Tamil Nadu



#### **Alternate Energy**

We also focused on renewable energy solutions, serving 5,145 individuals from Maharashtra and Karnataka. Renewable energy reduces greenhouse gas emissions and offers clean, affordable energy access to underserved communities, supporting sustainable development and climate action.

The Improved Cookstove project distributed 800 improved smokeless cook stoves, positively affecting indoor air quality and energy efficiency for 800 individuals. Additionally, 13 schools have received solar water heaters, promoting renewable energy use in education. Initiatives also include distributing portable solar lights to 90 households and installing 34 street lights, serving around 360 people. This not only enhances safety and quality of life but also reduces fossil fuel reliance.

#### Awareness & Advocacy

Effective communication is essential for fostering environmental stewardship. The initiatives focused on creating awareness and motivating the community to engage in environment-related activities through awareness sessions, seminars, and outreach programmes to educate communities about environmental issues.

Various environmental projects have made substantial progress in community outreach and education, conducting a total of 13,133 awareness sessions for the community on environmental sustainability and renewable energy. These efforts have informed approximately 1,03,500 individuals about the benefits of sustainable practices across Gujarat, UP, West Bengal, Tamil Nadu, Delhi, Maharashtra, Himachal Pradesh and Telangana.

Through these comprehensive efforts, UWM is fostering a culture of sustainability and improving the quality of life for individuals and communities alike.

#### **Achievements**

- Winner of Social Impact Award 2023 for Environmental Sustainability in the large project category for project Jal Sanjivani.
- The Mangrove Foundation of the State Forest department, Maharashtra felicitated UWM for conservation of the mangrove ecosystem.



### **INCOME**



**SDG 8 -** By 2030, promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



82,821

Individuals served



13,89,73,908

Funds channelised



28

**Projects** 



#### 84

SHGs formed /Supported

#### 11,817

Total individuals trained

#### 7,136

Individuals trained for general skill development

#### 1,826

Individuals given specific job-related training

#### 125

Individuals trained in tractor operations and maintenance

#### 2200

Individuals getting Saksham entrepreneurial kits

#### 217

Individuals getting job-related scholarships

#### 1,386

Individuals getting job placement

#### 7,169

Individuals helped via financial linkages & social safety nets

#### 334

Sustainable individual entrepreneurs supported.

#### 393

Training sessions /workshops.



# **Our Interventions**

Awareness & Advocacy
Technology Development

Financial Inclusion

Skilling & Vocational Training

Job Readiness Skills

Formation of SHGs

Income Generation Activities



### **INCOME**

India continues to face significant economic disparities, with large segments of the population struggling to secure stable employment. Livelihood support is essential to address economic disparities, adapt to environmental challenges, facilitate migration, empower marginalised groups, and strengthen policy frameworks.

By investing in sustainable livelihoods, India can foster economic resilience and improve the quality of life for its citizens. To support the Government in this, UWM offers several programmes and initiatives to support entrepreneurship and promote sustainable livelihoods.

#### Job Readiness Skills

217 individuals were awarded scholarships to support their education. These job-related scholarships help cover the costs of education or training programmes that are directly relevant to specific jobs or industries. By providing financial assistance, these scholarships enable more individuals to access the necessary skills and qualifications for employment. 1,386 individuals were assisted with job placement services.

These services help match trained individuals with suitable job opportunities, facilitating their transition from training to employment.

### Skill Development and Training

A total of 7,136 individuals from Assam, Karnataka, Maharashtra, Uttar Pradesh, Rajasthan, and Tamil Nadu, were trained in general skill development programmes, to provide them with a broad range of skills that can be applied across various industries. This enhances their employability and adaptability in the job market. In addition to general skill development, 1826 individuals received specific job-related training.

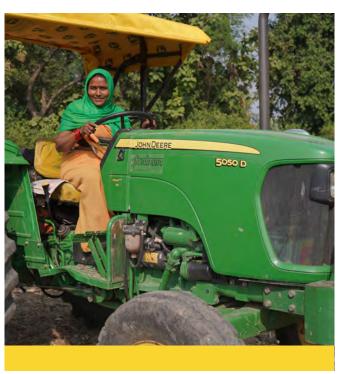
A significant focus was placed on training individuals in tractor operations and maintenance. This training is crucial for supporting the agricultural sector and ensuring efficient farm operations.

### Hunar

125 Women trained in tractor operations and maintenance

Custom agri-equipment hiring centres run by women

The project Hunar was implemented on a field school format, where farmers learn through observation and experimentation in the field. Women farmers from rural parts of Maharashtra and Madhya Pradesh were trained on tractor operations and maintenance and were supported setting up of a Custom-hiring Centres (CHC), for business of renting out the farm equipment. This is making farm mechanisation accessible to more farmers, especially women, resulting in decreased drudgery in the otherwise labour-intensive work assigned to them.







