



**youth for seva**<sup>®</sup>  
experience the joy of giving



# Resilience

UNITED - EMPOWERED - TRANSFORMED

ANNUAL REPORT

2020-21





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## LEGENDS



Signature Program



Thought Leadership



Impact Story



Corporate Sponsored Program



Individual Donor Project



# OUR TEAM

## TRUSTEES



**JAGADEESH MAIYA**  
President  
Vice President -  
Newfold Digital



**MAHESH VAIDYA**  
General Secretary  
Senior Delivery Manager -  
Oracle India Pvt. Ltd.



**HARISH SHENOY**  
Treasurer  
CEO -  
Diya Properties



**NATARAJAN RANGANATHAN**  
Trustee  
CO-Founder -  
Foundation Partners LLP



**UNNIKRISHNAN**  
Trustee  
Partner - Vasam and  
Sampath Associates

## ADVISORY BOARD



**PROF VAIDYANATHAN**  
Rtd. Professor  
Finance & Accounting  
IIM Bengaluru



**DR. R. BALASUBRAMANIAM**  
Founder,  
Swami Vivekananda  
Youth Movement & GRAAM



**MADAN PADAKI**  
Managing Trustee,  
Head Held High Foundation  
Strategic Advisor, UNICEF India



**DR. K V RAJU**  
Economic Advisor to  
Chief Minister of  
Uttar Pradesh



**DHARMENDRA RANGAIN**  
Director, IT Leader for  
India/SAARC Region,  
CISCO



**RAMBABU KAIPA**  
Board Member  
Non-Executive Director  
GSS Infotech



**DR. M P SHYAM**  
Managing Director  
Akshaya Benz



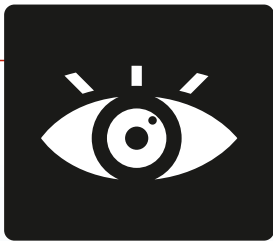
**DR. SUDHIR SINHA**  
Founder and Chief Coach  
CSR Inc Pvt. Ltd.



# Essence of YFS

“In the pandemic that shocked and shook the world, Youth for Seva (YFS) took on a contingency - response mechanism, adding a new leaf in its chapter of nation-building. YFS decided to hold hands in the country’s worst crisis, and was able to successfully impact over 7 lac people across the country. YFS made a decision and went the distance, joining the country’s frontline workers force to make a difference. TOGETHER, WE CAN & WE SHOULD.”

Youth for Seva (YFS), founded in April 2007, is a nation-wide volunteering movement that inspires youth to volunteer, and provides them with meaningful opportunities to serve the community. YFS aims to create positive change in the society through the culture of volunteering.



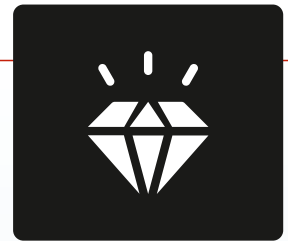
## OUR VISION

Self-reliant society  
powered by socially  
conscious individuals.



## OUR MISSION

To build and facilitate  
movement of  
organized volunteering  
for societal well-being.



## OUR VALUES

- ◆ Nation First
- ◆ Pluralism
- ◆ Integrity
- ◆ Respect
- ◆ Innovation

## Community Partners/ Beneficiaries

Development is a participatory process and every stakeholder is an equal partner in it. While the government, NGOs and funding organizations play the enabler roles, community members are the key partners in development. Traditionally, community members have been referred to as ‘**Beneficiaries**’ of programs. At YFS, our approach is to look at them as ‘**Community Partners**’ in development.

# 2020-21 at a Glance

Since Inception



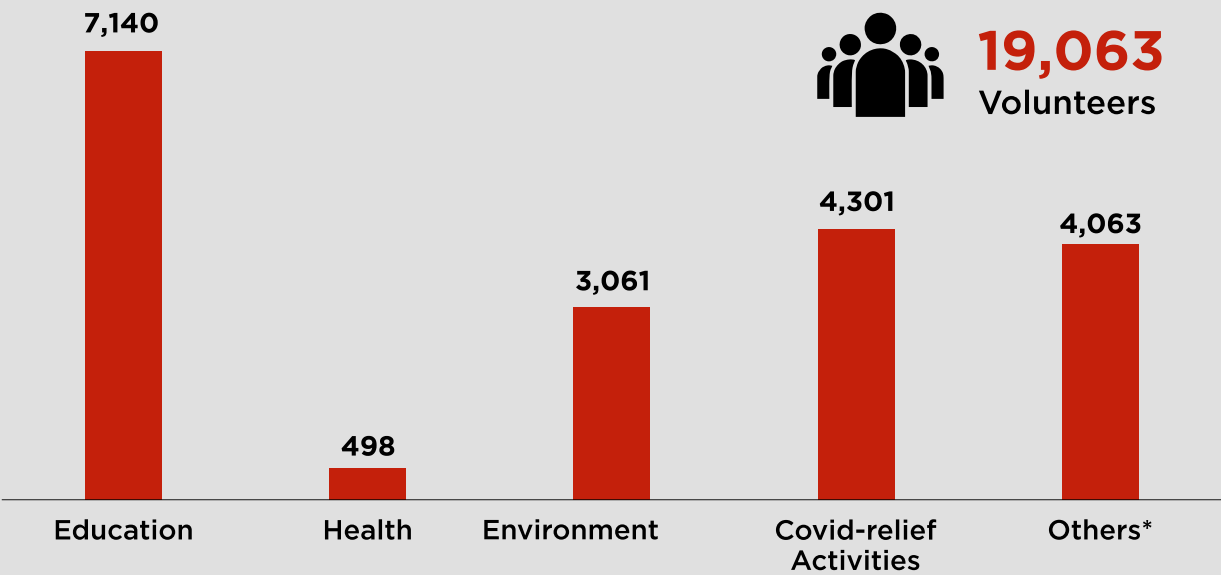
**18,35,363**  
Community Partners



**1,31,443**  
Volunteers



*Others\*: Cloth Distribution / Flood Relief / Narayana Patra / Notebook Distribution*



