

NGO Partner: SAKAR

About SAKAR (<http://sakarngo.org/>)

Social Action for Knowledge building & Awareness Raising (SAKAR), a non-profitable civil society organization envisions a society based on pillars of Knowledge, Awareness, Justice and Gender Equity. SAKAR initiated its work in the year November 2005. SAKAR believes that information, awareness and the zeal to perform better is an evolutionary process and leads to societal change. The voice of the unheard and vulnerable needs to be raised, so that equal opportunities are available and imbalances of caste and gender reduced. As a voluntary development organization SAKAR strives to make the lives of the marginalized, especially women and children, more meaningful by helping them engage in the change process. The key to this lies in fulfilling information needs and engendering a feeling of unity/togetherness in them.

SAKAR'S Objective

- Political, social and economic empowerment of women, with primary focus on their increased participation in the decision-making processes and developing them as leaders at the community level.
- Work towards improving the lives of children focusing on their basic rights like right to education, safe/secure and healthy childhood.
- Context specific information generation and dissemination to various stakeholders, to gauge the knowledge gap specially at the community level.
- Promoting gender equity and equality by discouraging prejudices and taboos against women and the girl child. These may be related to health, education and occupation thereby promoting equal opportunities for both the sexes.
- Taking up socially relevant and context specific issues related to health, sanitation, education, government system and working for their redressal.
- Create models of holistic and sustainable change process where the target groups are a partner in the process rather than being just a part of it.

About the Campaign: Breaking Gender Barriers: Sports, a medium

SAKAR has an experience of working with adolescent girls on their reproductive health rights as well as sexuality rights. They have used sports as a medium for the girls to have increased access to public spaces and shed inhibitions. This program covers nearly 700 girls from the most vulnerable sections of the society. Their livelihood depends on daily waged earned by their parents, in the unorganized sector, working in small plots of land or the families are engaged in zari zardozi work. Those girls who stopped playing the games who are considered 'boyish' restricted the mobility of girls and they are confined to homes or school, reducing

the access of girls to the public spaces and diving the gap between boys and girls, leading to gender discrimination.

Having worked on this issue for the past three years, it makes us believe that these girls if motivated, if equipped and if given regular training by expert trainers, can be a boon for the girls as they will emerge as players thereby challenging stereotypes. The fact is that the coaches, do not want to go to the rural areas for supporting the sports initiative, voluntarily. The present program is in 10 villages, with nearly 700 adolescent girls.

Purpose of the Campaign:

- To create opportunities for girls to participate in sports.
- To challenge gender stereotype and increase the mobility of girls; helping them to establish their identity.
- To provide technical support for girls (coaching), so that they excel in the sport played.
- To set up sports library in 10 villages.

OUTPUT/ OUTCOME

- 70 girls to emerge as sports players.
- Increased access of girls to public spaces.
- 10 sports library managed by the girls themselves.
- Enhanced leadership of girls, emerging as role models.

Support for the campaign:

Target group- 100 adolescent girls.

Time period-1 year

Per unit cost (100 girls) = 3020/-

Cost bifurcation-

- Cost of coach- 10,000/- @12=120,000/-
- Travel of girls- 3000/-@12=36000/-
- Partial staff cost- 5000/-@12=60,000/-
- Library cost - 3000/- (biannual investment)@12=36000/-
- Cost of public events- 5000/@4=20,000/-
- Program coordination cost= 2500@12=30,000/-

Cost of Campaign: INR 3,02,000/-

Neikee Foundation's Administrative Charges @ 10% of the campaign cost: INR 30,200

Total Fund Raise Request: INR 3,32,200

****90% of all donations are transferred to the respective campaigns while 10% is retained by Neikee to cover administrative costs.**