



KMSWS
Engage • Enable • Empower

KANKURA MASAT SOCIAL WELFARE SOCIETY (KMSWS)



**Working towards
Sustainable Development
Goals**



2023-24

ANNUAL REPORT

 www.kankuramasatsociety.org

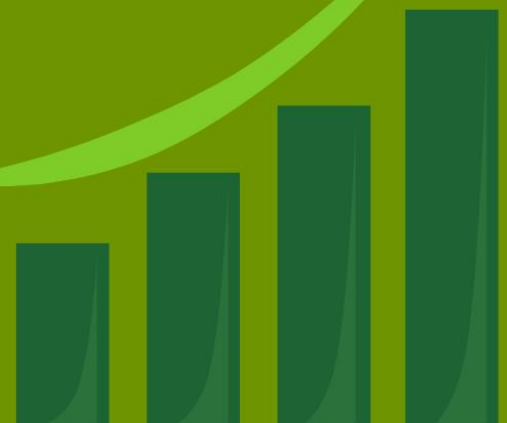


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Message from the CEO

Dear Supporters and Well-Wishers,

It gives me immense pleasure to share the Annual Report for the financial year 2023-24, a testament to another year of growth, innovation, and unwavering commitment to community development. This year has been marked by significant milestones, including the integration of artificial intelligence and advanced digital tools into our development activities. As an organization, we have embraced technology and participated in numerous training sessions and workshops to strengthen our capacity and scale up our initiatives.

Our efforts in education, skill development, and climate action have reached new heights, touching lives across various locations in the South 24 Parganas district. These achievements reflect not just the resilience of our team but also the transformative partnerships we have nurtured with organizations like Bikiran Foundation, Unique Logistics, Accenture, ATMA, Rebuild India Fund and many others. Their trust and collaboration have empowered us to implement sustainable programs that uplift rural communities.

As we look to the future, we remain steadfast in our vision of catalyzing sustainable development and creating a lasting impact. I extend my heartfelt gratitude to our donors, volunteers, and supporters who continue to stand by us. Together, we are not just building communities but also paving the way for a brighter and more inclusive tomorrow.

Thank you for being an integral part of this journey.

Warm regards,
Sajal Kanti Kayal
Chief Executive Officer
Kankura Masat Social Welfare Society

ABOUT KMSWS

Kankura Masat Social Welfare Society (KMSWS) stands as a beacon of community-based development, having been established in 1999 by a group of like-minded individuals committed to addressing developmental challenges in the region. Nestled in the village of Kankura Masat within the South 24 Parganas district of West Bengal, our organization operates in a diverse community that faces environmental challenges and rich locations while being situated close to the Sunderban delta and the Bay of Bengal. Over the years, KMSWS has been unwavering in its dedication to community development, focusing on various thematic areas to uplift and empower the local population.



VISION

Kankura Masat Social Welfare Society is dedicated to catalyzing community-driven sustainable development by promoting self-reliance, facilitating collective resource utilization, and ensuring equal access to opportunities, thereby empowering individuals for a thriving and inclusive future.

Kankura Masat Social Welfare Society strives to empower the community by unveiling their inherent potential and creating platforms that nurture the inner talents of deserving individuals, fostering a supportive environment for personal growth and development.