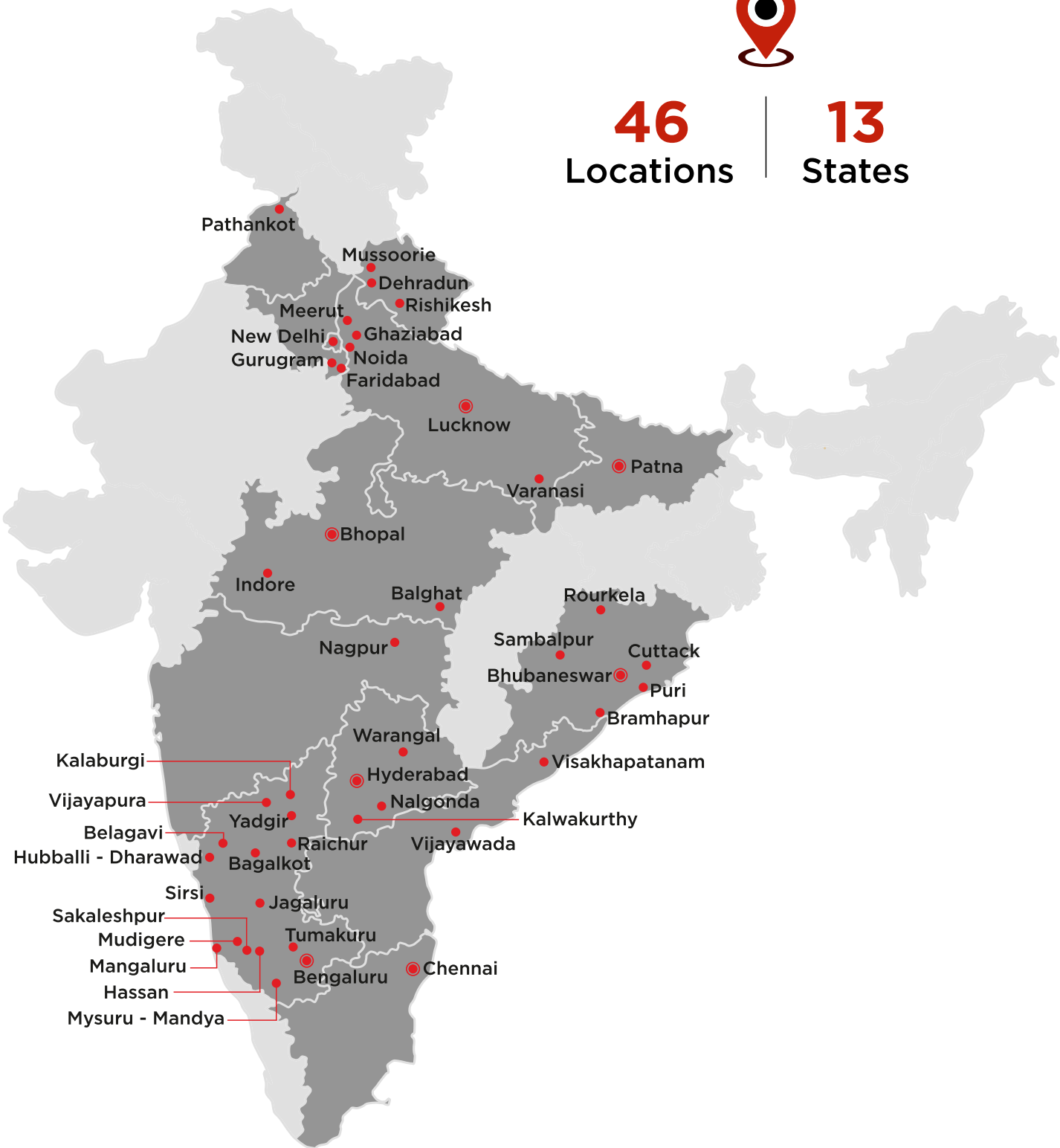


# Our Reach



**46**  
Locations

**13**  
States



# Reflections 2020-21

From a very young age we are all told that learning is a life-long process. COVID-19 gave us a crash course for life because for many lives crashed in its course. COVID-19 made us realise the harsh realities of life and that life in itself is very harsh. We are told that as long as we are ready to learn, we will always succeed and be happy in life. COVID-19 did just the opposite! Nevertheless, here I am reflecting upon the year that went by, as I saw it.

Many of our volunteers are in the demographic groups of college students, young professionals and people from lesser-known backgrounds. During COVID-19 relief activities when we travelled to small towns, villages, remote rural and tribal areas and spoke to people young and old, we saw that medical care and support were at their bare minimum in most places. We strongly believe in being proactive and thus worked full blast to get our Doctors for Seva initiative up and roaring. The numerous teleconsultations that many doctors and paramedical professionals provide are a life-saving health support facility. It was gratifying to see donors and volunteers come forward to our proposal of providing fresh meals to frontline workers. 'Annadaan' project was designed to provide food to essential workers in hospitals, which is a perfect example of how our society is built on the values of sharing and caring.

We should invest our time and love in children, they have the best Returns on Investment. With children taking centre stage of our efforts, education is another aspect of our society where we are contributing. Many of our students decided to brave COVID-19 and turn up for SSLC exams. We supported our government in safe conducting of exams by helping them in screening students and invigilators across examination centres. YFS has brightened the lives of a number of students through the NMMS training sessions. In these sessions, which were

held virtually, our volunteers and Change Makers guided and supported children from different locations across the country to obtain the scholarship. It fills me with pride and humility to share another milestone in our journey. Vidya Chetana programme recorded a threefold increase in the number of students benefitting from it.

Until 2020 for many of us, going online or interacting with technology through mobile phones and computers was mostly for financial transactions only. However, the pandemic made us all turn tech savvy. Like most of our programmes, even Chiguru and Abhyasika went online. Volunteers went the extra mile to connect thousands of children from government schools of our country through online sessions of art, song, dance and drama, which is the mainstay of Chiguru. 'Rising to the Challenge' was the theme for the event, a challenge to which each of our children rose up to.

Abhyasika/Learning centres has been our take on after school classes which also went online last year. Since the sessions were virtual in nature, we were able to reach students wide and far, as far as north-east India. Along with this, our Lab on Wheels initiative also went online. It increased the scope of experiments we demonstrated and ignited curiosity in the minds of the students to help them understand the concept better.

There is more of 'virtual' in our lives these days. Virtual Marathon, a unique event for supporting education & Change Makers, was digitally enabled to provide scholarship support and promote volunteerism in society during the pandemic. Employability Readiness Program (ERP) and the Employability Skills Mentorship Program (ESMP) serves as a bridge between academics and career building. These are programmes for college students to make them industry and market viable.

Lately, most of us find life difficult without an



internet connection! A silver lining of the many lockdowns was that we were able to connect to a large number of people, since everything was over an internet connection. Corporate volunteers took part in several activities over the year and created a positive impact on many lives. As virtual volunteering has become possible, we have seen a significant increase in corporate volunteers and beneficiaries taking part in activities. Youth for Seva has been working with many corporate organizations across the country in their pursuit of giving back to the society. Some of the vital projects we partnered towards COVID-19-relief with corporates are Ayush Kits distribution, books distribution to underprivileged kids, dry ration kits, mask distribution, nutrition kit distribution and PPT Kits distribution.

On a positive note, this year our persistent efforts and determination was acknowledged by the Government of Karnataka. We received the second-highest civilian award in Karnataka, the 'Karnataka Rajyotsava Prashasti'. Our Odisha chapter celebrated its decennial year on National Youth Day by distributing 450 school kits in government schools across all the 30 districts of Odisha, and we

Summing it all up, I would like to draw your attention to the fact that in spite of all the oddities that life threw at us we, as a society, stood by each other, held out our hands to people known or unknown and did every little thing possible. The passion and concern with which all our volunteers, full-time changemakers, partners and donors answered the call of duty for our future is commendable. Every day I go to bed confident that our world is in safe hands and I will always wake up to a better tomorrow.

*V. Venkatesha Murthy*

**Venkatesh Murthy**  
Founder & Chief Mentor





# The COVID Pandemic: First wave



**7,12,936**  
Community Partners



**4,301**  
Volunteers

An unprecedented, invisible enemy: COVID 19 had brought the entire country to a halt. There was widespread confusion and disruption in the lives of people. What can be done in such a fearful situation?

*“Courage is resistance to fear, mastery of fear – not absence of fear.”*

*– Mark Twain*

As we witnessed this heart-wrenching situation, we knew we had to come together as a nation and support our brothers and sisters. Our volunteers stepped in and distributed masks, face shields, and sanitisers to raise awareness and help people access essential safety equipment. A lot of people were stranded and many had lost their jobs. To assist, we started distributing grocery kits and cooked meals to those that needed them most.

