

# Amma Social Welfare Association

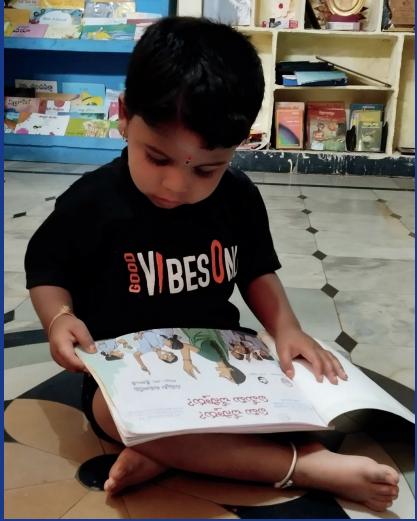
## Impact Report 2023-24



**Education is a journey of companionship and wonder, where each step taken together strengthens the bonds of understanding and opens new horizons of possibility**



# INDEX



- 03 **FOUNDER'S DESK**
- 04 **VISION, MISSION, TOC & UNSDGs**
- 05 **SCHOOL EDUCATION PROGRAMS**
- 06 **FLN INTERVENTIONS**
- 09 **CHILDREN'S LEARNING CENTER**
- 12 **CHILDREN'S LIBRARIES**
- 13 **PHOTO DIARY**
- 14 **MAHESWARAM PROJECT**
- 16 **PROFESSIONAL DEVELOPMENT**
- 17 **STAKEHOLDER ENGAGEMENT**
- 18 **ANNAM PARABRAHMAM PROJECT**
- 18 **SAVE LIFE PROJECT**
- 18 **SHARE & CARE PROJECT**
- 21 **CHDHC PROJECT**
- 25 **AUDITED ACCOUNTS**
- 26 **SUPPORTERS & PARTNERS**
- 27 **ORGANIZATIONAL DEVELOPMENT**
- 29 **HIGHLIGHTS OF 2023-24**
- 30 **FUTURE PLANS**
- 31 **OUR IMPACT**



# Founder's Desk



I am thrilled to share the remarkable success and future plans of ASWA as we embark on another year of our journey. Despite the challenges, ASWA has thrived, securing new funds and expanding our reach. Our dedication to uplifting the underprivileged and nurturing positive change remains steadfast, especially in primary and adult education.

Looking ahead, we are excited to announce our vision for the future. In the School Education vertical, we plan to construct a model facility for our Children's Learning Center (CLC) in Shadnagar. This ambitious project will include a model library, a learning centre, and spaces for training and workshops. Additionally, we aim to share our successful models with govt. schoolteachers to contribute to systemic change.

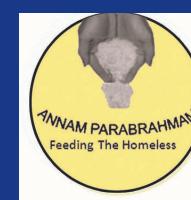
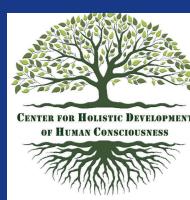
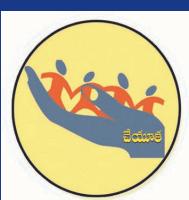
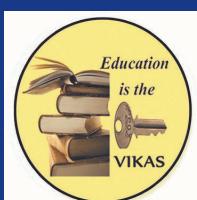
Reflecting on the past year's highlights, we have established weekly interventions in children's libraries in five government primary schools and initiated foundational literacy and numeracy (FLN) interventions in another school in Shadnagar. We celebrated our third anniversary with engaging community events and mirrored our Shadnagar interventions at Ameerpet Village, supported by Wipro Cares.

Given our small, multitasking team, we plan to increase team size for better role clarity and innovation. With some volunteers becoming less active, we also consider appointing more full-time staff to sustain and stabilize our efforts. Expanding our leadership team is crucial for effectively managing all the verticles of ASWA.

Our impact numbers speak volumes about our dedication and reach. We've touched the lives of hundreds of students and teachers, engaged community members, and provided essential resources. Every milestone is a testament to the hard work and dedication of our team and supporters.

As we move forward, I invite you to join us in our mission to create a brighter future for the next generation. Together, let's expand language interventions, Child Learning Centers, and Children's Libraries, making a lasting impact in the communities we serve. Thank you for your unwavering support and commitment to ASWA's mission. Together, we can fulfill dreams and transform futures.

*VRinival*



# ASWA Strategic Framework

## Vision:

- To create a happy and healthy society where every individual actively participates in building a sustainable social environment.

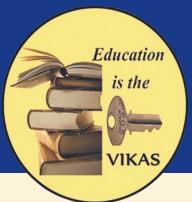
## Mission:

- To develop active, productive, responsible, and caring citizens through holistic human education.
- We strive to instil the belief that giving back to society is the responsibility of every individual.
- We promote activities that provide support to marginalized and uncared individuals, addressing their economic and emotional needs.

## Theory of Change

- Our theory of change is centered around the belief that a happy and healthy society can be fostered by nurturing active, productive, responsible, and caring individuals.
- To achieve this, we focus on providing holistic education across different domains. We actively work in school education, higher and adult education, awareness and empowerment, as well as various community services.
- Our goal is to provide immediate support to those in need while also imparting knowledge about sustained happiness, thereby contributing to their overall well-being.





# School Education – VIKAS Project

ASWA embarked on its journey to transform education in 2009-10 through the "VIKAS – School Education" Project, initiating modest voluntary weekly interventions in government primary and secondary schools. Recognizing the potential of government schools, ASWA aimed to provide meaningful learning experiences to all children, especially those from disadvantaged backgrounds. After a decade of voluntary work, ASWA transitioned to full-time intervention in 2018, intensifying its efforts to create a deeper systemic impact. Collaborating with government schools and underprivileged communities, ASWA understood the interconnectedness of education and society, engaging children, teachers, schools, parents, and the broader community, adopting a holistic approach from the start to strengthen the educational system.

Despite reported zero dropout rates, the true challenge lay in the quality of education, resulting in disengagement and inadequate foundational skills among primary children. Schools in underprivileged areas faced various obstacles like substandard educational outcomes and limited access to resources, exacerbating educational inequalities.

Recognizing the importance of customized solutions, ASWA's interventions centred on improving literacy and numeracy skills and instilling a culture of reading through libraries, employing innovative methods derived from ground-level action research. By establishing nurturing learning environments that take into account each child's background, learning style, and existing knowledge, ASWA facilitated an open exchange of ideas among educators and students. These efforts were carried out both within government schools and through after-school programs in underprivileged communities. This holistic approach effectively addressed the diverse needs—physical, psychological, social, and cultural—of all learners, cultivating a genuine passion for learning while minimizing negative perceptions.

