



CHETNA's Strategic Plan: 2015-2020

Childhood Enhancement Through Training and Action
<http://chetnango.org/>

Contents



CHETNA's Mission, Vision and History	3
Context	4
Theory of Change	5
Values	6
Organization Structure	7
Governance	8
Themes & Geographical focus of work	9
Key Programmes & Objectives	11
Partnerships	16
Strengths & Weaknesses	17
Opportunities & Threats	18
Financial Overview	19



DEVELOPING THE STRATEGIC PLAN

CHETNA's five year strategic plan was developed in May/ June 2015, through a series of meetings and planning exercises with the core management team of CHETNA, lead by Sanjay Gupta - Founding Director. The process was facilitated by Nicola Sansom (CEO of S.A.L.V.E. International and Clore Social Leadership Fellow 2014)

The five year strategic plan was approved by CHETNA's board on 6th June, 2015 and will be reviewed every six months to track progress towards achieving the plan's targets and goals

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 organisation in the form of Badhte Kadam, a unique federation of street and working children as members. Badhte Kadam runs its own fully operational newspaper called Balaknama; the first of its kind in the world

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

Email: info@chetnango.org | Phone: 011- 41644471 | Web URL: www.chetnango.org

[@chetnango](#) | [Childhood Enhancement through Training and Action-CHETNA](#)

VISION 2020



By the year **2020**, reach **20,000**
children directly in **20** districts

Context



We have one of the fastest growing economies in the world but the underlying story is one of increasing inequality. India is the world's third largest economy in terms of purchasing power parity. On the other hand **32.7%** of the population live on less than USD 1.25 per day and on the Human Development Index India ranks 135 out of 187 countries¹. The population currently stands at 1.21 billion with a quarter of India's population illiterate and over 25% living below the poverty line

Street and Working children are one of the most marginalised and vulnerable societal groups. There are estimated to be **4.37 million** working children aged between 5-14 years old². In Delhi, where CHETNA undertakes a large amount of its work, almost **25%** of Street and Working children are addicted to substances such as drugs, tobacco, whitener and shoe polish. More than **50%** of the boys had been beaten up as had over **30%** of the girls. **Fewer than 20%** of Street and Working children in Delhi reported having any kind of identity documents barring them from many public services, such as education and healthcare.³ CHETNA carries out a wide range of work addressing these issues with the aim of creating a child caring society and system, where the rights of street and working children are respected

We have strong national child rights policies and laws, but a lack of implementation. This could be due to excessive bureaucracy and mismanagement of resources. This situation is a key reason why NGOs like CHETNA continue to be necessary to provide essential services, like Contact Points, in response to the direct needs of Street and Working children and to give them opportunities to advocate and improve the implementation of the vital laws that ensure their rights

Source: 1) UNDP (2014) *Human Development Statistical Tables* **2)** UCW 2013 **3)** CHETNA and PLAN India: Study on children's perceptions on child abuse: 2009; Study on children's perceptions on rights 2011



CHETNA

Theory of Change

Success: A child caring society and system implemented across India

All children (without discrimination) are able to access their rights to protection, survival, development and participation

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

Duty bearers will always respond in a child caring way and have zero tolerance towards violation of child rights

CHETNA's model is invested in and adopted by the government to be rolled out country-wide and implemented by other local and national organisations that CHETNA helps to train

Political interest and willingness to implement child rights laws

Widespread training and support in **Knowledge – Attitude – Practice** of child rights across northern and central India led by CHETNA and partners.
This focuses on Indian laws and policies, breaking down barriers of discrimination and public visibility.
This is offered for all children, their parents, law implementers and wider society members and leads to acceptance of their importance.

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

CHETNA works 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 – Sensitisation – Advocacy and Networks** and have evidence to show success.