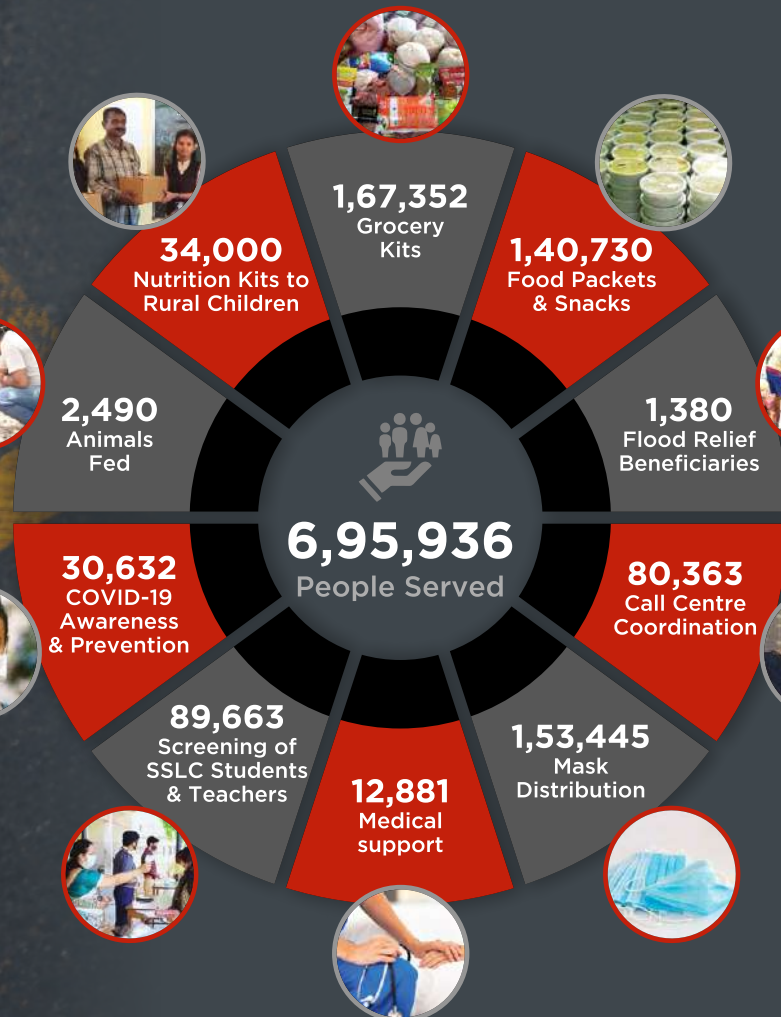
The anxiety caused by the pandemic could be curbed by disseminating accurate information. With the help of our doctor volunteers from Doctors for Seva we listened to the grievances and catered requests of people through teleconsultations. Our volunteers took on the challenge of screening the students and invigilators for the SSLC exams (10th grade) in Karnataka, and helped ensure the exams were held safely.

Having the much-anticipated exams safely back on schedule relieved parents and gave students a sense of accomplishment. Our frontline workers bore the burden of the sudden surge of cases and to support them in these challenging times we facilitated the distribution of fresh meals to essential workers in hospitals through the ‘Annadan’ project.

Restrictions gave us the opportunity to expand our expertise, and we adapted to the virtual world of communication. Social distancing never made us distant from our beneficiaries. We conducted multiple online sessions to motivate people, create awareness on health management, and conducted moral boosting activities. Our doctor volunteers guided us throughout this journey and played an integral role in managing all these activities. Together we tried to reach every corner of the country and provided relief to people in need.









# Virtual Marathon – The DIGITAL SAVIOR

## VIRTUAL MARATHON

SWEAT FOR A CAUSE 2020



WATCH VIDEO



**3,038**  
Participants



**2,193**  
Donors

A first-time innovative initiative that drew significant response and great synergy, was the YFS Virtual Marathon. This event, unique and purposeful in building support for Education & Change Makers, was digitally enabled, to provide scholarship support and promote volunteerism in society, during the pandemic. Thousands of people contributed to and participated in the Virtual Marathon from all over the world. This positive response was highly encouraging, with people from diverse walks of life coming together to raise funds and support the education of underprivileged children and changemakers, during the covid crisis. Social-distancing was followed thoroughly and individuals went for a run, walked or even used treadmills to complete the distance they had pledged. In addition to being highly successful, the initiative is also an example of how people can overcome all types of barriers to come together and support their country.



Event launched by famous Indian playback singer and music composer **Kailash Kher**



**IF YOU WILL, YOU CAN.  
IF YOU CAN, YOU WILL**



# Corporates to the Rescue

Youth for Seva has been working with many corporate organizations across the country in their pursuit of giving back to the society. Innovation lies at the core of all these initiatives. Some of the vital projects we partnered towards COVID-relief with corporates are Ayush Kits distribution, books distribution to underprivileged kids, dry ration kits, mask distribution, nutrition kit distribution and PPT Kits distribution.



**2,03,209**  
Community Partners



**203**  
Centers



**12**  
Corporates

**34,000**  
Nutrition Kits



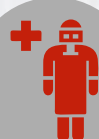
**1,51,120**  
Mask Distribution



**10,535**  
Dry Ration Kits



**3,254**  
Books Distribution



**2,500**  
PPE Kits



**1,800**  
Ayush Kits



# EDUCATION



NMMS

Impact Story

Value-based Education

Chiguru

School Kit Drive

Vidya Chetana

Corporate Sponsored Projects

“

*Education is the  
most powerful  
weapon we can use  
to change the world.*

- NELSON MANDELA





**72,959**  
Community Partners



**7,140**  
Volunteers

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In times of great adversity, new opportunities and possibilities open up to the world. The pandemic shook the world, but also brought out new ways of living. By utilizing its digital ecosystem to the maximum, YFS was able to ensure that its education outreach programs and initiatives, ran smoothly and seamlessly. Furthermore, in collaboration with corporate and community volunteers, we were able to provide skill training, teach basic mathematics, computers, and science, as well as conduct scholarship training for the students.

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## NMMS (National Means-Cum Merit Scholarship)

The Centrally-launched and sponsored initiative, National means cum merit scholarship (NMMS) is a prestigious and empowering scholarship program to award, encourage and support meritorious students in lower-income groups and deserving families. This opens up significant opportunities for exceptional students from lower income groups to avail scholarships through their pre- education phase.

The program received a stupendous response this year in the wake of the pandemic. Hundreds of volunteers engaged in training students this year. In addition to approved study material and proper guidance, our volunteers receive training from experienced volunteers. The training was conducted virtually, which propelled our reach and we were able to support children from different locations across the country. YFS is proud and happy to have successfully impacted many student beneficiaries.

# 6695

Students Trained

# 1020

Students Qualified

# ₹4.8Cr

Scholarship

# 837

Volunteers



*Swetha is a very active volunteer in zone 4 of Hyderabad. She started volunteering with us for NMMS book distribution and has been actively participating in all the events organized by us since then. Her commitment towards volunteering has reaped great results and improved our coordination with schools in that zone. She is a regular visitor for our Abhyasikas and has also sponsored a Library at an Abhyasika.*



## Impact Story

Akshita Bansal from Shamshiguda, Hyderabad, was a part of our NMMS coaching program. With the help of this coaching, she qualified for the exams and received this prestigious scholarship. Her hard work and perseverance enabled her to get selected for IIT training in the elite institute called 'Altitude' in Vidyanagar. She is a sincere student and one of the top rankers. In the first attempt at JEE, she scored 96.7%. Her hard work and commitment are commendable. YFS supported her in this journey and persuaded her parents to allow her to join the hostel and stay there to receive better training. Her government school background caused some to focus on the limitations she had, however, we believed that her hard work could overcome any obstacle. She has made us all proud today as she proves that talent can take you anywhere, regardless of where you study. Akshita's commitment and her parents' belief in her were the major reasons that enabled her to join the institute. She is a beneficiary of our Vidya Chetana scholarship now to support her journey towards a successful career. YFS congratulates Akshita Bansal for this big success.