At the end of the training, the women farmers received certification from the Agriculture Skill Council of India as Tractor Operators'. This reputed certificate gives them more trust from the community and helps in getting more work. It is also useful when they want to pursue other advanced training.

**Income Generation Activities** 

Entrepreneurial (Saksham) kits were provided to 1,664 women and youth containing necessary tools, equipment, or resources to help aspiring entrepreneurs start or expand their businesses. By equipping individuals with the right tools, our initiatives foster entrepreneurship and support the development of small businesses.

Over the year, individual entrepreneurs were given access to knowledge and services for financial inclusion, skill training and entrepreneurship development support. Our initiatives focus on supporting the long-term success and growth of individual entrepreneurs, providing them with the necessary resources, mentorship, and support to establish and maintain viable businesses.

7,169 individuals were linked to social safety nets through various programmes. Social safety nets are systems of support that help protect individuals from poverty, vulnerability, and social exclusion.

### Saksham

180 Individuals getting job related scholarships

1,664 Individuals getting saksham entrepreneurial kits

Project Saksham is a multifaceted initiative aimed at empowering women entrepreneurs and members of the LGBTQIA+ community from rural areas of Assam, Karnataka, Maharashtra, Uttar Pradesh, Rajasthan, and Goa, through skill development, mentorship, and entrepreneurial support.



### 222

# LGBTQIA+ Individuals getting saksham entrepreneurial kits

Under this project, 1664 individuals and 222 LGBTQIA+ entrepreneurs have been empowered with Saksham kits. Additionally, the project has successfully conducted training sessions and workshops, enhancing the skills and knowledge of LGBTQIA+ participants.

#### Formation of SHGs

We formed 84 self-help groups (SHGs) which were supported through government schemes and financial linkages. By forming or supporting SHGs, these initiatives foster social and economic empowerment at the grassroots level.

My father had a chaat stall. But the income wasn't much. After my training I am more aware about how to manage the work better and more hygienically. Additionally, with utensils received as a Skasham kit, we could increase the volume of food. I am able to help him increase and manage his work. Our family income has increased. I am happy that I could contribute.

- Shail Kumari (Food cart vendor), Bankat, Shravasti. Uttar Pradesh

#### **Achievements**

- Received the Jury Choice Award with a Scroll of Honor in the 6th Indian Chamber of Commerce ICC Social Impact Awards (2023-2024) by the Honourable Governor Dr. CV Ananda Bose, West Bengal, India for Promoting Gender Equality and Women Empowerment.
- Our Entrepreneurship Development module was recognized by Hon. Minister, Ministry of Women and Child Development Ms. Aditi Varda Sunil Tatkare.
- UWM was acknowledged by the Department of Animal Husbandry in Karjat block for off-farm livelihoods.



## **PUBLIC SAFETY**



SDG 11 - addresses safety in urban environments by promoting sustainable cities and communities, which includes improving road safety and access to safe public spaces.



SDG 16 - promoting peaceful and inclusive societies, providing access to justice for all, and building effective, accountable institutions at all levels.

🔊 3,50,19**4** 

Individuals served



**11,91,92,275** 

Funds channelised



**Projects** 



2,48,722

Individuals sensitised on road safety

4,491

Road safety sessions

70

Schools, colleges & RTOs where sensitization has taken place.

27,584

Helmets distributed

30,645

Individuals given immediate relief

28,200

Individuals supported through long term rehabilitation/disaster mitigation



# **Our Interventions**

Shelter
Road Safety
Disaster Preparedness
Protection from Exploitation & Abuse
Legal Aid
Awareness & Advocacy
Technology Development





### **PUBLIC SAFETY**

The Public Safety vertical at UWM encompasses interventions related to the safety and well-being of the community. Road safety and disaster preparedness have been the key focus areas.

As per the 2024 India Status Report on Road Safety, released by the Transportation Research and Injury Prevention (TRIP) Centre at IIT Delhi, most Indian states are unlikely to meet the United Nations Decade of Action for Road Safety objective by 2030.

It also identified pedestrians, cyclists, and motorised two-wheeler riders as the most vulnerable road users, presenting the case for intervention in the area. Additionally, India has been traditionally vulnerable to natural disasters on account of its unique geo-climatic conditions.

### **Road Safety**

Through these efforts, a total of 2,48,722 individuals have been sensitised on the importance of road safety practices. The project has taken a comprehensive approach, organising 4,491 road safety sessions across 70 schools, colleges, and Regional Transport Offices (RTOs). These sessions have been instrumental in educating people about traffic rules, safe driving behaviours, and the consequences of negligence on the roads.

To assess the impact of our sensitization efforts, the team has measured the increase in awareness among participants post-training. The results show that 23,043 individuals have demonstrated a significant improvement in their knowledge and understanding of road safety measures. In addition to awareness campaigns, the team has also provided immediate relief, through our emergency response training, to 30,645 individuals affected by road accidents or other emergencies. Furthermore, have invested we in long-term rehabilitation, disaster mitigation, and preparedness measures, benefiting 28,200 individuals.

