

# ANNUAL IMPACT REPORT

2024-25

25  
— YEARS OF —  
PERSEVERANCE



[www.aawc.in](http://www.aawc.in)



# Table of Contents

|           |                                                  |    |
|-----------|--------------------------------------------------|----|
| <b>1</b>  | CEO's Message                                    | 1  |
| <b>2</b>  | About Us                                         | 2  |
| <b>3</b>  | Managing Committee                               | 3  |
| <b>4</b>  | Our Growth Journey                               | 5  |
| <b>5</b>  | Our Intervention Model                           | 6  |
| <b>6</b>  | Umeed Program                                    | 7  |
| <b>7</b>  | Umeed Highlights                                 | 8  |
| <b>8</b>  | Stories of Change                                | 13 |
| <b>9</b>  | Udaan Program                                    | 15 |
| <b>10</b> | Udaan Highlights                                 | 16 |
| <b>11</b> | Stories of Change                                | 21 |
| <b>12</b> | Collaborations & Volunteer Engagement            | 23 |
| <b>13</b> | Capacity Building & Team Development Initiatives | 24 |
| <b>14</b> | Our Key Milestone                                | 25 |
| <b>15</b> | Awards & Accolades                               | 26 |
| <b>16</b> | Recognitions & Accreditations                    | 27 |
| <b>17</b> | Our Partners                                     | 28 |

# CEO's Message



Greetings!

As we reflect on another impactful year, I am proud to share our journey of perseverance, resilience and unwavering commitment at **Apne Aap Women's Collective (AAWC)**. Celebrating our silver jubilee, we reaffirmed our mission to empower women trafficked into brothel-based prostitution and prevent the intergenerational cycle of exploitation.

Our flagship programs, Umeed and Udaan, continued to make a lasting difference. The Umeed program supported **2279** women, offering holistic services in healthcare, nutrition, education, vocational training, documentation assistance, and recreational activities. **103** women received training in tailoring, embroidery, mehendi and housekeeping, enabling them to fulfil independent orders within their communities. Additionally, **22** beneficiaries secured employment, moving towards financial independence.

Our Udaan program continues to be a beacon of hope for young girls at risk. **148** young girls were supported, expanding our reach to other vulnerable girls in the community. Their academic performance and confidence have seen significant improvements, reinforcing the importance of education and empowerment. Recognizing the need for better nutrition, we introduced freshly cooked snacks and lunch at our daycare centers, resulting in noticeable improvements in the health of beneficiaries.

This year, **AAWC** was honored with the **Lokmata Ahilyabai Holkar Samman**, powered by Kamala Power Women Award, recognizing our dedication to women's empowerment.

As we move forward, we remain steadfast in our mission to empower women and girls in red-light areas, ensuring a future of dignity and opportunity. This journey is only possible with the support of our donors, volunteers, partners, and all stakeholders whose dedication makes a lasting difference.

Together, let us continue our journey of empowerment, forging a path toward a brighter future.

**Manju Vyas**

Chief Executive Officer

Founded in 1998, Apne Aap Women's Collective (AAWC) is an anti-trafficking organisation that serves the marginalized women and their daughters of Falkland Road, Kamathipura, and Turbhe Stores—the red light areas of Mumbai and Navi Mumbai.



## Our Vision

To provide the tools and resources for empowerment to trafficked brothel-based prostitutes and their daughter in Mumbai's Red Light District, and to prevent the cycle of intergenerational prostitution.



## Our Mission

To provide a caring and supportive platform of wholesome services to help women and girls in the Red Light Area make choices for a dignified and better quality of life.



## Our Alignment with Sustainable Development Goals

Our work directly contributes to the United Nations Sustainable Development Goals, with a focus on reducing poverty, hunger, inequality, and promoting health, education, and gender equality.



# Managing Committee



**Mrs Sanjeeta Joshi**  
**President**

Our President since 2021, Sanjeeta has over 34 years of experience in retail marketing and training, bringing invaluable expertise to our organization. She has been actively involved in managing committees for various NGOs, demonstrating a strong commitment to social causes.



**Mrs Sarbani Sengupta**  
**Vice-President**

Our Vice President since 2022, Sarbani has spent the last 27 years gathering diverse experience in customer service, operations, and quality in Logistics. She has been a dedicated volunteer, actively conducted spoken English classes for girl beneficiaries.



**Mr Aman Bhalla**  
**Secretary**

Our Secretary since 2021, Aman currently serves as the Marketing Head of Communications at DHL Express. He has been an ardent volunteer with **AAWC** since 2014, demonstrating his commitment to the cause.



**Mr Nikhil Gupta**  
**Treasurer**

Our Treasurer since 2022, Nikhil comes with two decades of experience in wealth management and consumer banking. He has held leadership positions in various Indian and Foreign Banks. He has recently embarked on an entrepreneur journey as the founder of WhiteBoard Finserv, a consulting firm.