# Value-based Education

## Guruvandana

*'Guru Govind dou khade, kake lagoon paay;  
Balihari Guru aapne, Govind diyo batay.'*

Sant Kabir Das in his Doha says that my teacher and God are in front of me, who should I greet first? It is because of my teacher's enlightenment that I am able to see God.

Teachers bring the light of education into the life of students. They are the symbols of perseverance and dedication. Guruvandana is an initiative for students to have the opportunity to express gratitude and honour the hard work of their teachers. This year we acknowledged the hardships and challenges in the transition from physical to virtual learning and conducted a program where students conveyed their appreciation by writing about their experiences with the teachers.



## Sevadina

Swami Vivekananda's birthday is celebrated across our country as National Youth day. It is a yearly celebration that we observe in January across all the chapters of YFS. Sevadina is a colourful function that inculcates values of passion, integrity and consciousness for our surroundings. To commemorate the teachings and values of Swamiji, we conducted multiple activities (virtual and physical) for our students this year. These activities included sessions of motivational talks, competitions for writing, drawing and essay writing, as well as the distribution school kits. Additionally, we also planted saplings to welcome new beginnings.



## Gokulam - Online Summer Camp

As the lockdown continued, children who were at home missed Summer activities. Gokulam was a stay-at-home summer camp (virtual) for children that conducted fun learning activities and kept them motivated.





# Chiguru / Navoudit / Ankur

## BLOSSOMING AMIDST STORMS



# 4194

### CHILDREN



# 354

### SCHOOLS



# 693

### VOLUNTEERS



Chiguru (Kannada/Telugu), literally translated, “budding” is our flagship annual cultural extravaganza. A festival, a celebration of talent and various facets of children, Chiguru is held every year, across the country for underprivileged, government school children, who are a bundle of talent, determination and innocence.

YFS strongly believes and advocates, children have multiple, diverse, and amazing skills, which need to be nourished and encouraged for their holistic growth. Chiguru is typically a celebration of over a day, which involves at least a month of training for children by YFS volunteers who train these kids on various activities such as Painting, Singing, Yoga, Rangoli and many more.





04



13

NGOs

CORPORATES

COMPETITIONS

CITIES

02



31



This year, despite facing unprecedented challenges due to the pandemic, we were able to successfully conduct Chiguru. A theme adapted to the pandemic "Rising to the Challenge" was incorporated into Chiguru. The event was highly successful and allowed us to reach thousands of government school children across India, both during practice sessions and during the live events. Like every year, this year too, our passionate volunteers played a pivotal role in organising & coordinating the entire event. Our Visakhapatnam chapter launched Chiguru for the first time.

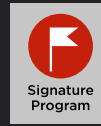
In Delhi, the event was celebrated with the name 'Navoudit', and in Odisha it was celebrated as "Ankur". Children from our partner NGOs also participated in the event. Our corporate & college volunteers also played a key role in making the celebration a grand success.





# Vidyachetana

## Scholarship for College Students



Vidya Chetana, our flagship project, was started in 2009 to help underprivileged families educate their children by acting as a liaison between donors and beneficiaries. Our goal is to help children get the opportunity to receive higher education in the field of their choice regardless of the cost.

When schools were shut down due to the pandemic, many children in need of sponsorships were left without any support. To assist, our volunteers worked tirelessly to identify talented and aspirational children in need. Through the years, we have seen many success stories owing to the continued support of our donors and sponsors. We continue to reach out to students across the country who can benefit from this project.

This year we saw a threefold increase in the number of students we supported. We have transitioned our support to Higher education (Beyond 10<sup>th</sup> Std.), our partner organisations support our students in Primary, Secondary and High school.



₹ **1 Cr**  
Scholarship

 **427**  
Students

 **898**  
Donors

**279 Rural**

**148 Urban**

Demographic Distribution

**291 Girls**

**136 Boys**

Gender Distribution

Training on Values

Career Guidance

Employment Readiness Programs

Group Mentoring Sessions





## Impact Story

Sahana, a Vidya Chetana scholar, has recently joined IBM as an Associate System Engineer in Bengaluru. Her mother was a teacher in a Private school and her father used to work with a travel & tourism agency. Due to an accident, he could not continue his job. Through the Vidya Chetana program, we supported her and helped her build confidence. People can achieve whatever they want with hard work, the background does not matter. Sahana is a testimony to this. We feel proud to have been able to support her throughout this journey.



**Chelvi,**  
Vijaya College

My father passed away when I was very young. I wanted to study but we had financial problems. I came across Youth for seva and they supported me with the Vidya Chetana scholarship from 8<sup>th</sup> standard and I was able to give my SSLC exams. I finished my 2<sup>nd</sup> PUC also but after that I got married and could not continue my studies. After my daughter was born I thought of joining college but the expense was too high. I reconnected with YFS and they supported me. I have taken admission in Vijaya college and my daughter is 5 years old. YFS supported my dreams and motivated me to achieve them regardless of the fact that I am married. I am very grateful and thankful to the YFS for making my dreams come true.



# School Kit Drive



School Kit Drive is our signature program through which we help children get necessary things for school such as notebooks, pens, pencils, bags etc. For children in rural areas the lack of these can obstruct their education. These drives are conducted after carefully identifying schools in rural areas, and include government and private schools depending on the requirement. COVID induced lockdowns posed a major challenge for us as the schools were rarely open or shut down completely. To adapt to new challenges, we gradually transitioned our school kits into nutrition kits.



## 10,113

School Kits



## 379

Seva Kendras





# Other Activities



## School Adoption Program

YFS conducts a need basis analysis for the government schools and creates a tailored action plan to meet the needs of the students. We aim to nurture the children in an ideal environment through infrastructure and personnel support which works in harmony with the existing government schemes and creates opportunities for holistic development.



**12,900**

Community Partners



**60**

Seva Kendras



**4,723**

Community Partners



**169**

Seva Kendras



## Abhyasika / Learning Centers

Abhyasika are after school learning centers which provide basic infrastructure and help in strengthening Math and Science learning for students. As the lockdown created limitations, the entire world became our classroom. Through virtual sessions we were able to reach students in remote corners of our country. Remote education paved a new way for education and accessibility, and we aim to work hard to continue this.

## Lab on Wheels

This initiative is an interactive mobile setup that teaches science experiments to students. Instructors travel to the schools with the necessary materials and demonstrate the practical applications of the concepts the students learn in their classes. This year, the lab virtually travelled to different regions of our country. It increased the scope of experiments we demonstrated and ignited curiosity in the minds of the students to help them understand concepts better.



**3,500**

Community Partners



**51**

Seva Kendras





## Impact Story

During the pandemic, students spent almost 10 months at home because schools were suddenly shut down without warning. Many students were beginning to forget concepts. To counter this, a WhatsApp group was set up for Lab on Wheels to help students stay connected. This group was shared with students of multiple schools who did not have the infrastructure to create concept videos. Students were taught science experiments online and encouraged to ask questions. Schools and teachers were delighted with this innovative idea.

Deepa, a Vidya Chetana Scholar from a government school said: “When COVID had taken over our lives YFS conducted online classes for us. It has been very helpful to us. YFS taught us various chapters and repeated them for us. All the teachers taught us patiently with complete focus on us and we learnt a lot from them. We whole-heartedly thank YFS and Lab on Wheels”.

