



Newsletter (January-March 2025)



Mehendi class



Beneficiary art acknowledged at BalMahotsav



Interactive learning with Globe

A QUARTER OF PROGRESS AND TRANSFORMATION

This quarter was marked by meaningful progress through economic empowerment and educational achievements. Under the Umeed program, several women successfully transitioned into stable jobs, with some fully moving out of prostitution and embracing new livelihoods. Adult literacy and financial literacy sessions further supported their journey toward independence. Meanwhile, in the Udaan program, academic progress and extracurricular accomplishments empowered girls to envision and work toward brighter futures.

Umeed, meaning hope, serves as a beacon for women in brothel-based prostitution in and around Mumbai. This program supports their journey towards physical, psychological, and economic well-being. It facilitates their reintegration into society at a pace that is comfortable for them, helping them develop coping mechanisms and explore earning opportunities.

KEY HIGHLIGHTS

2375

beneficiaries were served



The outreach efforts were dedicated to identifying new women in the community, understanding their needs, and building rapport. These efforts resulted in the successful enrollment of **17** new beneficiaries into the program, expanding program reach.



Adult literacy classes have empowered beneficiaries to recognize alphabets and read texts, enhancing their ability to understand messages from their children's school. This milestone has significantly improved their communication and engagement with their children's education.



At a recent health camp, 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.



The mehendi class has empowered beneficiaries to earn money during Eid by utilizing their newly acquired skills, with many planning to continue taking orders independently to support their livelihoods.



3 beneficiaries have been successfully placed in jobs such as housekeeping, enabling them to earn a stable income and meet their basic needs.



2 beneficiaries have fully transitioned out of prostitution and are sustainably engaged in their new livelihoods, such as tailoring and housekeeping.

OUTREACH

Regular community visits have played a crucial role in building strong relationships with beneficiaries. During these visits, beneficiaries feel comfortable expressing their concerns and sharing challenges, allowing for counseling and encouragement to remain optimistic. Additionally, various community awareness sessions were conducted, focusing on topics such as healthy diets, menstrual hygiene, and the consequences of tobacco use. These sessions have empowered beneficiaries with valuable knowledge, helping them adopt healthier practices. Follow-up visits were also carried out to ensure the well-being of beneficiaries, especially after police raids.

FINANCE

This quarter, beneficiaries were assisted in opening zero-balance bank accounts, which provided significant relief by removing the burden of mandatory deposits. An awareness session was conducted, focusing on the importance of bank accounts and savings mechanisms, encouraging women to activate their accounts and begin saving. In addition, beneficiaries received support in completing their KYC formalities and accessing other essential banking services. These efforts have empowered women to better manage their finances, fostering a sense of financial independence and security.

10

Bank and Post Office
Accounts Opened

HEALTH

5 health camps were organized, offering free eye, skin, and general check-ups, along with medicines, soaps, sanitary pads, and spectacles. Beneficiaries were referred to hospitals for various health concerns such as HIV testing, dental care, thyroid, and jaundice. Eye surgeries were also facilitated for those in need. Regular ART and TB follow-ups ensured beneficiaries maintained their health through timely medication. On World Cancer Day, an awareness session was held to educate women on cancer and its treatment.

251

Beneficiaries Served in
Health Camps

Essential rations were distributed to women with critical illnesses, as well as to needy mothers of Udaan beneficiaries and Udaan alumni, contributing to improved health outcomes, including noticeable weight gain.

229

Beneficiaries Received
Nutritional Support

Counselling focused on reducing drug intake, and health cards were created for 6 beneficiaries to access healthcare services at subsidized cost.

EDUCATION

In adult literacy classes, beneficiaries have made significant progress, now able to recognize numbers, which has improved their ability to manage mobile contacts and take accurate measurements during tailoring classes. They are also learning family names, addresses, and the days and months of the week, while new beneficiaries focus on alphabet identification.

186

Beneficiaries Served in
Adult Literacy Classes

In computer literacy classes, beneficiaries have progressed to naming and saving files, with some practising typing their names in both English and Hindi scripts. The sense of pride in their progress drives them to stay motivated and continue practising regularly, ensuring their continued growth and confidence.