# Managing Committee



**Ms Neha Pandey**  
Committee Member

Neha has been associated with the organisation for the past three years. With her extensive experience as a Managing Consultant at IBM Consulting, she brings strategic insight and expertise to help drive **AAWC**'s mission forward.



**Mr Anil Kumar**  
Committee Member

Our committee member since 2022, Anil is well versed in Marketing Communications and brings a unique perspective having witnessed advertising from the agency side, publisher side, and lately, from the auditor side.



**Ms Amberin Memon**  
Committee Member

Amberin has been associated with the organization for past one year. As the former CSR Head at an IT Company, she brings a wealth of experience in corporate social responsibility and strategic philanthropy to support **AAWC**'s initiatives.



**Mr Rupesh Tillu**  
Committee Member

Our committee member since 2021, Rupesh has been closely associated with **AAWC** and played a pivotal role in initiating the theatrical opportunity for Udaan beneficiaries. He is a versatile artist, excelling as an actor, director, and independent filmmaker.

# Our Growth Journey



1998

**Foundation:** **AAWC** founded as an anti-trafficking organization serving women in Mumbai's red-light areas.



1998

**Umeed:** **AAWC** began as a single-room drop-in center providing counseling, medical care, education, and empowerment services to women.



2000

**Udaan:** This program was launched to prevent second-generation trafficking by helping daughters of Umeed women who are at risk of coercion into prostitution.



2011

**Shelter home:** A 24/7 shelter home established for girls aged 2.5 to 18 years, providing them with a healthy living environment.



2010

**Kamathipura center:** **AAWC** expanded geographically, opening a new center in Kamathipura to support women in prostitution and their daughters.



2002

**Umang:** The program was initiated to create a safe haven for the toddlers of the women, offering them a suitable environment away from the red-light area.



2019

**Turbhe center:** **AAWC** opened a new center in the Turbhe area, Navi Mumbai, to cater to the needs of women in that locality.



2022

**Turbhe daycare center:** Day care activities for daughters of women in the Turbhe red-light area commenced, providing much-needed support to vulnerable children.



2024

**New daycare center at Turbhe:** In addition to the existing day care, a separate room as day care center for the Udaan program commenced, serving more number of girls.



2023

**Nerul shelter home:** Successfully transitioned from Kamathipura to Nerul shelter home, providing better amenities to support the well-being and growth of the girls residing there.

# Our Intervention Model

**AAWC** is committed to bringing positive transformation to the lives of the women trapped in brothel-based prostitution and breaking intergenerational prostitution by empowering their daughters.

In response to community needs, two key programs have been developed:



**Umeed**

*(for women in brothel-based prostitution)*



**Udaan**

*(for daughters of women in brothel-based prostitution)*

**AAWC** adopts a holistic and multi-faceted approach to create lasting change. The Umeed program and Udaan program aim at a holistic and overall development of the beneficiaries through various services such as outreach, education, mental and physical health, vocational training, empowerment, recreation and rehabilitation through shelter home services/ placements and facilitate reintegration into society.



**Outreach**



**Finance**



**Health**



**Education**



**Empowerment**



**Recreation**



**Shelter**

# Umeed Program

The Umeed program is the response to the complex challenges faced by women in brothel-based prostitution across Mumbai's key red-light areas—Kamathipura, Falkland Road, and Turbhe Stores. Mumbai, home to an estimated **100,000** sex workers, is a major hub in India's sex industry, with many women trafficked from other states and neighboring countries. These women live in overcrowded, unsafe conditions and face exploitation, stigma, and lack of access to basic rights and services. With limited livelihood options and minimal access to healthcare, education, or legal identity, they remain trapped in cycles of poverty and abuse.

Umeed, meaning "hope," serves as a beacon for women in brothel-based prostitution and the program is designed to support these women in achieving physical, psychological, and economic well-being. The transformation journey begins at a pace that each woman is comfortable with, focusing on developing coping mechanisms and providing earning opportunities to facilitate a permanent exit from the cycle of prostitution.



*Women trapped in brothel*

*Photo credit: edition.cnn.com*

**2279**

women were served across the three locations—Kamathipura, Falkland Road, and Turbhe Stores this year, through a comprehensive range of services, including healthcare, education, vocational training, assistance with identity documents, and access to bank accounts.

# Umeed Highlights

## Outreach

Outreach plays a crucial role as the primary point of contact between the organisation and beneficiaries. Through regular field visits, the outreach team could assess the beneficiaries' circumstances firsthand, observe their living conditions, and identify pressing needs. These insights directly informed targeted interventions such as awareness sessions, medical referrals, health camps, literacy sessions and others.

