

Annual report
2016/17



It gives me immense joy to pen these few lines. I read somewhere '*the only limit to your impact is your imagination and commitment*'. This report highlights what we achieved during 2016/17

and it is a testament to what a few inspired and committed individuals can do.

I would like to place on record my huge appreciation to our supporters, friends, staff and volunteers for making it possible to reach some 800,000 individuals in some of the most remote areas of India. I would also like to thank our board members, civil society leaders, community leaders, private sector partners and the government officials, who gave their best and joined hands in our mission to see a world free of poverty and discrimination.

We all work together for a common value of seeking out to the unreached India – whether it is children in the slums of Delhi; workers being helped to claim their basic rights in Jharkhand; young women leaders in Uttar Pradesh learning internet skills and kindling the desire to become micro-entrepreneurs in 1,100 young women; awareness building in Uttarakhand; or children being helped to return to school in Uttar Pradesh.

I invite you to give your time, share your talents and expertise by volunteering with us. I hope this annual report will inspire you to join and support us in our mission to find solutions to poverty and moving towards a just world.

Dr Belinda Bennet
Managing Trustee, Phia Foundation



The same winds that toss wayward boats gently steer those with well set sails to a brighter horizon. History is replete with heart-warming success stories that portray the power of environment

and how it influences the destiny of a well set community.

In an attempt to create stronger communities, Phia has identified their vulnerabilities, built appropriate capacities and equipped them to obtain the best aid available and enabled them to cruise towards purposeful destinies.

During 2016/17, Phia has equipped rag-picking street children to gain entry into mainstream educational institutions, educated illiterate rural women to practise digital transactions, enabled unorganised working communities to access government social security schemes and built the capacities of rural households in order to enhance livelihoods.

Phia has been supported by the government's policies and schemes, corporation's social responsibility programmes, civil society organisations and the communities themselves. My sincere appreciation to all the partnerships that have joined hands with Phia.

There are many communities with varied vulnerabilities across India. Phia continues with its mission of supporting the vulnerable and helping them set their sails for a brighter future.

Shobhana Ramachandran
Chair of the Phia Foundation board

Introduction

Phia Foundation is the brand name of Partnering Hope into Action Foundation. The foundation was registered as a charitable trust in India in December 2005 to assist, facilitate and promote humanitarian work irrespective of caste, community, religion and economic status.

Phia Foundation focuses on poor, socially excluded and marginalised communities in India. We believe in sustainable development and work closely with civil society and community-based organisations (CSOs and CBOs). We have a sustainable model of

partnership with these grassroots groups, and work alongside them to eradicate poverty and exclusion.

Across a range of issues and projects, Phia Foundation's approach is to involve communities in their own development. We believe society needs to be changed so that everyone, regardless of caste, class, culture, religion and gender, can live a life free from poverty.

In 2016/17, Phia Foundation led new fundraising efforts for the Poorest Areas Civil Society (PACS) programme, seeking to sustain and grow parts of the programme and secure its lasting legacy. PACS touched the lives of 9.6 million people in some of India's poorest states between 2009 and 2016.



Our vision and mission

Phia Foundation's vision is a society free from poverty, exclusion and discrimination and all people living with justice and dignity.

OUR MISSION IS:

- to empower the most excluded and marginalised communities, with a specific focus on equality and inclusion
- to engage with young people to build their ability to attain their aspirations and ensure children's rights to security, education, health and development
- to form partnerships with CSOs and CBOs, and implement projects that support communities and individuals
- to engage with multiple stakeholders, including central and state governments, to promote pro-poor policy changes
- to work on rural and urban development projects across India.

कालज सान्हुलो - देवकली - गाजीपुर उ. प्र.



Following their training of trainers session, Internet Saathis in Uttar Pradesh receive their training kits and gadgets (see page 10).

Our areas of work

India faces a historic opportunity to end poverty for the millions of people who live below the poverty line. Strong economic growth and a booming middle class illustrate India's extraordinary development.

But the poor and marginalised are still excluded from this journey. Stuck on the edges of society and without equal access to the education, healthcare and other essential services most people would take for granted – this is the reality for many millions of people every day.

While much progress has been made economically in India, levels of poverty remain stubbornly high. According to UNDP statistics, almost a quarter of all Indians live in poverty (described as surviving on less than \$1.25 per day) – an absolute number of around 300 million people. In addition, over a third of adults remain illiterate, under-five mortality rates are comparatively high (at 53 per 1,000 births) and a third of all children do not go to secondary school.

Gender inequality and particularly violence against women and girls have continued to be issues that require attention as part of the fight against poverty. According to the 2016 Global Gender Gap Survey, India ranks just above the bottom for women's health and survival – 142 out of 144 countries. Women are behind men in areas such as education – adult literacy figures stand at 68 women per 100 men, according to UNICEF.

While India is already facing the huge challenge of poverty issues, it also is extremely vulnerable to climate-related disasters and events that frequently result in death and loss of livelihood. Flooding, drought, cyclones and other natural and man-made disasters have desperate consequences for many people, particularly the poorest and most vulnerable. The South India floods in 2015 highlighted this, with more than 500 people killed and 1.8 million displaced. Reports indicated that those already living in poverty suffered the most and were the last to be reached by relief efforts – if they were reached at all.



