



# Kankura Masat Social Welfare Society (KMSWS)

**Annual Report – FY21-22**



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## LETTER FROM THE SECRETARY



### Serving people is akin to serving the divine!

Since attaining its independence, India has manifested itself as a nation deeply committed to the welfare of all its citizens. The government has shouldered the responsibility of the entire populace, safeguarding the rights and responsibilities of every individual through constitutional amendments. Notwithstanding these endeavours, a considerable economic disparity persists, leaving many struggling to secure fundamental necessities such as sustenance, clothing, shelter, healthcare, and education. It is within this context that non-governmental organizations (NGOs) like ours assume a pivotal role in alleviating the burdens faced by the masses.

We are resolute in our dedication to bridging the gaps left by government efforts and enhancing the quality of life for rural communities. As dutiful citizens of India, we acknowledge our collective obligations towards both our nation and its inhabitants. However, realizing these aspirations necessitates a collaborative approach, compelling us to unite as a cohesive non-governmental organization. By acting as intermediaries between governmental bodies and citizens, NGOs play a pivotal role in identifying individual needs and delivering assistance to the best of our abilities.

Kankura Masat Social Welfare Society (KMSWS), an exemplar in this regard, is ardently engaged in advancing various Sustainable Development Goals (SDGs) aimed at uplifting society at large, especially marginalized segments.

The global outbreak of the Covid-19 pandemic exacted a heavy toll on lives and livelihoods, leaving an indelible impact both internationally and within our borders. Particularly vulnerable were those employed in the unorganized sector and low-income groups. The plight of migrant laborers, substantial job losses, and the persisting repercussions of the pandemic are all well-documented. The devastating Cyclone Amphan further exacerbated the woes of the populace in the South 24 Parganas and Midnapore districts of West Bengal. The confluence of these calamities—pandemic and cyclone—thrust communities deeper into the throes of suffering.

In the wake of these dual crises, our foremost concern was devising strategies to extend support to affected children and their communities.

Central to our thoughts were the imperatives of preserving lives, ensuring safety, and safeguarding the well-being of individuals in the farthest reaches of our operational areas. Thus, during the stringent lockdown, our concerted endeavours were concentrated on reaching every household within our reach. Our focus encompassed the provision of rudimentary health and hygiene resources for women, children, and uplifting the livelihood of their families. Our steadfast commitment to closing disparities, enhancing quality of life, and nurturing fair and inclusive progress remains resolute. Inscribed within these pages are stories of transformation, unity, empowerment and our devouring care for mother nature. The chapters ahead hold promises yet unspoken, but palpable in our unwavering dedication.

With every lesson imparted, every smile kindled, and every household embraced we remain steadfast in our belief that development is not merely an act of providing help, but an art of nurturing. Each life we touch represents a cornerstone laid in the edifice of a brighter future for our community, our nation, and our environment.



## OUR VISION

Creating a society free from socio-cultural differences with equal access to entitlements, justice, and participation of common people in democratic process leading towards gender balanced collective approach to development.

## OUR MISSION

Empowering communities and rebuilding human values towards creating equity-based society for all.





## OUR CREDENTIALS

- Registered under Societies Registration Act 1961 of Govt. of West Bengal.
- Registered under Foreign Contribution Regulation Act 1976 of Govt. of India.
- Registered U/S 12AA and 80G of IT Act 1961.

## OUR OBJECTIVES

- Establishing a dedicated facility for comprehensive in-house training and organizational operations.
- Pioneering agro-based initiatives that promote sustainable agricultural practices.
- Providing crucial livelihood support to rural families residing in the adjacent areas.
- Implementing vocational training programs to empower unemployed youth from rural backgrounds.



## OUR OBJECTIVES

- Cultivating holistic personal growth among rural youth through a remedial centre, instilling fundamental business values and principles.
- Extending assistance to the elderly, infirm, disadvantaged, and destitute individuals in the community.
- Championing the cause of a clean, verdant, and unpolluted environment.
- Supporting academically promising yet financially disadvantaged students in their educational pursuits and skill development.
- Conducting awareness campaigns about HIV/AIDS to educate rural populations.
- Promoting health consciousness and delivering related services through various outreach endeavors.
- Pioneering livelihood enhancement via self-employment initiatives, including mushroom cultivation and reusable cotton sanitary napkin production.
- Safeguarding and promoting our cultural heritage and fostering unity among the rural household.





