

Shreeja India Annual Report 2023-24



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MESSAGE FROM ADVISOR



Not long ago, people believed that human beings are incapable of running a mile in less than four minutes. But in 1954, Roger Bannister, a British athlete proved everybody wrong. He ran a mile in 3 minutes and 59.4 seconds, becoming the first person to break the four-minute barrier. To me that revealed a lot. Scholars and sports enthusiasts realized that the main obstacle to achieving the impossible may be a self-limiting mind-set. Athletes can rise to the top with meticulous planning: setting and hitting hundreds of small goals.

Let's discuss how Shreeja Girls can benefit by understanding this subject.

Practice Hard: Shreeja Girls need to practice hard. We should be more serious to perform better and devote ourselves passionately to constant improvements. When things go awry, superstars dust themselves off and move on.

Look Beyond: Shreeja Girls should have clear and long-term goals and aspirations. It helps to rebound from failures and temporary set-backs. I can offer one suggestion here. Plan your short-term goals meticulously and measure your improvements constantly. It helps.

Gather Feedback: Some Shreeja Girls are already playing in the State team. But staying there is even harder. A lot of self-analyses are required to remain in those positions. Please reinvent and improve yourselves continuously. And never ignore constructive criticism and specific feedback from your seniors.

The Winning Mindset: Please practice to train your mind to appreciate your achievements. At Shreeja India, we do not want you to be arrogant and haughty but enjoy your successes as results of hard work and dedication. Done effectively, it can foster a deep and enhanced sense of awareness to self-confidence and teamwork.

In conclusion, let me share with you another story from the king of Tennis. We all know that Roger Federer has retired from active Tennis this year. He was talking at Durham University graduation ceremony in August, 2024. He categorically mentioned to all graduating students that professional players put countless hours of preparations and endure repeated failures. This hard practice finally prepares them for that fierce desire to compete and win. This is what separates elite performers from ordinary high achievers. It requires unimaginable grit and courage to fight to the bitter end. That's how elitism in sports is all about.

I am proud of all Shreeja Girls because some of you are already showing glimpses of that grit and tenacity ...

Shib Shankar Dasgupta, PhD

Founder & Advisor

Shreeja India

MESSAGE FROM THE COUNTRY HEAD



2023-24 has brought a sea change for Shreeja India.

We had two new corporates helping us not to mention more than 5 new individuals chipping in. We crossed the Rs Fifty Lac annual expense tag for the first time – a sign telling us that we are growing.

The Growth Story:

1. Increased Donor list: We were fortunate to garner the support of a couple of new CSR Companies. This coupled with the existing Sachin Tendulkar Foundation, Meer Foundation (KKR), Azim Premji Foundation has been a big enabler this year on the financial resources front. That was a big step/help in our forward march. We hope to strengthen our relationship for the years to come. The Meer Foundation team visited our Rajnagar centre and the Head Office during the year.
2. Aligarh – For some time, we had been observing the surge in the number of students at our Rajnagar centre. Majorly the students were coming from the interiors of one direction. The morning first bus would carry about 60 of our children. This involved a to and fro journey of more than 90 minutes, a daily bus-fare reimbursement of Rs 1600/- not to speak of the drainage of energy. We concluded that the journey was avoidable if we ourselves went nearer to them. That's how we started a new satellite centre at Aligarh -10 kms from our Rajnagar centre. The logistics were worked out and we went on stream from November 2023. The decision seems to be in the right direction as we are having about sixty children already.
3. FCRA – We got our FCRA registration on 7th of October 2023. Now we are in a position to get finances from abroad also. That is a welcome development for Shreeja India.
4. Vidushee Program – The program is gaining momentum. More and more centres are getting opened. We have more than six hundred students today being covered at twenty centres for studies (strengthening foundation knowledge). We'll start with serious football practice shortly. We want to catch them young.
5. Other Activities are continuing with the usual fervour. As at March 2024-end we were in an advanced stage of setting up a tailoring training program as part of our Livelihood training. We'll get to see the results next year.

My heartfelt thanks to all our donors, teachers, staff members and well-wishers. Shreeja India marches ahead. God Bless.

Hari S. Dasgupta
Country Head
Shreeja India

About Shreeja India

Shreeja India is a non-profit CSO (Civil Society Organization) working towards engaging, educating and enriching girls from underprivileged communities in India. Based on the concepts of sports for development, Shreeja India uses both sports and education as powerful vehicles for social change and key components for the holistic development of individual girls. Our goal is to empower girls and enable them to realize their full potentials to build a gender-equitable society. Currently, Shreeja India is working to empower 800 plus rural first-generation learner girls from 100 plus poverty-stricken villages in Birbhum and Purba Bardhaman districts of West Bengal.

The organization's **Mission** is to 'Empower women through sports and education and enable them to realize their full potentials to build a gender-equitable society'.

Shreeja India's **Vision** is to 'Create a gender-equitable society in which women get equitable and fair opportunities to pursue and live their dreams'.