Chandmuni Kumari and Durga Tudu, from Kusberia village, Jharkand, receive their labour cards as part of Phia Foundation's project seeking social security entitlements for workers (see page 12).

With more than 1.2 billion people to support, the national and state governments' task is a challenging one. Current policies including the Right to Education and the Mahatma Gandhi National Rural Employment Guarantee Act are helping to create an environment that makes it possible to aim for the targets set in the Sustainable Development Goals. However, the size of the task is huge and the need for many people and organisations to come together to help end poverty and marginalisation has never been greater.

Gender inequality and particularly violence against women and girls have continued to be issues that require attention as part of the fight against poverty.

Phia Foundation works through a partnership approach with other civil society organisations and local people. We implement and support work that is designed to reach those who are most frequently excluded. Believing local people recognise, understand and often have the solutions to the challenges of poverty, we work to support, build capacity and partner with local organisations to help lift communities out of poverty. We also partner with private sector organisations, state governments, research organisations and others committed to ending poverty and marginalisation.

Phia Foundation is committed to a society free from poverty, exclusion and discrimination and where all people live with justice and dignity.



Our work seeks to support communities in need throughout India. During 2016/17 and looking into the next financial year, we will focus on up to 14 key states. We will respond in these areas through a mixture of long-term projects and emergency response when the need demands it.

We work on four key focus areas that are pivotal in helping to lift whole communities out of poverty, breaking the intergenerational poverty cycle.

Access to essential services

We support poor and marginalised communities to access essential services they are entitled to such as education, healthcare, water and sanitation. The Indian Government has many schemes (such as the Right to Education) that support its citizens – we help make sure people access these schemes and services.

We aim to improve the well-being of poor, vulnerable and marginalised communities by strengthening governance processes, mechanisms and institutions. We work to overcome the barriers that might prevent these communities accessing what they are entitled to, so that their rights to essential services are met.

We believe civil society has a critical role to play in supporting marginalised people.

This approach stems from a belief that poverty, vulnerability and marginalisation are largely caused by an unequal distribution of power and exclusion from the economic, social and governance processes. We also believe that civil society has a critical role to play in supporting marginalised people to engage with these structures, so our interventions are with and through these organisations.

Livelihoods

We work across a number of states to support people to develop thriving livelihoods, which are adaptive to climate change and help lift themselves, their families and whole communities out of poverty. We work with communities to find new ways of scaling up livelihoods, providing technical support and helping to link them to markets.

Emergencies

India is one of the most disaster-prone countries in the world. We not only respond to emergencies when they strike, but remain with communities to help restore their lives and livelihoods in the long term, as well as making them more resilient to withstand future disasters. We do this by working with the state and others so that an efficient needs assessment is carried out in time, well-coordinated with other organisations for maximum benefit to the communities.

Bridging the gap

We support those communities that need assistance to access justice, and join with them when their human rights are being violated. We work within coalitions and help to gather together groups of organisations to bring about equality in the lives of all people.

We aim to prioritise the rights of women and girls and ensure that gender justice is at the forefront of the work we do; it is a key element of each project we undertake. We give women, girls and marginalised communities appropriate support through our work so that their voices are heard and they can fulfil their potential. This will include supporting women to become 'barefoot lawyers', helping their peers to defend their human rights. This work is in line with Sustainable Development Goal 5 – 'Achieve gender equality and empower all women and girls.' We anticipate that our greater focus on women and girls will help to increase knowledge and understanding of laws designed to protect them, and lead to a decrease in violence and discrimination.



In Dhanbad District, Jharkhand, unorganised workers are brought together to learn about the social security act.

Our projects in 2016/17

We have built on our successes and achievements of the past year to grow and deepen our work. We are proud to have reached 7,99,814 people with our poverty-fighting work and we look forward to the work reaching out to even more people in the coming year.

Urban education

The bridge education and supporting interventions project continued at Bhowapur in Ghaziabad and Madanpur Khadar in Delhi. There are currently 340 children at the two locations. The focus of this project is to prepare children for mainstream schools. Phia facilitated the enrolment of 97 children into formal schools.

The regular activities at the centres – bridge education, remedial classes, nutritional supplements for all children – continued and were undertaken as planned. Forty meetings with parents were organised throughout the year in a phased manner. This was mainly to talk about school admissions and processes, assisting with necessary documentation



Children from Phia Foundation's bridge school project in the ragpicking community in Bhowapur, New Delhi.

required. Important days and festivals were celebrated with the children performing songs, dance and speeches. The women in the community participated in interactive programmes on International Women's Day.

A small event to mark the promotion of children to the next standard was organised.

Three health camps – one focusing on dental care and others on general health were organised with support from Gripple India. One of the health camps was for women. More than 700 women, children and men were reached during these camps.

Six capacity building trainings were organised by Phia on the issues of documentation of programme implementation. This training taught them how to document their daily activities and the procedures to access them.

