



**KITES INDIA**  
TO THE SKY AND BEYOND

# SUSTAINABLE DEVELOPMENT. DRIVEN BY THE POWER OF YOUTH.



**YOUTH FOR COLLECTIVE ACTION**

I WILL WORK AND  
SWEAT FOR A  
GREAT VISION.  
THE VISION OF  
TRANSFORMING  
INDIA INTO  
A DEVELOPED  
NATION.

OUR  
INSPIRATION



APJ ABDUL KALAM  
11TH PRESIDENT OF INDIA



As a youth ecosystem enabling service-led, volunteer-led and community-led social innovations, KITES is where inspired young minds come together to share innovative ideas that have unparalleled relevance in the age of the Sustainable Development Goals. The model envisioned by KITES is an integrated working model encompassing the following.

- Community building and youth-networking
- Communities of Practice
- Social Innovation and Entrepreneurship
- Rural Development through SDG Localization
- Partnerships and stakeholder engagement for common goals



Initiatives in all these areas span various socio-developmental sectors like Education and Skilling Industry, Climate Action and Environmental Sustainability, Health and Sanitation, Art and Culture, Livelihood Generation and Socially Responsible Tech etc. They are also guided by the 17 Sustainable Development Goals which are comprehensive, far-reaching, and people-centred set of universal goals.



**OUR VISION**  
Build together a livable planet, inclusive, equitable, and sustainable through youth-led development and community-driven action.



**OUR MISSION**

- Create social entrepreneurs capable of responding to new challenges.
- Join hands with state and non-state actors, academia, industry, and civil society.
- Engage in quality knowledge generation to facilitate informed action.
- Make the most of youth networking opportunities.
- Form Communities of Practice to enable learning.
- Build self-reliant and sustainable model villages through youth intervention.



**OUR ASPIRATION**  
Build a unique functional model of the organization that can create scalable social impact at the national and international levels.

# CORE INITIATIVES

KALAM CENTRE FOR SOCIAL INNOVATION AND ENTREPRENEURSHIP (KCSIE)

SARVODAYA

KITES DEVELOPMENT FORUM

KITES COMMUNITY OUTREACH

## CORE INITIATIVES/



### KALAM CENTRE FOR SOCIAL INNOVATION AND ENTREPRENEURSHIP (KCSIE)

Living in the days of soaring unemployment and a youth clueless about their opportunities it is quintessential to discover the new avenues opening up in the development sector and rethink our perspective about the 'ideal jobs'. The nonprofit sector is usually regarded as unfancied and without attracting the same kind of young talents as the for-profit sector. To break this stereotype youth must have a new course of action to pursue their niche in the sector. This is where KCSIE comes into the role-play. KCSIE will remain commonplace for both product-led innovators and community-led innovators, mentor-mentees, practitioners and field experts making it a converging space for communities, institutions, youth-led enterprises and individuals

#### 1. THE FUTURE PROJECT - SOCIAL INNOVATORS LAB

The Future Project is the lab of Social Innovators where young talented minds can pitch their theory of change and work collaboratively for it, be it product-led, community-led or volunteer-led innovative ideas creating local solutions for local problems. The initiative will also introduce youth to the countless opportunities they can pursue in the development industry with informed choices. This is a unique opportunity to make an impact, learn, network, and improve social skills. This comprehensive support platform enables youngsters to take charge of their own ideas, innovate in their own ways, and build a group of doers to achieve their bigger social goals. The initiative is also about harnessing the power of exponential technology with the help of expert advisors and learning programs in the non-profit sector to work in a futuristic manner.

#### 2. KALAM FELLOWSHIP

Kalam Fellowship is an opportunity for India's brightest and most promising young talents to serve as full-timers and utilize their skills and entrepreneurial mindset to serve underserved communities in the rural hinterland of the country. Fellows get exposed to the grassroots realities of India's rural system and will have an opportunity to cultivate the knowledge, skills, and mindsets necessary to attain positions of leadership.