Shreeja Partners: Scheduled Caste, Scheduled Tribe and Other Backward Classes Development & Finance Cooperation, Govt. of West Bengal | Kolkata Police | Azim Premji Foundation | Soroptimist International| Sachin Tendulkar Foundation | Meer Foundation| Caring Hands Foundation | OrganinC Studios | Eveready Industries India Ltd| Haldia Petrochemical| The Telegraph Education Foundation | Umeed Foundation| Individual Donors

Shreeja Knowledge Partner: University of Petroleum and Energy Studies | Goethe Institut Kolkata

Shreeja India's Football & Beyond Program Accomplishments

The *Football & Beyond* program has won the following awards:

- Honour Certificate for Excellence in Social Service (The Telegraph School Awards for Excellence 2023)
- Shreeja India won the 'NGO of the Year' Award for 'Empowering Women' at the NGO Awards Summit (Season 2)
- Award for 'A School that Cares' (The Telegraph School Awards for Excellence 2019)
- Williamson Magor Education Trust Award for Excellence in Extra-curricular Activities, 2017)

Special Awards

- Shreeja Girls Swapna Tudu and Rupali Tudu won the 'Outstanding Talent in Sports' award at the Telegraph Education Awards 2023
- A Shreeja Girl (Sonali Soren) won the 'Outstanding Talent in Sports' award at the Telegraph Education Awards 2021

Academic:

- In last five years, more than 130 girls appeared for class X board exams alone under Shreeja India's tutelage and out of them 90% have passed with good grades. In last two years, students enrolled in Football & Beyond program have passed their class X and XII board exams successfully with most of them securing 'First division' and 'Star marks'.
- Neha Mardi received an award and scholarship from Umeed Foundation in 2023 for her consistent good academic performance.

Sports:

- Shreeja Girls (Sonali Soren) has played internationally for India U-20 at SAFF Championship 2023. She is a regular attendee of AIFF training camps. She has also played State level tournaments.
- Shreeja Girl (Swapna Tudu) has played Khelo India – U-17 State level tournament in 2023 while Siuli Soren and Jaya Majhi have played U-17 National Football Championship in 2023.
- Shreeja Girl (Rakhi Murmu) who is 12 years old has played Sub-Junior Girls' National Football Championship 2023-24 in Punjab, India
- 20 girls have played Sub division level Football and four have played district Football Team
- Four of Shreeja Girls have played for top teams in Kolkata Senior Football League

On 19th August, **The Telegraph Education Foundation** awarded Rupali Tudu for Outstanding talent in sports, and Santosh Bagdi (care taker) for The Shining Star Honour awards. Shreeja India has been honoured with the prestigious "Excellence in Social Service Award" by the Telegraph Foundation. Our two remarkable young talents, Rupali and Swapna, were awarded "Honour Certificate for Outstanding Talent in Sports." Mr. Santosh Bagdi, the caretaker of our Rajnagar facility, was recognized with "The Shining Star Award' for his guidance and support rendered to the girls in the program. We had the honour of attending the award ceremony to receive these incredible awards.



Lakhmi Awarded by Umeed Foundation: Lakhmi Santra, amidst her college pursuits dedicates her time to educate young Vidushee kids and empower Arunee mothers in her village. Lakhmi has been awarded a prestigious scholarship for her outstanding academic performance! Organized by Umeed Foundation on 10th Feb, the event recognized Lakhmi's dedication and



commitment to learning.

Shreeja India's Activities

Some Football Tournaments and Events

Shreeja Girls participated in several tournaments, Bengal trials, National Level Women's Football Championship, Khelo India Youth Games and Community level matches:



to victory.

1. On August 16th 2023, a **football tournament** took place in Bolpur, and the Shreeja Girls' team actively participated and became the champions. In the first match, Shreeja India emerged victorious with a score of 4-3. As they progressed to the semi-finals, the score stood at 3-2, and in the finals, our talented player Shefali scored a crucial goal, leading our team

2. Kanyashree cup- Block level participation by Shreeja Girls

Kanyashree cup is a district level cup. Kalna sub-division committee under govt. of West Bengal organized a tournament on 15th August. Kalna participated for the first time under Bardhaman which has 5 sub-divisions. Kanyashree Cup had 14 girls (Siuli Soren, Sonali Soren, Tumpa Hembram, Sonia Khatoon, Swapna Tudu, Jaya Majhi, Purnima Murmu, Kumkum Soren, Sathi Besra, Rekha Hansda, Laboni Soren, Priti Mukherjee, Sunia Mandi, Shampa Tudu) from Shreeja India. Their dedication and teamwork led to an astounding victory in the first match against Bardhaman South with an incredible score of 7-0! But that's not all! The excitement continued as they triumphed in the finals against Bardhaman North, sealing the championship with a remarkable 4-0 score line. Shreeja star players Sonali Soren (2 goals), Suili Soren (1 goal), and Jaya (1 goal) exhibited their skills in the finals.



3. On the 5th of September, **one-day women's football competition was held at Tikiyapur**. Our determined and talented girls eagerly took part in the tournament, securing a well-deserved victory with a final score of 2-0. Their opponents for the day were the challenging team from Kantchpara, hailing from Hooghly. In the midst of the thrilling game, one player shone particularly bright – Sonali Soren, who was named the Player of the Match for her outstanding performance. Her skills and dedication to assure the team's success were truly remarkable. Reflecting on the match, our girls expressed their appreciation for the level of competition provided by the Kantchpara team.



4. On the 24th of September, **a football tournament took place in Jamalpur**. There were four teams that participated, and it was a one-day tournament with 7-sided match. Our girls played against a team from Tribeni, but unfortunately, they lost the match with a score of 2-1. Swapna Tudu scored one goal for our team. The competition was quite challenging for our girls, and even though they didn't win, they gave it their best effort. Losing can be tough, but it's all part of the game, and we're sure they learned a lot from the experience. As done after every match, a post-match analysis discussion was done for this one as well to note the strengths, weaknesses of the team and learnings from the game.

