CULTIVATING LITERATE, HEALTHY, AND PROSPEROUS VILLAGES IN REMOTE INDIA

SUSTAINABLE FARMING
PRIMARY EDUCATION
DIGITAL EMPOWERMENT

HEALTH AND NUTRITION
RURAL ENTREPRENEURSHIP
WOMEN EMPOWERMENT
EKAL – THE BIGGEST AND MOST EFFECTIVE CHANGE AGENT IN REMOTE RURAL INDIA

Ekal is a twenty six year old movement that has a live and permanent presence in over 54,000 remote rural villages in India, making it the country’s largest NGO with a tremendous impact on children’s education. The movement that is rooted in education is now relentlessly working on village development through skill and entrepreneurship training. Organic farming and a focus on cleanliness are demonstrating a positive impact on the health of the villagers. Ekal is also leveraging the power of technology to bring the villages into the 21st century. Digital Ekal is creating a lasting impact and providing new economic opportunities. We are well on our way to ensuring that every villager living in remote rural villages is empowered and living a healthy productive life. Thanks to the generous support provided by our donors and the endless dedication of our volunteers and staff, Ekal USA continues to grow every year making it possible to support the extraordinary dreams of the Ekal movement. We thank each and every one of you for your role in this great endeavor and look forward to marching forward together on the path of progress.

- Vinod Jhunjhunwala, President, Ekal USA
- Dr. Rakesh Shreedhar, Chairman, Board of Advisors

EKAL - THE WAY FORWARD

We have witnessed India taking significant steps towards the steady pace of change on all critical fronts pertaining to development. The Indian leadership, with an emphasis on developing the rural economy and social sectors while maintaining strides in technological advancements, has inspired Ekal to re-assess its processes to include technology as a key component of the development strategy. Ekal USA has been at the forefront of this new thinking. In addition to lending financial support, Ekal USA has provided thought, leadership, and guidance as we tread the new path of progress. The high degree of commitment and hard work exhibited by the volunteers of Ekal USA is exemplary even for their peers in Bharat. I applaud their efforts, and invoke the blessings of Shri Ramji for fructifying the ambitious goals set by Ekal USA.

- Shyamji Gupt, Founder
REGIONAL EVENTS AROUND USA
- **Musical Fundraisers** - 67 musical events held in 2016
- **Walkathon** - Organized walk and run
- **Power of Education** - Forum to exchange ideas on rural development

DO-IT-YOURSELF CAMPAIGNS
Over 70 Campaigns run by donors to raise funds while celebrating special life events, including birthdays, engagements, weddings, and arangetrams

EKAL YOUTH ACTIVITIES
- **Appathon** - a mobile app building competition for kids
- **Poetry and Essay Competition**
  National winners were honored in New York during the Ekal national conference
- **Art, Spelling and Math Competitions, Ekal Garba, and Ekal Young Professionals Initiative**

EKAL USA VOLUNTEERING IN THE COMMUNITY
- **Senior Center** - Ekal youth volunteer in senior centers to entertain seniors through music and dance
- **Supporting our troops** - Ekal youth send cards and care packages to our troops during the holidays
- **Adopt-a-Highway** - Ekal volunteers perform litter clean-up on a stretch of highway
- **Ekal Chai** - Ekal volunteers provide chai at community events