The four teaching fellows were recruited from nearby slum areas. They are pursuing their graduation at the two centres and have received a fellowship to help with their educational and other expenses. Two mobilisation fellows also benefit from the fellowship.

Future plans

To enhance and encourage children's interest in education, Phia hopes to include interactive activities involving audio-visual arrangements, games and excursions in 2017/18.

The field team observed that the youth in the communities are ready to learn any skill that will help them start their own venture. Training in vocational skills will help them in accessing stable livelihood opportunities. Phia is in conversations with a few organisations that are keen on supporting skill-building projects.

Taking into account the feedback received from the doctor who conducted the health camp, we plan to design and conduct health education programmes for women, especially to address the high prevalence of anaemia. We also plan to carry out a baseline assessment of the health situation and health-seeking behaviour in the community, especially women.

Hemlata training another young woman in the village on how to use a mobile phone.



Hemlata: an Internet Saathi

Hemlata is 20 years old and has trained as an Internet Saathi. She takes a lot of pride in helping other women in Bhagwanpur to learn online skills.

None of the women in the village own a mobile phone, but that does not stop them from attending Hemlata's sessions and exploring the outside world through the internet. Even illiterate women have learnt to use a voice assistant to perform Google searches.

Many of Hemlata's trainees are now very comfortable operating mobile phones and tablets. She is very proud that the men now come to her to seek her help.

'I now know about the various government schemes, and how to enrol online. Many village men, including the village Pradhan, come to me. I even helped my father-in-law apply for a ration card online.'

The confidence that Hemlata has gained has helped her to set ambitious goals for herself. 'I want to stand on my own feet, and get a good job. I have updated my resumé, and registered myself on the online site Job Alert. I also want to set up a business tailoring and sewing.'

CSR with TVS Srichakra Ltd.

Phia implemented TVS Srichakra's corporate social responsibility (CSR) activities in Rudrapur, Uttarakhand, from December 2016. The proposed activities were:

- Safe driving and road safety.
- Health camps, in collaboration with private and government hospitals, and veterinary camps.
- Vocational youth skills training and entrepreneurial training.
- Supply of materials and nutrition supplement to Anganwadis and nutrition training for Anganwadi workers and auxiliary nurse midwives.

Programme highlights

Discussions with the Traffic Police Department led to the organisation of activities focusing on awareness generation on safe driving, including the distribution of road safety and driving pamphlets. A drawing competition with a road safety theme was organised in January 2017, with entries from 25 students from three schools.

A motorcycle election awareness rally was organised in collaboration with the traffic department's City Patrol Unit in January. Uttarakhand, Punjab and Uttar Pradesh had upcoming elections. TVS employees and traffic department personnel participated in the



Jadu Karmakar from Simatand village, Jharkand, receiving his labour card.

rally on the importance of exercising the right to vote and choosing the right candidate.

Two veterinary camps were organised in February in Raghavnagar, near Kichha Bypass and Gokulnagar in Rudrapur. A district-level representative of the government's veterinary department was involved in planning and provided information regarding animal health and welfare. The camp provided help to 900 livestock belonging to about 350 farmers.

In Udham Singh Nagar and Nainital, Phia worked with officials to select Anganwadi centres and to build support for the Anganwadi workers and sahayikas. Twelve Anganwadi centres were identified, and around 213 children benefited, with 18 malnourished children receiving support. An event led by TVS, and supported by Phia, will be organised in the next quarter.

Social security entitlements for workers in Jharkhand

Phia Foundation collaborated with ACC Cement Works and Lok Kalyan Parishad on a project that launched on 10 September 2016. The objective is to register 5,000 unorganised workers in three villages of Sindri block of Dhanbad district, Jharkhand, to enhance awareness of the social security entitlements available under the Unorganised Workers Social Security Act (UWSSA).

Programme highlights

Meetings were held with community members in 21 villages of Dhanbad District. These targeted self-help group members, Panchayati Raj Institutions members and Anganwadi workers, and were also open to the community in general. The stakeholders were informed about the outreach that covered 30 self-help group groups, covering 600 members.

Registration camps were set up, and a total of 3,013 offline forms were collected by the end of March 2017. About 100 workers were provided with unorganised workers cards in the first phase, ensuring their social security entitlements under UWSSA.

By the end of March 2017, 1,928 cards had been distributed, while the other cards were awaiting approval from the district administration office. A two-day orientation workshop on benefits claiming processes was organised in February 2017 with the Dhanbad District Administration. This was attended by 62 people. The programme focused on the challenges and the correct measures for collection of offline forms and the importance of online processes. The labour enforcement officer discussed the various

Young girl rescued after call to labour helpline

Prompt action from staff at the labour helpline enabled the rescue of a young girl forced to work as a domestic. The helpline received a call alleging that a girl of about eight years old had been working for a block development officer and his wife for about a year.

The caller said the girl was carrying out all the household work and in considerable distress. She had talked to the child, who revealed she had been brought to the house by an agent. The caller also sent photographs to the helpline's WhatsApp number of the girl and reported on the severe wounds and burns caused by regular beatings by the wife. The girl said she wanted to go back to her parents.