The volunteers identified a need for textbooks in these schools and distributed them to these students. The children were very happy to receive them and expressed their gratitude. Barnali, a student, said: “Though schools were open intermittently our understanding of the subjects remained a problem. YFS has shown a lot of faith in us and given us the books. We will make good use of them.”











# ENVIRONMENT



Preserving Bio-diversity

Plantation Drives



**7,472\***  
Community Partners



**3,061**  
Volunteers



**21,859**  
Saplings Planted



**7,800**  
Seed-Balls Made

\*Community partners include individuals who attended multiple awareness sessions, activities, and workshops that we conducted online throughout the year.





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Our environment, our ecosystem, and our biodiversity are responsible for our thriving life force, and it is our mandate to protect and nurture it. Increasing pollution, depleting conditions, extinction and encroachment are real-threats to our planet and at YFS, we believe and want to make a viable difference in preserving our natural heritage. In the wake of the pandemic, we were able to successfully conduct many virtual sessions to understand biodiversity around us and exist in harmony with nature.

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# Preserving BIO-DIVERSITY

## RETURN TO NATURE & NATURAL

Amongst our country's enriched treasures, lies its rich biodiversity, its foliage and traditional medicinal knowledge that has been preserved and passed down the generations. YFS conducted various insightful programs, which highlighted the importance of healthy food, aarogya, traditional Indian cooking, dangers of plastic, terrace gardening techniques, nurseries and organic vegetable farming. We also conducted training sessions on traditional Indian cooking, shifting to non-chemical agriculture and home remedies.

We believe that pollution, degradation and contamination, are threatening the vitality of our biodiversity. It is crucial that the entire nation is aware and makes conscious choices in all that we consume, grow and buy.

We were successful in receiving good participation for these programs.

'Vriksharopan' is a program that focuses on planting indigenous saplings across Karnataka and is synonymous with the 'Each One Plant One' program throughout our country. This replenishes the forest cover and was carried out with great enthusiasm. 'Parisara Geet' echoed through all our hearts as we came together to sing this environment anthem virtually. Bhopal made great progress in the 'Hara Hara Bhopal' and 'Save Bhopal' projects by planting over 10,000 trees. Furthermore, seed ball making, seed conservation, and afforestation projects were undertaken across the country. Additionally, we also successfully organised a children's competition on making medicinal plant herbariums.

We conducted multiple programs on biodiversity conservation, groundwater recharging, river and pond restoration, and wildlife preservation in the Western Ghats. Moreover, with the help of corporate volunteers, we also hosted a rainwater harvesting awareness and implementation initiative. Our volunteers in Sirsi took part in database creation for biodiversity and bird-mapping. Volunteers enthusiastically taught how to make eco-friendly Ganapati to participants online. We engaged student volunteers, corporate volunteers and community partners in the projects throughout the country.

YFS continuously and seamlessly strives to play a credible role in protecting, conserving, and perpetuating nature.





# Plantation Drives



Our environment needs to be replenished and it is up to us to take care of giving back to mother nature. To fulfil this need, we conducted multiple plantation drives across the country. We engaged volunteers in seed ball making, sapling plantations and reforestation in different regions. On the occasion of World Environment day we conducted drives with a diverse crowd of students, corporate volunteers, partners and college volunteers.







# HEALTH



■ General Awareness Programs

■ Adolescent Health Awareness Program

■ Nutrition Kits

■ Impact story



**11,985**  
Community Partners

**2,27,683**  
Since Inception



**498**  
Volunteers



**Doctors for seva**  
serving with compassion



---

Health challenges, nutrition deprivation, and limited access to health facilities continue to rock the nation, especially in underprivileged communities. Youth for Seva focuses on qualitative preventive interventions in healthcare. We train volunteers to identify and engage with vital issues through awareness building initiatives. These programs are planned and executed under the guidance of doctor volunteers from DFS. This year we conducted Netra Kumbh and supported hundreds of people with eye check-ups.

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*\*Due to COVID, this year most of our events & programs were held online because of which we were able to reach out to new locations and more people.*



# General Health Awareness Programs



## Nutrition Kits Distribution

As schools shut down, so did the options of mid-day meals. These school going children were denied quality and nutritious food for months. For thousands of children from low-income families, hot milk and meals under the school feeding program had been the only source of nutritious food. To address this issue and build strong immunity for these children, our volunteers visited numerous schools across India to identify who could benefit from nutrition kits and then proceeded to distribute them to the children personally. The meals were thoughtfully planned to contain all necessary food groups like cereals, rice, grains, vegetables and legumes to boost their immunity during these tough times.



**34,000**  
Kits Distributed



**3,563**  
Comm. Partners





PRESENTS

## MENTAL HEALTH

WEBINAR SERIES  
FOR COLLEGE STUDENTS

Speaker:  
**MS. SIMRAN CHATHA**  
(Psychologist & Detachment Associate, Mysore The Centre)  
(and 2 Certifications in Gestalt/Personnel Therapy / Post University / Doctoral / M.Phil in Clinical Psychology / Postgraduate)

Dates	Topics
6 <sup>th</sup> January, 2021	- Practicing Self-Care
8 <sup>th</sup> January, 2021	- Building Resilience
11 <sup>th</sup> January, 2021	- Being Aware of your Mental Health
13 <sup>th</sup> January, 2021	- Social Media & Gaming
15 <sup>th</sup> January, 2021	- Shape of you
18 <sup>th</sup> January, 2021	- Substance: The True Story
19 <sup>th</sup> January, 2021	- Dealing with Anxiety, depression & grief/Relationship Management/Anger and Aggression Management

05:00 PM to 06:00 PM  
on Zoom Meeting

Meeting ID: 991 2412 3652  
Password: Myanw2020

For more details:  
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YOUTH FOR SEVA | www.youthforseva.org

## Mental Health Webinars

An important aspect of wellbeing is mental health. In the current scenario it is even more crucial to understand how to manage your emotions. Due to the COVID pandemic a lot of people lost their loved ones, many lost their livelihoods, and a lot of people were left stranded and isolated. To support these vulnerable groups and help them cope with the effects of the pandemic, we hosted multiple webinars geared towards Mental Health.

## Nutrition Awareness Program

Food and life are synonymous in various ways. We conducted awareness about the importance of nutrition and food, along with its deep impact on our future. Our DFS team spoke to people in local languages and drew attention to local produce and traditional foods. Special programs were conducted for new mothers and infant nutrition awareness.





# Adolescent Health Awareness Program



**1,649**  
Community Partners



**38**  
Volunteers



**16**  
Seva Kendras



**04**  
Doctors

Adolescence is when children start shaping their lives and exploring the world with newfound perspectives. At this tender age, they tend to focus less on a healthy lifestyle and therefore need guidance. This program focuses on emotional needs by providing guidance that helps the youth navigate friendships, love, crushes, peer pressure, etc. and enables them to understand their relationship with themselves. Awareness sessions on reproductive health are conducted with the help of volunteers. Finally, issues like drug abuse and alcoholism are actively addressed, and the adolescents are counselled and motivated to start life with a fresh perspective.



## Menstrual Hygiene Sessions

Menstrual hygiene is a crucial part of health for young women. DFS volunteers organized sessions that provided young people with a chance to ask questions about menstruation, to clear up all their doubts, and to eliminate all their worries and concerns. Furthermore, our training modules were designed keeping in mind the young and tender age of the girls. Knowledge about the effect of hygienic practices on their future was a very important aspect we covered in our sessions.