5. **A delightful update on the 12-year-old Shreeja Girl Rakhi Murmu:** Shreeja Girl Rakhi Murmu was **selected by IFA** to play at the Sub Junior Girls' National Football Championship 2023-24. Her Team went on to play the finals of Sub Junior Girls National Football Conference (NFC) 2023-24 against Jharkhand in Amritsar, Punjab, India on 13th September 2023. Bengal became the runners up in the game. Rakhi comes from a remote village Badhagachi in West Bengal and both her parents are farm laborers. As a young girl of 12 years from a village, she continues to face a lot of hardship in her everyday life. However, it is her discipline, grit and focus that has always helped her rise above the hurdles!
For the first time, Rakhi got an opportunity to represent her State in the National arena.



6. Siuli Soren and Jaya Majhi too got an opportunity to play for Bengal team at Under -17 National Level Women's Football Championship, organized in Odisha.



7. On March 5th 2023, there was a football match organized by Rajnagar Block ST SEL in Aligarh, Birbhum. Shreeja Rajnagar team competed against the Kanaipur team. Shreeja won the match with a score of 6-0. Purnima Hembram scored three goals, Sefali scored two goals, and Minoti scored one goal. Purnima was named the 'Player of the Match', and Minati received the 'Best Keeper' title.



8. On 25th December 2023, Pandeveswar Najrul Smriti Sangha organized a women's football match at Paschim Bardhawan, where Shreeja Rajnagar Girls won over Ukhra Pujari Academy with a superb 3-0 victory. Mangali Murmu earned the title of 'Player of the Match'!

9. **Shreeja Girls selected for Bengal Team:** After successfully representing the district, 12 Shreeja Girls earned a spot on the Bengal team. School Games Federation of India organised a national level football tournament for school going girls and our Shreeja Girls represented West Bengal State Council for School Games and Sports. Among them, Suniya Mandi and Swapna Tudu played in the Under-19 category. Their first match on December 18th against the Kochbihar team ended in a 2-0 win. In the Under-17 Bengal team, our talented girls Suili Soren, Kumkum Soren, Jaya Majhi, and Laboni Soren played impressively. They faced the Haryana Team, securing a convincing 4-0 win in their first match on 26th Dec. The following day, they continued their winning streak against the Goa team with a 3-0 victory. In the under-14 category, the Shreeja team played their first match against Howrah district and won 3-0. Maya, Rakhi, and Purabi scored the goals. Both Rakhi and Purabi earned spots on the Bengal U14 football team due to their impressive performance.



10. **Two of our girls got selected for Khelo India Youth Games:**

Siuli Soren and Sonia Khatoon made it to the Khelo India Youth Games, Bengal Team. The tournament was held in Chennai. On January 24th, both Siuli Soren and Sonia Khatoon played for Bengal against Tamil Nadu in the Khelo India Youth Games. The final score was 2-1 in favor of Bengal.



This achievement is a source of pride for Shreeja India. Our girls are excelling and representing their state, women's football, and advocating for women's empowerment through football.

These and many other matches and tournaments played by the girls throughout the year helped them improve their athletic skills, built confidence, made them aware and cognizant and enhanced their team bonding.

Out-of-School Learning

1. The Aligarh Satellite Center is now operational, with an initial enrollment of up to 50 students. Our primary objective is to ensure that all students possess a solid foundational knowledge before delving into the syllabus. It's crucial to recognize that these students are first-generation learners who have often been overlooked in traditional classrooms. At our center, we are committed to ensuring that every child receives the fundamental education they need, leaving no one behind in the basics.



2. In collaboration with the Umeed Foundation Kolkata, Shreeja India established the first community library at one of the Vidushee homes on 30th January. Followed by this, the organization has been able to build community libraries at all its centres at Birbhum in 2024. The Vidushee teachers manage the libraries on a daily basis, acting as in-charges responsible for its maintenance. To further encourage reading habits among the children, special story-telling sessions are being organized regularly. These sessions aim to engage the children, spark their interest, and foster a love for reading. By creating an interactive and stimulating environment, the community library has become a valuable resource for promoting literacy and intellectual development among the children.



3. On January 31st 2024 we initiated a series of creative writing workshops in our centres. Writing creatively means thinking in new ways and expressing ourselves through words. When we write creatively, our grades in school can get better. It helps us dream big and imagine new things. The more we write creatively, the more words we learn. We wish that our Shreeja Girls think and imagine creatively. The follow ups have been continuing.

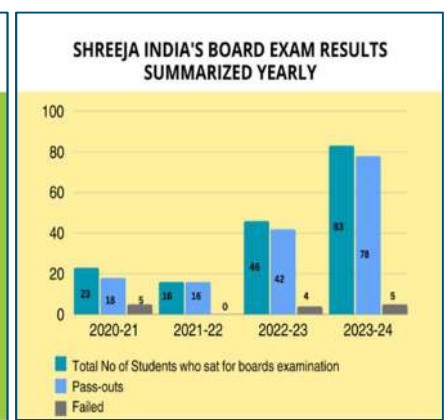
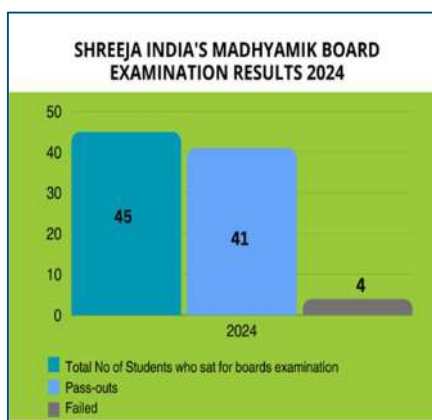
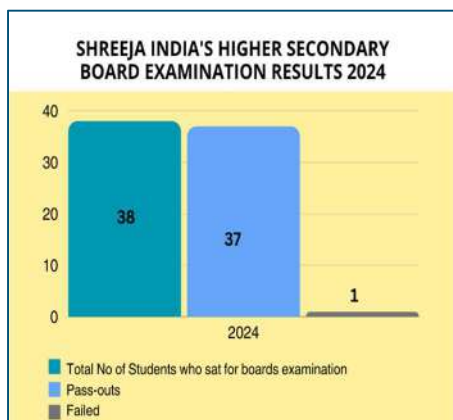