The helpline team moved immediately to work on the case. The team immediately sent the details

to the district labour superintendent, with follow-up phone calls, and the case was shared with other relevant parties.

As a result, a high-level task force team was organised with the Labour Department, Child Line, NGO partners, the Child Welfare Committee and police. Seven days after the initial call, the house was raided and the child was rescued.

The girl was placed in the care of the Child Welfare Committee and was returned to her parents' home in Angara, Tathi, Ranchi. Her employer was fined Rs 20,000 and suspended from his job by the Chief Minister of the State. A First Information Report has been lodged.

schemes under UWSSA and the processes involved in claiming those benefits.

Meetings were organised by the project staff and volunteers to mobilise the labour card holders to apply for benefits. The beneficiaries enrolled for various entitlements under UWSSA.

Future plans

Based on the engagement with the community, it has been observed that there is ample scope in planning future interventions and projects in thematic areas such as livelihoods, PRI and watershed development. A thorough needs assessment is required.

The project team plans to help workers access the immediate benefits of having a labour card, such as pensions, scholarships and maternity benefits.

Toll-free labour helpline project with Government of Jharkhand

A toll-free labour helpline was launched by the Chief Minister of Jharkhand in May 2016. Its objective is to increase awareness and institute a grievance redressal mechanism for labour issues, schemes and programmes at the State level. The helpline is managed by Phia Foundation and supported by the Department of Labour.

Programme highlights

The helpline is an accessible, valuable resource centre where the workers and labourers can directly source information and record grievances. It has become a database for the Labour Department and the data is used during meetings and communicated to the higher authorities. The helpline outreach has increased in all 24 districts of Jharkhand and other states as well. The toll-free number is displayed on the Labour Department's website and on every campaign the department runs.

The helpline team is regularly invited to the Labour Department's monthly review meetings. Other NGOs, Jharkhand State Livelihood Promotion Society, UNICEF and Childline are also reporting their grievances to the helpline.

Learnings

The helpline team attends to around 12 to 15 calls every day. During campaign days, advertising increases the number significantly. Over time, the team has learnt to deal with all kinds of callers and their grievances patiently.

The orientation provided by the national team and the data requirements of the government officials have helped fine-tune the data collection format and improve reporting systems.

Future plans

Creating a web-based helpline will help data collection, management and improve tracking of grievances. The team will continue engagement with officials to help speedy redressal of grievances.

To increase the impact of the helpline and increase awareness among workers about the benefits, strengthening the information, education and communication around the helpline and better community engagement will be helpful.

The team aims to establish the helpline as a resource hub for various other government schemes and to provide technical assistance to the Labour Department.

Internet Saathi project with Tata Trusts and Google India

In partnership with Tata Trusts and Google India, Phia implemented Internet Saathi, a digital education initiative, in seven districts of Uttar Pradesh (Chandauli, Ghazipur, Balrampur, Shravasti, Mahoba, Shamli and Ghaziabad).

The programme's objective is to ensure people in these communities, especially women, are aware of, empowered and included in the digital economy. The programme started in late November 2016, in collaboration with six local partners, training 1,100 women representatives from the PACS programme. These women will train others, eventually reaching 7 million women.

Programme highlights

Tata Trusts and Google praised the project team for the smooth implementation of the training programme and for ensuring zero attrition.

Around 550 Internet Saathis were trained in digital financial literacy in 19 blocks of four districts – Chandoli, Ghazipur, Balrampur and Shravasti. They were taught how to train others on the use of e-wallets through audio-visual and practical instructions.

After completing the training, each Saathi reaches out to women in their own and neighbouring villages and delivers training on digital literacy and is expected to cover 4,400 villages. As of 31 March 2017, 394,559 women have been reached.

An application created by SocialCops allows real time monitoring, collection and sharing of data pertaining to the training activities being undertaken by the Saathis.

Learning from the programme

Breaking the gender, caste and religious divide were the biggest changes brought by the programme. Internet Saathis say that the programme has helped in improving their social status drastically and they are now well respected by the men in their families, and people in their villages.

Learning how to use the internet helped the Internet Saathis change their outlook on their future and realising their potential, leading the girls to question their expected roles in society.

Future plans

The Phia project team is in discussions with the partners to expand the scope of the programme in the first quarter of the next fiscal year, training 927 Internet Saathis in five districts, covering 3,682 villages.

The project team is in talks with government departments and private agencies to find other avenues to engage with the newly developed and potential Saathis.

The project can be expanded to include other dimensions of digital literacy, including digital payments with e-wallet companies, telecoms providers and mobile phone manufacturers, to build digital technology-based livelihood opportunities. The project team wishes to explore these avenues in the next fiscal year.

A mother with her child in a Malnutrition Treatment Centre for his proper checkup and treatment in West Singhbhum District, Jharkhand



Healthcare properly delivered after pressure from Gram Sabha

Phia, in partnership with ASRA and supported by UNICEF, is aiming to strengthen community-based interventions for improved delivery of health services in Jharkhand.

In Lodo village, the Gram Sabha did not have regular meetings, and they never discussed community engagement or action on service delivery, rights and entitlements.