**11,985**  
Community Partners





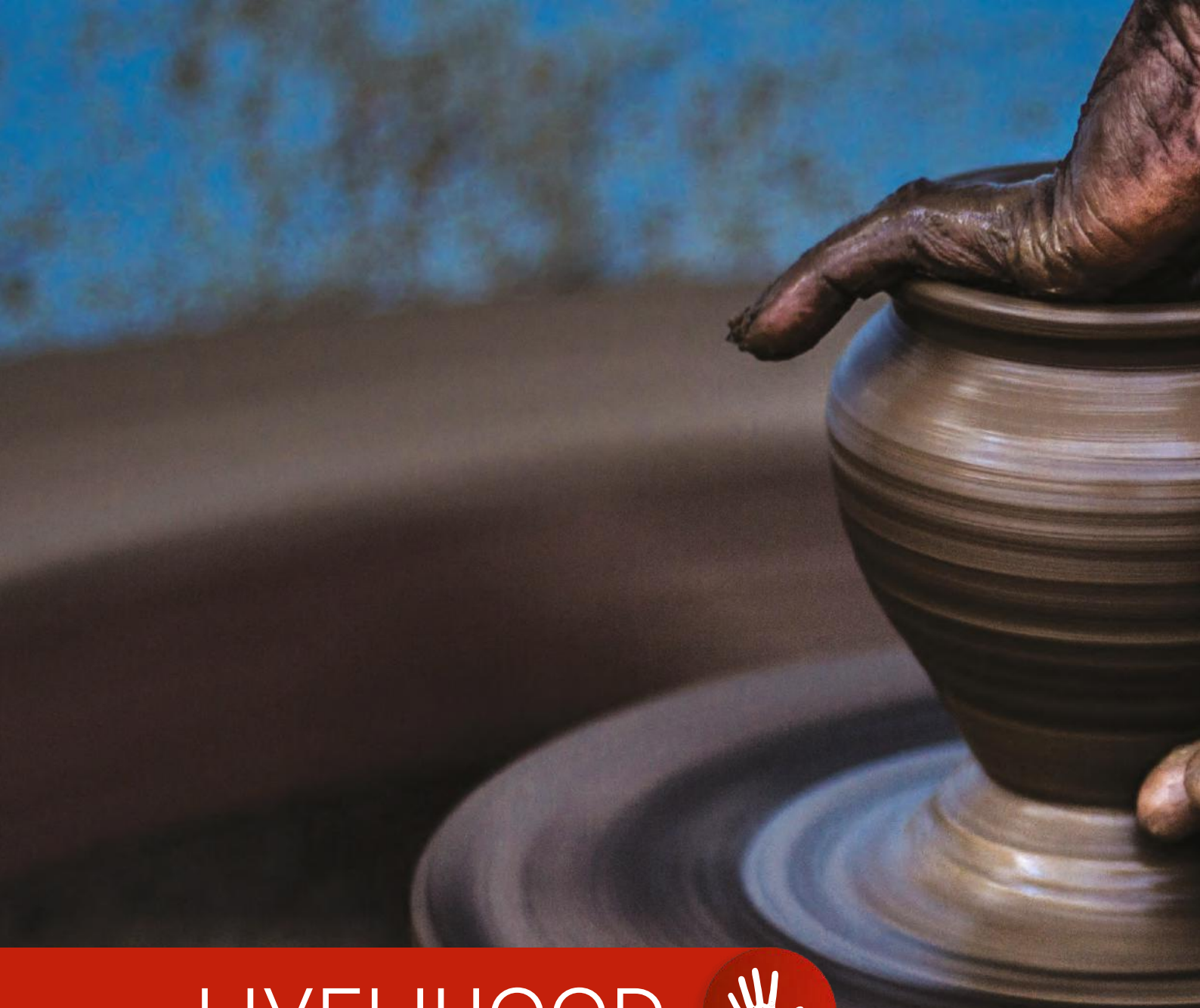
## Impact Story

The pandemic brought in unexpected challenges for healthcare. Our volunteers and doctors dedicated all their time to help the patients get the right information and immediate help. In one such case, we received a call on our helpline number from Jaya (name changed) who had tested positive for COVID and away from her family. She was having difficulty breathing and had no one to help her. Our volunteer, Nikhil, received the call and rushed to her house to examine the situation despite knowing that it was risky. In the time when her neighbours and friends were afraid to come and help, he did not hesitate even for a minute. He connected with Dr. Jyothilakshmi, who triaged the patient over call. Jaya needed hospitalization because her oxygen levels were rapidly dropping. Unfortunately, the hospitals were full, so Dr. Jyothilakshmi recommended some oral medications, as well as pumps, which could provide relief. Nikhil urgently got all the medicines and started treating Jaya. As a result, she survived the night and our volunteers were able to admit her to a hospital. During COVID they have helped many such people, reached the most remote parts of villages, provided medicines and oxygen concentrators, and done whatever they could to save the lives of the patients.









# LIVELIHOOD



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Employment determines the future of a generation. More often than not we forget that women are important stakeholders in development of our country and empowering them can make the entire nation stronger. Our team started a tailoring project in Noida's Yusufpur, training women with the help of volunteers. As the training continued, the first wave of COVID wrecked havoc and many of the women lost their jobs. The project supported and enabled them to sew all kinds of clothes and thousands of masks, which proved invaluable in mask distribution campaigns.

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## Odisha Flood Relief

Every year Odisha is struck with heavy rains that lead to floods in their five river systems. In the month of September, heavy rain triggered the Bay of Bengal and caused flooding. Most of the villages were submerged and there was no way to commute or communicate except boats. One of the areas impacted was the Khordha block of Khordha district. To provide aid, our team in Bhubaneswar, with 24 volunteers rushed to reach the flooded block by utilizing government boats. They provided essential relief materials to over 150 families in affected villages. These areas had been submerged for more than 10 days and in this devastating situation we provided relief to the people by distributing dry & unperishable food items.



## Hyderabad Flood Relief

Record rain and heavy flooding in the month of October brought life to a crippling halt causing damage to life and waterlogging in various parts of the city. Our volunteers had conducted Narayan Patra and groceries collected from this project were given to the flood affected people. With the help of 22 volunteers we distributed grocery kits, meals and clothes in the flood affected areas. We were able to support over 350 community partners.



# PARTNER NGOs

In our 'Partner NGOs' program, we collaborate with other NGOs to build an ecosystem that facilitates volunteering and networking. By lending a hand we can make a bigger impact on society and grow together. We supported 90 NGOs this year through outreach programs. Additionally, there was a need for both digital migration support and COVID relief assistance. To help, our volunteers carried out multiple activities such as IT support for sessions & recordings and assisted with the distribution of medicines and grocery kits, etc. They would also represent NGOs and create awareness. This year, we engaged 234 volunteers with the help of 25 NGO events.

## Partner Testimonial

“

*Youth for Seva has been supporting our NGO for the past 8 to 9 years by distributing groceries & medicines on a regular basis. YFS' support has helped to alleviate the suffering of deprived, senior citizens, especially women, in our NGO which has helped them to lead a dignified life.*

**Mrs Rani Thammaiah,**  
Founder, Ashraya Seva Trust





# COLLEGE RELATIONS



**4,112**  
Volunteers



**571**  
Interns



**56**  
Colleges





Youth for Seva works with college students to instill the values of volunteerism to make a positive social impact. To facilitate the process, we establish a working relationship with college management and service clubs. Based on the time of availability, interests, skillset, and the need of the society, we create opportunities for these students. The volunteering opportunities range from seva internship, project internship, credit volunteering, seva fellowship, to one-time event volunteering opportunities such as; AICTE activity points volunteering, service-learning, and community service opportunities.

