



ANNUAL REPORT 2020-2021

Charkha Development
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Charkha Development Communication Network

Cover Photo: Poor road infrastructure is a common development challenge in rural areas. This image is from border district Poonch, Jammu and Kashmir.

Author: Charkha

TRIBUTE



MARIO NORONHA
(1965-2021)

Mario Noronha, 55, CEO of Charkha Communication Development Network, passed away on April 24 due to Covid-19. Joining Charkha in 2012 and rising to the position of CEO in 2015, Mario strengthened its communication work in Jammu & Kashmir, Ladakh, Himachal Pradesh, Uttarakhand, Chhattisgarh, Maharashtra, Rajasthan, Bihar and Jharkhand.

“Dependable, unhurried, consistent” were the traits that define the quality of Mario’s contribution to Charkha. As per Anshu Meshack, Charkha’s former CEO, “There was nothing you couldn’t go to ‘Mario-sir’ with, knowing he’d fix it, somehow. When he joined, Charkha was growing chaotically with multi-location projects backed by large grants and stringent management requirements. He quickly – and quietly – used his administrative skills to create systems and processes that proved invaluable over the years.”

Mario was born and brought up in Madhya Pradesh’s Jabalpur district. After finishing school there, Mario did a course in hotel management and worked with Maurya and Taj hotels in Delhi before joining the Canadian High Commission in its HR department. Eager to do something on his own, he opened and even ran a cold storage for over a year before moving to the Delhi School of Communication as a lecturer. He travelled extensively giving practical lessons on communication.

Mario wanted to do something for the people. As secretary of the All India Catholic Federation and the local parish council, he was eager to get into a sector where he could serve people. This craving was fulfilled when he joined Charkha in 2012. His weekends were spent working for the church. Anyone in the church fraternity who fell sick or wanted help, would turn to Mario. The rest of the time, his life revolved around Charkha.

Through his sheer dedication, he empowered aspiring journalists and development activists from some of the remotest rural to access government facilities and entitlements. Ever smiling and patient, he stayed in touch with young writers and ensured that they continued to write features on the most pressing development challenges of their communities.

He leaves behind his wife, Melvina, daughters Michelle and Melissa and son Maxim, the youngest of the siblings, who is in class 10.

FOREWORD



Chetna Verma

Manager – Programmes and Editorial

I am delighted to present Charkha's annual report for the year 2020-2021. The report showcases the work we have done during the unprecedented Covid-19 crisis despite severe personal and professional challenges. This year, the team successfully provided rural youngsters new opportunities so that they could bring to the fore some incredible stories of struggle and triumph from a nation struggling to cope with the global pandemic.

Last year, when the nationwide lockdown was imposed, newspapers and online news media platforms suffered drastic economic losses. Retrenchments, pay cuts and reduction in number of pages in publications were some of the strategies adopted by media houses to survive. Rural journalists were the first to be sent on unpaid leave; the pages that covered stories from rural India were immediately discontinued. As part of our commitment to connect these rural, unheard and ignored voices to the mainstream media, Charkha launched its first-ever 'Pen it Down' series, instilling renewed vigor into its network of rural writers and providing guidance to capture the human stories of the pandemic: how village dynamics were altered; and how the marginalized were further pushed to the brink. A total of twenty-eight micro stories were published from 25 districts through our intervention in ten states and union territories. These articles were compiled into an e-Book titled 'Covid-19 – Thoughts and Deeds'.

This initiative provided direction for our future interventions. As our own work on the ground was also curtailed by the lockdown in every possible way, we tapped the available online platforms and conducted workshops, sessions, discussions in virtual mode. Despite the connectivity challenges in remote areas that our writers come from, we successfully conducted 120 training sessions, identified and trained eleven Volunteer Trainers (VTs) who, in turn, provided guidance to 59 new rural writers.

As part of our “Strengthening Charkha’s Feature Service” programme, we published 182 articles in Hindi, English and Urdu. These articles were contributed by 96 writers of which 72 are Charkha’s rural writers, 13 are independent writers from across the country while 11 are VTs. Various development challenges ranging from Covid-19, governance, women and child rights, sexual and reproductive health rights of adolescent girls, livelihood, education, agriculture and environment were covered through these articles.

Of these 182 stories published, 36 were able to generate quantifiable impact while the others created visibility for rural development challenges that are otherwise ignored by the mainstream media. Even before the pandemic, the media coverage of rural India was barely 4%. We have ensured that rural voices are amplified even during the darkest times, especially the voices of women, whose struggle to be heard endures at all levels.

In the last one year, Charkha has further streamlined its approach to ensure that workshops are organized specifically for adolescent girls and women from rural regions. In the financial year 2020-2021, 40 stories focused on development challenges of women from rural communities while 20 stories were written by women writers themselves. The focus is on empowering women with skills, knowledge and providing a platform to become advocates for their own upliftment.

Similarly, the Sanjoy Ghose Media Awards 2020 were awarded to five writers from the states of Jammu and Kashmir, Uttar Pradesh, Chhattisgarh and Rajasthan. The awardees focused on development challenges of women from their communities. From exploring the role of women in decision making at the local level to understanding challenges faced by adolescent girls in rural India, the awardees contributed 25 articles in a period of six months.

In Maharashtra, we worked with journalists and script writers to cover stories on Covid-19, early childhood care, reduction in stunting, prevention of child marriage and climate change. The direct engagement with policy makers, frontline health workers and communities was aimed at creating awareness during the pandemic.