### Two Wheels, One Life

The WHO's Global Status Report on Road Safety 2023 shows that, in India, the total number of road traffic fatalities went up from 1.34 lakh in 2010 to 1.54 lakh in 2021 (Chandra, 2023).

MoRTH report further said "Among vehicle categories involved in road accidents, two-wheelers for the second consecutive year, accounted for the highest share in total accidents and fatalities during 2022".

Through our Two Wheels-One Life programme, we work in close partnership with the Traffic Police, Regional Transport Offices (RTOs), colleges, and youth groups to sensitise and encourage current as well as potential two-wheeler riders to be safe and responsible. Our interventions include training licence applicants and youth at RTOs and colleges, assessing riding skills using a simulator, and engaging youth in promoting safe roads through road safety clubs.



We have over the year distributed 20,584 helmets, emphasising the importance of personal protective equipment in reducing the severity of injuries during accidents. By providing these helmets, the project aims to encourage the use of safety gear and set an example for others to follow.

Through these multifaceted efforts, we promoted road safety and reduced the number of accidents across the country. By sensitising individuals, providing immediate relief, and investing in long-term mitigation measures, the project is working towards creating a safer and more resilient transportation network that benefits everyone.

15,706

Participants sensitised on two-wheeler road safety

27,584

Helmets distributed

70

Schools, colleges & RTOs where sensitization has taken place

5,584

individuals attending experiential learning sessions

279

Two-wheeler simulator-based training sessions



### **Road Safety Education**

We made significant strides in sensitising various stakeholders on road safety, with a focus on school students, youth, women, and commercial vehicle drivers. Through a comprehensive approach, the project has successfully reached out to 2,68,792 individuals from these target groups, educating them on the importance of safe road practices.

The programme has placed a special emphasis on engaging with school students and teachers from Delhi NCR, Maharashtra, Karnataka, Gujarat, Andhra Pradesh, Uttrakhand, Telangana & Tamil Nadu, recognizing their crucial role in creating a safer future.

52,855 children have been sensitised on road safety measures, with the aim of developing actionable plans for implementing safety protocols around school routes and environments. Students have also played an active role in spreading awareness, conducting various road safety activities to sensitise their peers, parents, teachers, police officials, RTO representatives, and school authorities.



This peer-to-peer approach has proven effective in reaching a wider audience, with 1,40,535 individuals being sensitised through these student-led initiatives.

The project has conducted 4,491 road safety sessions targeting diverse stakeholders, including parents, teachers, police officials, and RTO representatives. These sessions have been instrumental in raising awareness and promoting collaboration among various stakeholders to address road safety challenges in Maharashtra, Karnataka, Andhra Pradesh, Delhi NCR, Tamil Nadu, and Gujarat. To reinforce the importance of personal protective equipment, 20,584 helmets to two-wheeler riders and 7,000 helmets to child pillion riders have been distributed after the training & sensitisation sessions.

This initiative aims to encourage the consistent use of helmets and set an example for others to follow. The project has also focused on enhancing the awareness of commercial vehicle drivers and two-wheeler riders, recognizing their critical role in maintaining road safety. 15,596 commercial vehicle drivers have participated in training programmes that emphasize safe driving and riding practices.

Engaging with the community at the grassroots level has been a key strategy, with 63 village committee meetings conducted to raise awareness on road safety issues. These meetings have provided a platform for local stakeholders to voice their concerns and collaborate on solutions tailored to their specific needs.



Overall, the project's multi-stakeholder approach has successfully sensitised 70 schools, colleges, and RTOs on road safety, demonstrating its commitment to creating a safer and more responsible road environment for all users.

Road safety, especially helmet use, is deeply personal to me. A terrifying journey without a helmet emphasised its importance.

Attending road safety sessions reinforced this. Convincing my family is a challenge, but I'm committed to advocating for their safety. My experience highlights the power of education in promoting life-saving habits like helmet use and safe road behaviour.

- Geetha, Class VI, GHP School Kaggadasapura, Bangalore

### **Disaster Relief**

Our disaster preparedness and immediate relief efforts aim to ensure that vulnerable communities are equipped to handle emergencies like floods, cyclones, earthquakes etc. effectively. 16,145

Individuals given immediate relief

28,200

### Individuals supported through long term rehabilitation/Disaster mitigation

A total of 14,500 individuals from 2,900 floods affected households in Assam received immediate relief through resilience-building kits that contained essential emergency supplies, including blankets, mosquito nets, tarpaulin sheets, and solar lanterns.

The kits are designed to provide comfort and safety during crises, helping families to cope with the immediate aftermath of disasters.

For long-term rehabilitation and disaster mitigation, the Public safety team established 25 tube wells equipped with elevated platforms in flood prone Barpeta district of Assam, providing 7,200 households with access to potable water on an annual basis. This infrastructure is vital for ensuring a reliable supply of clean water, particularly in regions prone to water scarcity or contamination.