**91**

new women enrolled. This year, the program significantly expanded its reach, enrolling new women through sustained and strategic outreach efforts. Existing beneficiaries played a pivotal role in this process by serving as trusted mediators, helping to bridge connections between new women and the outreach team.



*Community awareness session*

Community awareness sessions on critical health topics like dengue, malaria, smoking, and seasonal care have led to meaningful improvements. These include better hygiene practices and a noticeable reduction in tobacco use within the community.

## Finance

The program promotes financial independence among women by equipping them with the resources necessary to manage their finances. Beneficiaries have gained valuable banking knowledge, including how to open accounts and navigate financial systems. This awareness has increased their confidence, with many coming prepared with the necessary forms and documents.



*Post office account opening camp*

**69**

bank and post office accounts opened, ensuring financial accessibility for beneficiaries.

# Umeed Highlights

## Health

The program fosters holistic well-being by addressing both physical and emotional health. Through medical referrals, regular check-ups, health camps, nutritional support, and awareness sessions, beneficiaries have experienced notable health improvements. Educational sessions on seasonal healthcare and nutrition have empowered women to prioritize their well-being, while barefoot counselling by field social workers provides crucial emotional support, helping beneficiaries navigate challenges with resilience and optimism.



*Ration distribution*

**2551**

medical referrals were made for Cancer, HIV testing, cataract surgery, common ailments, and ART/TB follow-ups, ensuring comprehensive treatment for beneficiaries.

The program provided essential nutritional assistance to women with critical illnesses such as HIV, TB, and cancer, as well as to needy mothers of Udaan beneficiaries and alumni. This support contributed to improved health outcomes, with noticeable weight gain. In total, **303** beneficiaries received ration kits, ensuring well-being and nourishment.



*Eye check-up camp*

**19**

health camps provided cancer screenings, eye checkups, skin infection treatments, and general physical examinations, along with medicines, soaps, sanitary pads, and spectacles, benefiting **1182** beneficiaries.

In one of the health camps, the doctor noted a significant improvement in skin infections among beneficiaries. Previously, most faced serious skin infections requiring further treatment, but continuous health checkups, awareness programs, access to soaps, medicines, and healthcare measures have greatly reduced these issues.

# Umeed Highlights

## Education

Literacy classes are designed to equip women with essential literacy and digital skills, enabling them to access opportunities, make informed decisions, and improve their livelihoods. Many beneficiaries have gained confidence in signing documents, including their children's report cards, and have obtained ATM and PAN cards. Additionally, computer literacy classes have enhanced their ability to use mobile phones, further boosting their digital literacy skills.



*Adult literacy class in the community*

**226**

beneficiaries served in adult literacy class

**23**

beneficiaries served in computer literacy class

## Empowerment

Beneficiaries are assisted in obtaining essential identity documents such as Aadhaar cards, PAN cards, ration cards, voter IDs, and health cards, enabling them to access vital social welfare schemes and services. This year, the emphasis was on helping women secure voter cards, empowering them to participate in elections. As a result, many women cast their vote for the first time during the assembly elections. Additionally, women were provided with comprehensive support in acquiring ration cards and health cards, which ensured their access to nutrition and healthcare services at subsidised cost.

Furthermore, **24** women were guided through the process of applying for the newly launched "Ladki Bahin Yojana," a welfare initiative providing a monthly allowance directly to their bank accounts, supporting their daily expenses.

The process of opening bank accounts and securing identity documents has enabled women to exercise their rights, participate in government welfare programs, and gain access to vital services, contributing to their financial independence and empowerment.



*Ration card delivered at the beneficiary's place*

**95**

essential documents, including Aadhaar cards, PAN cards, ration cards, voter IDs, and health cards, were created.

# Umeed Highlights

## Vocational Training

As part of our efforts to promote self-reliance and support dignified livelihood opportunities, beneficiaries are provided with vocational and job skills training. They were engaged in tailoring, embroidery, and mehendi training classes. The introduction of stipends for beneficiaries served as a significant incentive, encouraging consistent participation. An advanced mehendi course was introduced at one of the centres, where graduates of the basic program are now learning intricate full-hand designs, while new women are being trained in foundational skills, including cone preparation and basic patterns. These initiatives have contributed meaningfully to enhancing employability and enabling informed transitions toward sustainable livelihoods.



*Embroidery class*

**92**

beneficiaries were served through vocational training programs, including tailoring, mehendi, and embroidery classes.

A housekeeping training program was conducted, benefiting **11** women. Additionally, **18** beneficiaries were referred to partner organizations for specialized training in housekeeping, bag and pouch stitching, and small-scale business management, to enhance their skills and improve their access to employment opportunities.

Beneficiaries have demonstrated significant progress in their vocational training. Many have honed their skills to a level where they are now fulfilling orders within the community. During festive occasions such as Diwali and Eid, several women earned between **₹2,000–₹5,000** by taking orders for salwar kameez, baby frocks, and mehendi application.