18

Beneficiaries Served in
Computer Literacy Classes

EMPOWERMENT

Beneficiaries are actively engaged in vocational training, making notable progress in tailoring, embroidery, and mehendi. In tailoring, beneficiaries are at various phases, from beginners to advanced, learning machine stitching, perfecting finishes, and fulfilling community orders to earn a decent income. In embroidery, beneficiaries are practising unique designs and learning various stitching techniques. An advanced mehendi class has been introduced at one of the centers, where graduates from the basic class are learning full-hand mehendi designs, while beginners are learning the fundamentals, including cone preparation and basic patterns.

Beneficiaries received support in obtaining essential government documents, including ration cards, PAN cards, gazette certificates, and linking their mobile numbers to Aadhar cards, ensuring they have the necessary identification to access social welfare schemes.

52

Beneficiaries Served in
Vocational Classes

11

Beneficiaries Assisted with
Identity Documents Creation

RECREATION

Special occasions and festivals were celebrated with fun and engaging activities. On Republic Day, beneficiaries participated in singing the national anthem and discussing the significance of the day. During Holi, they celebrated by playing with colours, fostering a sense of sisterhood and joy. Women's Day was also celebrated joyfully, with heartfelt appreciation and activities honouring beneficiaries, recognizing their strength and resilience. Birthdays were also celebrated, ensuring beneficiaries felt valued and special, with gifts given. Many beneficiaries shared that this was the first time their birthdays were celebrated, making the experience even more meaningful.

12

Recreational Activities

REHABILITATION

A total of **3** beneficiaries were referred to another organization for specialized training in bag and pouch stitching, gaining valuable skills to boost their economic opportunities. Throughout the process, field social workers have provided consistent support and encouragement, helping build confidence.



Monthly meeting with beneficiaries



Ration distribution and weight measurement

STITCHING A NEW LIFE: A JOURNEY OF RESILIENCE AND EMPOWERMENT

A beneficiary, who had been trapped in difficult circumstances for the past 25 years, has finally managed to escape her challenging situation.

Due to a combination of family struggles and poor financial conditions, she was pushed into a profession she never imagined. She also battled the challenges of living with HIV+, but through the Umeed program, she received the necessary healthcare support.

As she gradually recovered, she found an opportunity to learn new skills by joining the tailoring class. In a very short time, she became highly proficient in stitching, especially salwar kameez. Her skill in cutting fabric to perfect measurements and stitching them with excellent finishing grew stronger over the next two years. She even learned to stitch baby frocks and convert sarees into lehengas.

Today, she has returned to her native place and set up a small tailoring unit outside her home. She proudly shares that she now earns a decent income each month, which allows her to meet her basic needs.

Through her hard work, resilience, and the support she received, she has turned her life around and is now self-sufficient.



Tailoring class



Embroidery class

UMEED: PHOTO GALLERY



International Women's Day Celebration



Skin check-up camp



Yoga session



ART awareness meeting



Fabric cutting practice in tailoring class



A beneficiary earning by applying mehendi in the community



Beneficiaries' birthday celebration



Adult literacy practice in the community



ART follow-up at the beneficiary's place

Udaan is committed to breaking the cycle of intergenerational prostitution, a significant threat to the daughters of women in brothel-based prostitution. The program offers comprehensive support, including education, healthcare, nutrition, vocational skills, and social and life skills training and shelter. By providing these resources, Udaan empowers young girls to make choices that lead to a dignified future and an improved quality of life.

KEY HIGHLIGHTS

92

beneficiaries were served

 Through the dedicated efforts of the outreach team in educating mothers in the community about the Udaan program and its services, and by identifying the needs of vulnerable girls, **17** new beneficiaries were successfully enrolled in the program.

 Beneficiaries attending daycare centers have shown significant academic progress, following study schedules with greater discipline and enthusiasm.