4. We've implemented a new buddy system for our Shreeja children, promoting teamwork,

inclusion, and diversity in our Shreeja spaces. The buddy system fosters a safe and supportive environment where kids can learn and grow together. By pairing up, our young learners not only enhance their understanding of material through teaching each other but also develop essential skills like problem-solving and collaboration. Plus, the sense of camaraderie and mutual support among students is truly heart-warming to see! We are all collectively unlearning our biases and working on creating spaces where every child feels valued and supported.



5. **Madhyamik and Higher Secondary Results** - In the year 2024, Shreeja Girls achieved good results in both the Madhyamik and Higher Secondary (H.S) examinations. 45 girls sat for the Madhyamik examination 38 girls sat for the H.S examination. 92% of these girls have passed with good grades. **Sumi Murmu**, our beloved Shreeja student and inspiring Vidushee teacher from a tribal community at Gurkata Rajnagar, has scored an incredible 91% in her Higher Secondary examinations in 2024. Her remarkable improvement over the past two years with Shreeja India has left us all in awe. Sumi's hard work and determination have not only led her to excel but also made her a role model for the Vidushee kids she teaches. Her recent achievements have firmly established her unique identity in her village. She is now respected within Shreeja as both a celebrated student and a dedicated teacher.



6. **Session on Informed Imagination:** Our Director, Dr. Shib Shankar Dasgupta conducted a session with a group of Shreeja Girls on the concept of "Informed Imagination." During this interactive session, Dr. Dasgupta encouraged the girls to dream big, recognizing that all of them hail from underprivileged backgrounds and lack prominent role models. It was an opportunity for them to explore the expanses of their imagination and envision ambitious futures. While "Imagination" is a manifestation of our memories which enables one to examine our past and construct objects and scenarios that do not yet but could exist. "Informed Imagination" on the other hand is simply about discovering new ideas and possibilities in an 'informed' manner. That is, a conscious effort is rendered to promote active 'imagination' among children, right from their formative years to adulthood, after imparting relevant knowledge in all aspects of life beyond formal education.



7. Computer classes are going on in full swing. Our computer teacher is focusing on M.S. Word of M.S Office currently, ensuring that every student fully understands the basics. As first-generation learners without access to computers and laptops at home, grasping even the fundamentals can be challenging for them. We are committed to teaching each girl thoroughly, so no one is left behind.



8. Spoken English classes for first-generation learners from indigenous population at Shreeja India are crucial for breaking language barriers, enhancing educational and career opportunities, and building confidence and empowerment. Over the past year, these girls have learned to introduce themselves and practice basic English mannerisms, significantly boosting their self-assurance. This integration into mainstream society fosters inclusivity and cultural understanding. As the program continues, we hope to see these girls become confident English speakers, capable of engaging assertively in the outside settings.

Health & Nutrition



Proper nutrition plays a crucial role in supporting the performance and overall health of all the children. Keeping this in mind, sufficient calories and balanced micronutrients are provide to the. Eggs, vegetable soybean curry, vegetable porridge (Kichdi with pumpkin, papaya, beans), Bananas and different types of Indian pulses are given to the participants daily.

Observation Days and Workshops

1. **National Sports day:** On National Sports Day (29th August) our senior Shreeja Girls who are also teaching young children in their villages under project Vidushee had organized various football matches with fun games at their respective Vidushee villages. As teachers, they involved the young children from the villages in the event. As the leaders of the new-generation, these girls are shifting the power dynamics in the villages with more women taking charge to uplift children and rural community.



2. **CPR training:** Cardiopulmonary resuscitation (CPR) training was provided for senior Shreeja girls and teachers from both the centres, held at the Dhatrigram facility in Purba Bardhaman, on 26th August. The training was taken by Pediatricians (Doctors) from Indian Academy of Pediatrics (IAP) in association with West Bengal Academy of Pediatricians funded by Soroptimist International. 20 Rajnagar Senior girls travelled to Dhatrigram facility to receive this crucial CPR training. This training equips our girls being a non-medical person with essential skills in performing life-saving procedures when someone's breathing or heartbeat has ceased. In any medical emergency, time is of the essence, and prompt action can make a critical difference. Sudden Cardiac Arrest victims, in particular, require immediate CPR to mitigate the potentially severe consequences of reduced blood flow to vital organs like the brain, heart, and lungs. CPR plays a pivotal role in increasing the chances of survival for such individuals. This is especially relevant in the remote villages where medical emergencies can prove fatal considering the distances of these places to the nearest health centre. Furthermore, this is also a vital technique that can save a life on the field. Hence, our senior Football players and coaches also underwent the training.