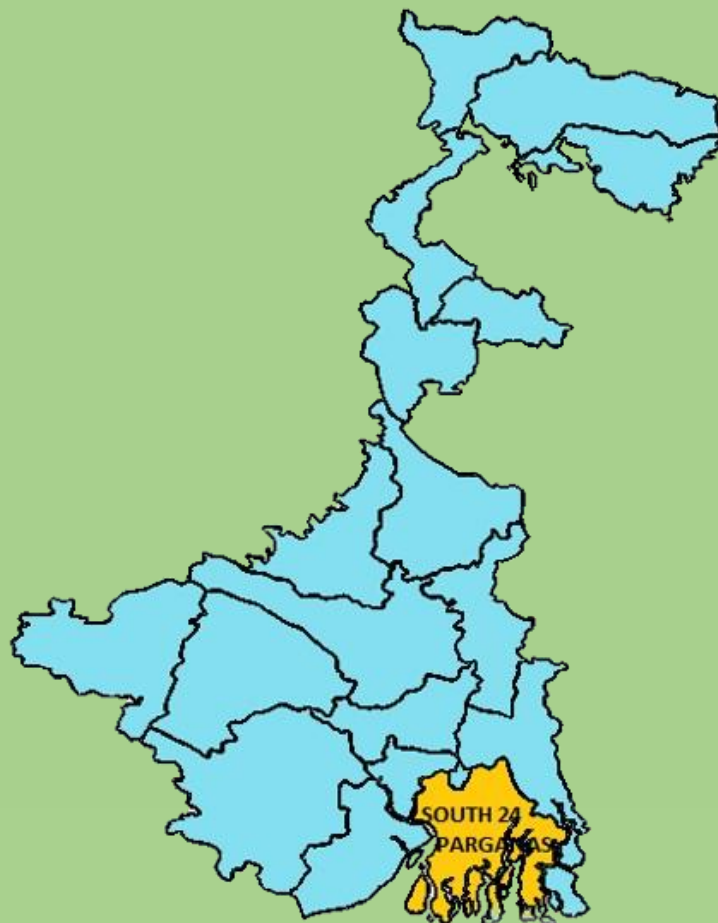
Mission



AREAS WE WORK



WHERE WE WORK





Tiyas School: Fostering Holistic Learning

At the heart of our education efforts is Tiyas School, a beacon of quality formal education up to Class IV. Through our all-round development approach, the school currently benefits 375 students from nearby villages. We focus on providing activity-based learning integrated with digital tools, ensuring a joyful and impactful educational experience.



Key highlights of Tiyas School:

- **Modern Facilities:** A G+2 storied building equipped with CCTV surveillance, gender-segregated toilets, a well-stocked library, a computer lab, and smart classrooms.
- **Health and Nutrition:** Regular health check-ups and nutritious meals are provided to ensure the overall well-being of students.
- **Cultural and Co-curricular Activities:** Students participate in arts, sports, and other events to nurture their innate talents.

Remedial Centre: Bridging Learning Gaps

Recognizing the challenges many students face in accessing academic support at home, we run a Remedial Centre that offers subject-specific tutoring for students up to Class XII.

- **Intensive Support:** Experienced teachers provide focused guidance to address individual learning needs, both before and after school hours.
- **Girl Child Education:** More than 50% of the enrolled students are girls, and their academic performance continues to excel, reflecting the success of our targeted efforts in promoting gender equity in education.

Career Guidance Program: Nurturing Future Aspirations

To prepare students for the challenges and opportunities of the modern world, we have implemented a tailored Career Guidance Program for students from Class VIII onwards.

- **Focus on 21st Century Skills:** The program emphasizes essential skills like critical thinking, problem-solving, and communication, equipping students for a dynamic future.
- **Career Awareness and Aspiration Mapping:** Students are introduced to diverse career pathways through interactive sessions, workshops, and mentorship programs.
- **Personalized Guidance:** Individualized support helps students align their aspirations with their skills and potential, fostering informed decision-making about their academic and career goals.



Women Empowerment Initiatives

At Kankura Masat Social Welfare Society, empowering women is a cornerstone of our mission to create sustainable and inclusive communities. This year, we strengthened our efforts through skill-building programs, livelihood generation, and entrepreneurial support, enabling women to achieve financial independence and contribute to their households and communities.



Advanced Tailoring Training Program

We conducted advanced tailoring training for 51 women, equipping them with the skills to create eco-friendly products such as:

- Hand-painted sarees, Junk jewellerys and scarves.
- Reusable cotton bags for sustainable living.
- Cotton sanitary napkins to promote menstrual hygiene.

These products not only address environmental concerns but also open avenues for consistent income, empowering women to sustain themselves economically.



Support for Self-Help Groups (SHGs)

To further strengthen women's financial independence, we extended incubation support to 8 SHGs, directly benefiting 68 women. Through these SHGs, women were able to collaborate, produce, and showcase their crafts and products at prestigious platforms like:



- Durgapreneur, an entrepreneurial event held in Kolkata during Durga Puja, where women entrepreneurs from KMSWS successfully displayed and sold their eco-friendly products.

Impact Highlights

- Enhanced entrepreneurial confidence among rural women, enabling them to step into the marketplace with their creations.
- Promotion of sustainable practices through the production of eco-friendly items.
- Increased household incomes, uplifting entire families and contributing to community development.

Environmental Conservation and Climate Resilience

Environmental stewardship lies at the core of our work to create sustainable and resilient communities. This year, Kankura Masat Social Welfare Society (KMSWS) actively promoted eco-friendly practices and climate resilience through several impactful initiatives:



- **Tree Plantation Drives:** We organized extensive tree plantation campaigns across multiple villages, encouraging community participation to improve biodiversity and reduce carbon footprints. Medicinal, fruit-bearing, and shade-giving plants were distributed and planted in homes and schools.



- **Bio-Farming Awareness Sessions:** These sessions focused on encouraging sustainable farming practices, such as using organic fertilizers and composting, as alternatives to chemical-based methods.



- **Farmer Training and Millet Awareness:** To support agricultural resilience, 65 marginalized farmers received training on organic farming techniques. A Millet Food Mela introduced millet-based diets to 250 participants, promoting sustainable and nutritious food choices.