CHETNA's Assumptions:

- › Street and working children are the most vulnerable, especially the girls
- › Children are not on the streets by choice but by compulsion
- › Children are taught to respect elders as being right/ difficult-to-contradict in local culture
- › There is a tendency to cover up unacceptable behaviour like substance abuse
- › Society is currently not fully child caring and children aren't normally allowed to participate in the system
- › Society doesn't always enforce child rights. Adequate laws exist but are not always implemented
- › There is still discrimination in access to rights and services based on gender, religion, disability, caste, colour, class, sexuality and age
- › Empowerment will create change
- › Education leads to empowerment so alternative education is needed if you cannot access formal education.
- › Govt. schools aren't street and working child friendly and are not very innovative in their approach
- › The situation is similar across the world

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:

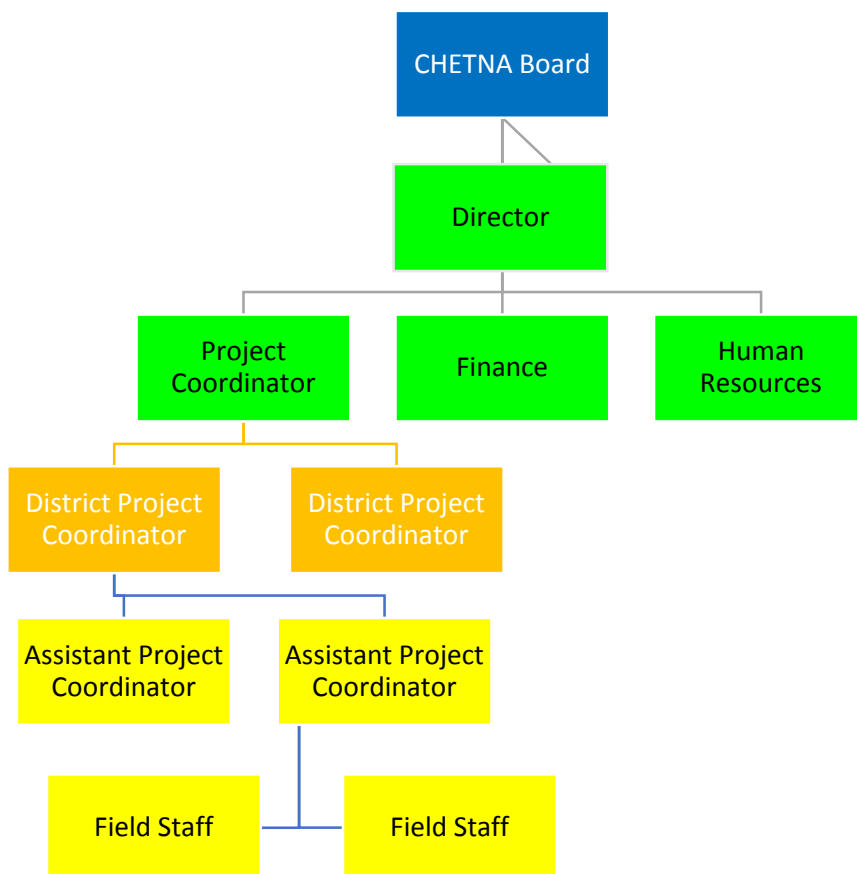
We believe in honesty. We want our work to be as visible as possible to encourage everyone to join us in our vision





Organization Structure & Growth

BADHTE KADAM: PARTICIPATION FROM CHILDREN AT ALL LEVELS



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

NEW STAFF ROLES TO BE CONSIDERED

Fundraising: A dedicated fundraiser to write grant proposals, support community-based fundraising initiatives and follow up Corporate Social Responsibility leads

Communications and Media: A dedicated communications expert to oversee CHETNA's website and social media (twitter and facebook) channels, liaise with the media and support Balaknama

Advocacy Coordinator: A staff member dedicated to working with government and other stakeholder partners to achieve long term systematic change

Badhte Kadam Facilitator: A staff member dedicated to Badhte Kadam to support the Federation so that the children are able to make the most of their opportunities and ideas

Specialised Field Staff: More specialized field staff to support existing field staff to further improve retention and quality of the programmes offered. These could include:

- Community Mobilisers for Contact Points
- Social workers for family resettlement follow ups



MS. DR. VIKAS GOSWAMI

Chairperson of the Board

- Unique blend of academic, policy and implementation experience (15+) in CSR space
- Head, Good & Green, Godrej Industries Ltd.