The meetings became a platform for the project's capacity building. The roles and responsibilities of the village Gram Sabha were shared. They were made aware of available community health and nutrition services and the role of frontline workers.

As a consequence, the Gram Sabha realised the community was not receiving proper services.

The health sub-centre was in a private house away from the village and was open irregular hours. The Anganwadi centre was not functioning properly and the auxiliary nurse midwife (ANM) was not regularly servicing the village. Village health and nutrition days were not conducted regularly.

The Gram Sabha invited key health and nutrition workers to a meeting to address the issue. The Gram Sabha asked the Sevika to work properly and to make house calls for follow-up care for newborn babies and breastfeeding mothers.

The Gram Sabha also decided to monitor the work of the health and Anganwadi centres. As a result, these are now functioning properly. The health sub-centre has been shifted to its own building in the village and it now has two regular ANMs. Village health and nutrition days are being conducted regularly and include antenatal care.

Healthcare Project with UNICEF, Jharkand

Phia started a project with UNICEF in Jharkhand in August 2016 aimed at strengthening the access and entitlement to basic maternal and child health services to excluded communities in 28 villages lying in three gram panchayats of Manoharpur block of West Singhbhum district. This followed on from links and work undertaken as part of the PACS programme.

Programme highlights

The project involves significant engagement with the government service providers. The project team participated in block level review meetings at village health and nutrition days every month and have developed partnerships with the service providers.

In consultation with the Gram Sabhas, the trained VHSNC (village health, sanitation and nutrition committee) members have initiated the following discussions:

- the function and role of health service providers
- selecting Sevikas and Sahiyas to fill vacant positions
- identifying children with severe acute malnutrition and sending them to malnutrition treatment centres
- family planning
- discrimination and exclusion
- superstitious beliefs and practices.

The community was not aware about their health and nutrition rights, the roles and responsibility of Anganwadi centres, health sub-centres and the health and nutrition service providers. The village level service providers were unresponsive and unaccountable. But the situation is gradually changing. Villagers have started demanding the services they are entitled to and expect accountability from service providers.

As a result of community engagement, home births have been reported, especially night deliveries, which occur because of fear of left-wing extremists in the area. However, the Sahiyas are trying to ensure that women and infants are taken to the hospital for medical examination and immunisation.

A positive discussion between the Gram Sabha office bearers and Sevikas and Sahiyas has commenced, and this is now opening up discussion on health issues.

After Gram Sabhas became active, changes are gradually taking place:

- Awareness and addressing issues, particularly those related to promotion of health-seeking behaviour.
- Creation of village funds for addressing emergency health needs.
- Correspondence with health department officials.

Future plans

There is a need to engage with government functionaries with regular meetings to bring to their notice the communities' critical needs, for example, setting up Anganwadi centres and establishing village health sanitation and nutrition committees.

The project intervention has revealed that the area demands attention from the service providers and is crucial to empower the communities, promote health-seeking behaviour and ensure deeper community engagement. The concept of family counselling needs to be promoted.

There is a need to build synergy among different stakeholders, such as the Gram Sabha office bearers, Sevikas, Sahiyas and auxiliary nurse midwives, for the achievement of better uptake of health entitlements by the community.

Climate adaptation project with UNICEF India

In December 2016, Phia with UNICEF India commenced implementation of Phase 2 of the Climate Adaptation Project originally began with PACS. This began with a consultation process with state governments, leading to effective translation of State Action Plans on Climate Change into action on the ground.

Programme highlights

Following the consultation with the Kerala Government in January 2017 on the state action plan for climate change, an effort was made to reach out to other state governments in Odisha, Uttar Pradesh and Sikkim. This outreach was halted due to

the recent state elections in Uttar Pradesh, when a new government was elected. Dialogue with Odisha is underway.

The Assam Government has exhibited an interest in being part of the consultations. Following consultation with UNICEF, the proposal has been modified accordingly

and is currently pending with UNICEF's technical review committee for a formal sign-off as part of the protocol.

The project will commence once a go-ahead is received from the technical review committee. We are expecting a no-cost extension of the project for two to three months to complete project activities.



Hasiful's story: A changed life

Hasiful's family migrated from Mankachar, Assam to Delhi in search of livelihood. For 10-year-old Hasiful and his family, rag picking is the only source of income since both his parents have no education or skills.

Hasiful spent most of his time in the warehouse, dirt smeared all over his clothes, as he sorted out recyclables from the waste. The basics of hygiene were never a part of his routine, like many other children in this filthy environment.

Phia Foundation found Hasiful and his family during our community mobilisation activities. Hasiful has

been taught how to care for himself and is receiving an education. He loves to draw and read, and never forgets to do his homework. He also advises his friends about cleanliness.

Hasiful's parents now take an interest in their son's education and often visit Phia's centre.

They said: 'Our Hasiful tells us that when he grows up, he aims to become a police officer. We will do all we can to support him become what he wants.'

Phia continues to grow and expand its programme. By collaborating with PACS Network, Phia expects to impact many more lives in 2016/17.

