



CHETNA'S Strategic Plan: 2020-2025

Childhood Enhancement through Training and Action

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DEVELOPING THE STRATEGIC PLAN

CHETNA's first five year strategic plan was developed in May/ June 2015. After a series of meetings, participatory exercises and evaluation of the first plan, CHETNA's second five year strategic plan of 2020-2025 was formulated and approved by CHETNA's board in July 2020. This document will be reviewed every six months to track the organisation's progress towards achieving the plan's targets and goals.

We want to break the connection of children from the street. We want the term **'Street and working children'** gone from the dictionary !

Our Mission, Vision & History



VISION

To achieve a child caring society and system.

MISSION

To ensure childhood empowerment through training and action, with a special focus on street and working children and especially girls, to ensure their rights.

KEY DEFINITIONS

Child: A young person aged between 0-18 years.

Street and working Child: A child who survives on and through interaction with the street environment. Likely to be out of school.

Child rights: Rights of a Child as defined in the UN Convention, ratified by India in 1992.

Child caring: Supportive, respectful, and encouraging treatment of children, which enables participation.

System: The government, laws, policies, and social structures i.e. culture and norms, which underpin our society.

Society: A large group of people who identify together as a group.

CHETNA'S HISTORY

CHETNA was founded on 8th March 2002, to undertake the vital work of child empowerment. It is registered as a public charitable trust in Delhi, India. When literally translated from Hindi, CHETNA means 'creating awareness' and stands for 'Childhood Enhancement through Training and Action'

CHETNA considers the best way to develop a society fit for children, is by empowering the most excluded and vulnerable children. CHETNA strongly believes in ensuring basic rights and services to all children, and thus started working on addressing key child rights issues such as survival, protection, development, and participation

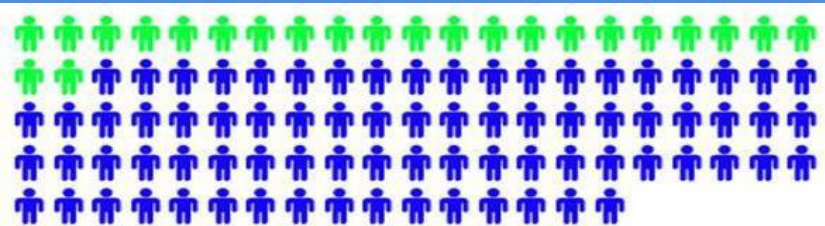
Since its inception, the CHETNA team has co-developed, with the children, a range of programmes and activities to fit their needs. CHETNA lives its values, so participation is core to the whole organization in the form of BadhteKadam, a unique federation of street and working children as members. BadhteKadam runs its own fully operational newspaper called Balaknama; the first of its kind in the world.

VISION 2020



By the year **2025**, reach **50,000**
children directly in **15** districts

Context



For every 100 people living in India, 23 of them are living on less than \$1.25 a day

2019 Global Multidimensional Poverty Index (MPI) states that despite the massive gains made in reducing multidimensional poverty, 373 million Indians continue to experience acute deprivations. Results also show that children suffer poverty more intensely than adults and are more likely to be deprived in all the 10 multidimensional poverty index indicators, lacking essentials such as clean water, sanitation, adequate nutrition or primary education. Even more staggering, worldwide, one in three children is multi-dimensionally poor, compared to one in six adults. That means that nearly half of the people living in multidimensional poverty—663 million—are children, with the youngest children bearing the greatest burden.

While no official census of street-connected children has been conducted, it is estimated that there are approximately 100 million street children worldwide. Being a mobile population, these children have little access to public services such as education and healthcare, and are often subject to violence, abuse and exploitation. As per Census of India 2011, there are 33 million child labourers between the ages of 5-18 years in India, and 10.13 million between the ages of 5-14 years. Crimes against children in India have also been reportedly increasing over the years as per NCRB data in 2016. Similarly, while basic literacy skills have improved tremendously over the years, the state has recognized the need of further efforts to make greater strides for achieving universal education goals.

CHETNA continues to empower street-connected children through intense and innovative on-field engagement with them, assisting the state to implement the policies and programmes designed for the welfare of children.