**22**

beneficiaries were placed in jobs such as housekeeping, bag and pouch stitching, and as support staff in small-scale organizations.

**4**

beneficiaries have transitioned to new livelihoods by taking up jobs or engaging in home-based tailoring, or working in housekeeping roles.

# Umeed Highlights

## Recreation

Recreational activities play a vital role in promoting emotional well-being, stress relief, and community bonding among beneficiaries. Beneficiaries engaged in creative art and craft sessions, creating items like pen stands and wall hangings. Group games and activities encouraged teamwork, enjoyment, and social interaction, while regular yoga and exercise sessions supported physical health and mental relaxation. Celebrations such as Republic Day, Holi, Eid and International Women's Day were joyfully observed, fostering a sense of unity and shared experiences. Together, these activities contributed to a holistic and supportive environment for the beneficiaries.

**33**

recreational activities conducted.

Women's birthday celebrations were introduced this year to ensure beneficiaries felt valued and special. Birthdays were celebrated with thoughtful gifts, creating a memorable experience. Several beneficiaries shared that this was the first time their birthdays had been acknowledged, making the celebration meaningful and a significant milestone in their lives.



*Rangoli designed by beneficiaries on Diwali*



*Raksha Bandhan celebration with Lions club*



*Handcrafted wall hangings created for Republic Day*

# Stories of Change

## Aarti's Journey of Resilience and Transformation

Aarti, aged 44, faced immense adversity from a young age, losing her mother, enduring abuse, and eventually being coerced into the red-light area in Mumbai. Over the years, she battled HIV, abusive relationships, tuberculosis, cancer, and overwhelming debt. At her lowest, she contemplated ending her life.

Her turning point came through the Umeed program, where she received critical health support, counselling, and access to treatment at the hospital, along with **₹50,000** in government aid. With nutritional support and skill-building in bag-making, Aarti began earning a livelihood and caring for her child with dignity. Her official documents were updated, enabling access to schemes and services.

Today, she not only stands on her feet but also motivates others in similar circumstances. Reflecting on her journey, she says,

“जहाँ जहाँ मुझे काफी जरूरत थी, वहाँ **AAWC** ने मुझे मदद की। इस कारण आज मेरी परिस्थिति बदलकर मैं सकारात्मक सोचने लगी हूँ।”

Aarti's story is a powerful reminder of the impact of timely support and the strength of the human spirit.



*Field social worker visiting beneficiary's place for a medicine follow-up*

# Stories of Change

## Mina's Journey: From Dreams to Reality

Mina, a 50-year-old woman, has lived in Mumbai's red-light district for many years. She has faced numerous hardships throughout her life, but her determination to change her circumstances has been unwavering.

She has been a dedicated beneficiary in the Umeed program for the past few years. Over the years, Mina has shown remarkable commitment, actively engaging in all program activities, meetings, and training sessions.

Mina always dreamed of leaving her past behind and starting a new life away from the red-light district. Her goal was to set up a business and return to her native village. When **AAWC** introduced the tailoring course, she eagerly enrolled.

With great enthusiasm, she attended every class and learned diligently. Her attention to detail and commitment to the craft were evident as she mastered the skills. She began by taking small tailoring orders within the community, gradually building her confidence and expertise. Her skilful stitching and finishing soon became well-regarded.

Through her hard work, she was able to repay all her loans and overcome her financial challenges. Ultimately, she returned to her village, purchased a sewing machine, and now earns a living by taking tailoring orders from her community.

Mina's journey in her hometown is a testament to her perseverance and the support provided by **AAWC**.



*Tailoring class*

# Udaan Program

The Udaan program addresses the complex challenges faced by the daughters of women engaged in brothel-based prostitution. Many of these girls, often left unsupervised due to their mothers' work, are at high risk of exploitation. They are subjected to physical and sexual violence and grow up in an environment where the brothel is normalized. Without alternative role models, some girls even aspire to become madams, seeing no other career options or paths for empowerment. Mothers, trapped in cycles of poverty, stigma, and exploitation, often live in unstable housing and have limited access to basic services. They struggle to provide a safe and nurturing environment for their daughters, further heightening the risks. The cycle of generational prostitution continues, with young girls facing the threat of being forced into sex work.

Udaan is dedicated to breaking the cycle of intergenerational prostitution. Through educational healthcare, nutrition, empowerment and shelter support, the program empowers these girls to integrate into mainstream society, ensuring a dignified future while simultaneously uplifting their mothers from the grip of prostitution.



*Girls residing with their mothers in brothels*

*Photo credit: outlookindia.com*

**148**

girls were served across four centers—Kamathipura, Falkland Road, Turbhe Stores and the shelter home through a comprehensive range of services, including education, healthcare, vocational training, assistance with identity documents, and access to bank accounts.