These initiatives not only supported environmental conservation but also empowered farmers with sustainable practices that enhance soil health and crop yields.



Health and Well-Being

Recognizing the importance of accessible healthcare, KMSWS has continued to provide vital health services for underserved communities:

- **Health Check-Up Camps:** Regular health camps were organized, providing basic health screenings and raising awareness about preventive care.
- **Eye Care Services:** We prioritized eye health in collaboration with Rotary Club partners.
 - 27 cataract surgeries were facilitated, restoring vision for elderly individuals.
 - 62 individuals received affordable optical support.
- **Mother and Child Care:** Special attention was given to maternal and child health through dedicated check-ups and awareness programs.



Livelihood and Income Generation

Empowering individuals with livelihood opportunities remains a cornerstone of our work. This year, KMSWS introduced and scaled several income-generating programs:

- **Mushroom Cultivation:** Farmers and SHG members were trained in mushroom farming, offering a high-yield, low-investment livelihood opportunity that is environmentally sustainable.
- **Cotton Pad Production:** Women were trained to produce reusable cotton sanitary pads, addressing both menstrual hygiene and income generation.



Through these programs, we are not only helping individuals gain financial independence but also contributing to community resilience and economic growth.

Daan Utsav: A Celebration of Giving

This year, KMSWS proudly collaborated with Daan Utsav, a National Level Voluntary organization dedicated to the spirit of giving. As a special initiative, the Daan Utsav Kolkata Committee arranged a visit to Nicco Park, offering a joyful experience for our school and coaching students. Nearly 100 children benefited from this wonderful opportunity, enjoying a day of fun and excitement, reinforcing the values of generosity and community support.



Senior Citizen Programme: Honoring the Aged

Our Senior Citizen Programme continues to be one of the most awaited events of the year, bringing together nearly 100 senior citizens from 14 villages. The community eagerly anticipates this heartwarming Rakhi Bandhan celebration, where KMSWS members express their love and gratitude by tying rakhis and seeking blessings from the elders.



With the steadfast support of RC Calcutta South Suburban, this event has become a cherished tradition. The celebrations extend to Dol and Basanta Utsav, where society members offer ABIR to these elderly individuals, making them feel valued and loved. The joy in their eyes and their heartfelt blessings affirm the profound impact of this initiative. The event concludes with a community lunch, further strengthening the bonds of togetherness and respect.

Employee Engagement Programmes

This year, KMSWS actively engaged corporate volunteers through partnerships with Accenture, Tata Play, and TCS. Our volunteer engagement and internship projects received a tremendous response, with Tata Pro-engage and Connect For facilitating volunteer participation.



Additionally, 11 students from Techno University and one student from St. Xavier's joined us for their internship, contributing their skills and enthusiasm to our programs. These engagements have not only enriched our initiatives but have also provided valuable experiential learning opportunities for the volunteers.

Blanket Distribution: Spreading Warmth

Recognizing the harshness of winter, KMSWS undertook a blanket distribution drive, ensuring that the most vulnerable members of our community received essential protection from the cold. This initiative was met with immense gratitude and reinforced our commitment to supporting those in need.



Commemorating Special Days: A Year of Celebrations

KMSWS believes in celebrating important national and international events with dignity and enthusiasm, fostering community participation and awareness. Our annual day celebration is a vibrant occasion marked by the distribution of drawing materials and prizes.



The event features drawing competitions, songs, dances, dramas, and the facilitation of meritorious students with the prestigious Aloka Koyal Smriti Puraskar. Eminent guests from various spheres grace the occasion, making it a memorable experience for all.

We also observe a range of national and international days, instilling patriotism, awareness, and social responsibility within our community:



- Independence Day
- Gandhi Jayanti
- Children's Day
- Women's Day
- Teacher's Day
- Rabindra Jayanti
- Netaji Subhas Chandra Bose Jayanti
- Republic Day
- National Youth Day
- World Environment Day



Each celebration is an opportunity to unite the community, honor the legacies of great leaders, and promote values of education, environment, and equality.

Sustainable Development Goals (SDG) Alignment

Kankura Masat Social Welfare Society (KMSWS) aligns its initiatives with the United Nations Sustainable Development Goals (SDGs) to ensure a holistic and impactful approach toward community development. Our programs directly contribute to multiple SDGs, fostering long-term sustainability and resilience.



livelihood programs like **mushroom cultivation, cotton pad production, and SHG empowerment**, we provide income-generating opportunities to marginalized communities. (Target 1.2: Reduce the proportion of people living in poverty in all dimensions)



Our **nutrition support initiatives** in schools ensure that children receive regular, healthy meals, contributing to food security. (Target 2.1: End hunger and ensure access to nutritious food)