3. **Observing International Girl Child Day:** To mark International Girl Child Day on October 11th, we conducted an awareness program highlighting the significance of the day for our Shreeja Girls. Additionally, we organized an exchange program, welcoming girls from Darjeeling for residential training. International Girl Child Day week was all about joy and merriment, strength, discipline, and forging bonds during the three days' football training at our Rajnagar Facility. This football exchange program involved a variety of activities and exercises aimed at developing players' skills, physical fitness, and understanding of the game. Regardless of the diverse backgrounds and language



barriers, football became the universal language uniting us. This marks another step toward bringing 'Football & Beyond' to remote inaccessible parts of Darjeeling. We're committed to supporting the dreams of less privileged girls because every girl deserves the chance to succeed.

- 4. Observed National Girl Child Day:** Our Shreeja children got together to celebrate National Girl Child Day with a fun group activity led by our senior girls on 24th Jan. They drew pictures showing what the day means and how they're against the stereotypes with their drawings. The activity not only celebrated the significance of the day but also highlighted the empowerment and resilience of girls in our community.



- 5. Observed Science Day on 29th Feb 2024:** On Science Day, an intriguing quiz competition was held featuring thought-provoking questions centered on science. The competition took place among different houses, consisting of four rounds: Fact or Fiction, What If, General Science Questions, and Tricky Questions. The activity was played against different house systems that we have at Rajnagar centre. The 'Phulo Jahno' house became winner, Birsa Munda house held 2nd position and Sidhu Kanho house got third position. Teachers remarked that the students performed exceptionally well, surpassing expectations. These activities not only engage students in learning but also provide an opportunity for fun and camaraderie among peers



- 6. Observed Women's Day on 8th March:** In the centres, teachers assigned students various topics related to women's empowerment. Each group was tasked with preparing a visual representation reflecting their understanding of the given topic. Students also wrote speeches for Women's Day to share the message of advocating empowering women with everyone.

7. **Observed Earth Day on 22nd April 2024:** On Earth Day, the girls demonstrated their understanding of environmental issues, including climate change and pollution, reflecting their informed awareness as informed students. They had divided themselves among their house team and prepared charts on the issues and presented it to the whole class.



8. **Workshop on 'Inclusion':** On 25th April we conducted a workshop on *Including everyone (Inclusivity) workshop at Shreeja India using "Strictly no elephants" storybook*. The workshop aimed to teach important life skills: including others, being kind, handling rejection, helping friends, and becoming a leader. Participants learned practical ways to make everyone feel welcome, show kindness, bounce back from setbacks, support friends, and lead by example. The goal was to empower Shreeja Girls to create inclusive, supportive environment. In educational settings, inclusivity and diversity are paramount for creating equitable learning environments that cater to the needs of all students regardless of their backgrounds. By embracing inclusivity, educational institutions foster an atmosphere of respect and acceptance, where students feel valued and supported. Diversity in classrooms exposes students to a wide range of perspectives, cultures, and experiences, enriching their learning and promoting critical thinking skills. Moreover, it prepares students for the complexities of the globalized world, where interactions with individuals from diverse backgrounds are commonplace. Inclusive and diverse educational environments also play a crucial role in reducing prejudice and discrimination, fostering empathy, and promoting social cohesion. Overall, prioritizing inclusivity and diversity in education not only improves academic outcomes but also cultivates a more inclusive and harmonious society.



They shared stories about feeling left out and talked about how to include everyone. They did drawings that helped them show what group they'd like to join and how they can work together. The workshop helped them see the importance of being friendly, helping each other, and not giving up, making their Shreeja center a better place for everyone.

9. **World Environment Day:** On June 5th, Rajnagar celebrated World Environment Day with many fun and educational activities organized by Shreeja India. This year's theme focuses

on land restoration, halting desertification, and building drought resilience under the slogan “Our land. Our future. We are #GenerationRestoration.” The event began with a short drama about the Chipko movement at the football ground, highlighting the importance of saving trees. The Shreeja girls created slogans and took part in a lively rally to raise awareness about the environment. They also made drawings and collected leaves to create art about the environment. The day ended with the planting of a tree sapling, symbolizing the community's promise to care for nature. These activities hold special significance for Rajnagar, Birbhum, and a region that has always faced water woes. By focusing on land restoration and drought resilience, the Shreeja Girls aims to address these challenges and work towards a sustainable future. The Environment Day celebration in Rajnagar was a great success this year, showcasing the hard work and creativity of the Shreeja girls in promoting environmental protection.



Case Study & Research

Research-based mental health training program gained momentum from March 2024

From February 2024, a specially designed research-based mental health training program has been started in Birbhum and Purba Bardhaman. Fifteen active Shreeja India football players (13-22 years old), each from the two mentioned districts, are undergoing the intervention. While individual psychological profiles are being created for them, an overall baseline assessment is also being made of their current mental conditions that have a direct impact on their performance as footballers as well as on their overall lifestyle, decision making and choices. Based on the findings, a special mental health model is in the process of being designed and implemented in collaboration with Dr. Anindita Majumdar (Academician; Associate Professor in Psychology- School of Liberal Arts & Humanities, Woxsen University, Hyderabad and a RCI registered Psychologist). A meticulous progress mapping and risk mitigation plan is also in place. This model once tested will become one of the first of its kind in India, which can be scaled up and replicated in another sports populace as well. The intervention will help to identify potential successful players and also train athletes in mental toughness and resilience to become successful in life.