MS. DR. BHARTI SHARMA

Member of the Board

- An eminent scholar, policy maker and social activist



MR. VED PRAKASH

Member of the Board

- An engineering and management professional having vast experience in international and domestic industry sector



MR. JAIDEEP SINGH BHISHT

Treasurer of the Board

- One of the founding members of CHETNA
- Also working as a Development Officer at LIC, Dehradun



MR. SANJAY GUPTA

Managing Trustee and Director of CHETNA

- A devoted social activist with 18 years of experience in the field of developmental work and one of the founding members of CHETNA, who takes care of the day-to-day operations of the organisation
- Awarded Young Achievers award by Outlook magazine in 2007 for his contribution in ensuring rights of children



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

1. **Wide knowledge of fund raising**
2. **Strong corporate network**
3. **Legal expertise, especially how to handle case of children in difficult circumstances**
4. **Knowledge of best accounting practices**
5. **Team building and programmatic fine tuning capabilities**
6. **Ability to think big and effectively guide CHETNA on its path**
7. **Easily accessible to all team members**

Registrations & documentation

- Public Charitable Trust since 8.3.2002 in New Delhi
- Section 12 A/10 (23 C) of Income tax Act 1961
- FCRA
- IT Exemption certificate (80 G/35 AC)
- PAN Number
- TAN Number



Themes of work

PROTECTION

CHETNA works to protect children from:

- Abuse
- Exploitation
- Child Labour
- Child Trafficking
- Child Marriage
- Substance Abuse
- Emergency health risks

Programmes focused on this theme:

- Childline
- Peer to Peer Harm Reduction Centre
- Dreams on Wheels
- Police Training
- Commissioning Child cases
- Strengthening Juvenile Justice System

PREVENTION

CHETNA works to prevent children from:

- Undertaking criminal activities
- Being discriminated against
- Running away from home
- Becoming a street and working child

Programmes focused on this theme:

- Universal Birth registration
- Stakeholder training
- Child Caring Government Schools (future)
- Health Programmes (future)

EMPOWERMENT THROUGH EDUCATION

CHETNA works to empower children, their families, schools, community stakeholders and duty bearers, through education in:

- Life Skills
- Leadership Skills
- Child Rights
- Raising voices

Programmes focused on this theme:

- Contact Points
- Education (OBE¹)
- Alternative education i.e. health, interaction with police, fun trips and residential workshops

PARTICIPATION

CHETNA works to promote participation, especially from:

- Children
- Community stakeholders
- Policy influencers

Programmes focused on this theme:

- Badhte Kadam Federation
- Child Advisory Board
- Balaknama newspaper
- Showcasing talents
- Media awareness raising
- Alumni (future)

SUSTAINABILITY

CHETNA works to promote sustainability through:

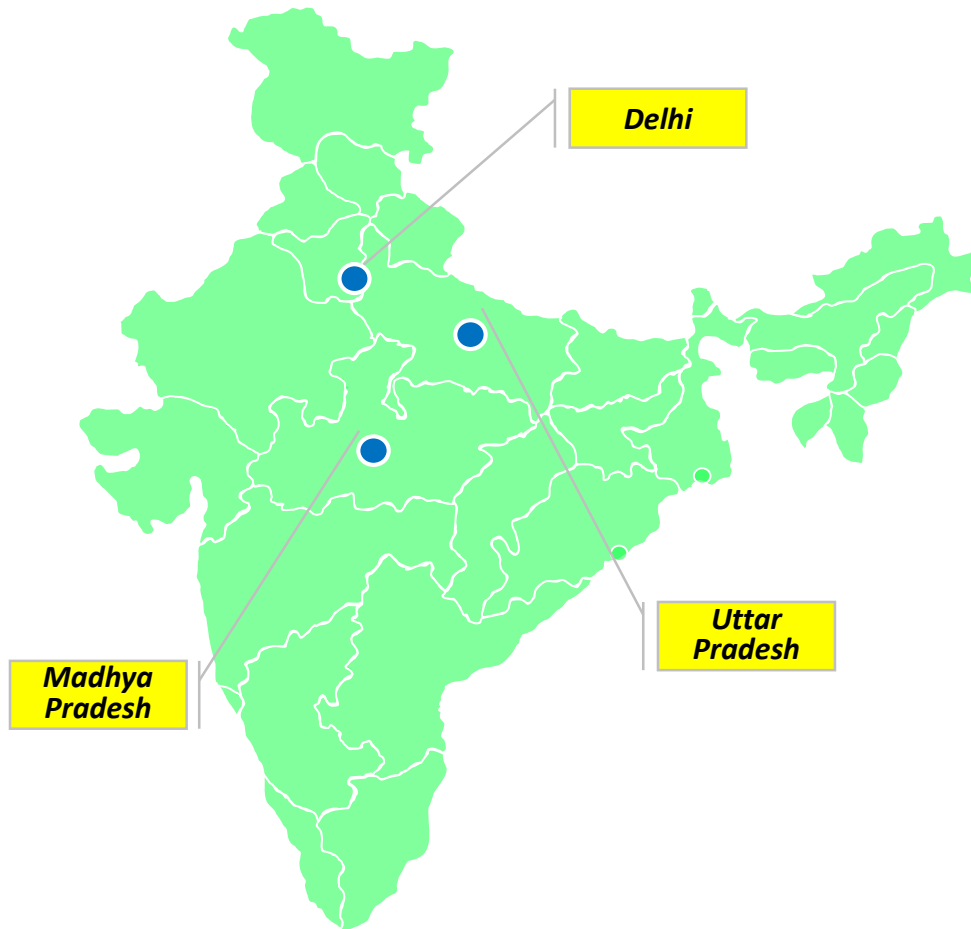
- Implementation of laws
- Employability
- Entrepreneurship
- Financial stability
- Long-term well being

Programmes focused on this theme:

- Government advocacy & meetings
- Regional, National & International Partnerships
- Vocational Training (future)
- Child rights training resources (future)

1) OBE: Open basic education

Geographies of work



- CHETNA's 5 year focus will be on intensify its work in its existing districts and states of operations as there is scope to do and achieve a lot more in these areas
- **States worked in 2015:**
 - › Delhi NCR
 - › Uttar Pradesh
 - › Madhya Pradesh
- **Districts worked in 2015:**
 - › West Delhi
 - › South Delhi
 - › Noida
 - › Mathura
 - › Agra
 - › Gwalior
 - › Jhansi
- CHETNA has also worked in East Delhi, Dehradun, Faridabad, Mazzafpur and Pantnagar districts in the past
- CHETNA is open to working in new states given evidence of a high number of street and working children who lack the services CHETNA can offer and sufficient resources