Source:
(2019). *Illuminating Inequalities*. United Nations Development Programme (UNDP); Oxford Poverty and Human Development Initiative (OPHI).

Theory of Change



Success: Child-caring society and system are established across India

Duty bearers will always respond in child caring way and have zero tolerance to violation of child rights. Duty-bearers respond to the issues of street-connected children in child-caring manner towards

Society and system will have the infrastructure and resources to work in the best interest of every child.

Duty bearers will always respond in child caring way and have zero tolerance to violation of child rights and respond to the issues of street-connected children in child-caring manner

CHETNA's model has the potential to be rolled out country-wide, adopted and implemented by government and other local/ national organisations with training and support from CHETNA

Political interest and willingness to implement child protection laws.

Through extensive training and support, led by CHETNA and its partners, in 'Knowledge-Attitude-Practice of child rights and child protection laws,' parents, law implementers and society members develop greater acceptance for street-connected children.

Like-minded organisations coordinating together in the best interest of children.

CHETNA work to empower the most vulnerable children, street and working children and especially girls, to actively participate in creating change and challenging current child rights practices. They do this through Direct Action – Sensitization – Advocacy and Networks and have evidence to show success. Street-connected children, especially girls, Challenging the current child rights practices.

CHETNA's Assumptions:

- Street-connected children are the most vulnerable, especially the girls.
- Society is currently not fully child caring and children aren't normally allowed to participate in the system.
- There is still discrimination in access to rights and services based on gender, religion, disability, caste, colour, class, sexuality and age.
- Education leads to empowerment so alternative education is needed if you cannot access formal education.
- Government schools can be made friendly towards street-connected children if apt support is extended to schools.
- The concerns of street-connected children can be mitigated to a significant extent if UN General Comment No. 21 on Children in Street Situations is implemented.
- It is crucial to establish reliable numbers of street-connected children through an official census
- Collaborative approach of work-with communities, the state and duty bearers- leads to sustainable results.

Our Values



Commitment:

We believe in dedication and hard work to achieve our vision

Participation:

We believe in collective decision making, involving all stakeholders, especially children, without discrimination

Developing everyone:

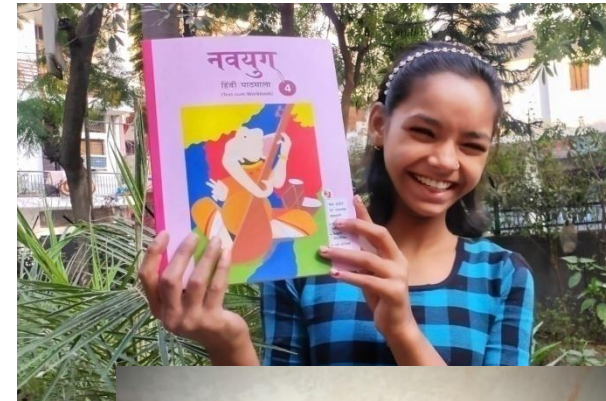
We believe in empowerment rather than dependency. We try to develop everyone to have the knowledge, attitude and practice they need to become positive change-makers

Innovation:

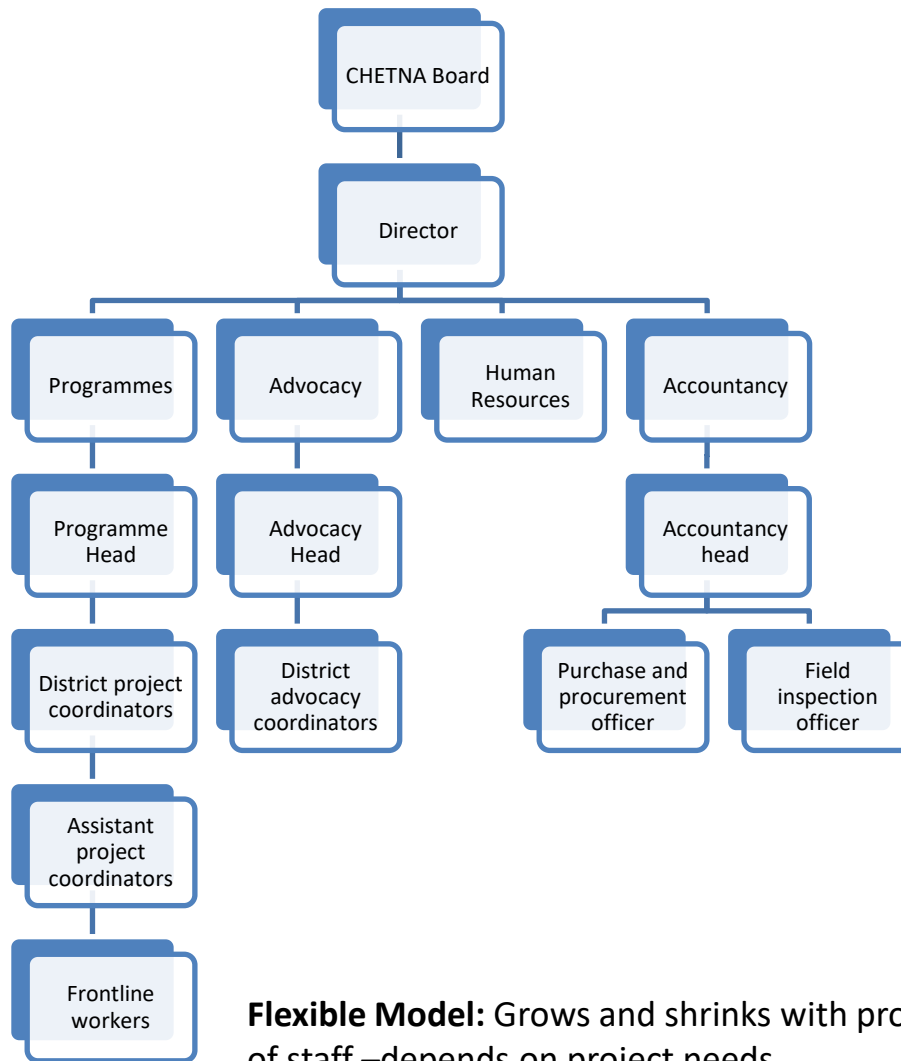
We want to promote change through creative methods, to shine a light on ignored issues. We have a culture of improving ideas from the grassroots. We are resilient and view failure as something to learn from and do better next time

Transparency:

We believe in honesty. We want our work to be as visible as possible to encourage everyone to join us in our vision



Organization Structure & Growth



SUBJECT SPECIALISTS:

Monitoring, evaluation and research
Education
Fundraising and communication

Flexible Model: Grows and shrinks with project funding levels and may not always have all levels of staff –depends on project needs



Mr. VED PRAKASH

Chairperson

- An engineering and management professional with vast experience in the sector of international and domestic industries



Mr. JAIDEEP SINGH BHISHT

Treasurer of the Board

- Works as a Development Officer at LIC, Dehradun
- Carrying a strong background in financial management, Mr. Bhisht has built CHETNA's capacity to maintain strong financial systems in place.



Mr. Sanjay Gupta

Managing Trustee and Director

- A devoted social activist with 24 years of experience in the field of developmental work
- One of the founding members of CHETNA NGO. He takes care of the day-to-day operations of the organisation.
- An engineering graduate from Pantnagar University. He represents many government/non-government committees responsible for ensuring children's rights. Mr. Gupta is currently the vice-chair of National Action Coordination Group (NACG)-part of SAIVAC (South Asia Initiative to End Violence Against Children)



Ms. DR. VIKAS GOSWAMI

Member

- Unique blend of experiences in academic, policy formulation and implementation in the CSR space.
- She has led CSR initiatives of Good and Green at Godrej Industries Limited, Indus Tower and Microsoft.



Ms. Ruchira Gujral

- Over 14 years of experience of working with CSR and the role of private sector in human development. In association with CSR, she worked with multiple stakeholders and in varied roles. Currently she works as a CSR Specialist at UNICEF India.