# Udaan Highlights

## Outreach

Outreach serves as a vital bridge, connecting our organization with the beneficiaries and ensuring continuous engagement. Community visits were conducted across the centers, helping identify new girls and fostering relationships with their mothers while educating them about the services available at our daycare centers and shelter home. Regular communication was maintained with mothers, ensuring they stayed updated on their daughters' progress, which helped strengthen trust. Monthly and quarterly meetings, along with weekly video calls between mothers and daughters at the shelter home further reinforced the emotional bond and provided a continuous support system for the girls' well-being and development.

**1336**

community visits were made. These visits were instrumental in encouraging regular attendance and informing mothers about beneficial schemes, healthcare and upcoming programs.



*Mothers meeting at the center*

**51**

new girls were enrolled this year, marking a significant expansion of the program's reach. The program extended its services to other vulnerable girls in the community. While these girls' mothers are not involved in brothel-based prostitution, they remain highly vulnerable to trafficking and exploitation due to various factors, including socio-economic hardships, neglect, and abuse.

## Education

Education remains the cornerstone of the program, and it continues to strengthen access to education for girls through formal school admissions, academic support, and skill-based learning. Regular classes were conducted across centers to reinforce school learning and prepare out-of-school beneficiaries for enrollment. Personalized academic plans, weekly internal tests, and mock exams supported individual progress and exam readiness. Online platforms, educational games, and interactive tools were used to enrich the learning experience, build confidence, and improve engagement.



*Tuition class at the center*

# Udaan Highlights

## Education

Beneficiaries have made significant education progress: **5** new beneficiaries were enrolled in school and **2** in the NIOS Open Basic Education Program and **4** began their college journey, enhancing their access to diverse learning opportunities. NIOS beneficiaries were homeschooled in line with the syllabus, demonstrating steady academic growth and confidence in oral and written assessments.

Beneficiaries showed academic improvement, as reflected in their exam results and positive feedback from school teachers. **3** beneficiaries appeared for the **10th**-grade board exams, receiving specialized support and guidance throughout their preparation.

**3476**

educational activities were conducted across centers to support learning, build foundational skills, and enhance academic performance.

## Health

The program promotes the health and well-being of beneficiaries through regular health check-ups, medical referrals, periodic medical camps, nutritious meals, and emotional well-being initiatives. This year, we introduced nutritious snacks at daycare centers and ensured freshly cooked lunches, which have significantly improved attendance and engagement. These initiatives have not only enhanced the beneficiaries' nutrition and activity levels but also helped discourage junk food consumption, as mothers reported fewer requests for extra money to buy junk food.

Udaan placed strong emphasis on preventive and responsive healthcare to ensure the physical well-being of all beneficiaries. Regular monthly health check-ups were conducted to monitor growth and development in line with age-appropriate milestones. **4** medical camps, including eye, skin, and general health camps, were organized, offering specialized care and treatment, such as providing spectacles for vision correction. A total of **436** medical referrals for **60** beneficiaries were facilitated, ensuring timely intervention for conditions like chickenpox, injuries, and dental issues.



*Freshly cooked lunch served at the shelter*

Beneficiaries showed noticeable improvements in health, with regular monitoring of height and weight offering valuable insights into their development. Continued medical care and proper nutrition led to a visible decline in common illnesses.

# Udaan Highlights

## Emotional Health

The program prioritized the emotional and psychological well-being of beneficiaries through a range of structured interventions. Individual and group counseling sessions were conducted to address specific emotional health concerns and provide personalized support. Psychiatric intervention was introduced this year for cases involving self-harm, impulsivity, and aggression, in consultations with the in-house doctor and therapist. Yoga, exercise, and zumba sessions were held, helping reduce stress and promote emotional well-being. IQ assessments were carried out for a few beneficiaries to enable tailored learning interventions. A behavior chart system was introduced and replicated across centers, encouraging positive conduct through a structured reward mechanism.



*Individual counselling session*

**384**

counseling sessions (individual and group) were conducted to support beneficiaries' emotional well-being.

## Empowerment

Under the empowerment initiative, beneficiaries were supported in obtaining and updating essential identity documents such as birth certificates, affidavits and Aadhaar cards. These efforts enabled access to key social welfare schemes, education, and services. Notably, a beneficiary was able to register for her **10th**-grade board exams after receiving her birth affidavit, while others expressed relief at receiving crucial documents without delays or extra costs. In addition, mothers were encouraged to open savings accounts for their daughters, resulting in the successful opening of **6** post office accounts. This initiative has enabled beneficiaries to gain financial security and greater access to economic opportunities.

A Career Awareness Workshop was held in collaboration with Catalyst for Social Action. The session introduced beneficiaries to various post-**10th** and **12th** career paths, including diploma courses, skill-based programs, and traditional degrees. Emphasizing alignment with personal interests, the workshop encouraged critical thinking and exploration of non-traditional careers, empowering girls to make informed decisions about their futures.