Programme Objectives

PROTECTION OF 18,410 CHILDREN & 2,050 ADULTS

Project	Objective	Impact	June 2016	June 2017	June 2018	June 2019	June 2020	Cumulative Impact
Childline (Currently in Agra)	Protect children in vulnerable situations through a helpline, intervention and follow up	No. of locations	Agra + 1	Agra + 1	Agra + 2	Agra + 2	Agra + 2	3 locations
		Children directly helped	700	900	1,100	1,300	1,300	5,300 children directly helped
		Children helped through outreach	1,500	2,000	2,500	3,000	3,000	12,000 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	2	3	3	4	5	5 centers
		Children impacted	400	600	600	800	1,000	3,400 children impacted
Railway station resettlement and counselling (Currently Delhi – Jhansi in 4 stations)	Resettlement of Railway connected children. Creating child friendly stations that are self-sustaining	No. of railway stations	4	8	12	12	16	Interventions at 16 stations
		No. of children resettled	720	1,440	2,160	2,160	1,600	8,080 children resettled
		No. of longer term railway dwelling children counselled	400	800	1,200	1,200	1,600	5,200 longer term station dwelling children counselled
Police Training (2 trainings per location)	Strengthening police system to ensure protection of children and their rights	No. of locations	7	7	8	9	10	41 locations covered
		No. of trainings	14	14	16	18	20	82 batched trained
		People trained	350	350	400	450	500	2,050 people trained
Commissioning Child cases and Strengthening Juvenile Justice	Ensuring justice in child rights cases through national state commissions local juvenile justice cases	Cases commissioned in the year	10	10	10	10	10	50 cases commissioned

Note: All plans as on June 2015. Subject to change over the 5 years. Other programmes currently unplanned but in keeping with CHETNA's themes might be added and existing programmes might be shut down if evaluation and learning show more effective alternatives

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

Email: info@chetnango.org | Phone: 011- 41644471 | Web URL: www.chetnango.org

[@chetnango](https://www.facebook.com/chetnango) | [Childhood Enhancement through Training and Action-CHETNA](https://www.facebook.com/childhoodenhancement)



Programme Objectives

PREVENTION: 5,500 CHILDREN & 5,000 ADULTS

Project	Objective	Impact	June 2016	June 2017	June 2018	June 2019	June 2020	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	500	500	500	500	500	2,500 children provided national identification
Stakeholder Training (Stakeholder defined as anyone with a role in the life of a SW child)	To make stakeholders sensitised to the rights of street and working children	No. of trainings	20	30	40	50	60	200 trainings conducted
		Batch size per training	25	25	25	25	25	Average batch size of 25/ training
		No. trained	500	750	1,000	1,250	1,500	5,000 people trained
Child caring schools (future) (25 children reached per school)	To ensure the retention of street and working children in government schools	No. of schools reached	20	30	40	50	60	60 schools reached
		No. of children reached	500	750	1,000	1,250	1,500	3,000 children reached (some overlap)
Health programs (future)	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	Research and develop program and prepare proposal to apply for funding						Set after Research and Development



Programme Objectives

EMPOWERMENT OF 10,500 CHILDREN

Project	Objective	Impact	June 2016	June 2017	June 2018	June 2019	June 2020	Cumulative Impact
Contact Points Number varies based on funding. Highest point 117 so far	Empower Street and Working Children through alternative education. Mainstreaming children into school after 1 year	No. of Contact Points	40	50	60	70	80	80 contact points
		No. of children reached	1,200	1,500	1,800	2,100	2,400	9,000 children reached
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
Alternative education residential workshops	To increase leadership skills in street and working children	No. of workshops	2	2	2	2	2	10 workshops conducted
		No. of children reached	60	60	60	60	60	300 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 with CHETNA	275	350	475	525	600	1,500 children in OBE with CHETNA (some cross over from year to year)

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

Email: info@chetnango.org | Phone: 011- 41644471 | Web URL: www.chetnango.org

[@chetnango](#) | [f](#) Childhood Enhancement through Training and Action-CHETNA