This year, thousands of student volunteers engaged with activities virtually and physically with safety precautions. As part of the educational intervention, our college students participated in National Webinar on New Education Policy, training the students to take NMMS competitive exam, organizing National Youth Day, training the school kids for Chiguru programs and coordinating student experiential learning activities. As part of the health intervention, college students conducted

Women Health Awareness sessions, Mental Health Webinars, Menstrual Health and Hygiene Awareness sessions for school girls, Nutrition Awareness sessions and Health Camps. As for livelihood, students coordinated the Employability Skills Mentorship Program.

This year we hosted a virtual live session titled the 'Young Changemakers Series': An Instagram Live Series with remarkable young changemakers who have done exemplary work and who can motivate their peers. These sessions were well attended and created a platform to discuss topics such as sustainable living, social entrepreneurship, water crisis and fundraising for Youth.

We also initiated Social Learning Program for ISBR Business College, Anti-Human Trafficking clubs and Seva Internship- Summer 2020. Youth for Seva strengthened the college volunteering movement by conducting virtual sessions for colleges, creating new core volunteering teams, and conducting core volunteering meetings.

“

*I started volunteering in June 2020, so it has been a year. YFS has given me a space where I am heard, considered and feel advantaged enough to be able to utilize my time, energy and efforts for doing good to others. I have been a part of two programs, a Menstrual Health camping where we informed little kids about menstruation and busted menstrual health myths. We also conducted Adolescent Health awareness, where we had facilitators to talk about mental, physical health, substance abuse, nutrition, all of that with regards to adolescents. I was able to collaborate with a diverse team of people coming from different walks of life and also gained a plethora of other experiences that have helped me navigate my future. What I enjoy the most about volunteering is making an impact. Even if it's a few people that I'm making an influence on, I feel I am acting as a social agent who can enhance the people, community and society.*

Ridhi



# CORPORATE RELATIONS



YFS collaborates with corporates to create social impact through implementation of sustainable Corporate Social Responsibility (CSR) projects that aim at holistic development of individuals and the communities. We have engaged corporates in different meaningful CSR projects and their employees in volunteering opportunities in our focus areas: Education, Health, Environment & Livelihood.



# Corporate Volunteering



**749**  
Volunteers

Youth for Seva inculcates social responsibility through providing meaningful volunteering opportunities to corporate employees and conducts activities based on their areas of interests, skills and expertise. This gives them the opportunity to contribute to societal wellbeing.. Corporate volunteers take part in various activities under the four focus areas of Youth for Seva - Education, Health, Environment and Livelihood.

Even as global Pandemic ravaged nations & communities, committed volunteers took to the virtual mode & engaged with communities & beneficiary partners to serve them in their hour of need. . The good part about virtual activities is that we have had families of volunteers also take part in the activity along with the volunteers- We have had parents, grandparents and kids participate and share their experience during our activities. Activities like 'Do Good Be Good' to motivate students through value education, 'Experiments at Home' to encourage students to enjoy doing science experiments and connecting them to activities they do in their daily life, 'Face Exam with confidence' helped students to learn skills that would help in preparation for exams and also face exams confidently. 'Newspaper and T-shirt Bag Making Activity' to avoid usage of one time plastic bags and also sensitize volunteers in making a conscious shift to eco friendly lifestyle. We also conduct training on 'Menstrual hygiene' and have engaged volunteers in conducting sessions for students and sensitizing them about the 1098 helpline number.

During the pandemic Corporate volunteers were trained on making 'Face masks' and along with that they prepared 'Goodie bags made of newspaper' which contained a hygiene kit and snacks. These bags were distributed to front line workers. This was a small and kind gesture to appreciate the work of our front line workers during trying times.

As more corporates are encouraging their employees to volunteer for social causes, the spirit of volunteering is gaining strength to strength. Corporate Volunteering is a good platform for employee engagement, team bonding and networking along with social impact.



*It was a very good volunteering experience. I am really happy that I got this opportunity to interact with children. These children were super creative.*

*“The activity was well organized and most importantly everyone was happy and smiling (Kids, Organizers and Volunteers) and I think that served the purpose. I will continue to take part in such activities. Thank you!*

**Jyoti Ahuja, TATA Group**



## Employability Skills Mentorship Program

ESMP is a mentorship program to up-skill underserved students from rural backgrounds and make them job-ready. Experienced corporate volunteers support us in conducting this month-long program which instills confidence in the students to face interviews confidently & be gainfully employed. Our goal with these training sessions is to create more opportunities for job seekers since the job market has become more competitive and understanding the market has become vital.



### Mentee Testimonial



*This program was enriching and it helped me a lot. Before this program I was unable to speak two-three sentences in front of anyone. But after this program I feel very confident and comfortable speaking in front of anybody. I would like to thank my mentor and also YFS for giving me such an amazing platform.*

**Siddhant Tyagi, M.I.E.T. Meerut**

### Mentor Testimonial



*It was lovely working with YFS. Even amazing is a small word to express my gratitude and love for the team. Personally, I love to teach and share my experience and knowledge with people and help them out in any way possible. This gives me mental peace and satisfaction. I am glad I was able to do this with my Mentee, even if for a short time. Thank you for giving me the opportunity to be a mentor and all the support.*

**Rishita, JP Morgan Chase**

## Employability Readiness Program

ERP is a program designed to help final year college students with important tips that will prepare them for seeking appropriate job and pick up skills to face interviews with the right approach. The topics covered are CV writing, facing interviews, career guidance and personal branding. Volunteers conduct mock interviews and activities to give a practical exposure to students during the sessions. They give enough space for students to ask questions and clarify doubts. In a short duration of 2 hours students are boosted with information to take the first step towards their career.

### Beneficiary Testimonial



*This workshop helped me in preparing a Resume which is very important for any job seeker. I was given proper guidelines on how to face the interviews. I am very thankful to YFS*

**Pavan Kalyan**

# Corporate Projects

We successfully pursued our signature programs like the 10th Standard Structured Learning initiative, School Adoption, Lab on Wheels, and Kit Distribution drives for Groceries, Sanitation, and Nutrition. We also received ample support for all our COVID-related relief programs. We expanded our rural projects to Sirsi, Gudibande, Mysore, and Koratagere in Karnataka.



**2,70,976**  
Community Partners



**20**  
Projects



**688**  
Seva Kendras / Locations



## CORPORATE PROJECTS

	Community Partners	Seva Kendras
COVID-relief Activities	2,03,209	-
School Kit Drive (SKD)	29,598	379
School Adoption Program (SAP)	12,900	60
Abhyasika/Learning Centers	4,723	169
Lab on Wheels (LoWs)	3,500	51
Students Exchange Program	1,830	11
Sanitation Projects	1,700	10
Flood Relief - Blanket Drive	810	-
Flood Relief - Dry Ration Kits	575	-
Adolescent Health Awareness Program (AHAP)	253	08
Computer Centers	145	-





**School Adoption Program**



**Lab on Wheels**



**Adolescent Health Awareness Program**



**Learning Centers**



**Sanitation Projects**

“



*Thomson Reuters India has partnered with Youth for Seva (YFS) for several years and we are proud of the impact we have been able to create together. YFS has enabled our employees to use their time and skills to positively impact our communities. Thomson Reuters employees have cumulatively volunteered approx..20,000 hours with YFS supporting their initiatives in literacy, community development and rehabilitation efforts. As signatories to the United Nations Global Compact, we are committed to the Ten Principles and we have been able to bring these to life through our partnership with YFS.*