Governance



The Board Members of CHETNA meet twice a year and bring together different areas of expertise

1. Expert in the domain of child rights in international, national and local context
2. Wide knowledge of fund raising
3. Strong corporate network
4. Legal expertise, especially how to handle cases of children in difficult circumstances
5. Knowledge of best accounting practices
6. Team building and programmatic fine-tuning of capabilities
7. Ability to do macro-planning and guide CHETNA to achieve their goals
8. Easily accessible to all team members

Registrations & documentation

- Public Charitable Trust since 8.3.2002 in New Delhi
- Section 12A of Income tax Act 1961
- FCRA (Foreign Contribution Regulation Act) certificate
- IT Exemption certificate (80 G)
- PAN Number
- TAN Number

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Themes of work



PROTECTION	PREVENTION	EMPOWERMENT THROUGH EDUCATION	PARTICIPATION	SUSTAINABILITY
<p>CHETNA works to protect children from:</p> <ul style="list-style-type: none"> • Abuse • Exploitation • Child Labour • Child Trafficking • Child Marriage • Substance Abuse • Emergency health risks <p>Programes focused on this theme:</p> <ul style="list-style-type: none"> • Childline • Peer to Peer Harm Reduction Centre • Dreams on Wheels • Police Training • Commissioning Child cases • Strengthening Juvenile Justice System 	<p>CHETNA works to prevent children from:</p> <ul style="list-style-type: none"> • Undertaking criminal activities • Being discriminated against • Running away from home • Becoming a street and working child <p>Programmes focused on this theme:</p> <ul style="list-style-type: none"> • Universal Birth registration • Stakeholder training • Child Caring • Government Schools (future) • Health Programmes (future) 	<p>CHETNA works to empower children, their families, schools, community stakeholders and duty bearers, through education in:</p> <ul style="list-style-type: none"> • Life Skills • Leadership Skills • Child Rights • Raising voices <p>Programs focused on this theme:</p> <ul style="list-style-type: none"> • Contact Points • Education (OBE1) • Alternative education i.e. health, interaction with police, fun trips and residential workshops 	<p>CHETNA works to promote participation, especially from:</p> <ul style="list-style-type: none"> • Children • Community stakeholders • Policy influencers <p>Programmes focused on this theme:</p> <ul style="list-style-type: none"> • Badhte Kadam Federation • Child Advisory Board • Balaknama newspaper • Showcasing talents • Media awareness raising • Alumni (future) 	<p>CHETNA works to promote sustainability through:</p> <ul style="list-style-type: none"> • Implementation of laws • Employability • Entrepreneurship • Financial stability • Long-term well being <p>Programs focused on this theme:</p> <ul style="list-style-type: none"> • Government advocacy & meetings • Regional, National & International Partnerships • Vocational Training (future) • Child rights training resources (future)

CHETNA and SUSTAINABLE DEVELOPMENT GOALS



CHETNA's vision and actions are in alignment with various components of Sustainable Development Goals 2030 (<https://sdgs.un.org/2030agenda>)

SDG Goal	Relevant components we work on
Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture	Nutrition is one of the key components of CHETNA's initiatives for children. Children, particularly the ones living in vulnerable situations, are ensured nutritious food all round the year through various projects.
Goal 3: Ensure healthy lives and promote well-being for all at all ages	Prevention and treatment of substance abuse among street children.
Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	<ul style="list-style-type: none">• Making education accessible to vulnerable children: out-of-school and dropout street-connected children are mainstreamed in formal schools so that they complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes.• Quality education is ensured through contact point model of alternative education, education clubs, remedial classes, etc.• Vulnerable youth are trained in vocational skills so as to open better employment and entrepreneurship opportunities for them.

CHETNA and SUSTAINABLE DEVELOPMENT GOALS

Goal 5. Achieve gender equality and empower all women and girls	<ul style="list-style-type: none"> Children, especially girls, are trained in the knowledge, attitude and practice of Child Rights, protection skills, various other life-skills and leadership skills. All these lead to empowerment of children, particularly vulnerable girls. Through advocacy measures, and sensitization and empowerment of government duty-bearers, CHETNA makes effort in the direction of eliminating violence against girls, including child trafficking and sexual and other types of exploitation. Eliminating all harmful practices, such as child marriage, child labour, etc.
Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	Taking effective measures to eradicate forced labour, modern slavery and human trafficking
Goal 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels	<ul style="list-style-type: none"> Eradicating abuse, exploitation, trafficking and all forms of violence against street-connected children Ensuring responsive, inclusive, participatory and representative decision-making at all levels Promotion and enforcement of non-discriminatory laws and policies for sustainable development of children
Goal 17: Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development	Encouragement and promotion of effective public, public-private and civil society partnerships, building on the experience, resources and strategies of partnerships