A group of school children, mostly girls, are seated in a room, likely a classroom or assembly hall. They are wearing blue school uniforms with dark blue vests and ties. Several children have their hands raised, indicating they want to speak or ask a question. A microphone on a stand is positioned on the right side of the frame. The background shows a patterned curtain and a wooden chair.

# EDUCATION PROJECTS



# TIYAS SCHOOL

In the tapestry of our mission of holistic well-being, education stands as the foundational thread, weaving aspirations and possibilities into the lives of the young. Guided by the belief that education is the birthright of every child, the Kankura Masat Social Welfare Society (KMSWS) has embarked on a transformative journey, illuminating the path towards self-reliance and civic responsibility.

## Envisioning Bright Horizons

Within the sanctum of our Pre-Primary and Primary center, known as Tiyas School, dreams take flight. This nurturing haven, nestled amid nature's embrace, is where the promise of tomorrow blossoms today.





With 314 young minds from 14 neighboring villages embracing the joy of learning, our two-story solid edifice stands as a beacon of opportunity. A vibrant meeting hall, an inviting library adorned with knowledge's treasures, and a well-equipped playground resonate with the laughter of exploration. Vigilant guardianship through CCTV, uninterrupted electricity, and internet connectivity ensures a seamless learning environment. Our commitment to health and hygiene is unwavering - purified cool drinking water flows, while separate toilet blocks cater to the comfort of our boys and girls. Guiding this voyage are 14 dedicated teachers, illuminating young hearts with knowledge's light.

## Empowerment Through Remediation

In our coaching project, 202 spirited students from 18 villages partake in a transformative odyssey. These morning and evening sessions serve as bridges to the main educational landscape, nurturing their growth and propelling them towards educational excellence. A dedicated corps of eight educators devote themselves to this noble cause, sculpting futures and dismantling barriers.

As we reflect on our endeavors, we see 365 days of relentless commitment to cultivating minds, fostering character, and amplifying potential. Our corridors resonate with laughter, inquiry, and camaraderie. Faces once veiled in uncertainty now radiate confidence, standing as beacons of the future. Through our ceaseless efforts, we continue to sow the seeds of knowledge, equipping our children not just for academic excellence, but also for a life imbued with resilience, empathy, and purpose.





## Objectives of Tiyas School

- To provide proper education in place of bookish knowledge.
- Teaching in a joyful learning process.
- To create value and policies among the students.
- To develop the personality, discipline and make them confident.
- Activity oriented & group work-based learning.

## Highlights of Tiyas School

- Joyful learning
- Activity-oriented classes
- Group work
- Field trips
- Computer skills
- Grow leadership and values among children
- Extra-curricular activities like music, dance, drawing, recitation, etc.
- Sports
- Parental involvement
- Wall magazine
- Online education support/e-learning.



# SCHOLARSHIP FOR MERITORIOUS STUDENTS

Kankura Masat Social Welfare Society (KMSWS) collaborated with the esteemed P. B. Mitra Foundation to bestow scholarships upon ten commendable students.

A sum of Rs. 2000/- was methodically allocated and distributed to beneficiaries for promoting education.

This financial support not only acknowledged their scholastic achievements but also underlines our collective commitment to nurturing intellectual growth and future leadership.





# STORY-TELLING & CAREER COUNSELLING SESSIONS: TATA PROENGAGE

To develop the language skills and awareness on career opportunities amongst students, Tata group volunteers conducted story-telling and career counselling sessions virtually for our upper classes coaching students who will soon complete higher secondary final exams. This program was conducted for one month. 30 students participated in the story-telling and 41 students participated in the career counseling program.

## Objectives:

- To improve the number of words in their vocabulary.
- To develop speaking power.
- To develop perfect pronunciation.
- To avoid fear of English.
- To improve their reading skills.





# EDUCATION FOR GIRLS



As the Government of India steadfastly pursues its mission of "Beti Bachao, Beti Padhao" (Save the Daughter, Educate the Daughter), Kankura Masat Social Welfare Society (KMSWS) aligns its efforts to renew and amplify its commitment to girls' education. Within our holistic educational framework, spanning both Tiyas School and Tiyas Remedy Center, it is noteworthy that nearly half of the 516 enrolled students are female, and their academic prowess is undeniably at par with their male counterparts.