Programme Objectives

PARTICIPATION OF 20,800 CHILDREN

Project	Objective	Impact	June 2016	June 2017	June 2018	June 2019	June 2020	Cumulative Impact	
Badhte Kadam Federation	Ensuring street and working children's rights to participation, identity and dignity are upheld	% of children actively participating in Badhte Kadam	50%	50%	50%	50%	50%	50% children actively participating in Badhte Kadam	
Predict active membership of 20,000		% of children actively participating in external meetings	25%	25%	25%	25%	25%	25% children actively participating in external meetings	
Child Advisory Board (currently 5 representatives in a board of 38)	To ensure children's say in system	Objectives to be set with the project partner Plan India							
Balaknama newspaper (currently distributing 5,000 copies per issue bi-monthly)	To give a voice to street and working children who are currently voiceless	Registration of Balaknama as a paper	✓					Balaknama registered as a newspaper	
		No. of copies distributed	30,000	30,000	60,000	60,000	60,000	240,000 copies of Balaknama distributed	
		No. of children participating	120	120	240	240	240	800 children participating (some overlap over years)	
Showcasing talents	To give a platform for street and working children to showcase their talents to challenge discrimination	No. of events	10	10	10	10	10	50 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	
Alumni (future)	Former BK members being role models to motivate current BK members	No. of Alumni meetings		Identification of alumni	Inaugural meeting	1	1	1	Identification of Alumni and 4 Alumni meetings

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

Email: info@chetnango.org | Phone: 011- 41644471 | Web URL: www.chetnango.org

[@chetnango](https://twitter.com/chetnango) | [f](https://www.facebook.com/chetnango) Childhood Enhancement through Training and Action-CHETNA



Programme Objectives

SUSTAINABILITY: 500 MEETINGS, 26 TRAININGS, 340 YOUTH

Project	Objective	Impact	June 2016	June 2017	June 2018	June 2019	June 2020	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
Vocational Training (future) (18+)	To ensure street and working youths have opportunities to develop skills. Both through linking them to relevant vocational training programs and from 2017 CHETNA running our own programme too	No. of youth linked to vocational training	20	30	30	50	50	180
		No. of street children & youth trained through CHETNA's own programme	R&D for CHETNA's vocational training scheme	30	30	50	50	160 youth trained under CHETNA's own vocational training scheme
Child rights training resources (future)	To increase the amount of child rights training	No. of paid 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	40	40	44.4	44.4	44.4	Rs 2.13 Crore required over 5 years

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

Email: info@chetnango.org | Phone: 011- 41644471 | Web URL: www.chetnango.org

[@chetnango](#) | [Childhood Enhancement through Training and Action-CHETNA](#)



CHETNA's partnerships

CHETNA's NETWORK¹

DONORS

- Charities Aid Foundation
- Comic Relief
- I-partner
- Hope for children
- Save the Children
- Plan India
- Microsoft
- Toybox
- Aviva
- Erach and Roshan Sadri Foundation

GOVERNMENT

- NCPCR
- DWCD
- Police
- Railway Police
- Heath
- Education
- SCPCR
- Labour Department
- NIPSID
- Legal Service Authorities

MEDIA

- Hindustan Times
- Times of India
- IANS
- Hindu
- Statement
- Deccan Herald
- NBT
- NDTV
- CNNIBN
- Z news
- Aajtak
- Doordarshan

CORPORATES²

- Deloitte
- Chola Mandalam
- Tata Sons
- Met Life
- Apollo
- Welspun
- IFFCO Tokyo

OTHER³

- Nav-Shiriti
- BVD
- Alamb
- Balsahayog
- A.V. Baliga Memorial true
- Don Bosco
- Tara
- Salaam Balak Trust
- YP foundation
- Butterflies
- Smile
- Railway Children
- Consortium for Street Children
- S.A.L.V.E. International

Note: 1) Indicative list, with select names listed **2)** Not yet donors **3)** Not donors

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

Email: info@chetnango.org | Phone: 011- 41644471 | Web URL: www.chetnango.org

[@chetnango](#) | [f](#) Childhood Enhancement through Training and Action-CHETNA