*Career awareness workshop*

# Udaan Highlights

## Vocational Training

This year, our vocational training initiatives were expanded to equip beneficiaries with practical skills for both personal growth and career opportunities. Regular classes in karate were held to prepare beneficiaries for examinations and promotions, with **2** girls earning gold and silver medals at the National Karate Championship. A beneficiary proudly achieved her green belt, progressing to the **8th** rank in karate. We introduced crochet and pottery, offering new avenues for creative expression. The girls showcased their talents at the Silver Jubilee Celebration, performing drama, dance, and music, and displaying handmade crafts, boosting their confidence and pride. A **2-day** drama workshop, led by an international volunteer, fostered creativity, emotional awareness, and self-expression through interactive activities, while also teaching calming techniques. An art workshop on Kalighat paintings and the Howrah Bridge enriched their cultural knowledge.



*Pottery workshop*

**62**

vocational classes were conducted, offering beneficiaries hands-on training in diverse skills.

## Leadership & Critical Thinking

The Udaan program fostered leadership, decision-making, and personal growth among beneficiaries through a range of engaging initiatives. Child Management Committee meetings empowered girls to voice their concerns, promote respectful behaviour, and participate in decision-making processes. Curated exposure visits from literature festivals to hospitals, vegetable carts, and ration shops—enabled beneficiaries to explore real-world environments, sparking interest in fields like art, healthcare, and nutrition, while enhancing their confidence, awareness, and critical thinking abilities. Social skills and group sessions focused on interpersonal development, creative expression, and confidence-building through debates, discussions, and life skills training. Hands-on learning activities, including fireless cooking sessions and goal-setting exercises, further encouraged independent thinking and problem-solving.



*Mumbai Literature Festival*

# Udaan Highlights

## Recreation

Recreational activities play an integral role, offering beneficiaries a well-rounded experience that balances personal growth with enjoyment. These activities foster creativity, teamwork, and physical well-being while providing opportunities for self-expression. The year was filled with vibrant celebrations, including birthdays, festivals, and special days celebrations, where beneficiaries engaged in a variety of creative activities such as arts and crafts, dance, and cooking. Special occasions like Independence Day, Children's Day, and Republic Day were celebrated with a range of activities, fostering a sense of patriotism, national pride, and community spirit. Outings, such as the picnic to Tikujiniwadi water park, and regular outdoor games like badminton and kho kho, promoted physical activity and camaraderie. Additionally, indoor games such as carom, puzzles, and movie screenings brought entertainment and valuable learning experiences.

**469**

recreational activities conducted, ensuring that each beneficiary had opportunities for fun and relaxation.



*Annual picnic*

The Bal Mahotsav **2024-25**, organized by the Department of Women and Child Development, was a significant milestone where the girls competed in a range of sports, including long jump and chess, as well as cultural performances, demonstrating teamwork, sportsmanship, and confidence. Notably, **2** beneficiaries excelled in essay writing and drawing competitions.

## Referrals to shelters and care homes

In our continued commitment to safeguarding vulnerable girls, we successfully facilitated referrals to appropriate day-night care homes and shelters. Through these referrals, we connected mothers of **3** beneficiaries with safe spaces designed to meet their daughters' specific needs, ensuring their well-being and protection. This not only provided girls with secure environments but also played a critical role in mitigating potential risks they might face in unsafe circumstances. The support extended to the mothers helped address both immediate and long-term challenges, fostering a safer future for the girls.

# Stories of Change

## Pinky's Journey of Transformation

Pinky was enrolled in the Udaan program in **2024**, struggling academically in grade III. She found it difficult to keep up with her studies and often lacked the confidence to engage with her lessons. Her teachers noticed her hesitance in class, which affected her overall participation.

However, Pinky's journey began to take a positive turn when she started attending the daycare center regularly. The supportive environment at the center helped her become more attentive in class, and she quickly improved in forming sentences and grasping new concepts. Her academic performance also improved, as reflected in her internal test results.

Beyond academics, Pinky's behavior changed as well. She became more respectful towards her teachers and more engaged with her peers, building positive relationships.

Reflecting on Pinky's journey, her mother says:

“My daughter used to spend all day just playing, but since she started going to the daycare center, her interest in studying has grown. I am amazed to see her studying at home enthusiastically after returning from the center. She's now focused and eager to learn. I'm so happy that the **AAWC** daycare center has helped her develop these learning habits.”

Pinky's transformation is a powerful example of how a supportive environment, combined with a child's own determination, can lead to meaningful growth.