In consonance with our philosophy, we have extended scholarships to eight deserving girls in our school program, reinforcing our dedication to facilitating their higher education. To this end, we diligently monitor the multifaceted developmental trajectory of girls' education, providing real-time updates through Parent-Teacher Meetings (PTMs). Through these interactions, our educators sensitively address topics encompassing child marriage, underweight births, human trafficking, menstrual hygiene, and the physiological and psychological transformations that accompany adolescence. A cornerstone of our endeavor lies in ensuring the overall well-being and empowerment of our female students. With this objective, we furnish complimentary sanitary napkins to the girls in our remedy center, recognizing the significance of fostering both health and dignity.

## Objectives:

- Advancing Gender Parity
- Health and Hygiene Awareness
- Cultivating Self-Confidence and Self-Respect
- Empowering Personal Safety
- Instilling Independence and Respectful Living
- Championing Education and Sports.





# SMART CLASS

## Benefits of Smart Class:

- Easy access to study materials online.
- Interactive visual aids & animations
- Makes learning easy.
- Flexibility in teaching and learning.
- Improves attendance & ensures lesser absenteeism
- Enhances the ability to listen, speak and read English.

At the outset of the pandemic, the entire education sector was forced to adopt digital learning and online education. Teachers as well as students took to the concept of Smart Classes. Prior to this, not many parents, teachers & students were much accustomed to the concept of online teaching. But gradually, this became a way of life. We have undertaken the responsibility to make our children confident with online learning.

We have launched smart classes for both our school children and our remedy center students. It was started with the support of Ava Foundation. We use smart class equipment like digital boards, projectors, computers, LED, etc., for imparting quality education. The audio-visuals displayed through the equipment are intriguing for students and help build interest in them. This also works in sharpening the creative imagination of students.



# **ENVIRONMENT PROJECTS**



# MISSION OF OUR ENVIRONMENT PROJECTS

- Biodiversity Conservation
- Afforestation endeavors
- Medicinal Plant Advocacy
- Safeguard the environment against chemical pollutants, contributing to the protection of the Earth's ecological balance.
- Combatting Impact of BT Farming
- Encompass the promotion and adoption of bio-fertilizers and compost, steering away from reliance on chemical fertilizers.
- Advocate for the widespread adoption of organic farming methods, emphasizing their ecological sustainability and contribution to healthier food
- Farmers' Club Establishment to disseminate of knowledge and expertise, enabling the adoption of progressive farming.





# TREE PLANTATION & CARING



The recent years have witnessed a surge in the frequency and intensity of natural disasters, including forest fires, floods, droughts, and cyclones. These events have led to substantial deforestation and environmental upheaval. Deforestation, proven to be a major driver of global warming, results in the release of stored carbon, contributing to climate change. Destructive cyclones and tsunamis have inflicted significant damage, with ongoing challenges worsening over time.

Coastal areas of West Bengal have been particularly impacted, with successive cyclones leading to the uprooting of thousands of trees. This has resulted in acute loss of life & property & the depletion of once lush green landscapes, necessitating immediate attention.



## OBJECTIVES OF TREE PLANTATION PROJECT

- **Promotion of Village Tree Plantation:** We are dedicated to advancing tree planting initiatives within the South 24 Parganas district of West Bengal, fostering a green cover that aligns with local environmental needs.
- **Facilitating Biodiversity and Climate Enhancement:** Through strategic tree planting, we aim to contribute to the preservation of biodiversity and foster positive climate change dynamics, recognizing the pivotal role trees play in ecosystem balance.
- **Sustainable Community Advancement:** Our efforts extend to generating employment opportunities and cultivating communal assets by establishing diverse trees, including fruit-bearing varieties, offering sustainable benefits to the community.
- **Enhancing Cyclone Resilience:** With a strategic choice of tree species such as Jhau, Siris, Peach, and Neem, our endeavors aim to bolster the region's resilience against cyclones, effectively reducing wind speeds and minimizing their impact.
- **Promoting Nutrition and Well-being:** Recognizing the multifaceted advantages of trees, we aim to contribute to the nutritional and overall well-being of villagers, underscoring the integral relationship between nature and human health.
- **Cultivating Awareness and Local Ownership:** Our initiatives extend beyond tree planting, encompassing the cultivation of environmental awareness and a sense of collective responsibility among the local populace.