## **ASWA's interventions encompass:**

### **In Govt Schools**



4 Schools - FLN Interventions - Daily  
6 Schools - Children Libraries - Weekly

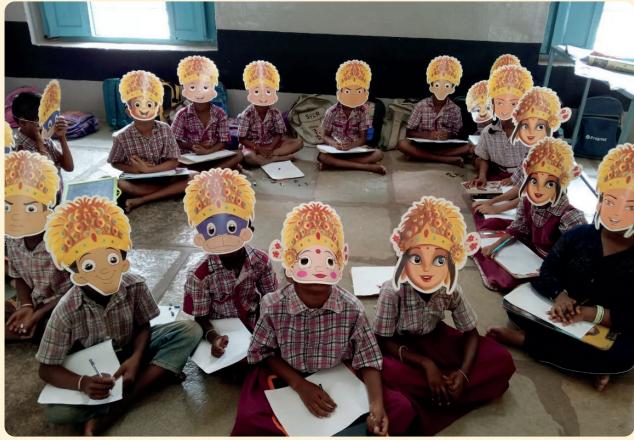
### **In Communities**



2 Children Learning Centers  
2 Children's Libraries  
Daily - Afterschool



## "Foundational Literacy & Numeracy (FLN)"



ASWA actively addresses the critical need for foundational literacy and numeracy (FLN) skills in government schools and underprivileged communities, focusing on children facing socio-economic and cultural barriers. Through FLN interventions, ASWA equips children with essential literacy and numeracy skills, fostering a love for learning in positive, engaging environments. Adopting Maxine Bernstein's "Balanced Approach," which integrates emotional connections to daily life, students immediately apply learning through relevant language experiences, bridging the gap between formal education and daily life to reduce disengagement and dropout rates.

**ASWA's current interventions are** in 3 primary schools in Shadnagar and 1 in Ameerpet Village, Maheswaram Mandal, conducting classes 4 days a week for grades 1 to 3 along with daily in our Children's Learning Centers in Communities. **This year, FLN interventions reached 189 children in four government schools and 83 in two learning Centres. Among these, 11% are dropouts, while 65% progressed to the next lessons and 25% are in the preparatory stages. At the CLC, 9% are dropouts, with 79% advancing to further lessons and only 12% in preparatory stages.**

**The Telugu syllabus comprises 7 lessons teaching vowels, consonants, and vattaksharas together.** Students who complete three lessons can read and write simple storybooks, retaining knowledge through regular use. Preparatory work, lasting 3-4 months (sometimes longer depending on the student), focuses on understanding each student's background and learning style, establishing bonds through rhymes, warm-ups, and other activities. Progression to Lesson 1 occurs once students can identify their names and those of family and friends.

While formal studies weren't conducted, regular monitoring and our field notes suggest mastery of Telugu within three years, despite fewer school days (100 to 120) compared to the usual government school days of 220+. Traditional settings often leave third-grade children struggling with reading and writing, whereas those using ASWA's approach can read, write, and speak fluently, comprehending what they read or write. They develop critical thinking skills, connecting learning to daily life and reducing labelling. This year, ASWA will exclusively teach Telugu to one batch at the CLC to track progress, providing approximately 200+ hours of teaching within a year. This experiment aims to understand yearly progress using our approach to compare with that of schooling to find out the advantages of our method/approach of teaching Telugu.



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**Sri. K Suresh Singh, Headmaster,  
Government Primary School,  
P.S.Ram Nagar,, Shadnagar**

ASWA is organising various programmes/initiatives in Shadnagar. As a part of it, IT has assigned one 'Vidya volunteer' to our school i.e., P. S. Ram Nagar; who is teaching children effectively and innovatively, drawing their attention daily. They have also established a reading corner (or) library in our school along with appointing a librarian and ensured that teaching is imparted through various activities which ensures the active involvement of children. By managing the Children Learning Centre (CLC), they are ensuring that students won't pick up the wrong path even during their free time, after-school hours and in summer holidays. I sincerely extend my heartfelt gratitude and greetings to the ASWA team.



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**Dr. C.A. Prasad,  
National Coordinator – South,  
Nai-Talim.**

Where should I start narrating about my journey with ASWA? Many years ago, I came across the book, "After 10th Class" published by ASWA. Already, I'm into the habit of conducting awareness sessions for students on various topics like career orientation, personality development, soft skills/life skills, adolescence issues etc for students ranging from 9th class to degree (undergraduates). As ASWA has sent me thousands of copies of this career guidance book, I distributed these valuable books to students after conducting such sessions. Even though I used to distribute books to a limited number of students earlier – to those who asked me questions and who answered my questions – now, due to ASWA's initiative, I started distributing books to every student after mentioning ASWA's work. Probably sometime after this, when I went to Kadapa to take up classes, I met Amma Srinivas and got first-hand information from him about ASWA's full activities including Blood donation activities and other projects. Thus, my friendship with the duo - people behind ASWA and the activities – started. Whenever I visited the Hyderabad Book Festival, I met these friends, and they even came to me to procure some books for their children.

# What Mentors say

In the later stages, their activities at the Children's Learning Centre (CLC), Shadnagar strengthened my bond with ASWA. I was regularly in touch with ASWA's fieldwork activities via various social media platforms especially Facebook, which deepened my rapport with Haritha, Srinivas and other close friends. I started informing my near and dear about ASWA's projects and I had the opportunity to closely work with ASWA in the form of school libraries – in this way, my wonderful journey with ASWA is unfolding and continuing, my dear friends. I wish to see ASWA keep continuing the good work with more vigor and vitality in the ensuing days and I extend my heartfelt greetings to all of you....

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**Sri. Jane Sahi,  
Sita School, Bengaluru**



This is certainly a time to celebrate as the work of ASWA continues to grow and flourish! I first met Haritha at the Library Educators' Course at Bookworm in Goa in 2022. I was immediately struck by her earnestness and readiness to learn. Over the last year, I have had the opportunity to interact with both Haritha and Sreenivas and also had the privilege of meeting their team members - Lokeshwari and Swathi. We have met online almost every week over the last year and Haritha and Sreenivas have shared questions and doubts, successes and difficulties with remarkable frankness and honesty. It has given me an insight into the breadth and depth of their work. They are constantly looking for creative and effective ways to improve what they are doing. In the coming year, they will be further exploring possibilities in math and language teaching.

ASWA has created an all-around, comprehensive programme with the children and teachers within the context of the community. They work together to support children's growth towards responsible, independent and meaningful learning. The programme, both in the schools they engage with and within the environment of the Learning Centres, are committed to including all children. Under the guidance of Sreenivas and Haritha, the team strive to be attentive to children's different needs and nurture individual talents. The children are encouraged to share their knowledge whether about preparing healthy food or demonstrating simple scientific experiments and have participated with confidence in several events in and around the city.