*Learning through puzzles*

# Stories of Change

## From Home Schooling to Formal Education: Drishti's Story

Drishti, a six-year-old, began her inspiring educational journey in **2024** when she enrolled in Senior KG. Initially, the school principal was hesitant to admit her due to her age, suggesting she start in 1st grade instead. However, after several discussions, it became clear that Drishti had been home-schooled and needed a formal schooling experience. Understanding her unique needs, the school agreed to place her in Senior KG, providing the perfect setting for her transition into formal education.

Drishti participated in an age-appropriate school readiness program for a year, designed to ease her into formal education. The program focused on foundational skills, such as basic concepts, numbers, and objects, ensuring she was well-prepared for school.

By the time of her first semester's open house, Drishti had made remarkable progress, achieving an impressive score of **87%**. Her teachers were impressed with her dedication and growth, praising her exceptional commitment to learning.

Drishti's story is a testament to the transformative power of personalized education, unwavering support, and determination.



*Tuition class at the shelter home*

# Collaborations & Volunteer Engagement

## Facilitation of College Internship

During a **15-day** internship, students from ITM Business School facilitated a series of peer learning activities for the Udaan beneficiaries at the shelter home. These activities included engaging games, workshops and insightful book summaries, creating a collaborative learning environment that encouraged interaction and knowledge sharing. This initiative not only enriched the learning experience for the beneficiaries but also fostered a sense of community and teamwork.



*Engaging activities led by interns*

## Celebration of DaanUtsav

**AAWC** partnered with HelpYourNGO, Danamojo, and the NSS unit of SIES College during the DaanUtsav, successfully receiving in-kind donations and raising funds. Following the donation drive, volunteers from the NSS unit organized an interactive indoor games and team-building activities for the girls at the shelter home. These activities not only provided an enjoyable break but also promoted teamwork, creativity, and personal growth among the girls.



*Collection drive at SIES College*

## Academic Support to 10<sup>th</sup> grade beneficiaries

**2** dedicated volunteers have conducted math and science classes exclusively for our **10th-grade** beneficiaries. In addition to these live sessions, the volunteers go above and beyond by providing customized study notes on non-class days. Before these classes, girls were apprehensive about math and science, feeling overwhelmed and intimidated. However, after receiving support through these classes, their confidence has significantly improved. They now find the subjects more approachable and less daunting,



*Math classes*

# Capacity Building & Team Development Initiatives

## Capacity-building Workshops

2 key capacity-building workshops were organized for the team: one focused on report writing and the other on communication skills. Led by Ms. Manju Vyas, the report writing session aimed at improving the team's documentation and reporting skills to enhance both internal and external reporting quality. The communication skills workshop emphasized effective communication and collaboration, equipping staff with tools to improve interpersonal interactions and streamline internal communication. Together, these workshops have helped foster a more efficient, cohesive team environment.



*Communication workshop*

## Quarterly and Half Yearly Presentations

This year, we introduced a structured approach for the program team to present progress updates, challenges, and learnings on a quarterly and half-yearly basis. These presentations provide a platform for team members to share insights, discuss obstacles, and highlight key developments in the program. By regularly sharing updates, the team ensures better alignment and enables the development of strategies to enhance program outcomes moving forward.



*Half-yearly presentation*

## Christmas and New Year Celebration

The team ushered in the festive season with a joyful celebration, embracing the spirit of togetherness and cheer. The celebration was marked by delightful surprises, including complimentary nail art and an exciting Secret Santa gift exchange that brought smiles all around. Through shared laughter and heartfelt interactions, the team welcomed the new year with renewed enthusiasm, making lasting memories and strengthening bonds for the journey ahead.



*Engaging activities led by interns*

# Our Key Milestone

**25**  
YEARS OF  
PERSEVERANCE

This year, we marked a significant milestone as we joyously celebrated our silver jubilee. Our journey over the past quarter century has been marked by perseverance, and as we look to the future, we are filled with excitement for the continued impact we will make.

The distinguished event was graced by **Mrs Susieben Shah, Chairperson of Maharashtra's Child Rights Commission**, as Chief Guest. The evening featured a thoughtfully curated programme beginning with the traditional lamp lighting ceremony, followed by diverse performances that powerfully conveyed our mission. **Cricket humourist Vikram Sathaye** delivered an engaging presentation connecting humour with social advocacy, while beneficiaries from our Udaan and Umeed programmes showcased their talents through artistic performances and handcrafted merchandise.

In a touching moment, **our founder, Mr Sudarshan Loyalka**, reflected on our origins and impact, while **CEO Ms Manju Vyas** outlined our strategic vision for the future. This milestone celebration not only honoured our legacy of perseverance but also reinforced our commitment to transforming lives in the communities we serve.



*Founder lighting the lamp*



*Chief Guest's speech*



*Chief guest's with CEO and Executive Director*



*Beneficiaries' craft exhibition*



*Founder, CEO & Trustees together*

# Awards & Accolades

## Lokmata Ahilyabai Holkar Samman 2025

**AAWC** was honoured with the Lokmata Ahilyabai Holkar Samman, powered by Kamala Power Women Award, in recognition of its unwavering commitment to women's empowerment.