Strategy 2020-2025: Focus area



In this five year plan, special focus will be laid on:

- **Expanding collaborative approach- increasing partnerships with the state, intensifying advocacy initiatives and undertaking mentorship roles**
- **Attracting corporate funds in alignment with the Corporate Social Responsibility (CSR) scenario in India**
- **Expanding the geographical coverage of interventions beyond North India**
- **Streamlining management of volunteer engagement**
- **Leveraging the existing governments towards the well-being of street-connected children**
- **Expanding target group beyond children (7-18) to youth (19-24), with focus on CHETNA's previous beneficiaries**
- **Working in the domain of juveniles in conflict with law (JCL)**
- **Include "sports for change" as a dedicated thematic area in CHETNA's work**



PROGRAMME OBJECTIVE: PROTECTION

Activity	Objective	Impact	Mar-21	Mar-22	Mar-23	Mar-24	Mar-25	Cumulative Impact
Childline (Currently in Agra)	Protect children in vulnerable situations	Children directly helped	900	1100	1,300	1,500	1,700	6500 children directly helped
	through a helpline, intervention and follow up	Children helped through outreach	10,000	11,000	12,000	13,000	14,000	60,000 children helped through outreach
Peer to Peer Harm Reduction (Focus on Delhi NCP)	Reduce level of substance addiction in street and working children	No. of centers	0	1	2	2	2	2 centers
		Children impacted	0	400	800	800	800	1800 children impacted (assuming 50% dropout every year)
Railway station resettlement and counselling	Resettlement of Railway connected children. Creating child friendly stations that are self-sustaining	No. of railway stations	0	0	0	0	0	Due to presence of Railway Childline, the initiative is redundant. However, if need and opportunity arises, CHETNA will avail the same.
Police Training	Strengthening police system to ensure protection of children and their rights	No. of trainings	6	7	8	9	10	40 batches trained
		People trained	300	350	400	450	500	2,000 people trained



PROGRAMME OBJECTIVE: PROTECTION

Activity	Objective	Impact	Mar-21	Mar-22	Mar-23	Mar-24	Mar-25	Cumulative Impact
Commissioning Child cases and Strengthening Juvenile Justice	Ensuring justice in child rights cases through national state commissions local juvenile justice cases (includes refferals to child protection systems and follow up, exclusive of CHETNA's Childline operations)	Cases commissioned in the year	20	20	20	20	20	100 cases commissioned
Focus on child trafficking and sexual abuse	Ensuring that issues of child trafficking and child sexual abuse are prevented	No. of stakeholders sensitized	500	750	1000	1250	1500	5000 stakeholders sensitized
		No. of cases reported with authorities	50	70	50	30	10	210 cases of child trafficking and child sexual abuse are reported
		No. of children trained on how to prevent/react in situations of child trafficking or sexual abuse	1000	1500	1500	1500	1500	7000 children trained
Protection from extreme weather	Catering to survival needs of street-connected children	No. of children provided with clothes	6000	10000	12000	15000	18000	61000 children provided support for their survival on the streets

PROGRAMME OBJECTIVE: PREVENTION

Activity	Objective	Impact	Mar-21	Mar-22	Mar-23	Mar-24	Mar-25	Cumulative Impact
UID Identity Registration	To ensure street and working children's right to identity through obtaining national identification	No. of children provided national identification	100	200	300	400	500	1,500 children provided national identification
Stakeholder Training	To make stakeholders sensitised to the rights of street and working children	No. of trainings	60	70	80	90	100	400 trainings conducted
		No. trained	1500	1750	2000	2250	2500	10,000 people trained
Child caring schools	To create child friendly environment for children	No. of schools reached	50	60	70	80	90	350 schools reached
		No. of children reached	15000	18000	21000	24000	27000	1,05,000 children reached (some overlap)
Retention of children in schools	To promote regular education and discourage dropouts	No. of school admissions	1375	1625	1875	2125	2375	9375 children are admitted into schools
		No. of children retained in schools	963	1138	1313	1488	1663	6563 children retained in schools