Case Study on Positive Behavioural Change management

Shreeja India has added a new laurel to her cap. Our in-house Program and Research Team collaborated with Dr. Anindita Majumdar, Associate Professor, Woxsen University, Hyderabad, India for documenting a unique case study on positive behavioral change management using Appreciative Inquiry (AI) methodology. The study is based on a particular conflict resolution and team building exercise on Shreeja Football field at Purba Bardhaman district of West Bengal. The study has been published by National Institute of Personnel Management (NIPM) Bhubaneswar – Utkal Chapter (Vol. 15-Issue: 2; ISSN: 2229 – 6506), December 2023.

Here is the link to the abstract if you wish to read it.

<https://drive.google.com/drive/folders/11YnoVSo2Y4xy542I6MhsBZTUO8KDMiMx?usp=sharing>

Mental Wellness Initiative

Shreeja India commenced a special Mental Wellness project for the Shreeja Football players with the intent of increasing their mental toughness. The first few sessions of the initiative targets to create psychological profile of the players following which customized interventions will follow over the next few months. This endeavour is a unique one which will integrate counseling, play therapy, techniques of sports psychology among other relevant subjects to create a special model to psychologically empower underprivileged first-generation learner (FGL) rural girls and create sportspersons from the grassroots who will excel in the near future by maximizing their potentials.



Play Therapy at Rajnagar:

Shreeja India is directly engaging with first-generation learner (FGL) girls from rural Bengal, primarily belonging to tribal and other backward communities. These girls face significant challenges, including difficulty expressing themselves, underdeveloped vocabulary, and learning difficulties. To address these concerns, Shreeja India has adopted Play Therapy integrated with Counseling and Mental Wellness Workshops.

Play therapy is a form of counseling that utilizes play to assess, prevent, or treat psychosocial challenges, primarily with children. It helps children who may struggle to express their emotions or articulate problems to adults. While it may seem like simple playtime, play therapy is a profound therapeutic approach.

The first session happened at Rajnagar on 1st Feb the sessions provide insights into the children's problems, allowing them to explore emotions and address unresolved trauma. Through play, children learn new coping mechanisms and how to redirect inappropriate behaviors. This holistic approach aims to enhance the emotional well-being and academic progress of the FGL girls from rural Bengal.



Narratives of Change



"Empowering Dreams: Sumita Murmu's Inspiring Journey from Student to Shreeja Teacher"

Over the past three years, **Sumita Murmu** has shown dedication and perseverance in her studies at Rajnagar College while shouldering responsibilities at home, taking care of her two younger sisters from a financially challenged farmer family. Now, having been recruited as a Shreeja Teacher, Sumita teaches Bengali, history, and geography to students in grades 5, 6, and 7. It fills us with immense pride to see her not only excel academically but also give back to her community by empowering young girls through education. Sumita's journey is a testament to the transformative impact education can have, and we are honored to have her as part of our Shreeja family.

Captain of Shreeja India Rajnagar football team, is now our coach at Aligarh sub-center!

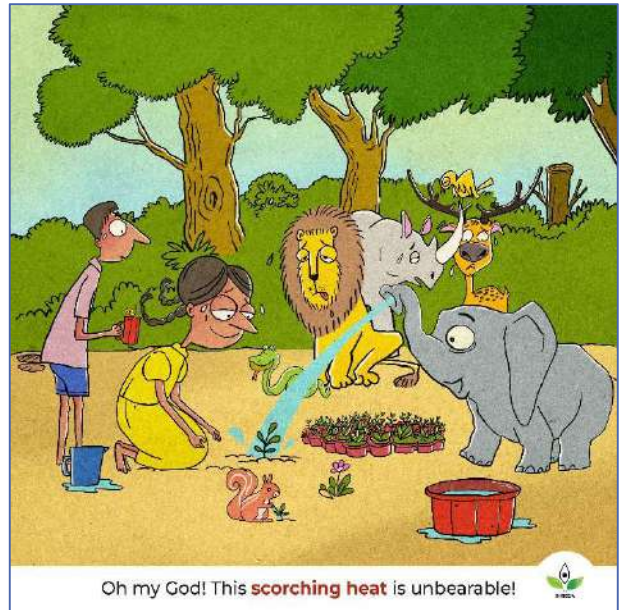
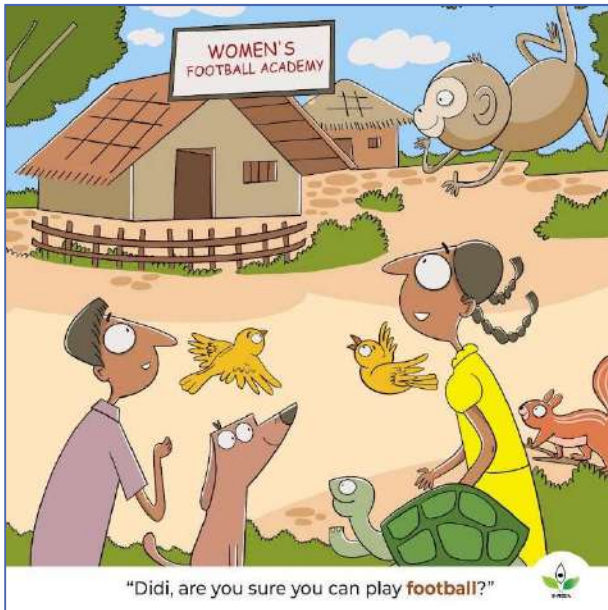
Purnima, our star player, has been an integral part of our team for the past five years. She comes from a farming family and studies Sanskrit, Philosophy, and Bengali in Rajnagar College. As the captain of the Shreeja India Rajnagar football team, Purnima leads from the front as a defender. We are immensely proud that she will be taking on the role of a football coach at our Aligarh sub-centre, starting next year.



