



**A PEOPLE'S MOVEMENT**

Ekal Vidyalaya USA  
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# EKAL USA

ANNUAL REPORT 2016

[www.ekal.org](http://www.ekal.org)

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CULTIVATING LITERATE, HEALTHY, AND PROSPEROUS VILLAGES IN REMOTE INDIA



SUSTAINABLE FARMING



PRIMARY EDUCATION



DIGITAL EMPOWERMENT



HEALTH AND NUTRITION



RURAL ENTREPRENEURSHIP



WOMEN EMPOWERMENT





## WELCOME TO EKAL USA



**Vinod Jhunjunwala**

### **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 Jhunjunwala**, President, Ekal USA
- **Dr. Rakesh Shreedhar**, Chairman, Board of Advisors



**Rakesh Shreedhar**

### **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 Gupta**, Founder



**Shyamji Gupta**



## EKAL USA FAMILY | 8 REGIONS | 63 CHAPTERS



**YOUTH VOLUNTEERS** at Ekal fundraiser in Calabasas, CA



**EKAL YOUTH LEADER**, 11 year old Avani Rai, receives a proclamation for her leadership skills from the mayor of Bloomington, Tari Renner

### 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](mailto:ekalusa@ekal.org)**



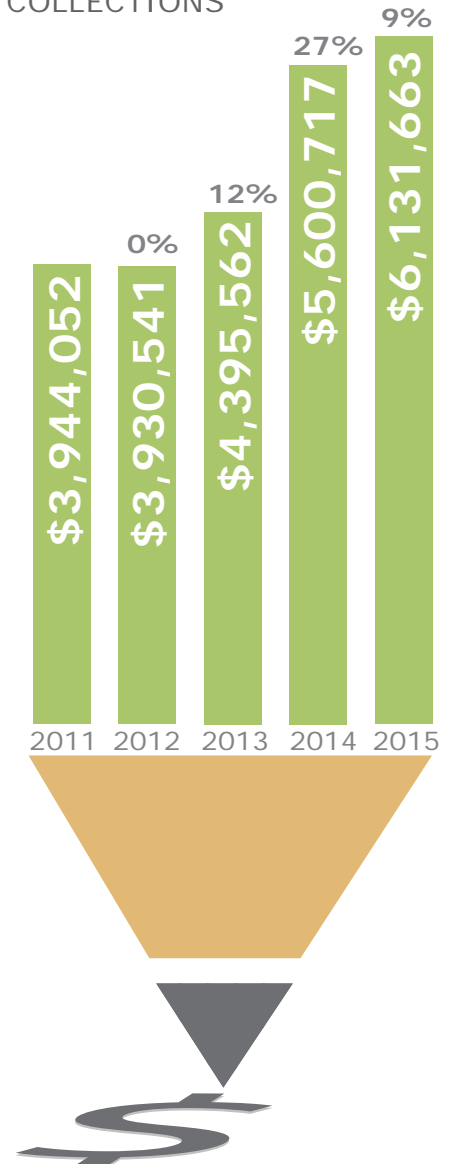


## FINANCIALS

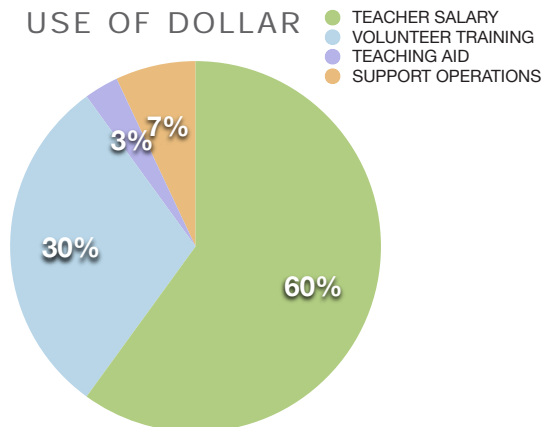
### FIVE YEAR ANALYSIS AND COMPARISON

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

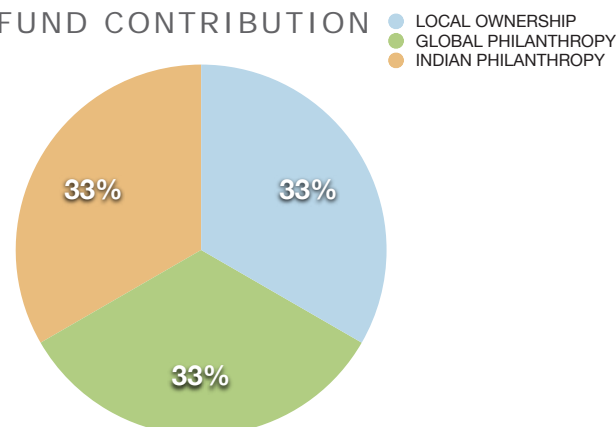
### ANNUAL COLLECTIONS



### USE OF DOLLAR



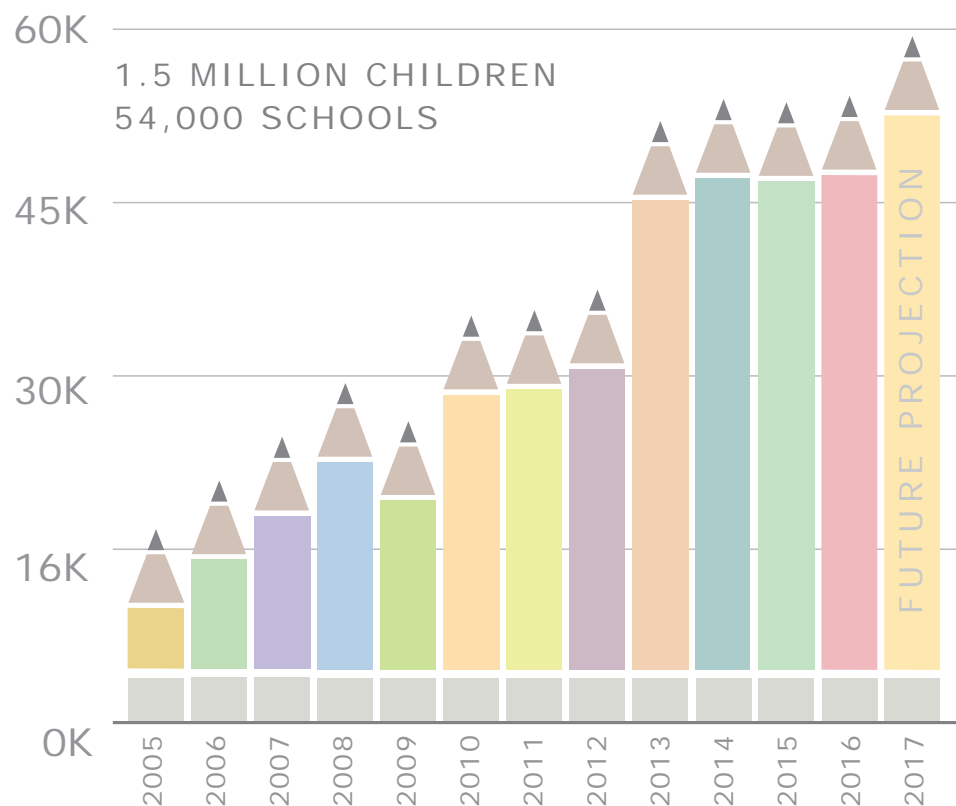
### FUND CONTRIBUTION





## EDUCATION FIVE FOLDS

BASIC EDUCATION ► HEALTHCARE ► EMPOWERMENT ► DEVELOPMENT ► VALUES & ETHICS ►



- 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 ALUMINI | KALYANI MALLISSERY**  
