



ANNUAL REPORT

2024-2025

WORKING TOWARDS SUSTAINABLE
DEVELOPMENT GOALS

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Message from the CEO

It brings me great joy to present the Annual Report for the financial year 2024-25, a year that reflects our continued progress, innovation, and commitment to community development. This year, we strengthened our systems, expanded our reach, and aligned our programmes more closely with a future-ready development vision.

A major milestone has been the integration of advanced digital tools and emerging artificial intelligence into our programme monitoring, reporting, and delivery mechanisms

This transition has allowed us to implement data-driven decision-making, improve transparency, and significantly increase operational efficiency. To support this shift, our team participated in several capacity-building sessions, ensuring they are equipped with the skills necessary to leverage technology for greater social impact.

This year also marked our entry into climate action, particularly in the vulnerable Sundarban delta. We began work on mangrove plantation, community conservation groups, and climate resilience awareness campaigns. These initiatives are vital to addressing rising environmental risks and promoting community-led ecological stewardship that supports long-term protection of livelihoods and natural resources.

Our initiatives in education, skill development, nutrition, and community health have expanded to multiple blocks across South 24 Parganas, enabling us to reach more underserved communities with structured and outcome-focused interventions. This growing footprint reflects our strategic vision to create deeper and broader impact through scalable, replicable models of development.

None of these achievements would have been possible without the strong partnerships and trust of our supporters. We are grateful to organizations such as Feeding India, Bikiran Foundation, Unique Logistics, Accenture, ATMA, Rebuild India Fund, and many others whose collaboration has enabled us to design and implement programmes that are sustainable, inclusive, and future-focused.

As we move ahead, our priorities remain clear: to widen our programme coverage, deepen community ownership, strengthen climate resilience, and continue leveraging technology and AI to deliver measurable, meaningful change. I extend my sincere appreciation to our donors, volunteers, team members, and well-wishers for their unwavering support. Together, we are shaping stronger, more resilient, and inclusive communities.

Warm regards,

Sajal Kanti Kayal

Chief Executive Officer

Kankura Masat Social Welfare Society

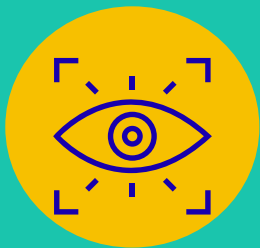


ABOUT KMSWS

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 environmentally challenges and rich locations while being situated close to the Sundarbans 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.



Our 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.



Our Mission:

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.



AREAS WE WORK

Education

Women's
Empowerment

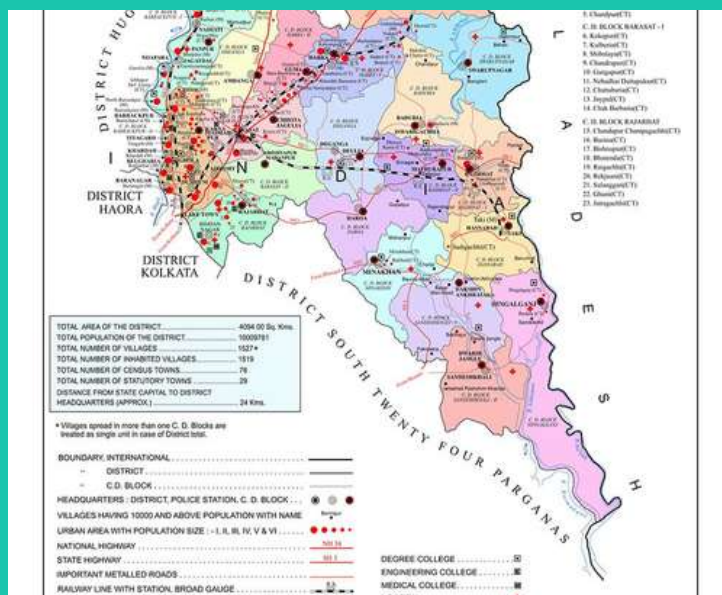
Environment &
Disaster Response

Health

Livelihood

Care & protection

WHERE WE WORK



OUR EDUCATION INITIATIVE

Shaping future leaders

TIYAS
SCHOOL

REMEDIAL
CENTRE

CAREER
GUIDANCE

TIYAS SCHOOL

At the heart of our educational mission is Tiyas School—a beacon of quality formal schooling up to class 4, serving 411 children from neighbouring villages.