**Neha Sathish,**

Senior Specialist, Corporate Social Responsibility, Thomson Reuters

# Our Partners

## Corporate Partners



## Strategic Partners





# Awards and Recognition

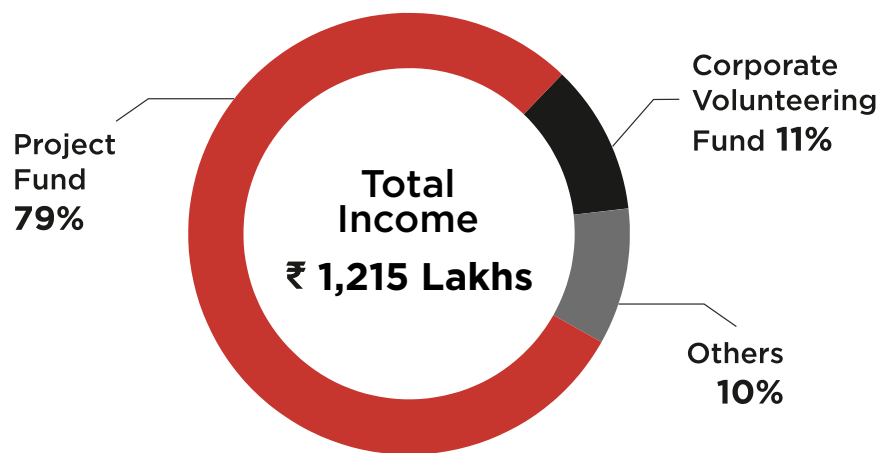
## Karnataka Rajyotsava Award

Youth for Seva's persistent efforts and determination was acknowledged by the Government of Karnataka. We received the second-highest civilian award in Karnataka, the 'Karnataka Rajyotsava Prashasti' by our Honourable Chief Minister B.S. Yediyurappa. This award boosted our motivation and encouraged us to continue walking the path of Seva. This would not have been possible without the unwavering support of our volunteers, partners and sponsors.

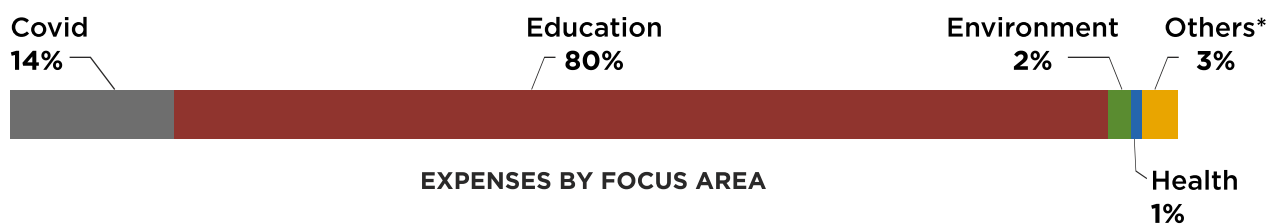
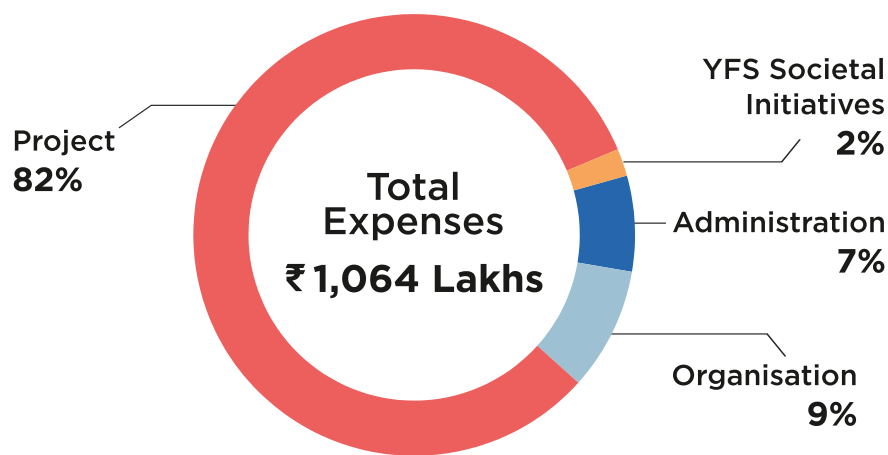


# Abridged Financials

## Income



## Expense



\* 'Others' include project related to disaster relief and livelihood program.

Disclaimer  
Amounts have been re-grouped to reflect all costs directly attributable to 'Projects'.  
'YFS Societal Initiatives' represents volunteer-driven projects in line with the objectives of the Trust.



# Looking Ahead

It is often said that we realise the importance of something only when it is gone. Health and wealth are two such things. This pandemic showed us just how fragile life can be. Yet, we were also reminded that every dark cloud has a silver lining. As the entire world faced these traumatic times together, we saw countless hands reaching out to people, we saw help come in from all fronts in the form of money, essential supplies, and most importantly, time and effort. As a result of the pandemic and various other factors, we faced incredible challenges all year long. We were forced to adapt and develop innovative ideas in order to progress. In the wake of the contagion, there have been two lessons that we have learnt: the necessity of collaboration and the importance of technology to have a wider reach and deeper impact.

## ❖ Collaborations

To achieve our goals this year, we are undertaking several initiatives. We will be collaborating with SMEs to strategically upskill our full-time changemakers, ramping up our collaborations with government agencies, universities, colleges and industry bodies like the NASSCOM Foundation and Wealth Managers Group (WMG), as well as partnering with other NGOs to have a broader impact for the greater good.

YFS is open to fruitful engagements with various government departments. We strive to not only extend government schemes to deserving beneficiaries but also to enhance their quality and effectiveness. Pilot projects are being explored with various government agencies across all 4 of our focus areas and as part of these initiatives, **we are setting up Integrated Rural Development Projects (IRDP) in Karnataka.**





### ❖ Leveraging Technology

**Virtual Volunteering:** Youth for Seva is embracing technology with open arms to further leverage virtual volunteering opportunities and to make them accessible globally. Our existing virtual volunteering opportunities include the National Means Cum Mentorship Scholarship program (NMMS), Employability Skills Mentorship Program (ESMP), cloth bag making, newspaper bag activities, arts & crafts, and academic tuitions.

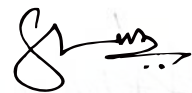
**Telemedicine Project:** As part of our telemedicine project, we aim to provide technology-driven and cost-effective healthcare in rural and underserved areas and increase overall access to healthcare.

Bringing its expertise to the initiative, Doctors for Seva, a unit of Youth for Seva, will be setting up comprehensive telemedicine and tele-counselling facilities. Facilities would include a telemedicine software system, a

team of doctors, specialists for consultation, a team of volunteers, management personnel, and a team of counsellors.

**Post-pandemic rehabilitation:** Our full-time changemakers apply their expertise to reach out to the remotest locations in order to identify, monitor, and assist beneficiaries affected by COVID, as well as provide assistance to them through our livelihood projects. Furthermore, they also support the educational aspirations of children who have lost their parent(s) due to the pandemic through our Vidya Chetana Aalamban project.

Also, with a mind open to deeper collaborations & optimal use of technology, we, at Youth for Seva, intend to increase our footprint with chapters entirely led and managed by volunteers - essential to realizing the mission of **building & facilitating a movement of volunteering.**



**Srisha Keshava**  
Executive Director





# Our Volunteering Models




All have to give **SOME TIME** ;  
Some have to give **ALL THE TIME**









We are in this together -  
and we will get through this  
together.

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*experience the joy of giving*

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