PROGRAMME OBJECTIVE: PREVENTION

Activity	Objective	Impact	Mar-21	Mar-22	Mar-23	Mar-24	Mar-25	Cumulative Impact
Health programs	To increase system and street and working children's knowledge of core health risks for street and working children and provide support in emergency cases	No. of health camps conducted	20	25	30	35	40	150 health camps conducted
		No. of children reached through health camps	1000	1250	1500	1750	2000	7500 children reached
		Children provided first aid facilities and treatment	2750	3250	3750	4250	4750	18750 children provided first aid facilities and treatment
		Nutrition packets distributed	316800	422400	528000	633600	739200	2640000 nutrition packets distributed
		No. of awareness rallies	30	40	50	60	70	250 awareness rallies conducted
Enhancing awareness on issues related to child rights	To enhance awareness on issues related to child rights	People reached out to through awareness rallies	9000	12000	15000	18000	21000	75000 people reached out through awareness rallies
		Editions of IEC material developed	15	20	25	25	25	110 editions of IEC material developed
		Total stakeholders reached out to	2750	3250	3750	4250	4750	18,750 stakeholders reached out to

PROGRAMME OBJECTIVE: EMPOWERMENT THROUGH EDUCATION



Activity	Objective	Impact	Mar-21	Mar-22	Mar-23	Mar-24	Mar-25	Cumulative Impact
Contact Points	Empower Street and Working Children through alternative education. Mainstreaming children into school after 1 year	No. of Contact Points	55	65	75	85	95	95 contact points
		No. of children reached	5,500	6,500	7,500	8,500	9,500	20,700 children reached (assuming 40% dropout rate)
Alternative education visits i.e. health, police, fun	Part of contact point alternative education model	No. of health visits	80	100	120	140	160	600 health visits
		No. of police visits	80	100	120	140	160	600 police visits
		No. of fun trips	40	50	60	70	80	300 fun trips
		Post office/bank visits	10	15	20	25	30	100 visits to post office/bank
Alternative education residential workshops	To increase leadership skills in street and working children	No. of workshops	4	6	6	6	6	10 workshops conducted
		No. of children reached	200	300	300	300	300	1400 children reached (all from existing programmes)
Education (OBE) (14-18)	Ensuring the right to education for out of school street and working children	No. of children in OBE and NIOS with CHETNA	450	500	550	600	650	2750 children in OBE with CHETNA (some cross over from year to year)
Leveraging government schemes towards well-being of street children (non-financial)	Ensuring that beneficiaries continue to draw benefits of the schemes even after the culmination of the project	No. of beneficiaries drawing benefits of government schemes	100	200	300	400	500	1500 children drawing benefits of government schemes

PROGRAMME OBJECTIVE: PARTICIPATION



Activity	Objective	Impact	Mar-21	Mar-22	Mar-23	Mar-24	Mar-25	Cumulative Impact
Badhte Kadam Federation	Ensuring street and working children's rights to participation, identity and dignity are upheld	Number of members	5,500	6,500	7,500	8,500	9,500	20,700 members of Badhte Kadam (assuming 40% dropout rate)
		Children actively participating in Badhte Kadam	1375	1625	1875	2125	2375	5175 active members of Badhte Kadam (assuming 40% dropout rate)
		Children actively participating in interfaces	2750	3250	3750	4250	4750	10,350 children participated in interfaces (assuming 40% dropout rate)
Children's parliament	To ensure children's say in system	Number of parliaments to be set	10	30	35	40	45	160 children's parliaments set up

PROGRAMME OBJECTIVE: PARTICIPATION



Activity	Objective	Impact	Mar-21	Mar-22	Mar-23	Mar-24	Mar-25	Cumulative Impact
Balaknama newspaper	To give a voice to street and working children who are currently voiceless	No. of copies distributed	1,20,000	2,00,000	2,50,000	3,00,000	3,50,000	240,000 copies of Balaknama distributed
		No. of children contributing to Balaknama	240	260	280	300	320	1400 children participating (some overlap over years)
		Percentage of news on which action is taken	0	5%	10%	10%	10%	Action is taken 7% on news published in Balaknama
Showcasing talents	To give a platform for street and working children to showcase their talents to challenge discrimination	No. of events	50	60	70	80	90	350 talent events for children
Media awareness raising (currently 300 media hits per year)	To create awareness and visibility on street and working children issues	No. of media hits	300	300	300	300	300	1,500 media hits