The ASWA's pioneering work in establishing learning centres provides access to many material resources such as library books and computers but, most importantly it offers a caring community to children who are marginalized and in need of support emotionally and practically. The Centres effectively complement and extend the work done in schools -the children do not just learn to read but learn to read critically and sensitively; they do not just memorize facts but learn to investigate, think about and apply what they have learnt. The learning centres differ in significant ways from tuition centres because they endeavour to give a foundation for learning for life. ASWA has been very committed to learning from others but also to sharing their skills, experience and understanding. It is to be hoped that they will, soon, even further expand the outreach of their programme by training facilitators to start other centres where children can discover their potential and grow in social awareness. All good wishes for the celebration.

# "Children's Learning Center (CLC)"

**Emergence and Operation:** During the pandemic, the Children's Learning Center (CLC) emerged to aid underprivileged children lacking resources for online education. Initially focused on preventing educational disconnection and dropouts, it has evolved into a comprehensive mini-educational institution. Beginning in an open space in October 2020, it has since developed into a Learning Center Hub equipped with a Library and Computer Lab.

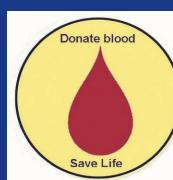
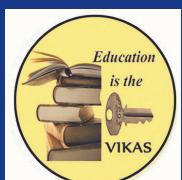
- It serves as an after-school learning hub for children from Anganwadi to 10th grade.
- It operates from 3 pm to 7 pm on weekdays and full-day on weekends and holidays.
- Over 100 children are nurtured in two CLCs operated in Ramnagar Colony, Shadnagar, and Indira Colony, Ameerpet Village, Maheswaram Mandal.

## Multifaceted Approach to Learning and Key Features:

- Key features of ASWA's CLC include creating a supportive learning atmosphere, personalized teaching, hands-on learning experiences, and community advocacy.
- CLC adopts a multifaceted approach, employing various activities such as storytelling, games, drawing, and more to engage children and foster their learning.
- Beyond academic subjects, CLC emphasizes holistic child development through creative workshops, music classes, nature walks, and community outreach initiatives.
- In addition to its educational focus, CLC serves as a platform for critical discussions on social issues during library hours. Recently, a Minicomputer Lab has been added to expose children to digital learning.

## CLC as a Second Home for Children:

- It goes beyond being just a learning center; it is a sanctuary or a second home for children. They experience freedom of expression, joy, hope, and confidence.
- It is often the first place they come to share their struggles, problems, and queries, finding comfort and support from teachers (known as akka's) and peers alike.
- CLC operates not just within set timings but serves as a mini school where children explore their potential, nurture their curiosity, and build meaningful connections in a safe and inclusive environment.



## Parental Involvement, Awareness, and Advocacy:

- CLC not only provides a space for learning but also acts as a focal point for community engagement and empowerment.
- It serves as a gathering place for parents, children, and volunteers to come together, promoting a sense of belonging and collective responsibility for the educational well-being of the children in the area through parent meetings.
- Parents are actively involved in awareness sessions, covering topics like menstrual hygiene, gender equality, and health camps.

## Impact on Parents and Community:

- CLC transforms the lives of children and instills hope in parents for their children's future.
- Previously, parents might have hurried to marry off their children or send them to work due to educational challenges. With CLC's support, parents now have increased confidence as they witness improvements in their children's performance, behaviour, and confidence, encouraging them to continue their education.
- CLC's initiatives enhance parenting skills, spreading a sense of optimism and empowerment throughout the community, paving the way for a brighter future.

CLC is a beacon of hope for underprivileged children, offering a supportive environment for learning and growth. With its multifaceted approach, focus on community engagement and holistic child development, it addresses immediate educational needs and empowers children and their families for a brighter future. Through its dedication to education, CLC embodies resilience and compassion, making a lasting impact on the children it serves.



**Smt. Shubhrata Das  
Wipro Foundation  
Bengaluru**



It has been a very interesting experience working with ASWA over the last few years. Sreenivas and Haritha have been exceptional in extending their work with children, schools and the communities. They bring a rich understanding of the diverse contexts and a level of sensitivity that has informed their work and interventions. ASWA reflects a culture of openness to learn, reflect, enquire and explore that has proven useful in more ways than one. Responding to the need on ground, thinking on their feet, their contribution to the community through the vibrant, rich and an active community learning center is truly commendable. Their efforts are significant and very organized. We look forward to many more milestones in this journey.



# "Children's Libraries"



Access to comprehensive library facilities is essential for nurturing the development of children, offering them information and also inspiration. However, in the two Telugu states, the scarcity of children's libraries reveals a broader issue of limited awareness and inadequate efforts to promote reading-focused spaces. Existing school libraries often fall short of meeting the specific needs and interests of children, focusing more on academic supplementation than nurturing a genuine passion for reading. It is within this context that the Children's Libraries Project emerges.

## **Our Work:**

Our initiative understands the vital role of fostering a reading culture and holistic learning beyond traditional education. ASWA's project focuses on setting up libraries to encourage reading storybooks and develop children's creative and critical thinking skills. We work in schools and communities to ignite a passion for reading among children, especially those who are the first in their families to attend school. Our ultimate aim is to cultivate a genuine love for reading. ***Our goal is to make people fall in love with reading, rather than just teaching them how to read.***

## **Current Initiatives:**

- **Established libraries and ran weekly interventions in five government schools in Shadnagar and one government high school, Errum Mazil, Hyderabad.**
- Set up and operate two children's libraries in our learning centres, accessible daily to students and the community in underprivileged slums: one at Ramnagar Colony, Shadnagar, and another at Indira Colony, Ameerpet Village of Maheswaram Mandal.
- **Children read 1400+ books from our libraries, including 670+ borrowed books.**

## **Salient features of our libraries**

Our curated book collections, featuring diverse genres and age-appropriate content in Telugu, English, and bilingual editions, are carefully selected from reputable publishers. Additionally, our engaging spaces and interactive activities, such as storytelling sessions and browsing games, cultivate curiosity and excitement, while encouraging parental involvement in reading activities. By prioritizing reading enjoyment alongside educational objectives, our project seeks to bridge educational disparities, enhance literacy skills, and contribute to the holistic development of children, particularly those from marginalized backgrounds.