Moreover, the project has created three community water treatment plants utilising arsenic-removal technology, which serve over 15,000 individuals from 3,000 households. These plants are essential for delivering clean and safe drinking water, significantly improving community health outcomes.

These plants are essential for delivering clean and safe drinking water, significantly improving community health outcomes.

The project also addressed sanitation needs by constructing three community toilet blocks in Assam, providing safe and dignified sanitation facilities for 1,000 individuals annually.



The project also addressed sanitation needs by constructing three community toilet blocks in Assam, providing safe and dignified sanitation facilities for 1,000 individuals annually. Access to proper sanitation is critical for preventing disease and promoting overall public health, especially in disaster-affected areas. Furthermore, 5,000 individuals from 1,000 households received non-electric arsenic-removal water filters, reinforcing the commitment to ensuring safe drinking water access for long term relief. Immediate relief efforts also included hygiene kits distributed to 825 individuals from 165 households, containing essential items such as toothbrushes, toothpaste, bath soap, and sanitary supplies.

Additionally, 820 individuals from 164 households in Nalbari district of Assam received ration kits containing staple food items like pulses, mustard oil, and wheat flour, ensuring that families have access to nutritious food during emergencies.

#### **Achievements**

- UWM won the VIA Creative Challenge ( Global Poster Making Competition) which involved 35 Countries & 2,70,000 Children- 5 girls from Ewart CSI School Chennai won the competition for their posters on road safety. The prize of the competition is a trip to Paris for the children.
- The Thrissur district collector recognized UWM for disaster relief efforts.
- Road Safety Cell of the Transport Commissionerate, Uttar Pradesh, issued a letter of appreciation to the road safety programmes "Swabhimaan" supported by Mahindra Finance.

# Workplace Campaigns & Employee Volunteering

Our workplace campaigns unite employees across company offices, giving them opportunities to donate, volunteer, and advocate for causes that matter to them. These campaigns include employee payroll giving, where employees contribute to chosen causes through customised programmes, and impact driven volunteering activities, which foster community ownership and responsibility. By pooling contributions, employees become catalysts for meaningful change.

Employees enthusiastically participated in creating awareness on concepts of beat plastic pollution, Go green initiatives, Earth day importance etc.

10,598

Volunteers engaged

28,629

**Volunteering hours** 

### Volunteering programme

The volunteering and payroll giving efforts last year encompassed a wide range of initiatives dedicated to supporting various causes. These included providing therapies for young adults, offering assistance to orphaned, abandoned, and critically ill children, ensuring safe and hygienic accommodation for families undergoing cancer treatments, delivering livelihood training for women in low-income communities, offering free and subsidised medical care, upgrading school infrastructure, and more with the help of ground level employee involvement. The focus on education is evident with 130 activities done by 3,172 volunteers devoting nearly 7,000 hours to upgrading low income schools infrastructure, conducting career guidance workshops, creating teaching aids, taking sessions on cyber security, financial literacy and STEM, guided exposure visits for children along with academic support to 5,147 lives touched.

The work in education was followed by the environment where we got support from 3,373 volunteers giving 7,117 hours for the environment related initiatives directly influencing 2,150 people. We organised numerous waterbody clean-ups and tree plantation drives along with maintenance of existing plantations, emphasising our commitment to environmental conservation.



Under health initiatives, we engaged 2,040 volunteers to give 7,400 hours for 4,314 people. Our health-oriented initiatives such as blood donation camps, general and eye check-up camps, and wellness sessions for women and the elderly, ensured comprehensive community support.

13,096
Individuals served

269
Activities done



Special events like summer camps for HIV/AIDS infected & affected children, Day of Fun for the Elderly and the Carnival at Campus fostered joy and engagement among participants.

Additionally, more sessions were conducted on mixed themes of vocational trainings, sustainable product making and financial literacy. Technical skills were enhanced through sessions on Angular Framework, Java Collections, and Spring Boot at various colleges at Maharashtra, Tamil Nadu, and Karnataka, affecting more than 1,400 people with the help of 1,945 employees devoting 6797 hours.





## Tata Mumbai Marathon 2024



The Tata Mumbai Marathon 2024 was a monumental event that pushed the boundaries of sports-driven philanthropy in India, raising an impressive ₹72.39 crores for 268 NGOs through United Way Mumbai's fundraising platform. Serving as the event's Philanthropy Partner since 2009, United Way Mumbai has been instrumental in channelling the passion of runners and supporters into tangible impact, making the marathon a powerful force for change.

Bringing back the momentum and setting new records, this 19th edition marked a significant milestone in the event's history showcasing the incredible impact of collective effort. Over 12,000 runners participated for various causes, and 1,650 individuals created fundraising pages. Of the 268 NGOs representing 12 different cause categories, 91 received support from corporate teams, 126 were backed by individual fundraisers, and 137 used Charity Bibs to raise funds. The participation of 50 first-time NGOs underscored the platform's growing inclusivity and reach.