Strengths & Areas of improvement

STRENGTHS



- Grounded organization with strong grass roots connect, which enables CHETNA to undertake focussed interventions with confidence
- Core team consisting of 15-20 dedicated team members, with 3-12 years' experience working with CHETNA. Potential staff pool of another 50-60 trained people in the community who have previously worked with CHETNA
- Strong knowledge base within team based on 14 years' of field experience and well-developed programmes
- Ability to design and implement innovative programmes with evidence of impressive results i.e. Badhte Kadam
- Living our vision, for example Badhte Kadam embeds child participation throughout the organisation
- A tried & tested and scalable operating model which ensures participation, human resource management and effective documentation
- Transparency and visibility of work, both internally and externally through media
- Demonstrated consistent growth in terms of finance, human resources, number of people worked with, impact and support for CHETNA's work

- Lack of dedicated resource for fund-raising has led to ineffective implementation of fund-raising strategy leading to starting and stopping of programmes
- Sustainability of programmes and the organisation as a whole, as funding is not stable
- Lack of advanced planning to overcome risks and take advantage of opportunities
- Better showcasing of good projects and evidence of success through external communications and resources
- Data storage and management through modern technology
- Lack of staff training and upskilling as required for their varied roles and responsibilities
- Inability to ensure adequate consultation with the wider community stakeholders during planning stage of projects due to limited time and budget
- Attrition of talent due to funding shortages, which can create insecurity and loss of vital information & expertise possessed by them



IMPROVEMENT AREAS

Note: Strengths and improvement opportunities as on June 2015. To be re-assessed and updated every year

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

Email: info@chetnango.org | Phone: 011- 41644471 | Web URL: www.chetnango.org

 @chetnango |  Childhood Enhancement through Training and Action-CHETNA

Opportunities & Threats

OPPORTUNITIES



- The Corporate Social Responsibility legislation being implemented and becoming legally binding in India
- The potential to partner with Government schemes as implementing body i.e. Childline in Agra or the Integrated Child Protection Scheme
- The potential to link people more personally to our work i.e. one to one sponsorship, for example a business having a specific contact point that they support
- Social enterprise as a potential funding model i.e. through vocational training and art and craft ideas
- We are being recognised nationally and internationally for our expertise in our work. This leads to us being consulted and invited to speak at important events and shows the credibility of our model of work. This can be leveraged as an opportunity to building donor network
- We have a strong network of media contacts and get regular coverage of children's issues, a lot more media coverage than most organisations of our size
- We have a built a large network of organisations who like to work with us in partnership both within India and Internationally

- Some international donors are no longer targeting India – their priority countries have changed. Also there is growing inequality/ poverty in some traditional donor countries like the UK, which might make less funding available internationally
- 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
- Taking action on the root causes of children becoming street and working children means having to work over a wider geographical area and in more remote and rural areas
- Changing laws threaten to undo some of CHETNA's work i.e. the amended child labour act allowing children under 14 years old to work and public advocacy against these changes can make CHETNA unpopular with law makers



THREATS

Note: Opportunities and threats as on June 2015. To be re-assessed and updated every year