Social Art series by Shreeja India

Shreeja India has launched a new and unique Art based project that promotes "Inclusion and Diversity". Through a series of informed imaginations, Shreeja India is promoting its concepts of sports-based education in rural India. Shreeja Program Team in association with Chandra Sarkar, a passionate animal lover and talented Artist has conceptualized these illustrations.

Here are the first two illustrations -



Vidushee

Total no of Vidushee teachers: 26

Total no of student at Vidushee: 612

Class Range: Toddler to class 5

Category Range: Beginners to level 4

Subjects taught: English, Bengali, Mathematics, General Knowledge, drawing and Basics of sports (Specially football & exercises)



Additional Support to the Vidushee children

We have distributed 550 pairs of shoes to Vidushee children. These shoes brought smiles to young hearts which was priceless to witness. For the first time in their lives, these children received brand-new attire from head to toe. Witnessing their joy, as they jumped, smiled, and ran with their new possessions, made our hearts swell with happiness. Here are some of the pictures and videos of a happy day for us and the Vidushee children.

https://drive.google.com/drive/folders/1bbmpcEpImI3sjakjK5b7Ww_xxAi9NaIW?usp=drive_link

We have distributed Jersey and other stationary materials too. Check the link to find out
https://drive.google.com/drive/folders/1T8Qc8FNlrdKRhdM_M_2IFzXE9LSveel



AUDIT REPORT

We have audited the attached **Balance Sheet** of **SHREEJA INDIA** of 60/2A Hari Pada Dutta Lane, Tollygunge, Kolkata 700033 as at 31st March 2024, and the **Income and Expenditure Account** as annexed thereto for the period ended on that date with reference to the books of accounts and records as maintained by the Trust and produced before us for our verification, and we report that .

1 The Balance Sheet exhibits a true and fair view of the state of affairs of the Trust as on 31st March, 2024.

AND

2 The Income and Expenditure Account exhibits a true and fair view of the **Surplus** of the Trust for the period ending 31st March, 2024.

For **NAYAN & SANJOY**
Chartered Accountants
FRN No. 329694E


(Sanjoy Ghosh)
Partner

M.No. 054748
UDIN-24054748BKEYTU2213





Place : Kolkata
Date : 26.07.2024


Shreeja India							
60/2A Hari Pada Dutta Lane, Tollygunge, Kolkata 700 033							
BALANCE SHEET AS AT 31ST MARCH, 2024							
LIABILITIES	Schedule	Current Year Amt Rs.	Previous Year Amt. Rs.	ASSETS	Schedule	Current Year Amt Rs.	Previous Year Amt. Rs.
GENERAL FUNDS :-				FIXED ASSETS			
As per last account	1	765,868	233,625	Computers & TV (Net)	4	50,284	56,667
Add : Excess of Income Over Expenditure		1,448,608	532,243	Furniture and Fixtures (Net)		37,330	31,478
Unsecured Advance	2		360,000	Deposits	5		36,000
Current Liability	3		96,000	CASH & BANK BALANCES			
				Cash in hand	6	26,880	19,556
				Cash at Bank		2,202,862	1,078,167
						2,358,476	1,221,868

In terms with our separate report on the Balance Sheet of even date

For NAYAN & SANJOY
Chartered accountants.
Firm Registration No.326884E

(Sanjoy Ghosh)
Partner.
M.No.050748
UDIN-24054748BKEYTU2213
Place: Kolkata
Date: 26/07/2024

For Shreeja India

(Hari Shankar Dasgupta)
Trustee



(Avijit Mukhopadhyay)
Trustee

<p style="text-align: center;">Shreeja India 60/2A Hari Pada Dutta Lane, Tollygunge, Kolkata 700 033</p> <p style="text-align: center;">INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31ST MARCH, 2024</p>							
EXPENDITURE	Schedule	Current Year Amt Rs.	Previous Year Amt. Rs.	INCOME	Schedule	Current Year Amt Rs.	Previous Year Amt. Rs.
Expenses in connection with the objects of the trust	8	5,316,986	3,768,083	Donations and Awards Received	7	6,767,594	4,300,326
Excess of Income over Expenditure		1,448,608	532,243				
Total		6,767,594	4,300,326	Total		6,767,594	4,300,326

In terms with our separate report on the Balance Sheet of even date

For NAYAN & SANJOY
Chartered accountants.
Firm Registration No.329694E



(Signature)
(Sanjoy Ghosh)
Partner
M.No.054748
UDIN- 24054748BKEYTU2213

Place: Kolkata
Date: 26/07/2024

For Shreeja India

(Signature)

(Hari Shankar Dasgupta)
Trustee



(Signature)

(Avijit Mukhopadhyay)
Trustee

Shreeja India
60/2A, Hari Prada Duttu Lane, Tolbhosani
Kolkata 700 032

RECEIPTS & PAYMENTS ACCOUNT FOR THE YEAR ENDED 31ST MARCH 2024

RECEIPTS	Schedule	Current Year Amt. Rs.	Previous Year Amt. Rs.	PAYMENTS	Schedule	Current Year Amt. Rs.	Previous Year Amt. Rs.
To Balance B/d				Expenses in connection with the objects of (See Table)	8		
Cash	6	19,556	29,227	Food Items		684,744	313,691
Bank	6	1,078,157	438,644	Conveyance reimb. to Rajnagar students		169,680	195,112
Advance Received	2	144,000	300,000	Conveyance/Travelling/Car Expenses		312,600	196,109
Donation/Grant Received	7	6,546,384	4,300,328	Board/Lodging of coach/officials		5,215	10,059
				Workshop Expenses		3,690	13,703
				Jersey/Boots/Kit expenses		1,00,484	75,531
				Stationery		59,230	25,420
				Football/Equipment Expenses		64,453	37,900
				Honorarium/Stipends/Coach Fees		2,632,870	2,215,300
				Scholarships		169,320	72,150
				Rent		613,814	416,397
				Miscellaneous Expenses		338,005	155,446
				Cost of assets purchased	4	37,140	77,300
				Deposit with Rajnagar office Landlord	5	5,000	27,867
				Advance Repaid	2	360,000	199,500
				Balance c/d	7		
				Cash	7	26,880	19,556
				Bank	7	2,202,982	1,078,157
						7,788,107	5,129,197