The key highlight of 2024 was also the exceptional performance of individual fundraisers. The TMM Change Legends, a group of 10 fundraisers who raised a staggering ₹29.95 crores, contributing 64.93% of the total individual funds raised. Adding to this, the Young Leaders category celebrated the inspiring efforts of 86 individuals under the age of 21, who collectively raised ₹2.47 crores across 89 NGOs. Of these, 42 also earned the distinction of being Change Runners by raising more than ₹1.75 lakhs each.

Corporates continued to play a vital role in this edition, with 179 companies fielding 267 teams, contributing ₹22.76 crores to 91 NGOs. Their commitment underscored the importance of organisational philanthropy in driving change on a larger scale.

The 2024 marathon also saw the launch of the TMM Green Bib initiative, which brought a new dimension to the event by integrating environmental action with philanthropy.

Contributions from 2,672 runners helped raise ₹31.85 lakhs, leading to the plantation of 5016 trees in Maharashtra's Solapur district. The Agri+Horti plantation model, designed and implemented by United Way Mumbai, integrates agroforestry and horticulture practices to not only conserve soil and mitigate carbon emissions but also support the livelihoods of local farmers. This innovative approach, introduced in the Green Bib initiative, marks the beginning of a long-term commitment to environmental and community development, with plans to expand to new regions every year.

Through its role as the Philanthropy Partner, United Way Mumbai has been at the heart of transforming the TMM into a platform for extraordinary impact.

by empowering NGOs, rallying individual fundraisers, and fostering corporate participation, the marathon has become much more than a race – it is a movement of collective action for change. The 2024 edition exemplifies the strength of this collaboration, demonstrating how purpose-driven initiatives can leave a lasting legacy. And all of this wouldn't have been possible with support from the event organisers Procam International, corporate teams, NGOs, fundraisers, runners and most importantly, the support of the donors.

As we look forward to TMM 2025, the bar is set higher, and the journey continues, promising even greater strides in sports-driven philanthropy.









## The Year Ahead 2024-25

As we reflect on 2023-24, it is clear that the past year has been a transformative period for our communities. The COVID-19 pandemic's repercussions continue to challenge us, manifesting in learning deficits among children, increased health risks, and persistent unemployment. Yet, the collective efforts of our donors, partners, and community stakeholders have enabled us to address these issues effectively.

Looking ahead to 2024-25, the philanthropic and development landscape in India is evolving rapidly. Key trends are shaping our approach and priorities:

**Emphasis on data-driven impact:** The push for greater transparency and accountability is stronger than ever. We are committed to integrating advanced data analytics to measure and enhance the impact of our initiatives. By leveraging insights from data, we aim to optimise our programmes and demonstrate the tangible results of our efforts.

Rise of technology and digital solutions: The integration of digital tools and Artificial Intelligence in philanthropy is revolutionising how we operate. From virtual learning platforms to digital health services, technology is expanding our reach and effectiveness. We will continue to embrace these innovations to improve our programmes and engage with communities more dynamically.

**Focus on sustainable development:** There is an increasing emphasis on sustainability across all sectors. Our environmental initiatives, such as urban afforestation and marine pollution control, are aligned with global sustainability goals. We are dedicated to fostering a greener future through our projects and encouraging eco-friendly practices.

**Strengthening collaboration and partnerships:** The complexity of today's challenges requires a collaborative approach. We are forging stronger alliances with governments, corporations, and NGOs to address social issues comprehensively. These partnerships will enable us to leverage resources and expertise for greater impact.

**Inclusion and equity:** There is a growing recognition of the need for inclusive practices that address systemic inequalities. Our programmes are designed to empower marginalised communities, with a focus on gender equality, educational access, and economic opportunities. We are committed to creating equitable solutions that uplift all individuals.

As we move into this new year, our dedication to empowering individuals, families, and communities remains steadfast. Our education programmes will continue to support children in underserved areas, while our health initiatives aim to enhance access to essential services. We will focus on creating sustainable livelihoods, protecting the environment, and improving public safety.

Our achievements in the past year highlight the power of collective action. With the support of our diverse network of stakeholders, we are poised to tackle the evolving challenges of 2024-25. Together, we can build a more inclusive, equitable, and sustainable future, where every individual has the opportunity to thrive.

As we advance in our mission for social change, we remain committed to the principles of Social Impact. Done Right.



## **CORPORATE PARTNERS**

A large number of companies supported our work through grants, payroll giving & volunteering programmes.

Accentive (India) Pvt. Ltd.

Ad2Pro Global Creative Solutions Pvt. Ltd.

Adrika Developers Pvt. Ltd.

Allegis Global Solutions India Pvt. Ltd.

Allegis Services India Pvt. Ltd.

Alphagrep Securities Pvt. Ltd.

Alphasense Technology India Pvt. Ltd.

Amazon Development Centre India Pvt. Ltd.

**ASK Foundation** 

ATC Tires Pvt. Ltd.

Avery India Ltd.