We will also continue our work alongside organisations including UNICEF on issues of child malnutrition and disaster risk reduction. While much of our work will be

supported by private sector partners and individuals, we will also work with state governments to help ensure their policies and programmes reach those who are most in need of them. We have already agreed to work with the state of Jharkhand on issues of labour welfare and we hope to collaborate with state governments to reduce welfare gaps.



Our plans for 2017/18

Last year Phia was able to make significant progress in establishing strategic partnerships to fund large projects in our operational areas. We now have a strong platform to invite more like-minded donors and stakeholders to continue the momentum by supporting existing activities and new projects.

The landmark PACS programme finally concluded in March 2017 and Phia Foundation will now take responsibility for supporting, sustaining and strengthening the programme's legacy into the future. This will be done by promoting learning around the empowerment of socially excluded communities that was gathered and developed by our partners working on the PACS programme. In 2017, PACS stands for Partnerships, Alliances and Communities. The PACS Network brings together civil society, community-based organisations and empowered communities in 90 of the poorest districts across seven Indian states. Phia Foundation will build on the strong foundations laid by the PACS Network and support, sustain and strengthen its future work.

We are excited about the huge opportunity this presents for Phia Foundation and in the coming years we are keen to leverage and build upon the strong foundations laid by PACS, and raise resources by showcasing various successful dimensions and models from the programme. The PACS Network remains very strong and far-reaching. Phia Foundation will use the refreshed PACS Network brand in a nuanced way to engage with various donors and stakeholders to continue the momentum PACS has created, by supporting existing activities and exploring new programmes and projects. In this way, the legacy of the PACS programme will continue to play a big role in contributing to the success of our programmes and impact, under the auspices of Phia Foundation.

In this fiscal year, we expect to intensify our work and further strengthen our engagement with our collaborative partners on various thematic areas. While most of the work that started in 2016/17 – projects on climate adaptation and health with

UNICEF, Internet Saathi project with Tata Trusts and Google, access to rights and entitlements for unorganised workers in Jharkhand, CSR initiatives in Rudrapur, and our flagship urban education projects in Delhi NCR – will continue, we shall also focus on expanding and scaling up these projects to reach a wider community base. Evidence of this can be seen from our recent new agreement with Tata Trusts to scale up the Internet Saathi project in Uttar Pradesh in 2017/18 and subsequently implementing this programme in other states. Similarly, we have entered into an agreement with UNICEF to work on a child rights coalition project in Uttar Pradesh, and with ACC Ltd to substantially expand the community engagement to other parts of Jharkhand and beyond.

In addition, Phia also wishes to engage with individuals at large to support our initiatives through direct fund raising. In India, the middle class comprises a sizeable population of more than 350 million people, who could be engaged on social and development issues. We wish to connect with a large section of this population through innovative channels to create a platform for engagement.

This year will also see Phia execute its first public engagement campaign – It's Possible. The campaign will be spread across 10 states, engaging with youth as active citizens to act as a catalyst to move towards a gender equal world. The campaign has strong on-the-ground and online dimensions which will challenge the perceived beliefs, values and attitudes that define popular notions of masculinity and try to co-create new definitions and understanding of this issue by keeping youth at the centre.

As we move forward in our journey, we would like to strengthen institutional capacities to provide humanitarian assistance during natural disasters. According to recent statistics, 68% of India's land is prone to drought, 60% to earthquakes, 12% to floods and 8% to cyclones, making India one of the most disaster-prone countries in the world, affecting overall 85% of Indian land and more than 50 million people. We plan to intensify our engagement for fundraising efforts for humanitarian response and strengthen our work on disaster risk reduction and promote climate resilience practices and models through appropriate mitigation and adaptation programmes.

Launch of our 'It's Possible' campaign on gender equality

Phia is collaborating with other CSOs, including PACS partners and tve, on the 2017/18 gender campaign It's Possible. The campaign aims to redefine masculinity as it is popularly perceived and will work on challenging the perceived 'masculine' attitudes and behaviour around five key themes – language, honour, freedom of choice, sharing of household work and parenting.

A key aspect of the campaign is to reach the unreached, and stimulate a discussion among those who are beyond the reach of the development programmes on gender equity. Phia plans to leverage the existing network of CSOs and CBOs built during the PACS programme to reach socially excluded groups in select states.

The launch

The campaign was launched on 17 March 2017 in New Delhi with an interactive session. Prominent gender activists, CSOs, CBOs and young people from Bihar, Jharkhand, Madhya Pradesh, Odisha and Uttar Pradesh came together and pledged to take action to ensure a gender-equal society. The launch was preceded by a consultation on Sustainable

Development Goal 5 (Achieve gender equality and empower all women and girls), organised with Wada Na Todo Abhiyan, with participation from experts from the government, UN, academia, CSOs, corporates and young people.

The launch began with a panel discussion moderated by BTVi anchor Fatima Karan. The panellists included Anshul Tiwari (founder, Youth ki Awaaz), Dr Abhijeet Das (director, Centre for Health and Social Justice), Annie Namala (convener, Wada Na Todo Abhiyan), Raphael Jose (ethical trading manager, Super Group Plc) and Akanksha Bhatti (youth representative, YWCA). The panel discussion focused on issues such as toxic masculinity, gender stereotypes and gender roles.