'Promoting social entrepreneurship as an attractive employment proposition for young Indians will create a positive shift away from volunteerism and philanthropy to sustainable development. This can transform community development and engagement from a short-term prospect for the youth into a sustainable career option.' (National Youth Policy 2014)

## CORE INITIATIVES/



### SARVODAYA

#### EMPOWERING RURAL COMMUNITIES FOR A SUSTAINABLE FUTURE

Sarvodaya is a term meaning 'universal uplift' or 'progress of all', a term first coined by Mahatma Gandhi to reflect his political philosophy. KITES is envisaging a community development model that emphasizes SDG localization through youth intervention. The core idea of the program is to provide innovative solutions to deep-rooted development problems in the rural hinterland of our country by building the capacity of communities through sustainable and holistic interventions in Health, Livelihood, Education, Environmental Sustainability, Technology and Disaster Resilience with decentralised planning and implementation at the grassroots levels, enabling and empowering individuals to articulate their needs.

India is one of the rapidly urbanizing nations but the majority of the Indian population (68.84% according to the Census of India-2011) are living in rural areas. Rural areas are crippled with many problems although they contribute to 46% of our national income. It is, therefore imperative that any development programme undertaken in the country must be sustainable and involve the vast rural populace to augment the impact.



## CORE INITIATIVES/



### KITES DEVELOPMENT FORUM

Nearly 40 per cent of the Indian population is aged between 13 to 35 years. Nevertheless, youth organizations in India are fragmented with little or no coordination between the various stakeholders working on youth cautions the National Youth Policy of India, 2014. Apparently, this poses an imminent challenge in leveraging the potential of the abundant human resource that we are. Development Forum is a platform for partnerships between organisations working towards common goals to share best practices and grow together.



#### 1. SDG SUMMIT

Arena for pushing non-profit advocacy and emphasizing the need for partnerships and collaborations to achieve common goals. This will attract multiple stakeholders like governments, bureaucrats, social influencers, politicians, corporates, academia and others.

#### 2. YOUTH IN LEADERSHIP SUMMIT

Summits facilitating capacity building and networking activities for the youth, along with mutual workspaces and platforms to share their ideas on pressing global and local challenges. KITES believes in the power of dialogues, discussions and deliberations of diverse youth minds to labour vivid and innovative solutions.

#### 3. KALAM AWARDS

Instituted to acknowledge young social volunteers and communities for the contributions made to the development sector. Dr APJ Abdul Kalam Social Volunteer Award is for young volunteers in the service sector, Dr APJ Abdul Kalam Community Excellence Award is presented to exceptional community-led activities and Dr APJ Abdul Kalam Social Impact Award is for impactful social projects by non-profits and for-profits.



## KITES COMMUNITY OUTREACH

The vibrant community at KITES encompasses members, social volunteers, students, partners, advisors, institutions, and practitioners. Communities have strengths that can help achieve a wide range of objectives. A community-based approach encourages the involvement of all stakeholders to achieve the larger social goal.

### 1. COMMUNITIES OF PRACTICE

A community of practice (CoP) is a group of people who share a common problem, a set of problems, or an interest in a topic and fulfil both individual and group goals by learning and practising together. They often focus on sharing best practices and creating new knowledge to advance a domain of professional practice. CoPs in KITES will fundamentally organise members to different interest groups and connect them with practitioners and domain experts to enable learning, knowledge sharing and networking for opportunities.

### 2. KITES CAMPUS

One of the core areas of focus is KITES Campus, an initiative in partnership with higher education institutions to extend Community Service Learning to all students universalising positive and creative social interventions and social volunteering. Often social initiatives are restricted and thought through as a responsibility of a few in such higher education institutions. Breaking the convention, KITES is keen to support collective participation, and community building and thereby nurture socially conscious and responsible students.