Ayvens India

Bajaj Electricals Foundation

Bajaj Electricals Ltd.

Bank of America

Bisleri International Pvt. Ltd.

Black & Veatch Pvt. Ltd

BlackRock Services India Pvt. Ltd.

Bloomberg Data Services India Pvt. Ltd.

Boehringer Ingelheimindia Pvt. Ltd.

BP Business Solutions India Pvt. Ltd.

BP India Pvt. Ltd.

Bristol Myers Squibb India Pvt. Ltd.

Buro Happold Engineers India Pvt. Ltd.

Castrol India Ltd.

Centre for Digestive And Kidney Diseases (India) Pvt. Ltd.

Chalama Infraproperties Pvt. Ltd.

Citco Group Services India Pvt. Ltd.

Citco Shared Services India Pvt. Ltd.

Citibank N.A.

Citi Corp Finance India Ltd.

Citicorp Services India Pvt. Ltd.

Citigroup Global Markets India Pvt. Ltd.

CMA CGM Agencies India Pvt. Ltd.

Coca-Cola Foundation

Consulate General of the Kingdom of the Netherlands(Ministerie Van Buitenlandsezaken)

Covestro India Pvt. Ltd.

Credit Suisse Securities (India) Pvt. Ltd.

CRISIL Foundation

DBS Bank India Ltd.

DDP Speciality Products India Pvt. Ltd.

Deloitte & Touche Assurance & Enterprise Risk Services India Pvt. Ltd.

Deloitte Consulting India Pvt. Ltd.

Deloitte Financial Advisory Services India Pvt. Ltd.

Deloitte Support Services India Pvt. Ltd.

Deloitte Tax Services India Pvt. Ltd.

Dentsu Aegis Network India Pvt. Ltd.

DHR Holding India Pvt. Ltd.

Disney Broadcasting (India) Pvt. Ltd.

Dosti Enterprises

Dosti Realty Ltd.

**Embassy of United Arab Emirates** 

Fedex Trade Networks Transport & Brokerage Pvt. Ltd.

First Data India Pvt. Ltd.

Firstsource Solutions Ltd.

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### **OUR TEAM**



At United Way Mumbai, our team is the foundation of our mission to improve lives and create sustainable impact in the communities we serve. Our mission is what drives us and shapes our daily work. Here, each team member brings specialised knowledge in areas such as programme design, implementation, grant management, impact assessment, and community engagement. This diverse range of expertise allows us to address complex social issues with tailored, innovative solutions.

Our team's deep understanding of the local context, combined with our extensive experience working across various sectors, positions us as leaders in the development space. Here, we value diverse perspectives and actively work together to leverage our collective strengths. This commitment to personal and professional development has contributed to our recognition as the Great Place to Work for the fifth time in a row, and also one of India's Best Workplaces<sup>TM</sup> for Women 2023 (Mid-size) and India's Best NGOs to Work For 2023.

These accolades reflect the vibrant, dynamic culture we have built – one that thrives on continuous learning, innovation, and shared purpose. What sets us apart is not just the expertise we bring to the table but the sense of purpose that unites us. Our work environment is focused on outcomes that matter – on making a tangible, positive difference. As experts in the field of community impact, we continuously refine our strategies and methodologies to stay at the forefront of effective community-driven change, always aiming to make a lasting difference – together!







# **UWM FINANCIALS**

#### SCHEDULE -VIII

[ Vide Rule 17(1) ]

Name of the Public Trust: UNITED WAY OF MUMBAI

Balance Sheet as at: 31 MARCH 2024

Registration No. F-23412 (Mumbai)

