



BEHIND THE SCENES

IMPACT REPORT 2022



2022 AT A GLANCE

700 +

Direct Beneficiaries

3,00,000+

Funds Raised

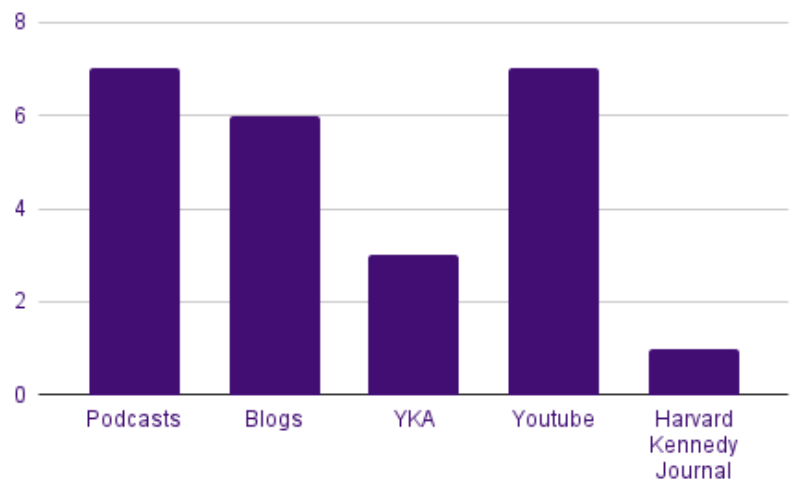
OUR PRESENCE



16

Partners

MEDIA PUBLICATIONS



21

Team Members



**GENDER POLICY
JOURNAL**
**HARVARD
KENNEDY
SCHOOL**
**A TALE OF
COMMITMENT
AND STRUGGLES**

**WHAT NO-ONE
WILL TELL YOU
ABOUT YOUR
FAVOURITE FOOD-
DELIVERY APPS**
YKA
**EDITORS'
CHOICE**

DELHI'S DECEMBER

MAA ITS THE NIGHT OF DELHI'S DECEMBER
WITH FIRE GLEAMING IN OUR BELLIES
AND ICE AGE ON OUR FEET
WITH VOTE BANKS IN OUR GULLY AND PRESTIGE ON THE STREET

IT'LL BE A NEW YEAR

ANOTHER YEAR WITH A BORROWED WILL FOR MY STAGNANT WORK
WITH A WISH TO FIND MY LOST SELF - WORTH
MAA ITS THE NIGHT OF DELHI'S DECEMBER
AND BEFORE I DREAM OF A PAIR OF SLIPPERS
LET ME LOOK FOR ANOTHER 'NEW' YEAR



WHERE THE CHASM IS BRIDGED
BTS NGO PODCAST CHANNEL

MEMBER SPOTLIGHT: ANURADHA DIDI

Anuradha di is a beneficiary turned member of Behind the Scenes. Living independently in Wazirpur, she is one of strongest willed women we have interacted with in the organisation. Coming from a family of mainly factory workers and personnel, Anuradha di received the benefit of higher education not many of her siblings received. She lives in Wazirpur JJ Colony, Delhi and has been associated with non profits for the past three years.

After interacting with Anuradha Di through our Niyati sessions, the on-field team decided to set up our second Coपल unit after Kathmandu in Wazirpur with Anuradha di serving as one of the core people involved in the model. She manages two other women who were recruited to stitch cloth pads from the colony and oversees production.



Q. Project Coपल is very different in its nature when compared to your past focus which has otherwise been education. What is your main motivation behind being a part of this?

I have always been a creative person. In the past, I would take out time for activities such as clay painting, stitching or parlour courses but I never got the opportunity to work in them. I was also the only one who would benefit monetarily through any NGO work because I would receive a stipend. The women would come to me and ask me to introduce them to any opportunities but I would have none. It's not that these women are unemployed but they have flexible working hours as domestic or factory workers and are always in need of more income. Project Coपल struck a chord for multiple reasons - I could pursue my interests and help other women in the colony too.

Q. You have come a long way with us in the past year. From Hunnar, Coपल to Niyati, you have participated in several of our projects. Do you have any favourite moments?