## VIKAS - Library Interventions at Hyderabad

ASWA believes every child needs a librarian in their life. Their Vikas Education Team worked with 6th graders from Government High School, Erram Manzil, in 2023-24. They held 16 library sessions, with activities like read-aloud, storytelling, and book browsing, introducing 60 children's books. The sessions were lively with songs and dances, benefiting 28 children. The children became more curious and engaged, improving their vocabulary and storytelling skills. Even during story time, they were so involved in the fun activities that they didn't realize they were learning. Nutritious millet snacks were provided for their well-being. It was a joyful journey for both children and the Vikas Education Team.

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### **Sri. Kosaraju Suresh Trustee, Manchipustakam Storybook Publishers in Telugu**



New literates... Shadnagar... a small locality in it... the people who live there are nomads. Not everyone speaks Telugu. They are not the ones who have seen school life, they stay in kutcha houses. It was in one such kutcha house that the ASWA started its interventions. Now it was shifted into a concrete building and has become 'Children's Learning Center (CLC)'. Children of different ages - from those who have not yet gone to school to those who are studying in class 10th - come here. Haritha and Srinivas are the pivots of this centre.

Along with them, there are full-time teachers along with volunteers who come whenever their time permits. Experts from many fields come to talk to children. A lot of work is done in this small centre. Let me say a few words about the library maintained here. Haritha's mind and spirit (who is trained by 'Bookworm') can be noticed in managing the library and introducing books to the children. First, let's talk about the arrangement of the books here. They are not arranged as if they are on shelves with doors fitted with mirrors, but on inexpensive shelves that aren't locked and hang from ropes.

They stay informed about upcoming books for children. That way they know all the details of good publishers in the country. They buy books from them. However, not every book purchased will be in the library immediately. They are read thoroughly and only given out if the content and language of the story are suitable for the children. This is called a 'curated' list. This is very important. This allows administrators to know what is present in all the books. Then it becomes easier to introduce them to children appropriately.

Children are made to play many games here in the process of introducing them to books and making them curious to read the books. It is not my intention to mention all of them here. It must be said that the results achieved are amazing. This is a centre that tells us that true heart and zeal are more important than resources. This small centre run by the ASWA organization to make children learn Telugu and make them literate is an inspiration to many people.



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# New Project at Maheswaram Mandal



## Ameerpet Village

The success and qualitative changes in children of our School Education Project at Shadnagar enabled us to **scale up to Maheswaram Mandal with the support of Wipro Cares.** This project mirrors the Shadnagar model, working in an under-resourced government primary school and running an after-school children's Learning Centre and Library within an underprivileged community. We started interventions in one village and will expand to an additional village each year, ultimately covering 3 villages in 3 years.

After a thorough survey, we feel Ameerpet Village is the ideal starting point. Finding a suitable resource teacher was challenging until Lalitha joined us in August 2023. Following a 10-day training session at Shadnagar, we began foundational literacy and numeracy (FLN) interventions for 1st to 3rd classes in MPP School. In no time We also started our Children's Learning Centre (CLC) in an underprivileged community i.e. Indira Colony of Ameerpet.

Here, more than 50% of the CLC and 90% of the school children's families are daily wage earners. **Their cultural and social atmosphere at home is very disturbing, with many parents drinking and hardly focusing on their children's education, especially for girls. Some children even resort to begging. The situation and children's backgrounds are so challenging and distressing that they are significantly more severe than those in Shadnagar.**

Despite these challenges, Lalitha quickly adapted, understanding each student's unique situation. She gained their trust and love through her caring nature and engaging, playful environment. Currently, 25-30 children attend CLC, where they come to play, enjoy the rich resources, and share their life situations, finding in Lalitha a mother and sister figure.

Even though our work began in August 2023, our approach has already created a significant impact. Conducive learning environment which we have created encouraged regular attendance and created a connection to learning language skills. The below **TESTIMONIAL** from school leader highlights that children love attending Lalitha's joyful, affectionate classes.

# New Project at Maheswaram Mandal



**Zaheeda, Headmaster,  
Government Primary School,  
Ameerpet Village,  
Maheswaram Mandal**



One year ago, Lalitha Garu from ASWA began working as a resource teacher at MPPS Ameerpet. Since her arrival, we have observed significant progress in our students. They become more active, and engage freely with teachers, and their attendance has improved. Additionally, they have established a Learning Center (CLC), which has sparked a great deal of interest among the students. They have started visiting the CLC enthusiastically, reading more books, and significantly improving their language skills. This progress brings us immense satisfaction. We hope Lalitha Garu continues to support our students. The program is excellent, and we extend our heartfelt thanks to ASWA and its team members for this wonderful initiative.

## Important Events

- **School Interventions:** FLN interventions for 1st to 3rd class in Govt. School (Aug 23).
- **Children Learning Centre (CLC):** Started in an underprivileged community (Sep 23).
- **Distribution of Books and Stationery:** Provided at both CLC and the primary school.
- **Parents' Meetings: Organized at CLC.**
- **Gender Equality Session:** Conducted at the Girls High School and CLC.
- **Exposure Visits:** CLC children visited the Hyd Book Fair and Salar Jung Museum.
- **Children's Library:** Established in CLC (March 2024).

## Future Plans

- **Strengthening CLC and school interventions.**
- **Teaching basic computer skills at CLC.**
- **Expanding to another village in Maheswaram Mandal.**
- **Conducting CLC anniversary involving all the community and stakeholders.**



# Professional Development for Educators



ASWA focuses on the continuous educator's professional development

- **Weekly training sessions and meetings cover modern** and innovative teaching techniques, classroom management, strategies for dealing with challenging students, and other day-to-day teaching challenges. We also organize planned capacity-building workshops and sessions led by subject matter experts from both internal and external resources.
- **Experienced teachers mentor new colleagues.** Our leadership team attends capacity-building programs offered by the Wipro Foundation and other organizations to enhance our internal capacity.
- In recent years, we had the opportunity to attend workshops by esteemed organizations such as **Wipro Foundation, Digantar Foundation, Bookworm Library, Rishi Valley, Azim Premji Foundation, and ATMA**. These experiences profoundly changed our perceptions of education, language, and libraries.
- This year, we were regularly **mentored by Jane Sahi ji** from Sita School in Bangalore, who has extensive experience in understanding and teaching children.
- Regular mentoring from **Shubhrata Das, Thejaswi, and other Wipro Team** Members significantly aids ASWA in progressing towards its vision.
- Additionally, we have engaged in various online sessions on education and teaching conducted by multiple organizations. We have also completed a one-year Organizational Development fellowship.



# Stakeholder Engagement

Engaging stakeholders, especially parents and teachers, is crucial for the success of ASWA's programs:

## Parent Engagement:

- Held quarterly parent meetings, and conducted home visits, and one-to-one meetings to discuss and support student progress.
- Organized awareness sessions on girl child education, the importance of education, storytelling, menstrual hygiene, and health, providing counselling, innerwear, sanitary pads, food, and home medicine.
- Involved parents in special events and tasks like book covering, repairs, and maintenance of premises.
- Conducted warm-up sessions and games during parent meetings, and awarded the best parent wards for their active participation and responsibility towards their child and the organization.