Join our Ekal family | ekalusa@ekal.org
# Financials

## Five Year Analysis and Comparison

<table>
<thead>
<tr>
<th>Year</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Schools supported by Ekal USA</td>
<td>9,729</td>
<td>10,989</td>
<td>11,544</td>
<td>12,536</td>
<td>16,048</td>
</tr>
<tr>
<td>Income Contribution ($)</td>
<td>3,944,052</td>
<td>3,930,541</td>
<td>4,395,562</td>
<td>5,600,717</td>
<td>6,131,663</td>
</tr>
<tr>
<td>Income from Investment ($)</td>
<td>828</td>
<td>16,192</td>
<td>-24,430</td>
<td>38,572</td>
<td>-2,694</td>
</tr>
<tr>
<td>Total Revenue ($)</td>
<td>3,944,880</td>
<td>3,946,733</td>
<td>4,371,132</td>
<td>5,639,289</td>
<td>6,128,969</td>
</tr>
<tr>
<td>Expense Program Service - India ($)</td>
<td>3,597,810</td>
<td>3,830,000</td>
<td>3,670,387</td>
<td>4,669,721</td>
<td>5,685,375</td>
</tr>
<tr>
<td>Management &amp; General ($)</td>
<td>203,919</td>
<td>219,705</td>
<td>266,456</td>
<td>448,394</td>
<td>513,167</td>
</tr>
<tr>
<td>Fundraising Expense Net of Revenue ($)</td>
<td>16,647</td>
<td>-58,722</td>
<td>22,895</td>
<td>91,672</td>
<td>122,534</td>
</tr>
<tr>
<td>Total Expense</td>
<td>3,818,376</td>
<td>3,990,983</td>
<td>3,959,739</td>
<td>5,209,787</td>
<td>6,321,076</td>
</tr>
<tr>
<td>Fund Raising Expense-Net of Revenue (%)</td>
<td>0.42%</td>
<td>-1.49%</td>
<td>0.52%</td>
<td>1.63%</td>
<td>2%</td>
</tr>
<tr>
<td>Management &amp; General (%)</td>
<td>5.17%</td>
<td>5.57%</td>
<td>6.10%</td>
<td>7.95%</td>
<td>8.37%</td>
</tr>
<tr>
<td>Total Expenses to Revenue (%)</td>
<td>5.59%</td>
<td>4.08%</td>
<td>6.62%</td>
<td>9.58%</td>
<td>10.37%</td>
</tr>
</tbody>
</table>

### Use of Dollar
- **Teacher Salary**: 33%
- **Volunteer Training**: 33%
- **Teaching Aid**: 33%
- **Support Operations**: 33%

### Fund Contribution
- **Local Ownership**: 33%
- **Global Philanthropy**: 33%
- **Indian Philanthropy**: 33%

### Annual Collections

- **2011**: $3,944,052
- **2012**: $3,930,541
- **2013**: $4,395,562
- **2014**: $5,600,717
- **2015**: $6,131,663

- **Total Increase**: 27%
**EDUCATION FIVE FOLDS**

- **BASIC EDUCATION**
- **HEALTHCARE**
- **EMPOWERMENT**
- **DEVELOPMENT**
- **VALUES & ETHICS**

![Graph showing education five folds](image)

- There are approximately 30 children in each school between the ages of 6-14 that receive education.
- The teacher is a local community member who is continuously trained to provide high quality education.
- Current experimentation with use of tablets in Ekal schools.

**Ekal Alumni** are progressing the Ekal movement forward by serving as teachers and community change agents. Many are also giving back to Ekal by contributing financially and volunteering.

**EKAL ALUMNI | KALYANI MALLISSERY** donates to Ekal School in Polakkolly Village, Wayanad, Kerala

**EKAL YOUTH LEADER | YUSRA SYED** from Shrewsbury, MA visits Ekal, Karanjo
Organic Farming and Multi Cropping methods have resulted in many benefits for villagers. Farmers have generated additional income ranging from Rs. 300,000 to Rs. 800,000 for their families. Thanks to Ekal’s teaching, 81,000 ‘Poshan Vatika’ (kitchen gardens) have flourished providing better nutrition for villagers; they have gone from a carbohydrate focused diet to a well-balanced diet including large amounts of fruits and vegetables.

**IMPACT STORY | NARESH VERMA**

Through organic farming and multiple cropping methods, Naresh Verma, from the village Permadih in Jharkhand, has earned an additional annual of income of Rs. 500,000. He grows tomato, bitter gourd, pumpkin, onion, watermelon, cucumber, maize, and other leafy vegetables. With this additional income, he was able to build a new home for his family. (top)

**EKAL USA VISITS**

Subhash Gupta and Ranjani Saigal, Executive Director, Ekal USA inspect vermicompost pit in Jharangloi, Odisha (bottom right)
HEALTH AND NUTRITION

- Ekal has trained women to become health workers using home remedies for basic health issues and triaging illnesses. Health workers serve as role models for improved life style change, and accomplish this by using local, cultural song and dance to convey messages on health and hygiene.