OUR  
PRO-  
JE-  
CTS

EDUCATION  
HEALTH  
ENVIRONMENT  
LIVELIHOOD  
TECHNOLOGY  
ART & CULTURE



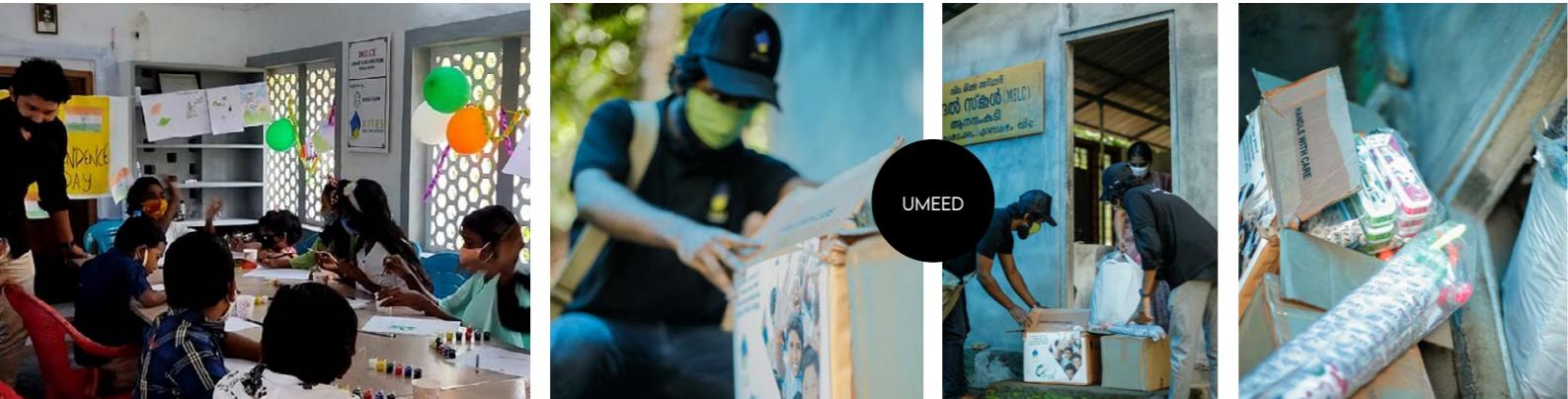
# EDUCATION

## MICROLEARNING HUBS

A comprehensive education crisis runs wide and deep in our country. Microlearning Hubs strives to bridge this gap and serve as experiential learning centers for rural children by offering free academic support.

## UMEED

The fact that many children are having difficulty purchasing the necessary instructional supplies as schools prepare to reopen is not a lesser-known phenomenon. Umeed is all about bringing back smile on their faces.



## INSPIRE

Opens up possibilities in higher education for students and provides training and resources to help them choose the right career path. The project also offers scholarships for students to pursue their higher education goals.

## BOOK FARM

Revival of libraries that lack proper funding and infrastructure or establishment of new ones in remote areas. Mass book collection drive is also proposed to support the libraries as part of the project



# HEALTH

## FREE MEDICAL CAMPS

Free health camps to be organised in selected rural areas offering comprehensive health services such as curative, preventive, promotive, and referral to a large number of people.

## BLEED GREEN

Project to encourage the use of menstrual cups among women that will ensure improved menstrual health, safety, convenience, and freedom for women. This would have a lasting impact on reducing solid waste generation and help address a public health hazard.



OUR PROJECTS/



# ENVIRONMENT

## ECOSYSTEM RESTORATION PROJECT

For the revival of Perunthodu, situated in Kaipamangalam, Kerala a disaster-resilient, evident-based, community-led model with economic integration to ensure inclusivity and sustainability was envisioned. Executed in collaboration with College of Climate Change and Environmental Science (CCCES), KAU and the local self-government, the project was followed by a five-year plan to promote sustainable agricultural practices and integration of disaster-resilient structures

### PUNARJJANI

Campaign to promote food self-sufficiency in the state. Punarjjani, with the help of experts strives to educate households on the inevitability of attaining self-sufficiency in food production.



OUR PROJECTS/



# TECHNOLOGY

## MUNNAR VIBGYOR TOURISM

Theme based, circuit tourism project developed by KITES and executed in collaboration with District Administration, Idukki for enhancing the tourism experience. A social hackathon 'Code4Munnar' was conducted to develop 'Hello Munnar' an open source web-app for improved discoverability. KITES is also collaborating with UNDP and Haritha Keralam Mission to integrate eco-friendly choices in the tourism model.