 **2** Udaan alumni have achieved remarkable success: One secured a scholarship for her first-year BA studies with the highest marks in her college, while the other topped her college exams. All 3 beneficiaries at the shelter home have been promoted to 10th grade, with 1 beneficiary securing 3rd rank in her class.

 The beneficiaries have shown significant improvements in their overall health. Ongoing medical care and nutritional support have played a key role in reducing common illnesses, such as colds and coughs.

 One of the beneficiaries was promoted to the 8th rank in Karate and proudly earned her green belt, showcasing her dedication and progress in martial arts.

 At the Chacha Nehru Bal Mahotsav 2024-25, organized by the Department of Women and Child Development (DWCD), one beneficiary secured 1st prize in the Essay Competition, while another achieved 3rd prize in the Drawing Competition, demonstrating their creative talents.

 A young beneficiary earned 3rd prize in the 25-meter race at her school's Annual Sports Day, showcasing her athletic skills and competitive spirit.

OUTREACH

This quarter, outreach efforts focused on identifying vulnerable girls, assessing their needs, and enrolling them in the program. Home visits were conducted to follow up with girls absent from daycare due to illness or observing fast during Ramadan. Mothers were counselled on the importance of their daughters' education and encouraged to ensure they attend daycare centers. Additionally, follow-up visits were made to reconnect with girls who had dropped out, primarily due to police raids. **10** meetings with mothers provided updates on their daughters' education and health and offered a platform for feedback. Weekly audio/video calls and **31** times mothers visited the shelter home to spend quality time with their daughters and celebrate their birthdays which has been valuable in strengthening their relationships.

293

Community Visits

EDUCATION

21 school visits and **2** college visits were conducted to monitor the attendance and progress of the girls, focusing on exam results, the admission process, and 10th-grade board exams. Feedback from school teachers was positive, highlighting the value of the tuition classes. Regular classes supported both school-going beneficiaries and those enrolled in the NIOS program, with age-appropriate lessons for girls not currently enrolled in school. The focus was on exam preparation as the girls approached their final exams, and **3** beneficiaries appeared for their 10th-grade board exams. Weekly internal tests and structured feedback helped girls boost confidence and develop essential skills like time management. Additionally, interactive learning activities, such as educational games and hands-on lessons, made learning engaging and enjoyable.

726

Educational Activities

HEALTH

Beneficiaries received balanced, nutritious meals, including fresh fruits and snacks, which contributed to improved health and energy levels.

Regular health check-ups were conducted, with no major concerns identified. A medical camp was organized, during which **12** girls received health check-ups, and medication for common issues such as skin infections was prescribed, leading to a significant improvement in their health. Referrals were made for conditions like cough, cold, neck swelling, and minor injuries, ensuring timely treatment.

Emotional well-being was supported through counselling, psychiatric care, and activities such as yoga and zumba. An IQ test was also conducted for one beneficiary, resulting in a disability application submission.

9 personal hygiene sessions led to a positive shift, with beneficiaries now consistently arriving at the center well-groomed.

35

Beneficiaries referred to hospitals for various issues

107

Counselling Sessions

EMPOWERMENT

This quarter, Child Management Committee (CMC) meetings focused on discipline, punctuality, exams, and nutrition, leading to improved behaviour among beneficiaries. Assistance was provided to girls to access essential documents such as birth certificates, Aadhar cards, ABHA health cards, and Sukanya Samridhi accounts, strengthening their identity, healthcare access, and financial security.

Vocational training through workshops in drama and art allowed the beneficiaries to enhance their creative skills, self-expression, and emotional awareness. Career awareness sessions empowered older girls with future opportunities beyond the 10th and 12th grades.

Social skills, exposure visits and hands-on activities like science exhibitions, hospital visits, and cooking classes cultivated curiosity and self-reliance.

6

CMC meetings

17

Social and other skills
sessions

RECREATION

Beneficiaries celebrated Holi, Republic Day and Makar Sankranti with enthusiasm and joy. Special occasions like birthdays created moments of personal recognition and happiness, strengthening their sense of belonging. Regular indoor and outdoor games, arts and crafts sessions, and movie screenings offered a balanced mix of physical activity, relaxation, and entertainment, contributing to their overall well-being. Additionally, participation in the annual Bal Mahotsav gave the girls a platform to showcase their talents in sports and cultural performances, boosting their confidence and resilience.