FUNDS AND LIABILITIES	Rupees	Rupees	PROPERTY AND ASSETS	Rupees	Rupees
Trust's Funds or Corpus:-			Immovable Properties :-		
Balance as per last Balance Sheet	99,51,557		Balance as per last Balance Sheet	11,49,005	
Additions during the year	-	99,51,557	(written down value)		
			Additions during the year		
Other Earmarked Funds:-			Less : Sales during the year	-	
(Created under the provisions of the trust			Depreciation up to date	4,59,602	6,89,403
deed or scheme or out of the Income)					
Depreciation Fund	-	-	Computers, Office Equipments, Furniture and Fixtures:-		
Sinking Fund	-	-	Balance as per last Balance Sheet (written down value) 52,98,643		
Reserve Fund	-	-	Additions during the year	4,51,345	
Any other Fund (refer Annexure A)	19,44,25,037	19,44,25,037	Less : Loss on Disposal of FA	11,664	
			Depreciation for the year	10,58,898	46,79,426
Loans (Secured or Unsecured):-			Loans (Secured or Unsecured): Good/doubtful		
From Trustees	-		Loans Scholarships	-	
From Others	-	-	Other Loans		-
Liabilities :-			Advances:-		
For Expenses (including Provision for Expenses)	6,47,20,695		To Trustees	_	
For Advances (Doubtful)	2, 11, 22, 21		To Employees	63,745	
For Public Trust Administration Fund	9,26,39,678		To Contractors	-	
Tot Table Tract Administration Fund	2,20,02,07		To Income Tax	82,33,283	
		15,73,60,373	To Deposits	45,10,680	
Income and Expenditure Account		, , ,	To Others	58,00,792	1,86,08,550
Opening balance	23,16,08,175		15 54.6.5		,,,
Less: Reclassified to earmarked funds balance	-		Income Outstanding:-		
2000. Residestified to curriance raines balance			Rent	_	
Add: Transfer from current year	6.69.47.057	29,85,55,232	Interest accrued (net)	11,49,312	
,		, , ,	Other Income	, ,	11,49,312
					, ,-
			Cash and Bank Balances:-		
			In Saving Account:	1 07 00 705	
			(a) with State Bank of India FCRA Designated A/c	1,07,99,725	
			(b) with Kotak Mahindra Bank	22,72,28,474	
			(c) with State Bank of India	40,511	
			(d) HDFC Bank-SB A/c	53	
			In Current Account:	0.40.001	
			(a) with HDFC Bank	2,49,921	
			(b) With DBS Bank	32,08,899	
			In Fixed Deposit Account :	00 67 00 700	
			(a) with HDFC Trust Deposits	22,67,28,790	
			(b) with Kotak Mahindra Trust Deposits	16,67,39,797	
			Cheques in hand	-	
			Cash Balance		
			(i) with the trustee	-	
			(ii) with the manager	5,543	(0.51.65.550
		66 02 02 110	Foreign currency in hand	1,03,845	63,51,65,558
		66,02,92,119			66,02,92,199

### SCHEDULE -IX

[ Vide Rule 17(1) ]

#### Name of the Public Trust: UNITED WAY OF MUMBAI

'Income and Expenditure Account for the year ended 31 March 2024

Registration No. F-23412 (Mumbai)

EXPENDITURE	Rupees	Rupees	INCOME	Rupees	Rupees
To Expenditure in respect of properties:-			By Rent (accrued/ realised)		
Rates, taxes, cesses	-				
Repairs and maintenance	-				
Salaries	-		By Interest (accrued/ realised)		
Insurance	-		on securities (bank deposits)*	2,53,88,622	
Depreciation (by way of provision or adjustments)			on bank account*	132,71,214	
			on Income Tax Refund	1,37,989	3,87,97,825
T. F. (18)			(*exclude Earmarked Interest Rs.3,198,993)		
To Establishment expenses	F 07 47 6FF				04.074
Salaries	5,37,47,655		By Miscellaneous Income		36,876
Professional services	76,30,820				
Travelling and conveyance	5,24,287				
Communication charges	5,00,138				
Courier	2,168				
Other project expenses	3,05,845				
Business development	1,48,765				
Training & Capacity building expenses	84,713				
Electricity	1,63,160				
Office expenses	3,01,668				
Leave Encashment (Refer below Note 5(b))	14,77,642				
Gratuity (Refer below Note 5 (a))	21,72,961				
Rent	88,11,126				
Printing and stationery	85,153				
Insurance	10,68,469				
Depreciation	15,18,500				
Staff welfare	16,00,758				
Membership fee	15,98,128				
Miscellaneous expenses	35,522				
Bank Charges	63,784				
AMC & Repairs and maintenance - others	16,56,571	8,34,97,833			
To Remuneration to trustees		-	By Dividend		
To Legal expenses		-			
To Audit fees		5,40,204	By Donations in Cash or Kind		
			- in cash (through bank)		13,62,50,648
			- General Donation (Anonymous)	_	-
To Contribution and fees			"- amount appropriated from the earmarked	1	,41,21,58,360
			funds for expenditure on specific projects		
			(to the extent utlised) [also refer Annexure A]"		
To Amount written off :-			By Grants		
(a) Bad debts			_,		-
(b) Loan scholarship	-		By Income from other sources		
(c) Irrecoverable rents	-		Income from Research Activities	_	
(d) Other Items fixed assets	-		Publication Subscription	_	
(e) Project Expenses Written Off	-		Advertisement Income	_	
To Miscellaneous expenses				-	-
Conference and seminars	_		By Profit on sale of assets	_	
Conference and seminars  Gifts	_			-	
" Contribution to Charity Commissioner - PTA Fund	2,41,00,255				
(Refer below Note 6)"	2,11,00,200				
·	_	2,41,00,255			
Others		۷, ۱۱,۵۵,۷۵۵			

#### SCHEDULE -IX (Continued)

[ Vide Rule 17(1) ]

Name of the Public Trust: UNITED WAY OF MUMBAI

'Income and Expenditure Account for the year ended 31 March 2024  $\,$ 

Registration No. F-23412 (Mumbai)

(Continued)

EXPENDITURE Rupees Rupees INCOME Rupees Rupees
To amount transferred to Reserve or Specific Funds - By Transfer from Reserve

To expenditure on objects of the Trust

(classification is as certified by trustees)