## Teacher and School Engagement:

- Set up libraries in government schools and hosted Maths and Science Melas, involving educational officers.
- Conducted regular meetings with resource teachers and schoolteachers, with bi-monthly visits by the leadership team to discuss challenges, issues, and progress.
- Shared updates on organizational progress, attended capacity-building meetings, shared TLMs, and participated in school parent meetings.
- In April, held a review meeting with school leaders and teachers at our Learning Center to discuss ASWA's interventions, progress, and feedback. After a delicious lunch, we collected request letters to continue interventions next year.
- **Eight teachers from four schools participated, appreciating our efforts in increasing FLN competencies, reducing absenteeism, and enhancing children's overall active participation.**



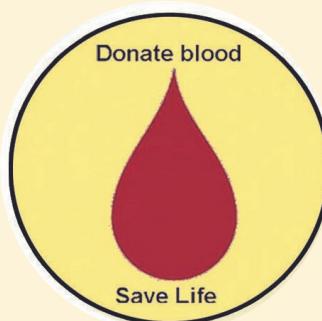
# Volunteering Interventions – Community Services

## ANNAM PARABRAHMAM PROJECT

- The main goal of this project is **to ensure that at least one nutritious meal is provided to the needy through monthly food distribution drives**, particularly those who are destitute and lack access to proper nutrition. This initiative goes beyond merely offering food; it emphasizes the importance of proper nutrition necessary for all age groups.
  - Once a month, on either the 2nd or 3rd weekend (Saturday or Sunday), volunteers gather at our Advisor's house to cook meals. These meals are then distributed in pre-verified slum areas.
  - Lives Impacted - 1230 in Hyderabad, 35 Vols Participated in 7 Events**
- 



## SAVE LIFE PROJECT



**Blood Donation & Thalassemia Awareness:** This initiative focuses on raising awareness and promoting blood donation and Thalassemia education. As part of the project, we organize blood donation camps and 2K awareness walks every quarter. Over the past 13 years, we have held more than 50 blood camps, each collecting an average of 4100 units of blood. Additionally, we facilitate daily connections between 2-3 donors and patients in emergencies. Our awareness efforts are bolstered by the support of TV and film actors, as well as other celebrities.

**Lives Impacted - 185 Units of blood collected from 4 Camps. Created awareness in 200+ members.**

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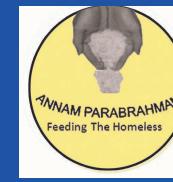
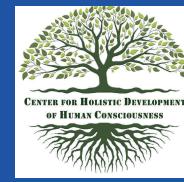
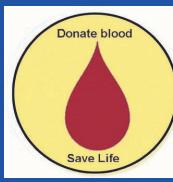
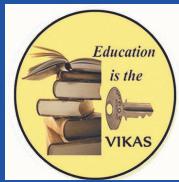
## SHARE & CARE PROJECT

Our mission is to visit, support, and share joy with residents of orphanages, old age homes, and similar institutions. In a society where many feel neglected and hopeless, we offer love and compassion. Each month, we dedicate time to spreading happiness through various activities. We spend quality time with residents and provide modest financial and in-kind support while promoting volunteerism. So far, we have visited over 100 homes.

**Recently, the project has been on hold as many institutions allow us to visit only if we extend financial donations. Our focus has always been on sharing knowledge and happiness.**

**Lives Impacted - 3 Homes Visited**





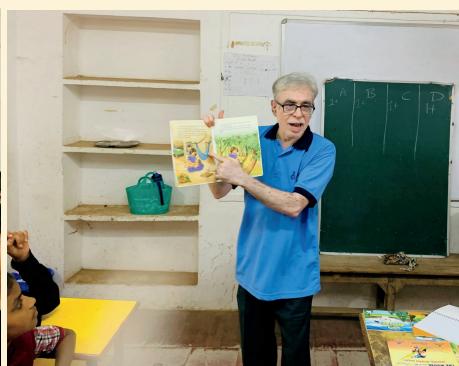
**Dr. Suman Jain. Chief Executive Officer,  
Thalassemia Society of Central South India (TSCS)**

We at the Thalassemia Society of Central South India (TSCS) have had the honour of collaborating with the Amma Social Welfare Association (ASWA) since July 2011. ASWA has shown unwavering commitment to supporting thalassemia kids who require regular blood transfusions every 15-21 days for their entire lives. They have organized numerous blood donation camps, ensuring a steady supply of blood for our 4200 thalassemia kids, with a daily requirement of 60-70 units. To date, ASWA has successfully collected 4102 units of blood, significantly contributing to the well-being and extended life expectancy of these children. A recent milestone was the 50th blood donation drive on 5th May 2024 at SR Nagar, Hyderabad, highlighting their continuous support and commitment to saving lives.

ASWA's impact goes beyond just collecting blood; they have been instrumental in **raising awareness about thalassemia and the critical need for regular blood donations**. Their efforts in doing these nurtured a culture of giving and community support. On behalf of TSCS, I extend our deepest gratitude to the entire ASWA team for their tireless work and cooperation. Their support has been a beacon of hope for countless families, and their contribution to this noble cause is truly commendable.



## అశ్వ ఆధ్వర్యంలో 50వ రక్తదాన శిబిరం



# CENTER FOR HOLISTIC DEVELOPMENT OF HUMAN CONSCIOUSNESS (CHDHC)

ASWA is using a two-pronged approach to improve society and individuals. One part involves various service initiatives such as aiding in education, providing food, supporting blood donations, and offering financial assistance to those in need. The other aspect focuses on fostering a mindset that promotes happiness and harmony in all aspects of life, whether personal, familial, professional, or societal. This effort is specifically conducted through the Center for Holistic Development of Human Consciousness (CHDHC) within ASWA.



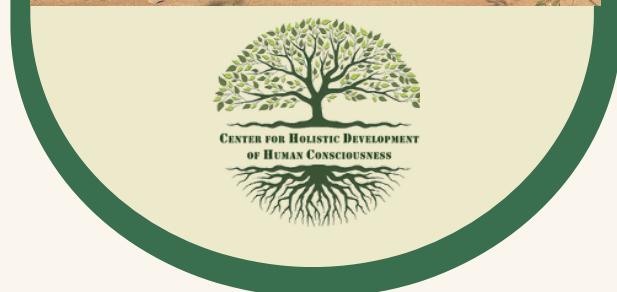
ASWA established the Center for Holistic Development of Human Consciousness (CHDHC) in 2018 to further its mission of promoting value education.