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

Email: info@chetnango.org | Phone: 011- 41644471 | Web URL: www.chetnango.org

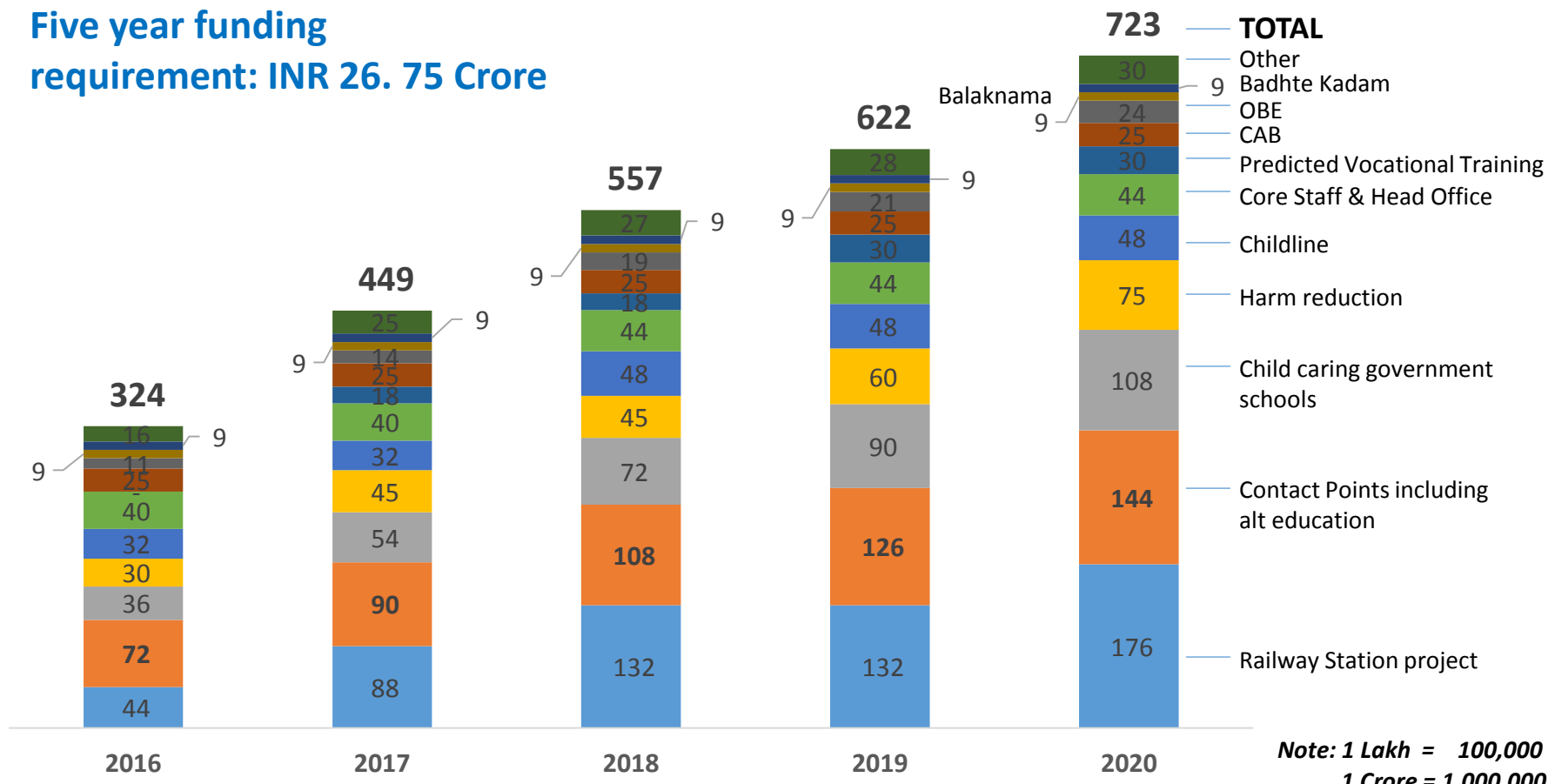
 @chetnango |  Childhood Enhancement through Training and Action-CHETNA



Financial overview

Total funding required to achieve strategic objectives (INR Lakh)

Five year funding requirement: INR 26.75 Crore



Note: 1 Lakh = 100,000
1 Crore = 1,000,000



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

4

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

FUND RAISING STRATEGY

2

Grant Fundraising

- 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

Corporate Social Responsibility 3

- 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



SANJAY GUPTA
MANAGING TRUSTEE & DIRECTOR

Mobile: +91 98114 32012
e-mail: info@chetnango.org

Address:

Delhi

Manohar Kunj, Ground Floor
Gautam Nagar
New Delhi 110 049. INDIA

Tel: +91 11 4164 4471
Fax: +91 11 4164 4470