(a) Religious

(b) Educational 28,67,07,969 (c) Medical Relief 5,12,07,558

(d) Relief of Poverty (e) Disaster Relief 4,43,15,431

(f) Other Charitable Objects 1,02,99,27,402
Less: Refund of donations paid in earlier years - 1,41,21,58,360

To surplus / (deficit) carried over to Balance Sheet 6,69,47,057

1,58,72,43,709 1,58,72,43,709

#### ANNEXURE I TO FORM 10-B UNITED WAY OF MUMBAI

#### FOR THE YEAR ENDED 31 MARCH 2024

#### INCOME TAX ASSESSMENT YEAR 2024-2025

Rupees

Rupees

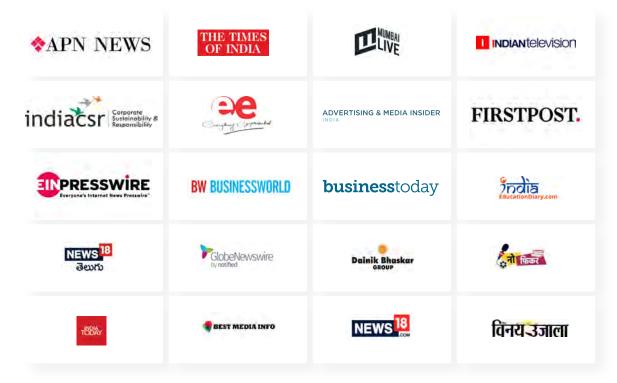
EXPENDITURE

	TOTAL TOTAL	Nupcco	Mapeco
Α	Gross income as per audited Income and Expenditure account		
	-Donation received - non earmarked project	-	
	- Income received in Earmarked fund	1,34,94,23,204	
	- General Donation (Anonymous)	-	
	- Miscellaneous income	36,876	
	- Interest income	3,87,97,825	
		1,38,82,57,905	
	Less: Interest accrued (closing balance)	11,49,312	
		1,38,71,08,593	
	Add: Interest accrued (opening balance)	1,60,91,077	
	Income received		1,40,31,99,670
В	Gross expenses as per audited Income and Expenditure account		
	Establishment expenses (excluding depreciation)	8,19,67,669	
	Expenses incurred from Earmark fund (excluding retention)	87,79,18,702	
	Audit fees	5,40,204	
		96,04,26,575	
	Add: Opening Sundry Creditors (including advance to vendors)	4,00,94,033	
	Add: Opening Duties and Taxes	94,55,403	
	Add: Opening balance of provision for expenses (excluding sundry creditors & liabilities	2,64,26,271	
	towards public administration fund )	, , ,	
	torrardo pasilio darininotation fana )	1,03,64,02,282	
	Less: Closing Sundry Creditors	1,88,91,130	
	Less: Less Duties and Taxes	71,42,456	
	Less: Closing balance of provision for expenses	3,42,35,811	
		5,42,55,611	
	(excluding sundry creditors & liabilities towards public administration fund)	97,61,32,885	
	Add Fixed exacts assume and during the sacr	451,345	
	Add: Fixed assets purchased during the year	97,65,84,230	
	Expenses incurred	97,03,04,230	97,65,84,230
	Less: set-off against opening accumulated balance	<del></del>	37,00,0 <del>-1</del> ,200
•	Denoting vives (later denite Denoting)		39,79,89,010
С	Donation given (Inter-charity Donations)		
	Table and and the sheet of the sheet of the same of (D. O.)		1,37,45,73,240
D	Total amount applied for the object of th trust (B+C)		1,07,40,70,240
_	150; (		15,07,81,599
E	15% of gross income minus Inter-charity Donations 15%*(A-C)		13,07,01,399
_	N.O. I. (A.D.(I.		2,86,26,430
F	Net Surplus (A-D) { Income accumulated or set apart for applications to charitable		2,00,20,430
	or religious purposes or stated objects of trust or institution to the extent it does		
	not exceed 15% of the income}		
G	Total amount of income accumulated or set apart for specified purposes under Section 11(2) (F-E)		-

# **UWM IN THE MEDIA**



Our programmes have been covered in the following publications



Our social media handles are also active throughout the year, informing the community about our programmes, activities and other general information



/unitedwaymumbai











Linkedin: /company/unitedwaymumbai United Way Mumbai is registered under the Societies Registration Act, 1860 and the Bombay Public Trusts Act, 1950. Donations from India to United Way Mumbai are eligible for tax exemption under Section 80G of the Income Tax Act.

We are authorized to receive foreign donations under the Foreign Contributions Regulation Act. United Way Mumbai is also registered with the Govt. of India's NITI Aayog (MH/2017/0155813) and has been recognised as a Credible Implementing Agency by the Indian Institute of Corporate Affairs (IA Hub Code: A000338).

We are registered as a CSR Implementing Agency with the Ministry of Corporate Affairs (Registration No.: CSR00000762)