donates to Ekal School in Polakkolly Village, Wayanad, Kerala



**EKAL YOUTH LEADER | YUSRA SYED**  
from Shrewsbury, MA visits Ekal, Karanjo





## SUSTAINABLE FARMING



### 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

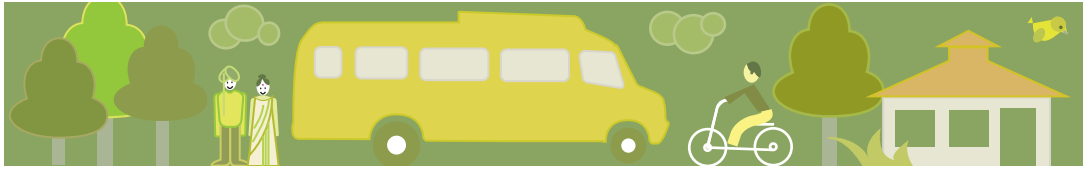
Through organic farming and multiple cropping methods, Naresh Verma, from the village Permadih in Jharkhand, has earned an additional annual of income of Rs. 500,000. He grows tomato, bitter gourd, pumpkin, onion, watermelon, cucumber, maize, and other leafy vegetables. With this additional income, he 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 **Swachh 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



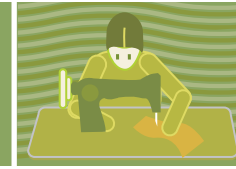
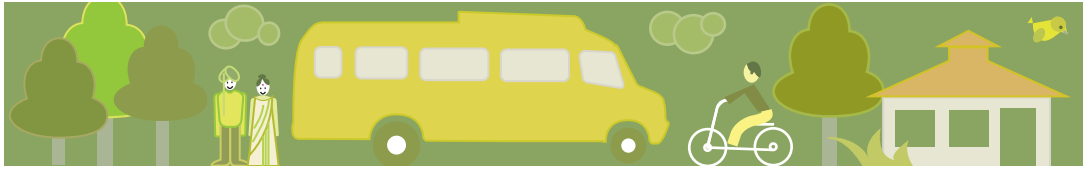
### **Ekal provides skill training and consulting for entrepreneurship**

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 EMPOWERMENT



**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, Gramothan 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 USA Director, Ashok Danda and Dr. Hasmukh Shah, Gramotthan Coordinator, visited the mobile computer lab in Jharkhand**

**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 Gramotthan. (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)





## DONOR RECOGNITION AND AWARDS

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

### EKAL USA | CORE SUPPORTERS

Abha and Anil Singhal, Chirag Foundation  
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### 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](http://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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