The keynote address was delivered by noted feminist and activist Kamla Bhasin, who has been actively engaged with social issues around gender, social issues and media since 1970. She is an adviser to two Delhi-based NGOs working on gender issues – Sangat and Jagori. She is also the South Asia Coordinator of One Billion Rising, a global network to end violence against women and girls.



Her address focused on the possibility of women and men being treated equally. She also made the audience recite a poem she had penned exclusively for the campaign. The address was followed by a pledge by some changemakers who took the stage and stated: 'I refuse to be the one who is mute to gender-based discrimination.'

The event concluded with an energetic performance by group of artists called Mystics Manzil.

Campaign strategy

Each state will form a steering committee comprised of stakeholders from different spheres, such as academics, civil society, media, radio, corporate and celebrities. The campaign will complement the existing efforts and dialogues already taking place in each of the states and work with these actors to positively contribute to the existing discourse. A steering committee in Delhi and advisory panel will support the secretariat and to ensure all efforts are tied together for greater impact.

The campaign will work across 10 states and will reach out to boys and men aged 16 to 35. While those on one end of the age spectrum would be young and impressionable, the other end would include young parents who would directly affect the world views

of this society's saplings. As such, this demographic would be a petri dish for catalysing change in the domestic arena, which is where the strongest influences are made, and from where attitudes spill on to public spaces. Regions for on-the-ground action are Uttar Pradesh, Rajasthan, Tamil Nadu, Andhra Pradesh, Jharkhad, Odisha, Bihar, Madhya Pradesh, Telangana and the city of Delhi.

The campaign will engage with 500 change makers, who will be identify, oriented, trained and intensively engaged throughout the campaign period across the states. Other public-facing interventions to increase outreach include the use of digital space, discussions, debates and weeks of action across the 10 focus states. The digital campaign aims to reach out to 5 million people.

Phia plans a series of strategically designed weeks of action based on the five themes of the campaign. Activities in these weeks will include series of workshops, support and solidarity actions, release of testimonies, celebrity endorsements, radio programmes and musical and cultural events. Local teams at state/region level will come up with their own action plans to involve others and promote the messages to the general public.



Belinda Bennet, Phia Foundation's managing trustee, and Kamla Bhasin discuss the importance of working on masculinity to address the issue of gender inequality at the launch of It's Possible campaign, India Habitat Centre, New Delhi.

Our Board of Trustees



Shobhana Ramachandran | Chair of Board

Ms Ramachandran is the managing director of tyre manufacturer TVS Srichakra Ltd, which under her leadership, has become one of the biggest tyre

makers in India. In 2016, she was voted Best CEO in the Auto Ancillary Category by Business India.

For 30 years, she has been a guiding force in Lakshmi Vidya Sangham, which has provided more than 12,000 students (including those with special needs) with quality education and opportunities. In 2010, Ms Ramachandran founded the Arogya Welfare Trust to offer healthcare, education and relief to the poor.

She is president of Lakshmi Seva Sangham, part of the Gandhigram Trust focusing on the welfare of rural women, is a trustee of the Banyan Academy of Leadership in Mental Health, and actively supports The Banyan, which helps rehabilitate mentally ill, destitute women rescued from the streets.



Belinda Bennet | Managing Trustee

Dr Belinda Bennet, a passionate leader, has over three decades of experience working with development agencies, civil society, community-based organisations and citizens' groups.

Dr Bennet has played a strategic role in addressing issues of social exclusion. She is the former CEO of Change Alliance and chaired the consortium that delivered the PACS programme. She founded the NGO Sakthi, to work with Dalits and children in slums of Madurai, Tamil Nadu.

Dr Bennet has served on the boards of Micah Challenge International UK and World YWCA, and was previously the National President of YWCA, India.



Professor Sukhadeo Thorat | Trustee

Professor Thorat is an internationally acclaimed academic and author on social inclusion, with more than 40 years of teaching and research experience.

He is Emeritus Professor at the Centre for the Study of Regional Development, part of the School of Social Sciences, Jawaharlal Nehru University and chair of the Indian Council of Social Science Research for the Government of India. He was previously the director of the Indian Institute of Dalit Studies.

In 2008, Professor Thorat was awarded the Padmashree Award by the Government of India and the Vidyalkara (Lifetime Achievement Award) by the Purbanchal Academy of Oriental Studies for his outstanding achievement and contribution in the field of Sanskrit education. He has also received the Mother Theresa International Award. Professor Thorat was also awarded the Dr BR Ambedkar National Award in 2017.



Sam Thangaraj | Trustee

Mr Thangaraj has considerable experience in social development. He has been a senior executive with Oxfam and HelpAge India and a consultant to ActionAid, Christian Aid, Dutch Interchurch Aid and the World Wide Fund for Nature-India.

Mr Thangaraj joined the World Bank in 1993 as its first resettlement specialist outside its headquarters in Washington DC. After retiring from the World Bank in 2005, he has worked as a consultant to the Asian Development Bank, and as the social development adviser to the managing director of TATA Steel.

He is currently working as a senior social development consultant to the World Bank and works very closely with the Indian Government.