In terms with our separate report on the Balance Sheet of even date

For SHREEJA INDIA
Chartered Accountants
Firm Registration No. J 25934E



(Shrijoy Ghosh)
Partner
M.No. 054749
UDIN- 24054749SKYU2213

Place: Kolkata
Date: 25/07/2024

For Shreeja India

(Signature)

(Ravi Shankar Dasgupta)
Trustee

(Signature)

(Ajit Mukhopadhyay)
Trustee



Shreeja India
60/2A Hari Pada Dutta Lane, Tollygunge, Calcutta 700 033

Schedules to the Financial Statements

	Amount in Rs. as on March 31, 2024		Amount in Rs. as on March 31, 2023	
Schedule 1:				
General Funds				
Opening Balance		765,868		233,625
Surplus during the year		<u>1,227,398</u>		<u>532,243</u>
		<u>1,993,266</u>		<u>765,868</u>
Schedule 2:				
Advance Received				360,000
Unsecured Advance received		<u>144,000</u>		<u>360,000</u>
Schedule 3:				
Current Liability				
Kolkata - Rent/Office expenses incurred				<u>96,000</u>
				<u>96,000</u>
Schedule 4:				
Fixed assets				
Asset description	Opening Balance	Additions	Depreciation	Written Down Value
Computers/Location				
2 nos. Lenovo laptops/Kolkata office	25,160	27,140	20,920	31,380
Smart TV/Rajnagar Trng center	9,007	-	3,603	5,404
Smart TV/Dhatrigram Trng center	22,500	-	9,000	13,500
	<u>56,667</u>	<u>27,140</u>	<u>33,523</u>	<u>50,284</u>
Furniture & Fixtures				
8 plastic chairs of Rs 680 each/Rajnagar	3,509	-	357	3,212
5 Fans & 8 LED lights/Rajnagar	5,412	-	541	4,871
1 Steel Almirah/Rajnagar	3,937	-	394	3,543
4 Steel Racks for Library/Rajnagar	8,661	-	866	7,794
1 Steel Almirah/Dhatrigram	6,750	-	675	6,075
1 Steel Racks for Library/Dhatrigram	3,150	-	315	2,835
1 Steel Almirah/Rajnagar	-	10,000	1,000	9,000
	<u>31,478</u>	<u>10,000</u>	<u>4,348</u>	<u>37,330</u>
Grand Total	88,145	37,140	37,871	87,614
Schedule 5:				
Deposits				
Deposit for Rajnagar Facility		36,000		36,000
Deposit for Aligarh Facility		<u>5,000</u>		<u>-</u>
		<u>41,000</u>		<u>36,000</u>
Schedule 6:				
Cash and Bank Balances				
Bank Balance at ICICI Bank, P A Shah Road		1,764,087		550,731
Bank Balance at ICICI APPI Bank Account, P A Shah Road		<u>418,894</u>		<u>527,436</u>
Total Bank Balances		<u>2,202,982</u>		<u>1,078,167</u>
Cash on hand at Kolkata (CORPUS FUND)		10,000		10,000
Imprest with Somasree		1,559		524
Imprest with Kritika		-		38
Rajnagar Imprest		6,921		1,522
Aligarh Imprest		4,621		-
Dhatrigram Imprest		3,775		7,472
Total Cash Balances		<u>26,880</u>		<u>19,556</u>
Total Bank & Cash Balances		<u>2,229,862</u>		<u>1,097,723</u>



Shreeja India
60/2A Hari Pada Dutta Lane, Tollygunge, Calcutta 700 033

Schedules to the Financial Statements

	Amount in Rs. for the year ended March 31, 2024	Amount in Rs. for the year ended March 31, 2023
Schedule 7:		
Donations Received		
Various (Gross)	801,052	1,604,926
Awards/Grants Received (Gross)	5,745,332	2,695,400
	<u>6,546,384</u>	<u>4,300,326</u>
In Kind	221,210	
	<u>6,767,594</u>	<u>4,300,326</u>
Schedule B:		
Expenses in connection with the objects of the trust		
Food Items	684,744	313,681
Conveyance reimbursement to Rajnagar students	169,680	195,112
Travelling/Car expenses/Other Conveyance	312,600	186,108
Board/Lodging of coach/officials	5,215	10,059
Workshop/Training Expenses	3,690	13,703
Jersey/Boots/Kit Expenses	321,694	75,531
Stationery	59,230	25,420
Football/Equipment Expenses	64,453	37,900
Honorarium/Stipends	2,632,870	2,215,300
Scholarships	169,320	72,150
Rent	519,814	426,397
Depreciation	37,671	41,276
Miscellaneous Expenses	338,005	155,416
	<u>5,318,986</u>	<u>3,768,083</u>