### DIGITAL LITERACY

Digital Literacy Mission focuses on creating basic digital awareness among the common people to help them navigate through this digital era.



# ART AND CULTURE

## RANG

Rang - enabled by technology, Kerala's largest virtual youth festival features over 160 events in three different categories. In the 2021 edition, there were more than 1500 participants from various districts of Kerala.

## KITES BOOKS

A zero-cost book publishing project that opens the door to aspiring writers to publish their books without spending lump sum amount. This revolutionary concept is designed to support those who are unable to approach or convince a publisher for various reasons.

## VOICE OF INDIA

A virtual platform for youngsters from across India to express their innovative ideas to build a better nation. Participants can speak in their regional language and will be streamed on the official Social Media handles of KITES.





# AWARDS AND ACKNOWLEDGEMENTS



## PINARAYI VIJAYAN

Hon. Chief Minister, Kerala

I am happy to note that the Kites Foundation has organised Rang, a virtual youth festival. It is heartening that thousands of participants showcased their talents in literature, performing arts and visual arts on a single digital platform. The fact that school and college students as well as seniors participated in this festival echoes the wide acceptance that Rang had.



## MEDHA PATKAR

Social Reformer & Activist

You have to take people along, you can't just be yourself and just be career oriented. You have to rise above yourself. You have to be the one with larger society and select the section of population who needs you, your contribution, your support and commitment.



## ANTONY RAJU

Minister for Transport, Govt. of Kerala

Knowledge becomes valuable, only when we apply it in real-life. Mere theoretical knowledge from books, can neither make a better leader nor a better society. Kites Foundation and its activities are highly effective in building leaders of tomorrow as it brings knowledge acquired by the youth into practice.



## HIBI EDEN MP

Hon. Member of Parliament

I've been keenly observing KITES and its initiatives since its inception. What makes them stand out is their fervent passion, futuristic perspective and clarity of thought. It is a highly promising ecosystem for passionate youngsters who believe in the power of youth to create social change.

Award of Appreciation from Honourable Minister of Power, Shri. M. M Mani on completion of Munnar VIBGYOR Tourism Project in the year 2021.



Claire C John, conferred with GMI Women in Leadership Award 2021 for contributions made in the social-sector.



Perunthodu-Valiyathodu Eco Restoration Project won 'CareLa - State level Eco restoration Idea Contest' by the Sustera Foundation.



Best Upcoming NGO in Kerala for Education and Skill 2021 by Centre for Education Growth and Research.



Ajmal Chakrapadam and Claire C John were conferred by Global Youth in Leadership Award by Global Youth Parliament.

# FOUNDERS



**CLAIRE C JOHN**  
Managing Director



**AJMAL CHAKKRAPADAM**  
Chief Executive Officer

# TEAM



**CYRIL SYRIAC**



**APPU M SIVAN**



**MOHAMED NIHEL**



**VISHNU ULLAS**



**HRIDYA SYAMALA JAIRAM**



**EDWIN JOSE**



**KRISHNAGEETHY N S**



**NADEEM MOHAMMED**



**AKSHAYA RAJESH**

**WE ARE  
HERE**

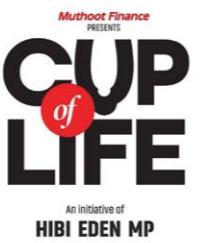


ASSAM  
DELHI  
GOA  
HARYANA  
JAMMU & KASHMIR  
KARNATAKA  
KERALA  
MAHARASHTRA  
RAJASTHAN  
SIKKIM  
TAMIL NADU  
UTHARAKHAND  
UTHAR PRADESH  
WEST BENGAL

# PARTNERS



# COLLABORATIONS



The logo says the story of two kites. They come together as wings, signifying the greater dreams of social transformation. The bigger kite represents the organisation and the smaller one, the collective of youth. Blue is trust and yellow is the energy and enthusiasm shared among the volunteers.