- Ekal has piloted an initiative for cleanliness and sanitation in alignment with the government’s *Swachch Bharat* program in 104 villages.

- Health camps have been conducted in 559 villages impacting 111,000 patients.

- There has been a focused effort to use improved diet and nutrition to eradicate anemia in Ekal villages. A pilot project in 240 villages has proved successful in lowering rates of anemia in women.

EKAL USA TEAM VISIT

DR. VEENA GANDHI Chairperson, Health Foundation for Rural India, and a team of US HFRI Interns visited Ekal villages to meet with the health workers/Arogya Sevikas. (top)
RURAL ENTREPRENEURSHIP

Ekal provides skill training and consulting for entrepreneurship

These skill centers teach tailoring, food processing, digital literacy, carpentry, and weaving. The training has enabled youth in Ekal villages to find economic opportunities.

Currently, 5 skill training centers are in operation. Each training center is strategically built at the center of 100 villages, providing access to 100,000 villagers.

TRIBHUVAN HASDA, received training in carpentry from the Karanjo skill training center in Jharkhand. He migrated to the city for employment opportunities, but quickly realized that higher entrepreneurship opportunities and economic gain were available in his village. He returned to establish a carpentry business in his village, and is currently earning Rs. 300,000 annually.
Women in rural environments are an economic force in their families and in their communities

Empowering women to provide financial support for their family that earns them the respect and importance they deserve. Additionally, women wisely use their income in order to benefit their family.

The skills provided to the women include tailoring, food processing, gardening and digital literacy.

Dr. Hasmukh Shah, Gramotthan Coordinator, Ekal USA visits a tailoring center and met Shilpa Mishra who received training in tailoring and is now a master teacher. As a master teacher, she trains and mentors other women, helping them open tailoring centers in other villages. She earns Rs. 10,000/month. She used her savings to support her college education and has received her Bachelors in Arts degree. (top)

Digital Literacy Training Center, Naimisharanya, UP (left)

Weaving Training Center, Karanjo, Jharkhand (right)
DIGITAL EMPOWERMENT

DIGITAL LITERACY TRAINING at the skill training center provides in-depth training in the use of word processing, spreadsheets and other programs. Students are trained, tested, and awarded accredited certification using IIT Bombay's Spoken Tutorial Program, in the local language. Local panchayats and post offices have hired the trainees at average salary of Rs. 12,000 per month as data entry operators. Other entrepreneurial trainees have opened cyber cafes.

EKAL PARTNERS with IIT Bombay to create online training programs for teachers, as well as experimenting with tablet usage in Ekal schools. (top right)

TRAILBLAZER AWARD, instituted by HP and India Today was presented to EKAL for its digital literacy efforts. The Chief Minister of Jharkhand, Shri. Raghubar Das presented the award to Shri Lalan Kumar Sharma, Field Coordinator for Ekal Gramothan. (top left)

EKAL ON WHEELS is a mobile computer lab with 12 computer stations which travels into 30 villages for 2 hours a day and enables villagers to receive basic training in computer literacy. (bottom)

Ekal USA Director, Ashok Danda and Dr. Hasmukh Shah, Gramothan Coordinator, visited the mobile computer lab in Jharkhand
DONOR RECOGNITION AND AWARDS

We thank every one of our supporters for their generous contribution!

EKAL USA | CORE SUPPORTERS

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PETROFAC

AWARDS

HP Digital Trailblazer Award - 2016
Rotary Literacy Hero Award - 2016
Assocham Excellence Award - 2015
Chhatrapati Sahu Award - 2015
Best Charity Initiative - Masala Awards Dubai -2015
Leading NGO of the Year - UBM Award 2015

To make a financial contribution, to start a fundraising campaign or to donate your car, please visit http://ekal.org/us/donate
BY EKAL FOR EKAL

COMING TO A CITY NEAR YOU IN 2017

Over 70 shows in the US and Canada, more info at www.ekal.org

In 2017, the annual Ekal musical fundraiser across cities in North America will feature trained performing artists from Ekal villages. It is a spectacular production that features traditional folk music and dance along with contemporary creations rooted in the culture of rural India.

Ekal USA Team

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