We nurture their holistic growth with an all-round development philosophy, combining hands-on, activity-based learning with digital tools to make education both joyful and deeply impactful.



Key Features of Tiyas School:

Modern Infrastructure:

A well-built three-storey campus with CCTV security, internet facility, separate toilets for boys and girls, a rich library, a computer lab, and smart classroom with smart board for interactive learning.

Health & Nutrition:

Regular medical check-ups and healthy meals are provided to keep students fit and active.

Cultural & Co-curricular Activities:

Students engage in art, sports, and other creative programs that encourage self-expression and all-round development.

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"My son is appearing for his final examination in Class IV at Tiyas School. He has been here since nursery, and over these seven years he has grown and learned a lot. His overall performance is good, and I am grateful for the school's support"

Sulekha Mondal (Parent), Tiyas School

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"My child is very active in school activities — he loves taking responsibilities, enjoys making crafts, participates with enthusiasm, and truly enjoys every moment. Tiyas School gives great importance to co-curricular activities, creating space for children to explore, express, and grow beyond academics. This nurturing environment has helped my child build confidence and discover his inner interests."

Malabika Neogi (Parent), Tiyas School

REMEDIAL CENTRE: BRIDGING THE LEARNING GAPS

Understanding that many students lack academic support at home, we operate a Remedial Centre that provides subject-specific coaching for students up to Class XII.

Focused Learning Support: Skilled teachers offer personalized guidance to help students overcome learning gaps, with sessions held both before and after school hours.

Promoting Girls' Education: Over half of our students are girls, and their strong academic performance highlights our commitment to advancing gender equality in education.



CAREER GUIDANCE PROGRAM: NURTURING FUTURE ASPIRATIONS

To help students navigate the challenges and opportunities of today's world, we have introduced a Career Guidance Program for students from Class VIII onwards.

21st Century Skill Development: The program builds essential skills such as critical thinking, problem-solving, and effective communication to prepare students for the future.

Career Awareness and Exploration: Through interactive sessions, workshops, and mentorship, students learn about various career options and pathways.

Personalized Guidance: Each student receives individual support to match their interests and abilities with suitable career choices, enabling them to make confident and informed decisions about their future.



Environmental protection is not a one-time activity but a long-term commitment to the Sundarban and its communities. This year's climate initiatives emphasized practical action, community ownership, and measurable ecological impact.

Mangrove & Tree Plantation

To strengthen natural barriers against cyclones, soil erosion, and saline intrusion, we launched large-scale mangrove and tree plantation drives across the Sundarban and Upper Sundarban.



10,000 mangrove saplings were planted, with a 70% survival rate maintained through regular follow-up and care : a significant achievement for such a climate-vulnerable landscape.

Community members, women's groups, students, and local youth actively participated, reinforcing the idea that environmental protection begins at the grassroots.

Community Conservation Groups Formed

To ensure sustainability beyond the plantation phase, we formed village-level conservation groups responsible for nurturing, protecting, and monitoring mangrove growth. These groups now serve as custodians of local natural resources and play a pivotal role in:

- Protecting planted saplings from grazing and damage
- Raising environmental awareness
- Supporting local ecological restoration efforts

Strengthening Climate Resilience

By combining plantation activities with community mobilization, we are building stronger, climate-prepared communities that understand the direct link between ecological health and livelihood security. This structured and participatory model is designed to scale in the coming years.

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Mangroves are our natural shield against storms. Though many trees get uprooted, planting new saplings brings back hope and protection for our land. In just a few days, their growth shows the power of proper care. We must continue nurturing them for a safer future.

— Gokul Kumar Sheth, Kishori Nagar, Patharpratima

To strengthen livelihood security and reduce dependence on climate-sensitive agricultural practices, Kankura Masat Social Welfare Society advanced several initiatives promoting sustainable, low-input, and ecologically sound farming methods across vulnerable villages of South 24 Parganas.

Promotion of Bio-Farming

We conducted focused awareness sessions introducing farmers to environmentally friendly agricultural practices such as:

- Use of organic compost and bio-fertilizers
- Reduction of chemical pesticide dependency
- Soil health management through natural inputs

These sessions helped farmers understand how adopting climate-positive methods not only reduces input costs but also improves soil fertility and crop resilience.



Capacity Building for Farmers

To enable practical adoption at the field level, 65 marginalized farmers received structured training on organic farming techniques. The programme included demonstrations, hands-on guidance, and exposure to alternative cultivation approaches suited to saline-prone and rain-dependent regions.