We conduct **health camps, eye care services, and maternal health check-ups**, improving healthcare access in rural areas. (Target 3.8: Achieve universal health coverage, including essential health services)



Tiyas School and Remedial Centre provide holistic, activity-based learning, career guidance, and digital support for over **375 students**. (Target 4.1: Ensure free, equitable, and quality education for all children)



Women's empowerment programs, including **advanced tailoring training, SHG support, and menstrual hygiene initiatives**, promote financial independence and health awareness. (Target 5.5: Ensure women's full participation in economic life and decision-making)



We promote **water conservation and climate resilience** through tree plantation drives, pond rejuvenation, and sustainable farming. (Target 6.6: Protect and restore water-related ecosystems)



Our skill development and entrepreneurship programs provide **income-generation opportunities for women and youth**, ensuring sustainable livelihoods. (Target 8.5: Achieve productive employment and equal pay for all)



Environmental initiatives such as **organic farming, bio-fertilizer promotion, and tree plantation** contribute to climate resilience. (Target 13.3: Improve education and awareness on climate change mitigation and adaptation)

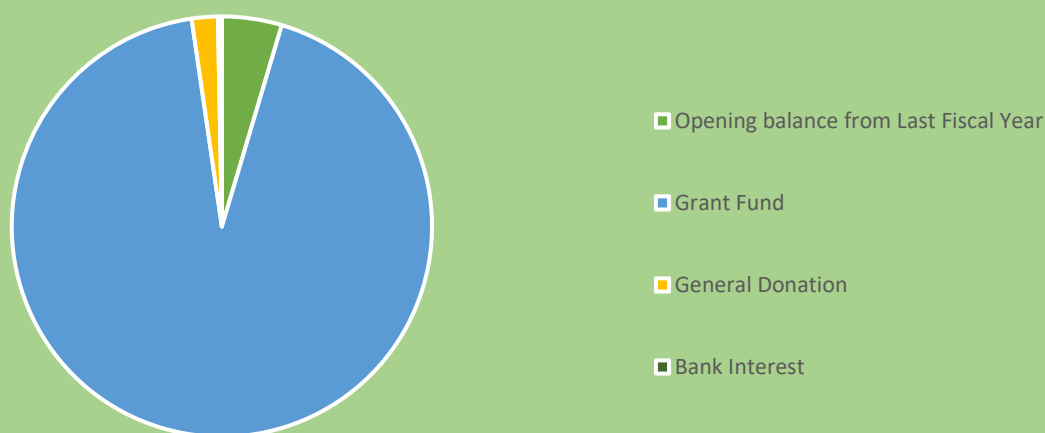
FINANCIAL SUMMARY

Effective financial management is key to achieving our mission and gaining stakeholder confidence. Kankura Masat Social Welfare Society upholds transparency through a robust financial system with clear accountability. Below is a visual representation of our financial statement for FY 2023-24, detailing fund sources, expense allocation, and carry-forward balances.

FUNDING SOURCE

SOURCE FUND IN THE FINANCIAL YEAR 2023-2024		
Opening Balance c/f from the lastfiscal year	₹ 325692.1	4.6%
Grant Fund	₹ 6575952	93.0%
General Donation	₹ 144683	2.0%
Bank Interest	₹ 22381	0.3%
Total	₹ 7068708.1	100%

SOURCE FUND IN THE FINANCIAL YEAR 2023-2024



EXPENSE ALLOCATION

Particulars	Amount (INR)	% of the Total
Program Related Expense	₹ 5046834.21	71.3%
Administrative Expenses	₹ 170050	2.4%
Closing Fund Balance C/F	₹ 1851823.8	26.1%
Total	₹ 7068708.1	100%

ACKNOWLEDGEMENT

We sincerely acknowledge and appreciate our donors and well-wishers for their unwavering support in advancing the cause of social development. We are deeply grateful for their generosity and commitment, which enable us to make a meaningful impact in the communities we serve.

Our Thankful Acknowledgment: -

- Asha For Education.
- Concern India Foundation
- Smile Foundation.
- Unique Logistics
- Anahat For Change Foundation
- Nehru Yuba Kendra, Govt. of India
- Library Department Govt. of West Bengal.
- Rotary Club of Calcutta South Suburban.
- Rotary Club of New Town
- Lions Club Roshni
- Inner Wheel Club of Calcutta South Suburban.
- MN Dutt & JN Dutt charitable trust.
- P.B. Mitra Foundation.
- Tata Proengage
- Bikiran Foundation
- Atma
- Accenture
- Dasra
- Tata Consultancy Services
- CIFRI, Barrackpore
- INDIAdonets
- Teachers Centre
- GiveIndia
- Ivolunteer
- Internshala
- Nasscom Foundation
- Chezuba
- Connectfor
- Daan Utsav. Kolkata Committee.



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