## Best Cheering Team at Tata Mumbai Marathon 2025

We are proud to announce our remarkable achievement at the Tata Mumbai Marathon **2025**, where **AAWC** secured the Winner position under the Buzz of Corridor category and **1st** Runner up under the Charity Corridor Star. These recognitions not only celebrate our community's dedication but also amplify our mission of women's empowerment.



*Lokmata Ahilyabai Holkar Samman 2025*



*AAWC team at the Tata Mumbai Marathon 2025*

# Recognitions & Accreditations

## Recognised as the Best Women Empowerment NGO

We are honored to be recognized by HelpYourNGO as one of the best NGOs in the Women Empowerment Sector. This acknowledgement highlights our commitment to empowering women through innovative programs and sustainable initiatives. As we continue our mission, this recognition motivates us to expand our impact and strengthen our storytelling about the transformative work we do.



## BSE Social Stock Exchange Registration

**AAWC** successfully registered with the BSE Social Stock Exchange, marking a significant step in enhancing our transparency and institutional trust. This affiliation further reinforces our commitment to accountability and long-term sustainability.



## National Conclave on Women's Rights

**AAWC** CEO Ms. Manju Vyas had the privilege of speaking at the national conclave- Her Home, Her Honour: Reclaiming What's Rightfully Hers, held at the Jio World Convention Center. During the event, organized by Credai-MCHI and Homes & Buildings – The Voice of Indian Real Estate, she shared valuable insights on From Darkness to Light: Empowering Lives in Mumbai's Red Light Areas. This event marked an important step in reclaiming women's rights and empowering them, while also serving as a platform that further strengthened our organization's recognition and impact in the field of women's empowerment.



*National conclave on Women's Rights*

# Our Partners

Aadhar card office ,Kamathipura  
AIDS Control Society  
Artreach  
Aza Fashions  
Bank of Maharashtra  
Balgram  
Beeliving  
BSE Samman  
Bombay Stock Exchange  
Bombay Teen Challenge  
CAF  
CAP  
Catalyst for Social Action  
C.E.X  
Child Welfare Committee  
Clowns Without Borders  
ConnectFor  
Crane  
Credai-MCHI  
Dasra  
Danamojo  
DHL Express India Pvt.Ltd.  
Dental Nair Hospital  
Department of Women and Child Development  
DLSA  
Doctors for You  
D Y Patil Hospital  
Eye Hospital, BMC  
FPAI  
Gaurabai Hospital  
Gaiwadi Ration Office  
Giants Group, Byculla  
Give India  
Guidestar  
Garware Charitable Trust.  
GSP  
HDFC bank  
Help Your NGO  
Hexaware Technologies Limited  
Homes & Buildings – The Voice of Indian Real Estate  
Indian Post Office  
IPCA Laboratories  
India Bulls Foundation  
ITM Business School  
iVolunteer

J. J. Hospital  
Kricket Soho Limited  
Kshamata  
Lions Club  
Maasaheb Meenatai Thackeray Hospital  
Madhu Mehta Foundation  
Majlis  
Mumbai AIDS Forum  
Municipal Corporation of Greater Mumbai Office  
Municipal Hospital Nerul  
Mumba Devi Voting Card Office  
News India  
Nair Charitable Hospital  
National Institute for the Empowerment of Persons  
with Intellectual Disabilities (NIEPID)  
National Institute of Open Schooling (NIOS)  
Navjeevan Centre  
Nirmala Niketan College of Social Work  
NSS unit of SIES College  
Nucleus Park Office  
Oasis India  
Prerna  
Pan Card Office, Mumbai Central  
Police station Nagpada  
Pratham Mumbai Education Initiative  
Raymond  
Ratna Nidhi Charitable Trust  
Reliance Hospital  
Rotary Club of Mumbai  
Sahachari Foundation  
Salvation Army  
Samata Foundation  
Selan Exploration Technology  
State Street  
Topnotch  
Transunion-CIBIL  
Transworld Group  
United Way Mumbai  
Union Bank  
UPL Ltd and Shroff Family.  
Vasant Investment Corporation Ltd  
Yuva Parivartan

All our partners, well-wishers, volunteers, interns,  
consultants, and other individuals

# Join us in empowering women and girls



## **Donate**

Every contribution helps us reach more beneficiaries and empower them.



## **Collaborate**

Join hands with us to amplify our impact and reach more lives.



## **Volunteer**

Contribute your time and skills to help build a brighter future of beneficiaries.



## **Spread the word**

Share our mission with your network and help us reach more hearts and hands.



Thank You!



Scan to make a difference!



[give@aawc.in](mailto:give@aawc.in)



[www.aawc.in](http://www.aawc.in)