Sustainable Agricultural Outcomes

Through this initiative, farmers are now better equipped to:

- Maintain soil health and productivity
- Reduce financial stress linked to chemical inputs
- Adapt to changing climate patterns
- Improve long - term crop sustainability and household resilience



WOMEN EMPOWERMENT INITIATIVES

At Kankura Masat Social Welfare Society, women's empowerment remains a key focus in our journey toward building sustainable and inclusive communities. This year, we deepened our commitment through various skill development programs, livelihood opportunities, and entrepreneurial support—

helping women gain financial independence and play an active role in strengthening their families and communities.



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"I am one of the sewing trainees, and my husband earns by driving a van-rickshaw. Through this training, I dream of becoming self-reliant and supporting my family with an earning hand. This opportunity gives me confidence to stand on my own and contribute to our household."

— Parbati Ghorui, Housewife & Trainee, Sundarban Sewing School



ADVANCE TAILORING PROGRAM

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

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.



SKILL DEVELOPMENT TRAINING

To make women empowered through self-confidence, we focus on their skill upgradation through skill development workshops. They got trained on:

- Jewellery making using clay, threads, jute, cotton pieces, beads and metal.
- Hand painting on sarees, Punjabis, dupattas, scarfs, coasters, clay pots.
- Making of decorative items



SELF-HELP GROUPS (SHGs)

To further strengthen women's financial independence, we extended incubation support to 8 SHGs, directly benefiting 72 women. Through these SHGs, women were able to collaborate, produce, and showcase their crafts and products at prestigious platforms like:

- Different corporate offices, Govt. programs
- 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.



HEALTH AND WELL BEING

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

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.

Cotton Tote Bag Production:

Both men and women were trained to produce eco-friendly, cotton tote bag which is not only sustainable but reduce the use of plastics and protect the earth.

Mother and Child Care:

Special attention was given to maternal and child health through dedicated check-ups and awareness programs



LIVELIHOOD AND INCOME GENERATION PROGRAM

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.

Menstrual Health and Hygiene for Adolescents girls in Govt. schools:

We have taken the initiative to make the girls aware about menstrual health and hygiene, good practices, myths and taboos etc. And also distribute sanitary napkins to them

SENIOR CITIZEN PROGRAM: HONORING THE ELDERS

Our Senior Citizen Programme remains one of the most anticipated occasions of the year, drawing nearly 110 elders from 12 villages. The whole community looks forward to this touching Rakhi Bandhan event, during which KMSWS members lovingly tie rakhis and seek blessings from the seniors.

Thanks to the unwavering support of RC Calcutta South Suburban, this gathering has grown into a beloved tradition.

The celebrations also include Dol and Basanta Utsav, when organization members present abir to the elders—honouring them and showing they are cherished. The happiness in their faces and the sincerity of their blessings are powerful reminders of the deep significance of this initiative.

The day concludes with a communal lunch, reinforcing bonds of respect, togetherness, and caring across generations.



BLANKET AND CLOTH DISTRIBUTION

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.



EMPLOYEE ENGAGEMENT PROGRAM

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.



COMMEMORATING SPECIAL DAYS: A YEAR OF CELEBRATIONS

At KMSWS, we uphold the tradition of commemorating significant national and international occasions with dignity, zeal, and inclusive community engagement. One of our hallmark events is the Annual Day, a lively celebration featuring the distribution of art supplies and prizes.

The program includes drawing contests, musical performances, dance, drama, and the awarding of the Aloka Kayal Smriti Puraskar to deserving students. We are honored to host distinguished guests from diverse fields, enriching the experience for everyone and making the day truly memorable.

Beyond that, we observe a variety of national and global awareness days each year—cultivating patriotism, raising consciousness, and promoting social responsibility in our community.



Independence Day

Rabindra Jayanti

Gandhi Jayanti

Netaji Subhas Chandra Bose Jayanti

World Environment Day



Children's Day



Doctors Day



Teachers Day



National Youth Day



Women's 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.

SUSTAINABLE DEVELOPMENT GOALS



-  Livelihood programs like cotton pad production, cotton tote bag 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, awareness programs on Menstrual Health & Hygiene 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 600 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)

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.

- **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**
- **Connect for**
- **Daan Utsav. Kolkata Committee**
- **India is us**
- **Feeding India**
- **Tata Play**
- **Tata Blue Scope**
- **Help Your Ngo**
- **Wildlife Institute Of India**



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