The entire journey has been very eventful. But if I were to highlight one thing, it would be all the interactions that I have had in the past few months. In February, the NGO volunteers came for a training session. Ananya and Nishtha Di (our volunteers) shared a video with me at the end of the day where they had documented the entire session. It was very overwhelming to see it and I loved that video.

Another highlight would be the response that the ladies had to the mental health sessions in Niyati. They would all look forward to that one hour and the entire mood would be uplifted after those activities.

Q. In October, we extended the opportunity of attending the cloth pad distribution drive organised by Delhi Municipal Corporation, Daksh Foundation and Young Leaders to you. What was that experience like?

I really enjoyed that drive. It was the first time that I got to be on the forefront and deliver the sessions which I usually attend. I was very nervous and kept practising my lines but after speaking to a few ladies and explaining to them the process, it started coming to me very naturally. It increased my confidence and I would love to do more of these.



"Whether you find satisfaction in life depends not on your tale of years but on your will..."

Q. What do you wish for from the future and if there is any feedback that you would like to give us?

First of all, I want to thank the entire Behind the Scenes Team for looking out for all the women in our colony. I consider myself lucky for being associated with you. Personally, I have seen positive changes in myself and some other women here so I would like those to continue. I will continue working in the development sector as I have many takeaways from my experience with the NGO.



Q. Are there any misconceptions that people have about your colony, considering that most of the people here are labourers? What do usual interactions with outsiders look like for the people here?

Well, to be honest, many people have a bad reputation in mind about Wazirpur. Some of it extends from the fact that there are some issues that we face. For instance, there is a lack of education opportunities and many women struggle financially. They work either for factories or as domestic workers. While some men earn - again as labourers or rickshaw drivers, many are alcoholic and cause trouble at home. While it is not very common, there have also been instances of factory personnel cheating the women. They will make them work extra but not pay them their share. Overall, the women here are the backbone and they try their best to manage their households.

CONTRIBUTING TO UN'S SDG GOALS

ALL OUR PROJECTS ARE ALIGNED TO SUSTAINABLE DEVELOPMENT AS WE COVER 7 GOALS OUT OF THE 17 SET OUT BY THE UN

1
NO
POVERTY



SDG GOAL 1: NO POVERTY

45+ workers with enhanced investments and savings through Vridhhi and received an additional side income through COपल.

3
GOOD HEALTH
AND WELL-BEING



SDG GOAL 3: GOOD HEALTH AND WELL BEING

600+ workers with increased access to mental health resources through Niyati with additional health and wellbeing campaigns hosted in Jagriti, COपल and #helpyourhelpers..

5
GENDER
EQUALITY



SDG GOAL 5: GENDER EQUALITY

600+ women encouraged to pursue entrepreneurship and financial independence through employment in COपल. Increased accessibility to sustainable menstrual products for the needy. Additionally, a special focus on mental health issues such as domestic violence, substance abuse, and mental health that impact women disproportionately addressed in Niyati.

8
DECENT WORK AND
ECONOMIC GROWTH



SDG 8: DECENT WORK AND ECONOMIC GROWTH

7+ opportunities provided to workers in COपल following ethical business models. Creating dialogue on good employee ethics and attitudes towards blue-collar staff in corporates and households through social media campaigns.

10
REDUCED
INEQUALITIES



SDG 10: REDUCED INEQUALITY

Reducing inequalities targetted towards the blue-collar workforce in India and Nepal by raising awareness through podcasts, research articles, and social media campaigns.

12
RESPONSIBLE
CONSUMPTION
AND PRODUCTION



SDG 12: RESPONSIBLE CONSUMPTION AND PRODUCTION

5200+ reusable cloth sanitary pads produced under COपल. Conducted responsible fundraisers such as the Thrift Sale.

13
CLIMATE
ACTION



SDG 13: CLIMATE ACTION

5200+ sustainable pads produced under COपल. Conducted responsible fundraisers such as the Thrift Sale.

PROJECT UPDATES

VRIDDHI

11 Households
33 Workers

Introducing Vriddhi, a platform that helps blue-collar workers navigate the stock market and invest in Index Funds. Accompanied by basic financial literacy, Vriddhi inculcates the habit of saving and investing in workers. It brings together the employer and the employee through its 50-50 contribution to the fund.