Pursuant to our aforementioned goals, we successfully planted a total of 10,000 saplings across 30 villages within 7 Gram Panchayats across 3 blocks in South 24 Parganas district, a feat made possible through the generous support of Concern India Foundation and DCB Bank. Strategic locations including wastelands, areas near temples and mosques, cemeteries, crematoriums, and roadsides were chosen for planting. The assortment of saplings included various species, carefully selected for each panchayat. Local community engagement played a crucial role in nurturing and safeguarding the saplings, and local villagers were employed for various tasks. This initiative not only contributed to environmental enrichment but also empowered the community while fostering a sense of shared responsibility for the planted trees' growth.





The Tree Plantation project has yielded several noteworthy outcomes:

- **Augmented Green Cover:** A year following its inception, the project has led to a substantial expansion of the green cover, evident in the healthy growth of numerous trees.
- **Enhanced Livelihoods:** The endeavor has resulted in increased income opportunities for villagers, underscoring the tangible socio-economic benefits derived from the project.
- **Heightened Environmental Awareness:** The project has successfully engendered a heightened sense of awareness and responsibility among local communities, fostering a collective commitment towards tree preservation and broader environmental conservation efforts.
- **High Sapling Survival Rate:** An achievement worth noting is the remarkable preservation of nearly 95% of the planted saplings, which have thrived and evolved into robust and thriving trees

It is very soothing when one looks at the healthy cover of green trees that has come up now. To further encourage the plantation of trees, we also distributed saplings to our school children and to the students of our remedy center. They were promised prizes for nurturing and ensuring the healthy growth of these saplings.

Recently, we concluded our tree plantation program in a ceremony which saw the graceful presence of some esteemed guests and our wonderful students. Our guest speakers threw light on the importance of trees in our life and appreciated our initiative. We also handed over the prizes to the students and mementos to our honorary guests on the occasion.





# WORLD ENVIRONMENT DAY





One of the prime focus areas for KMSWS is the environment. Every year, KMSWS celebrates the ***Banamahatsav Program*** on 5th June with the support of RC Calcutta South Suburban. We organize awareness seminars and rallies every year. This year too, we celebrated the program and conducted various activities. These included sit & draw competition, recitation, and quiz contest on environment.

Furthermore, we planted saplings of medicinal plants such as Neem, Tulsi, Pudina, Aloe Vera, Amla etc. as well as fruit trees including Mango, Jackfruit, Coconut, Guava etc., in addition to wood giving trees like Oak, Teak, Mahogany, Sal tree etc. at Kankura Masat and neighboring villages.

We also distributed saplings amongst our school children and remedy center students. To ensure they take good care of the saplings, we took the following steps:

- Introduced rewards for students whose saplings exhibited robust growth and vitality.
- Students were encouraged to capture the progress of their saplings through photographs taken every fifteen days.
- Active involvement was expected from the students in monitoring and recording the saplings' development.
- Remarkably, this undertaking held supplementary weight in their examinations, although our emphasis lies not on grades but on fostering aspiration, vision, and commitment.

# PROJECT SATHI

Blanket distribution drive: In accordance with our annual tradition, we extended our philanthropic efforts this year by distributing 110 blankets to the elderly individuals in need, within the Magrahat block.



# CLOTHES DISTRIBUTION DRIVE

On the auspicious occasion of Durga Puja, we embarked on a noble mission to provide new clothing to the underprivileged, enabling them to partake in the festivities and seek the blessings of the Goddess with a joyful countenance.

In this commendable undertaking, we have been fortunate to garner the support of Inner Wheel and RCC, organizations that share in our commitment to spreading happiness and inclusivity during this revered celebration.





## PRADHAN MANTRI JANAUSHADHI KENDRA (PMJK)

We operate a retail medicine store that offers a wide range of high-quality generic medicines at affordable prices, catering to diverse needs. This initiative is aligned with the Pradhan Mantri Bharatiya Janaushadhi Pariyojana (PMBJP), launched by the Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers, Government of India, in 2008. Under this program, we provide various allopathic medicines at a significantly reduced cost, ranging from 70% to 80% less than prevailing market prices.

The initiative holds particular significance for marginalized segments of society. Often constrained by limited financial resources, many individuals from such backgrounds forego necessary medications due to exorbitant market prices. This unfortunate reality contributes to suboptimal health standards across the country. The PMBJP endeavors to bridge this gap by ensuring accessible, high-quality medicines for all sections of the population, with a particular focus on the impoverished and underserved.

The program aims to elevate the health standards, especially within rural communities, where health disparities are often more pronounced. In essence, the PMJK contributes to enhancing the overall well-being and quality of life of those who are most vulnerable and in need of affordable healthcare solutions.