PROGRAMME OBJECTIVE: SUSTAINABILITY



Activity	Objective	Impact	Mar-21	Mar-22	Mar-23	Mar-24	Mar-25	Cumulative Impact
Indian Government Advocacy and meetings (organized by anyone but with government representation)	To encourage a sustainable system where child rights laws are implemented in India	No. of meetings actively participated in	50	50	50	50	50	250 meetings actively participated in
Regional, National and International Partnerships (organized by anyone but without government representation)	To increase level of helping hands to make Indian system of child rights implementation self- sustainable	No. of meetings actively participated in	50	50	50	50	50	250 meetings actively participated in
Skill development and entrepreneurship (18+)	To ensure street and working youths have opportunities to develop skills	No. of youth linked to vocational training	30	30	30	30	30	150 youth linked to vocational training
		No. of street children & youth trained through CHETNA's own programme	100	100	100	100	100	500 youth trained under CHETNA's own vocational training scheme
Child rights training resources	To increase the amount of child rights training	No. of paid training sessions conducted	4	4	4	4	4	20 for-profit training sessions conducted



PROGRAMME OBJECTIVE: SUSTAINABILITY

Activity	Objective	Impact	Mar-21	Mar-22	Mar-23	Mar-24	Mar-25	Cumulative Impact
Child rights training resources	To increase the amount of child rights training	No. of paid training sessions conducted	4	4	4	4	4	20 for-profit training sessions conducted
CHETNA as an organisation	To have full funding for a core staff team of 10 and all office costs To build the capacity of team members	Rs. Lakh required to have ideal core team and current office premises	50	55	60	65	70	Rs 3 Crore required over 5 years
Capacitating other organizations to conduct work similar to CHETNA's	To allow CHETNA's expertise to snowball into other organizations	No. of organizations capacitated/es tablished	10	15	20	25	30	100 organizations capacitated/es tablished

Strengths & Areas of improvement



STRENGTHS



- Gender balance within the team is at an ideal level
- Compassionate bond is fostered with beneficiaries
- Some of the team members after getting trained in CHETNA have gone ahead to work for bigger cause or started their own NGOs.
- Team members see CHETNA as nurturer and protector to beneficiaries as well as them
- The strength of team members is their dedication, sincerity, hard work, regular reporting, positive thinking, transparency, peer to peer support and perseverance.
- Scope of innovation and flexibility is provided to team members at all levels

- Field level project team need to undergo social media training
- Data compilation and data veracity needs to be worked upon
- Need for more active HR engagement in identifying training needs, conducting performance appraisal and deciding annual increments
- A plan should be laid down to revitalize Badhte Kadam
Need for infrastructural development (security, chairs, layout, interior etc.) at contact
Points, branch offices, and head office
- Better documentation of activities and projects to ensure higher visibility for achievements

IMPROVEMENT AREAS



OPPORTUNITIES AND THREATS



OPPORTUNITIES

- Using social media platforms to experiment for sharing field level stories of change.
- Further explore CSR as a potential medium for funding
- An alumni network should be created of all those that have been impacted by CHETNA programs, including children who are now young adults and former project team member and external associates.
- Provision for employment benefits such as medical benefits/health insurance
- Aim for Capacity Building within the team through training and workshops, including residential retreat for team
- Requirement of training programme for media interaction and using social media

- Team members leaving project mid-way, project shutting down, tarnishing the organisation's reputation.
- Uncertainty about the global vision for the future of social interventions relating to children. There appears to be lack of interest in such interventions from donors.
- Inability of our staff and equipment to keep pace with technology advancement and changes.
- Rise in number of street and working children with increase in migration from rural to urban areas.