To promote value education that is universal in nature and applicable to everyone. (Jeevan Vidya)



To help individuals discover inner happiness and embrace value-based living. This approach aims to create harmony within oneself, in families, in society, and with nature



## Our Focus Areas



Strengthening family bonds through better understanding and communication



Encouraging social harmony and community support.



Promoting environmental consciousness and sustainable living.



Facilitating self-awareness and personal growth.

# PATHWAY TO INNER HARMONY

People struggle with issues such as loneliness, depression, anxiety, and a sense of purposelessness, lack of trust, jealousy, hatred, disrespect, poverty, hunger, malnutrition etc



The root cause of these issues is a lack of right understanding and clarity. Developing human consciousness and fostering the right understanding through Universal Human Values education (Jeevan Vidya) is seen as a sustainable solution.

CHDHC offers programs that are experiential and reflective, allowing participants to connect deeply with the teachings and apply them to their own lives.

## Other Imp Programs

Weekly Refreshers  
 Issue-based Special Sessions  
 Holistic Living Programs (HLP)

We offer both offline and online workshops

2 hours to 1 day to 7 days

CHDHC is formed by a dedicated group of over 10 individuals from diverse professions and backgrounds, united by our search for answers to life's challenging questions with more than 10+ years of understanding and experience began this initiative to spread this knowledge across the two Telugu states.



# CHDHC Activities



## Workshops

- Designed for a wide variety of audiences (teachers, faculty, parents, students, and professionals)
- Formats include face-to-face, online, and webinars.



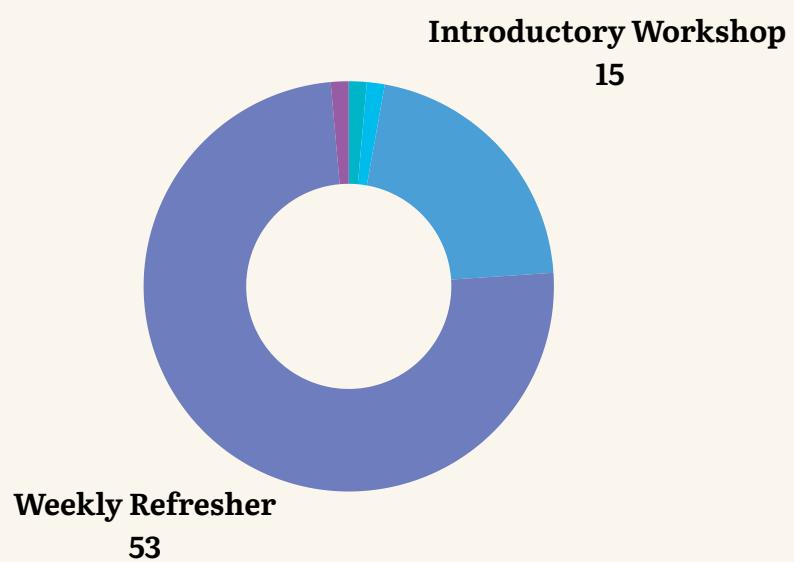
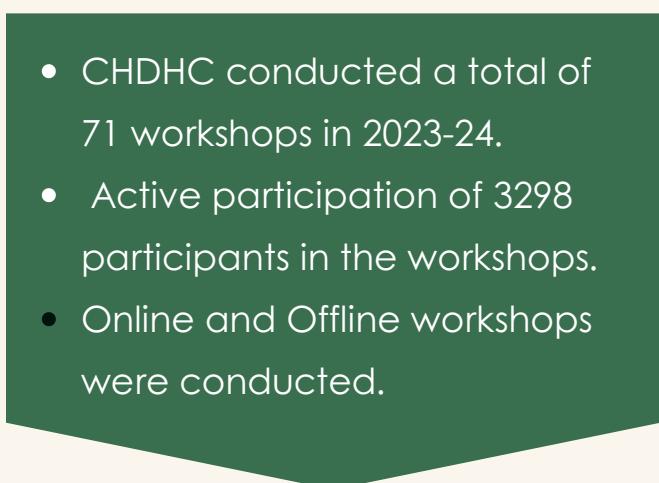
## Resources

- Freely available materials to aid participants' transformational journey.



## Reach

- 20,000+ participants over the last five years.
- Covered 10 states in India and 10 countries across four continents.



(2023-24)



# Testimonials



**Dr. Dasari Prasada Rao,  
Padma Shri Awardee,  
Renowned Thoracic Heart Surgeon, Hyderabad.**

Jeevan Vidya Should Reach Everyone. Interpersonal relationships play a crucial role in the success of human life. Whether within the family or among different sections of society, when people interact with mutual understanding and cooperation, a prosperous life flourishes. In this direction, it is essential for everyone to have access to life education that prepares individuals accordingly. The efforts made by CHDHC in this regard are truly commendable.

---

**S V Lakshmikanth,  
Asst. General Manager (Finance),  
Hyundai Motor India Engineering Private Limited,  
Hyderabad**



It is great to see the impact created by your team in promoting Jeevan Vidya. Personally, I have experienced the benefits, I attended two full-time Jeevan Vidya sessions @ IIIT in 2008 & 2010 conducted by Ganesh Ji. Recently for the Telugu Refresher conducted by your team, I came along with my family. Jeevan Vidya is living life based on the "Right Understanding". It helped me to view the conflicts in relationships in an objective manner. More than helping others, it first helps & transforms you. You are the centre, and it flows from Harmony at Self to Harmony at Universal Level. Likeminded people interact like Sunday Refresher sessions and are associated with People who practice it can help someone new or take initial steps in this journey. Wishing the team and everyone – Happiness & Prosperity.