## VOCATIONAL TRAINING FOR WOMEN



The attainment of financial independence holds paramount significance for women. In this regard, vocational training emerges as a vital conduit, effectively aligning workforce development and employment strategies with current market demands. This comprehensive approach equips women with both technical and soft skills, tailored to their individual interests and aspirations.

Our organization places a strong emphasis on providing vocational training opportunities to women from diverse backgrounds, with a particular focus on those who have faced challenges such as dropout, divorce, or economic vulnerability. In this endeavor, we are grateful to receive support from "Asha for Education," an ally in our pursuit of empowerment.

This initiative has already witnessed the successful completion of two batches spanning three distinct courses, namely Computer, Beautician, and Tailoring. The ongoing third batch is progressing seamlessly, marking yet another stride towards equipping women with the tools and knowledge necessary to achieve self-reliance. By offering specialized training in these domains, we are fostering a path to financial empowerment that enables women to chart their own destinies and contribute meaningfully to society.



# SWAPNO TORI PROJECT (LIVELIHOOD & WOMEN EMPOWERMENT)

Empowering women and embedding them as the pillars of our society constitutes a crucial step toward fostering its strength and well-being. Women's empowerment encompasses various dimensions, including bolstering their self-esteem and elevating their societal stature through education, awareness, literacy, and skill development.

Under this overarching initiative, several pivotal endeavors have been undertaken:

- Through our Women Self Help Groups (SHGs), we orchestrated the creation of cotton masks, which were subsequently distributed free of charge at the Durga Puja Pandal in Kolkata, exemplifying the intersection of women's empowerment and community support.



- A significant facet of this year's activities entailed equipping women with garment-making skills, encompassing diverse apparel such as blouses, petticoats, salwar kameez, kurtis, and patiala trousers in various styles, facilitating vocational diversity and economic self-reliance.
- In collaboration with 'Anahat, the Change Foundation,' comprehensive training sessions were conducted, enabling girls to craft reusable sanitary napkins. These products, borne from empowerment, are now not only marketed locally but also contribute to menstrual hygiene awareness.
- The achievements of students who completed our computer courses have translated into meaningful employment across various sectors, including NGOs, call centers, and schools, showcasing the transformative potential of education.
- Remarkably, girls who graduated from our beautician course are not only aspiring to open their parlors but have initiated their ventures, taking strides towards economic independence. This embodies the convergence of ambition and action, promising a brighter and empowered future.





# EVENT CELEBRATIONS

Some key events that were celebrated along with our team include Independence Day, Children's Day, Teacher's Day etc.



# OUR THANKFUL ACKNOWLEDGMENT



- Asha For Education
- Concern India Foundation
- Smile Foundation
- Nehru Yuba Kendra, Govt. of India
- Cultural Department, Govt. of West Bengal
- Department of Biotechnology, Higher Education And Science & Technology, Govt. of West Bengal
- Library Department, Govt. of West Bengal
- Rotary Club of Calcutta, South Suburban
- Inner Wheel Club of Calcutta, South Suburban
- MN Dutta & JN Dutta Charitable Trust
- P.B. Mitra Foundation
- GAP (Global Action on Poverty)
- Tata ProEngage
- IndiaDonate
- GiveIndia
- Ivolunteer
- Internshala
- Nasscom Foundation
- Chezuba
- Connectfor
- Yeh Mera India
- Rebuild Bengal
- DaanUtsav Kolkata Committee
- Swanirvar, North 24 PGS
- Diamond Harbour – 1 No. Panchayat Samiti
- Diamond Harbour – 1 No. Agriculture Department
- Late Aloka Kayal Memorial Fund
- Local Police Station
- Local Primary Health Centre
- Local Panchayat
- M.L.A.
- Our well-wishers
- Our Bankers
- Allahabad Bank, Masat branch
- IDBI bank, Amtala branch and Sarisha branch



From,  
The Secretary  
Kankura Masat Social Welfare Society  
Vill – Kankura Masat, P.O. – Masat,  
P.S. – Diamond Harbour,  
Dist – South 24 Parganas, PIN – 743375.  
West Bengal, India.



+91-9830963053



[www.kankuramasatsociety.org](http://www.kankuramasatsociety.org)



[tiyaskmw@gmail.com](mailto:tiyaskmw@gmail.com)

[kankuramasatsociety@gmail.com](mailto:kankuramasatsociety@gmail.com)



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