In the process of investing, products such as Aadhar cards, Bank accounts, PAN cards, and insurance coverage under Pradhan Mantri Jeevan Jyoti Yojna are also produced. As of now, we have 33 workers investing regularly with us.



HUNNAR

40+ entries
4 judges

From the rhythmic melodies of “Har Ghadi Badal rahi hai” to beautiful art models, Hunnar 2022 had it all. Blue collar workers showcased their talent in our annual talent show ranging from art, shayari, music, dance, cooking, modelling and much more!

We held the closing and award ceremony at Ashoka University and it was an evening filled with talent and laughter. Cash prizes up to ₹5000 were awarded to the winners along with certificates and BTS kits.



“

Your initiative has deeply touched my heart and I appreciate the work that the team is putting in"

~Radhika, Hunnar 2022 Judge

NIYATI

3 Cities

110+ Worker Beneficiaries

Marking the one year anniversary for Project Niyati, we conducted mental health workshops in locations across India including Wazirpur, Jhalana Slum, Jaipur and Sonipat. Our participants ranged from construction workers, housekeeping staff, domestic labour and hospital staff.

All our modules and sessions have been designed under the supervision of mental health professionals: Dr. Bhavana Barmi, Dr. Sarthak Dave, and Dr. Sabine Kapasi.



“

Aap logon se baat karke halka mehsoos hua. Kaam ke beech mein hume zyaada apne aap ke liye fursat nahi milti hai. Par jab bhi man kharab hota hai ya tension hoti hai, toh mai session mein seekhe hue relax karne ke tareeke use karti hu aur mujhe behtar mehsoos hota hai

-Jyoti Khanna, Sonipat

“

Aisa mentorship session humari basti ki auraton ke liye naya anubhav tha, par sabhi ko isme bhaag lekar bohot accha mehsoos hua...

- Maya Devi, Jaipur

We invited Dr Niyati from the Happiness Studio and Dr Shivangi from You Are Wonderful Project to deliver sessions on substance and alcohol abuse management and psychotherapy respectively in these communities.

In collaboration with You Are Wonderful Project, we were also able to provide need based pro bono therapy to workers delivered by licensed doctors

Read more about the sessions and the team's takeaway from the field interactions [here](#).



COपल

This year, we set up our second sanitary pad production unit in Wazirpur, New Delhi providing a source of extra income for 5 women. With our partners, Daksh Education Foundation we were able to produce more than 4000 cloth sanitary pads and distribute them across many slums across Delhi.

Our set up in Nepal has also grown and we briefly produced scrunchies in order to raise more funds for our workers. Through online stores like Daraz and other sales channels we were able to create a fully sustainable business model that generated a profit of 66% which was given to our beneficiaries.

Not only are our Coपल workers learning about financial independence they are also trained to procure raw materials online, negotiate prices and calculate general costings.



Revenue generated: Rs. 1,50,000 +

SPECIAL THANKS

We appreciate the support provided by all our advisors and partners throughout the last year.

- Aastha Mohapatra (@aasthamohapatra), Radhika Sengupta (Founder, Avartanam School of Dance), Kruthika (@theworkplacedoodler), and Shreya (@shrxyz) for being the judges of Hunnar 2022 and encouraging all the participants.
- You're Wonderful Project, Dr. Sarthak Dave and Dr. Bhavana Barmi (Founder Happiness Studio) for their technical assistance in designing modules for Project Niyati.
- Dr. Meenakshi Bharatha (Gy) for her advice and guidance on Project Coपल. Maina Devi Foundation, Daksh Foundation, Young Indians, and Delhi Municipal Corporation for organizing distribution drives for the cloth pads, and Kamakhya for their support in the training sessions.
- Relove Closet, Affordable thrift sale Nepal, and The Culinary Courtyard as partners for our fundraisers.
- Sir Aditya Raj Kashyap (Soft Skills Trainer and Motivational Speaker) for providing insights and training our in-house volunteers on team management and decision-making.
- Dr. Sabine Kapasi and Mr. Rameysh for being our advisors and helping our NGO in all our endeavors.
- All the volunteers, interns, and core team members without whom this would not have been possible.
- All the didis and bhaiyas who trusted us and actively engaged with us on our projects.



CONNECT WITH US!!

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