# Audited Statements for 2023-24



## AMMA SOCIAL WELFARE ASSOCIATION

No. 13-104, P&T COLONY, GADDI ANNARAM,  
DILSHUKH NAGAR, HYDERABAD 500060

### INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31.03.2024

Dr	Amount 2022-23	Particulars	Amount 2023-24	Amount 2022-23	Particulars	Amount 2023-24	Cr
To		<b>SCHOOL EDUCATION</b>		By	3,492,410.00	LOCAL CONTRIBUTIONS	4,927,921.00
To	150,100.00	CHEYUTHA PROJECT	52,000.00	By	34,406.00	INTEREST INCOME	64,674.00
To	1,595,966.00	VIKAS PROJECT	2,683,445.00	By	137,363.00	ACCRUED INCOME ON FDs	163,778.00
To	46,866.00	<b>HIGHER &amp; ADULT EDUCATION</b>					
To		CHDHC PROJECT	313,913.00				
To		<b>COMMUNITY SERVICES</b>					
To	33,300.00	ANNAM PARABRAHMAM PROJECT	75,417.00				
To	1,790.00	SHARE & CARE PROJECT	8,971.00				
To	41,171.00	SAVE LIFE PROJECT	13,678.00				
To	21,784.00	OTHER COMMUNITY SERVICES	56,800.00				
To	194,470.91	ADMINISTRATION EXPENSES	280,401.88				
To	88,836.00	CAPACITY BUILDING - EXPENSES	26,028.00				
To	-	AUDIT FEE	4,720.00				
To	32,288.10	DEPRECIATION	131,304.24				
	<b>1,457,606.99</b>	<b>EXCESS OF INCOME OVER EXP.</b>	<b>1,509,694.89</b>				
	<b>3,664,179.00</b>		<b>5,156,373.00</b>		<b>2,142,782.00</b>		<b>5,156,373.00</b>

### AMMA SOCIAL WELFARE ASSOCIATION

No. 13-104, P&T COLONY, GADDI ANNARAM,  
DILSHUKH NAGAR, HYDERABAD 500060

### BALANCE SHEET AS ON 31.03.2024

Amount 2022-23	LIABILITIES		Amount 2023-24	Amount 2022-23	ASSETS	Amount 2023-24
3,139,194.92	<b>GENERAL FUND</b>		4,596,801.91	115,809.90	<b>FIXED ASSETS (Schedule Fixed Assets)</b>	519,891.67
1,457,606.99	OPENING BALANCE			300,000.00	<b>INVESTMENTS</b>	300,000.00
	LESS: ADJUSTMENTS			226,922.00	FIXED DEPOSIT - 2735	226,922.00
	TRF FROM I&E A/C.		1,509,694.89	6,106,496.80	FIXED DEPOSIT - 2744	
4,596,801.91				200,000.00	FIXED DEPOSIT - 0969 (1YR)	200,000.00
				400,000.00	FIXED DEPOSIT - 0968 (3YR)	400,000.00
				200,000.00	FIXED DEPOSIT - 0967 (2YR)	500,000.00
				500,000.00	FIXED DEPOSIT - 0970 (5YR)	200,000.00
				600,000.00	FIXED DEPOSIT - 0140 (62 Months)	600,000.00
				200,000.00	FIXED DEPOSIT - 0141 (25 Months)	200,000.00
				150,000.00	FIXED DEPOSIT - 0142 (13 Months)	150,000.00
	<b>CURRENT LIABILITIES &amp; PROVISIONS</b>				<b>CURRENT ASSETS</b>	
2,360.00	AUDIT FEE PAYABLE		7,080.00	15,000.00	PREPAID EXPENSE	15,000.00
10,000.00	Salary Payable		-	14,817.00	TDS RECEIVABLE	31,195.00
				156,823.00	INTEREST RECEIVABLE	282,085.00
				6,000.00	RECEIVABLES - RAZORPAY	10,301.00
				25,401.75	CASH IN HAND	12,360.75
				1,156,562.95	UNION BANK OF INDIA - 9403	1,922,415.71
				331,090.91	UNION BANK OF INDIA - 5660	532,426.37
				10,734.40	UNION BANK OF INDIA - FCRA-8983	10,979.30
4,609,161.91			<b>6,113,576.80</b>	<b>4,609,161.91</b>		<b>6,113,576.80</b>

S. Srinivasa Prasad Rao  
President

B. Naresh Kumar  
Treasurer

Place : Hyderabad  
Date : 29-05-2024



as per our report of even dated  
For KALP & Associates  
Chartered Accountants  
  
Kali Kiran Kumar Kovvada  
Partner  
M.No. 066431  
UDIN: 24066431BKATLA9490

# Our Supporters & Partners



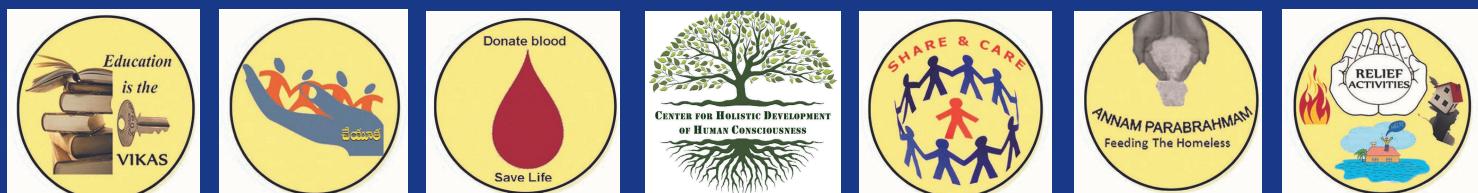
**Mangalagiri  
COTTONS.COM**



**DAKSHA**  
SOWING VALUES, REAPING CHARACTER



**Manchi Pustakam**  
Children's Story Books in Telugu and English



# Organizational Development & Design (OD)

ASWA embarked on its second year in the Organization Development and Design (OD) Journey with deeper intervention. This time, Sreenivas participated as an internal fellow, supported by the Wipro Foundation, and was joined by Pooja Chopra as an external fellow. Throughout the one-year OD journey, **Sreenivas and Pooja (Fellows)** created multiple spaces for ASWA stakeholders—volunteers, staff, project leaders, and the working committee—to voice their current challenges and future aspirations using the "Pain and Gain" tool.

- Following extensive stakeholder engagement, Fellows began working closely with the Working Committee. Throughout the journey, the **Working Committee convened every two weeks with consistent participation from Giri Garu, Krishna Garu, Bhargavi Garu, Divya, and occasional contributions from Shiva. Together, the committee focused on building leadership capacity within ASWA, addressing annual goals, facilitating board meetings, conducting project reviews, and expressing gratitude to donors.**
- This OD journey marked a significant step in extending ASWA's leadership beyond Sreenivas and Haritha to some of its most committed volunteers. Looking ahead, we aim to continue this journey and invite volunteers to join the working committee for another year-long OD journey to further enhance ASWA's capacity.

## Join ASWA's Working Committee

To play a pivotal role in shaping our org. As a committee member, you'll provide strategic direction, collaborate with stakeholders, monitor program effectiveness, and advocate for our cause. We seek committed individuals willing to dedicate 2-3 hours per week online to drive positive change. If you're passionate about social welfare and ready to make a difference, contact us to learn more about this exciting opportunity.



testimonials

My OD journey with ASWA has been one of the most beautiful learning experiences. I never knew a context like ASWA existed which served stakeholders across age groups. I was quite inspired to know the vision of ASWA and how they are building an army of volunteers to make their vision come alive. During the OD journey I got exposed to what it means to serve the society and experienced this across staff, volunteers and working committee. Most of the OD work Sreenivas and I undertook was with the working committee with the intention of building capacity in the working committee members to lead ASWA's work



It was an absolute privilege to hold and be part of a space with the working committee every week. The love and commitment each member at the committee holds towards ASWA was deeply moving. I really hope the working committee continues to build ASWA step by step and adds more people to this beautiful community.