221

Recreational Activities

SHELTER

3 beneficiaries' mothers were guided through the process of placing their daughters in day-night care and shelter homes based on their specific needs. They were provided with the necessary information and referred to the suitable organizations and Child Welfare Committee (CWC).



Birthday celebration



Art workshop



*Republic Day celebration
with girls and their mothers*

A JOURNEY OF HEALTHY HABITS AND GROWTH

A young beneficiary studying in Grade III joined the day care center this quarter. When she first arrived, she displayed extremely picky eating habits, refusing to eat foods like tomatoes and curry leaves. This limited diet raised concerns about her nutrition and overall well-being.

At the day care center, she was exposed to a structured routine that encouraged healthy eating habits. She observed her peers eating a variety of foods without hesitation. Additionally, the teachers educated her on the importance of a balanced diet, explaining how different foods contribute to growth, strength, and energy.

With consistent exposure and encouragement, the girl gradually started trying new foods. Over time, she began eating everything served to her, following a disciplined and healthy approach to meals. This change not only improved her physical well-being but also positively influenced other areas of her life.

Her mother shared her appreciation, noting that after attending the day care center, her daughter has become more disciplined, attentive to her studies, and committed to eating healthy food. The transformation in her eating habits was a significant step toward her overall development.

Small changes in routine and behaviour can lead to long-term positive outcomes, reinforcing the importance of early interventions in a child's development.



*Nutritious snacks served at the shelter
home and daycare centers*



After school tuition class

UDAAN: PHOTO GALLERY



Holi celebration



APNE AAP
WOMEN'S
COLLECTIVE



Science Exhibition on National Science Day



Exposure visit to the hospital



Routine medical check-up



Chacha Nehru Bal Mahotsav organised by the
Department of Women and Child Development



Career awareness workshop



Makar Sankranti celebration



Drama workshop



Drawings created by girls on World Day of Social Justice



A beneficiary expressing hope



Science models created by girls on National Science Day



Handcrafted wall hangings created for Republic Day celebrations



A beneficiary creating mehendi designs



AAWC successfully registered with the BSE Social Stock Exchange (SSE), enhancing its credibility and visibility.



Ms. Manju Vyas, CEO, had the honor of speaking at the national conclave Her Home, Her Honour: Reclaiming What's Rightfully Hers, organized by Credai-MCHI and Homes & Buildings – The Voice of Indian Real Estate. Ms. Vyas shared invaluable insights on From Darkness to Light: Empowering Lives in Mumbai's Red Light Areas, contributing to the important cause of reclaiming women's rights and empowerment.



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



AAWC was recognized as the Winner under Buzz of Corridor category and secured 1st Runner-up under Charity Corridor Star category at the Tata Mumbai Marathon 2025.



Ms Manju Vyas at the National Conclave



AAWC team at the Tata Mumbai Marathon 2025



Attended the National Conference on After-Care Services organized by Catalyst for Social Action. In collaboration with Catalyst Social Action, a career awareness workshop was also conducted for girls above 15 years old.



Coordinated with local government authorities to issue birth certificates, Aadhar cards, ration cards, etc, for the beneficiaries.



Partnered with the Ali Yavar Jung National Institute of Speech and Hearing Disabilities Divyangjan to conduct a hearing test for a beneficiary.



Organized an engaging workshop on Communication skills for the staff, aimed at effective communication and improving team collaboration.



Attended a workshop on Monitoring & Evaluation organized by the YMCA focused on strengthening evaluation practices and improving program effectiveness.



Regular visits to the Child Welfare Committee (CWC) and Department of the Women and Child Development (DWCD) were made to submit the required reports and present individual cases for review.



Communication Workshop



the right to a better life for women and children in red light areas

***Support us in the journey of
empowering women and young girls***

**SCAN
HERE!**



Thank you!