Mr Thangaraj's expertise includes indigenous people's development, gender equality, social inclusion, disaster preparedness, sustainable livelihoods and ecodevelopment.



Dr Roma Solomon | Trustee

Dr Solomon's association with medical science over 34 years and vast experience at both grassroots and managerial levels of various international organisations has provided her with a strong orientation towards community health.

She is director of the CORE Group Polio Project, India, which attempts to eradicate polio by improving routine immunisation in high-risk states of India and Nepal, and a member and former chair of the Gavi CSO steering committee and oversight advisory group.

She has also worked in the fields of reproductive and child health, and sexual health including HIV and AIDS, and has written widely on the eradication of polio in Uttar Pradesh.

Our patron



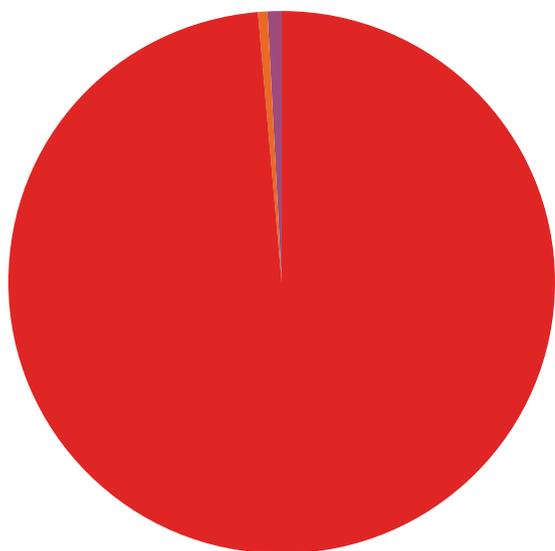
Surina Narula

Mrs Narula is a founder and the president of the Consortium for Street Children, a leading international network dedicated to realising the rights of street children.

She is a trustee of tve, which makes and distributes films that put the environment and sustainability on the global agenda. Mrs Narula is a patron of Plan India and honorary patron of Plan International USA. She is also a patron of UK child rights charity Hope for Children, Indian arts and theatre NGO Motiroti, and Indian humanitarian NGO Khushii.

Mrs Narula is the founder, sponsor and festival advisor for the Jaipur Literature Festival, the founder of the tve Global Sustainability Film Awards and co-founder of the DSC Prize for South Asian Literature.

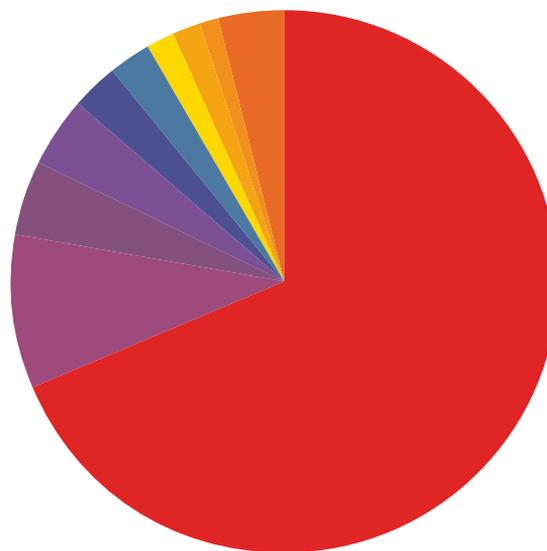
Financial information



Phia Foundation Income 2016/17

Total: INR 25,631,105.13

- Grants received: INR 25,321,008.00
- Individual and other donations: INR 159,642.00
- Bank interest: INR 150,455.13



Phia Foundation Expenditure 2016/17

Total: INR 22,874,959.88

- Internet Saathi in Uttar Pradesh: INR 15,722,127.00
- Preservation of environment, UNICEF: INR 2,098,404.00
- UNICEF Jharkhand (ASRA): INR 1,053,476.00
- Education project, Caritas India: INR 884,178.00
- Labour helpline in Jharkhand: INR 661,711.00
- Education project, TVS Srichakra: INR 553,800.00
- Access to social security by unorganised workers: INR 381,751.00
- Education project, Jugnu: INR 377,867.19
- TVS Rudrapur: INR 263,546.00
- Health camp in Bhowapur, Gripple: INR 30,713.00
- Administrative costs: INR 847,386.69

Administrative information

Governance and legal status

Phia Foundation's work is governed by a board of trustees (see page 20).

The trust is registered under 12 AA of the Income Tax Act 1961 and donations are 50% exempt from tax under section 80G of the Income Tax Act, 1961.

Bank account details

Yes Bank Ltd
Ground Floor
A-11
Alankar Cinema Road
Lajpat Nagar II
New Delhi, 110024
Account number: 020394600000081
IFSC: YESB0000203

For more detailed information about Phia Foundation's finances in 2016-17 please visit www.phia.org.in/annual-report



Phia Foundation's work is supported by a range of people and organisations. We want you to get involved too. Please either call us on **+91-11-2625 0014/15**, email us at **info@phia.org.in** or visit our website at **phia.org.in** to find out how you can help.

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