**POOJA CHOPRA, External OD Fellow, Wipro Foundation**

## Participation in the WIPRO OD Fellowship Program - SUJATHA RAO, Mentor, OD FELLOWSHIP

ASWA participated in the OD Fellowship program in the years 2022-23 and 2023-24 but in two completely different ways. In the first year, ASWA was the host organisation for two OD fellows to understand ASWA as an org and to help with some org design ideas for ASWA. Their work resulted in ASWA setting up a working committee or steering group. But in 2023-24, Sreenivas joined the fellowship program as an internal OD fellow, partnering with an external OD fellow to build ASWA's own capacity to design and manage itself better. Sreenivas as an OD fellow participated in the program with openness, honesty, curiosity, and driven by a sense of deep belief in ASWA's potential.



The program offered him the chance to develop himself as a leader who is a coach, mentor, and facilitator within the organisation. Along with his external OD fellow partner Pooja, Sreenivas was able to bring the learnings from the program into the organisation while simultaneously building leadership capabilities in other members of ASWA. Through this process, Sreenivas and Pooja were able to create spaces within ASWA for people to be heard, for ideas to be generated and for problems to be addressed. He has found greater maturity and strength in his leadership skills and cultivated greater distributed leadership within ASWA. The OD program has allowed ASWA to further strengthen the working committee and start reaping the rewards of an org that is becoming more resilient and self-sufficient. Sreenivas is a great example of how NGO founders can groom themselves as leaders who work to strengthen and develop org wide capabilities of accountable and collaborative decision making. ASWA is a great example of how lean organisations, with a clear and strong base of volunteers can be designed, managed, and led.



## OUTREACH PROGRAMS



# Highlights of 2023-24

1. WIPRO CARES granted 56.5 Lakhs for 3 years (2023-26) to replicate our school education interventions in 3 villages at Maheswaram Mandal. Opened a new learning centre and library in Ameerpet Village, benefiting 100 students.
2. Regular FLN interventions in 4 schools covering 195+ 1st to 3rd-class children.
3. Started FLN interventions in an additional government primary school.
4. Daily 100 children from Anganwadi to 10th grade are benefiting at our CLC.
5. Established children's libraries in 5 schools along with weekly library interventions.
6. Distributed notebooks to all children in the above schools.
7. 400 children read 1500+ books through our library interventions.
8. Added more storybooks to the existing collection in the Children's Library.
9. Launched a minicomputer lab at our CLC with a 5 Lakhs grant from Amazon.
10. Conducted Maths Mela and Science Fair during the 3rd anniversary of CLC.
11. Hosted various activities during the Summer Sandadi in CLC.
12. Conducted workshops on gender, adolescence, and creative writing in CLC.
13. Organized educational tours for CLC children to Zaheerabad, a book fair, and the Salarjung Museum.
14. Distributed innerwear, menstrual hygiene products, books, stationery, school bags, and notebooks to children at CLC.
15. Regular parent meetings to discuss & update children's progress and concerns.
16. Received year-long mentoring from Jane Sahi on classroom management, language teaching, teacher training, and related topics.
17. Facilitated meetings for partner schools to promote better collaboration.
18. Organized capacity-building workshops for teachers.
19. Sreenivas completed an OD fellowship as an internal fellow.
20. Held around 20 working committee meetings regularly.
21. Conducted the 50th blood donation camp.
22. Assisted 2 students in securing jobs through the Cheyutha program.
23. Restarted the food distribution project.

# Next Year Plans 2023-24

We are excited to announce an ambitious and impactful project by ASWA—our plan to construct a model facility for the Children's Learning Center at Shahnagar. This facility will serve as an exemplary hub where teachers, NGOs, and individuals can explore our advanced learning centre and library. The facility will include:

- **Model Children's Library**
- **Model Children's Learning Center (CLC)**
- **Training & Workshops Space**
- **Estimated Cost - 80 Lakhs**

[www.aswa4u.org/donate](http://www.aswa4u.org/donate)



**We invite you to support this prestigious project through donations and sponsorships, either in kind or cash.** Your generous contributions helps us create a nurturing environment for the children. **Together, we can make an impact on their lives.**

Along with continuing all our existing interventions, we plan to do...

1. Start plans to construct model CLC and Library
2. Start working with the Govt. School Teachers, to build their capacity.
3. Scale up School Education interventions to ONE more village at Maheswaram.
4. Content Design and Development of English and Mathematics.
5. Designing M&E "Teacher Manual – Telugu".
6. Design FLN and Libraries workshops for NGOs, Parents and Teachers.
7. Conduct Creative, Theatre, Art, and Craft workshops for children.
8. Design and facilitate Special Summer Camps for Children.
9. Conduct Parent meetings and involve them in our operations.
10. Conduct Jeevan Vidya Workshops in the main cities of 2 Telugu States
11. Particular focus on recruiting and developing New Volunteers.
12. Reactivating Share & Care Project.
13. Reviving and activating the management board.
14. Strengthening Working Committee.
15. Apply for FCRA
16. Capacity Building of ASWA's Key Members.



# LIVES IMPACTED

## 2023-24



**12**  
**Schools**

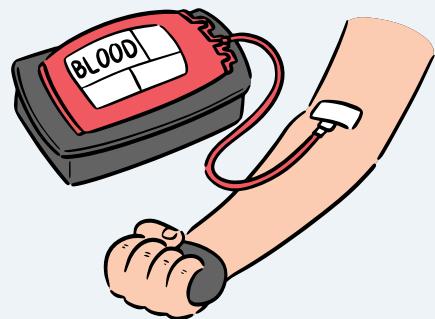


**646 Students**  
**85 Teachers**

**3228**  
**Attendees**



**1230**  
**Beneficiaries**

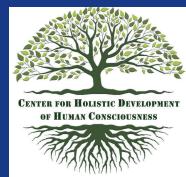


**180 Units**

**370**  
**Members**  
**Misc**



**Total**  
**5739**





**Sri Vadrevu China Veerabhadrudu (IAS, Retd.), Dr. C.A. Prasad (Nai Talim),  
 Sri K. Suresh (Manchipustakam), and our ASWA Family at the  
 15th-anniversary celebration, Hyderabad, June 2023.**



**"Become a volunteer, impact lives."**