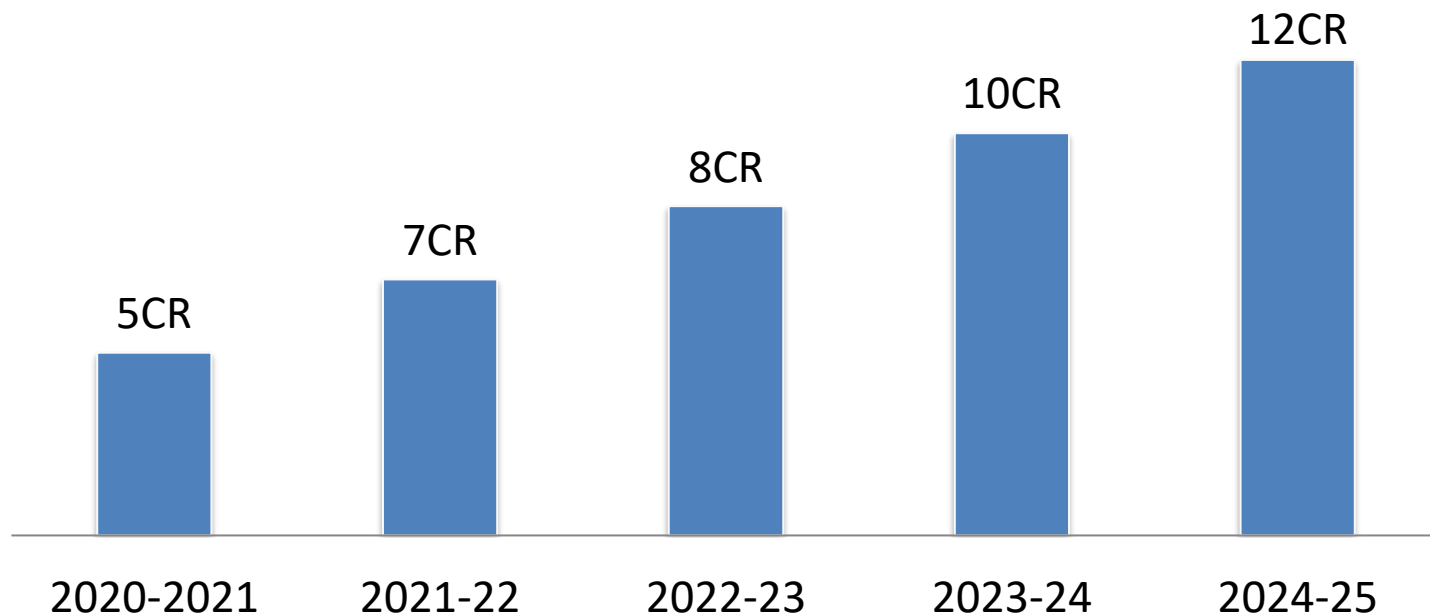
THREATS

Financial overview



Total funding required to achieve strategic objectives

Five year funding
requirement: INR 42 corers



CHETNA's Registered Charity Number: 6664/IV/698/46-54

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Fund-raising strategy



Social Enterprise

- Develop opportunities to generate sustainable funds through social enterprise and also build the skills of the children, where possible, through the same projects
- For example:
 - ›Selling the art the children have drawn to hospitals and individuals
 - ›Selling Balaknama and selling advertising space within it
 - ›Opening a catering school and cafe

1

Community Fundraising and Individual Giving

- Engage with individual/ retail donors, both from India or overseas, by developing variety of options for them to donate and engage with CHETNA
- For example:** 'Gift your Birthday' where individuals donate Rs.2000 to share their birthday with a street and working child. This could be linked to UID to be giving the child a legal identity i.e. a long term effect

4

FUND RAISING STRATEGY

3

Corporate Social Responsibility

- Develop corporate products that help companies to donate both money and expertise to CHETNA to take advantage of Indian CSR legislation
- For example:** 'Care for a Contact Point': This is where a corporate funds a contact point and also goes to volunteer staff hours on it to support the street educator and get a deeper engagement with the cause they are supporting.

Grant Fundraising

2

- Continue and strengthen relationship with existing donors
- Look for other opportunities (not just UK) but also in India, Europe, Canada, Australia and America in particular
- Look for unrestricted donors like Souter Trust as priority to cover core costs



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