We were able to achieve these successes due to the enormous support offered by our rural writers across the country - from an isolated hamlet in Poonch to a remote village in Bihar, they have shown unwavering dedication and zeal in bringing unheard voices to the fore, more so during the ongoing Covid-19 crisis.

During the second wave of the pandemic, we lost our CEO, Mr. Mario Norohna, to Covid-19. This unfortunate incident came as a shock to the entire team. He led Charkha for almost a decade while connecting Charkha's network of rural writers to the mainstream media. He guided young minds to take charge of their own development. He visited some of the remotest areas, conducted writing workshops and inspired people. We are determined to keep his legacy alive by working even more dedicatedly to bring change in the rural and remote areas of our country.

I would like to take this opportunity to express my sincere gratitude and thanks to our donors, supporters, well-wishers and the entire Charkha team. Please do share your feedback and ideas with us; your wisdom will help us continue to make a difference!

Chetna Verma



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INTRODUCTION

ABOUT THE ORGANIZATION

Charkha is an innovative non-profit organization that was founded by the visionary social activist, Sanjoy Ghose in 1994. We work towards the social and economic inclusion of marginalized communities in remote and conflict areas through the creative use of media. Many of these areas are highly inaccessible and socially, economically and politically unstable. We aim at creating sustainable two-way communication networks that enable the under-served and vulnerable communities in these areas to benefit from development mechanisms and advocate for policy changes. As they attend workshops conducted by Charkha, they learn to write features on issues that concern them the most. These articles are translated, edited and disseminated to various national and regional print and digital media through Charkha Feature Service - the only 'Trilingual Feature Service' in India that works in areas that are also media dark zones



THE FOUNDER

Sanjoy Ghose was a grassroots activist who wrote extensively about rural issues at a time when they were still uncommon in newspapers. He was inclined towards the idea of drawing the attention of the urban elite to rural issues. This section of society meant policy influencers and makers. And this was the target readership that Sanjoy sought to reach. Sanjoy saw media as a powerful tool to connect the voices of the 'unheard' rural marginalized; those who remain in the shadows of development and established Charkha on 24 October 1994. His abduction by ULFA militants from Majuli, the world's largest riverine Island, in July 1997, has been an irreparable loss to the institution and the development sector at large.



120

**NUMBER OF TRAININGS
ORGANISED**



182

**NUMBER OF ARTICLES
PUBLISHED**

YEAR IN A GLANCE



13

**NUMBER OF
INDEPENDENT WRITERS**

11

**NUMBER OF
VOLUNTEER TRAINERS (VT)**



96

TOTAL NUMBER OF
WRITERS

72

NUMBER OF
RURAL WRITERS

IMPACT (2020 - 2021)



59

NUMBER OF NEW RURAL
WRITERS TRAINED BY VTs

36

NUMBER OF IMPACT
STORIES

AREAS COVERED







PROJECTS 2020-2021

PROJECT 1 STRENGTHENING CHARKHA'S FEATURE SERVICE
(SUPPORTED BY THE HUMAN CAPABILITY
FOUNDATION)

PROJECT 2 CREATING TWO-WAY COMMUNICATION NETWORKS IN
RAJASTHAN FOR EMPOWERING WOMEN
(SUPPORTED BY THE LUSH FOUNDATION)

PROJECT 3 FIRST THOUSAND DAYS, EARLY CHILDHOOD
DEVELOPMENT AND CHILD MARRIAGE
(SUPPORTED BY UNICEF)

STRENGTHENING CHARKHA'S FEATURE SERVICE

HUMAN CAPABILITY FOUNDATION

INTRODUCTION

The project titled “Strengthening Charkha’s Feature Service”, supported by Human Capability Foundation, focused on expanding Charkha’s existing network of rural writers in Jammu and Kashmir, Ladakh, Uttarakhand, Chhattisgarh, Jharkhand and Bihar. To achieve this, Charkha sought the support of its existing rural writers, provided them training to be able to identify, orient and train new rural writers from their respective areas. Called ‘Training of Trainers’ (ToT) programme, it received great response from the young members of the community. Due to Covid-19, the ToT programme was conducted online and for most part of the year, Volunteer Trainers (VTs) conducted their activities online. As lockdown was eased during different phases, activities started happening in real space. In both forms, programmes received good response from rural writers who, in the last one year, contributed good quality features focusing on development challenges of disadvantaged communities from their areas. These features were published as part of a strategic media advocacy campaign aimed at bringing policy level changes.

WORKING WITH INDEPENDENT DEVELOPMENT JOURNALISTS

Independent development journalists from different states were contacted and oriented about Charkha’s work. In the last one year, they have submitted features on development challenges of rural communities particularly on socioeconomic development of women. These articles covered different development themes including Governance, Rural Livelihood, Sustainable Development, Women in leadership, Health and Education.

VIKAS SAMWAD MANUAL FOR WRITERS

Charkha created the digital version a handbook titled ‘Vikas Samwad’ for those writers who have not done any specialized course in journalism but are willing to showcase the real issues of rural India through their writings. The book includes different modules focusing on different aspects of rural reporting.

TRAINING OF TRAINERS / WORKSHOPS

The ToT programme was conceived to create a sustainable, self-sufficient network of rural writers across Charkha's project areas. Despite the connectivity challenges in remote areas that our writers come from, we successfully conducted 120 training sessions, identified and trained eleven Volunteer Trainers (VTs) who, in turn, provided guidance to 59 new rural writers. The new writers have contributed a total of 38 articles to Charkha Feature Service. All these articles have been published on various digital and print media platforms.

Under this project, **59 new rural writers were identified and trained** by volunteer trainers till **March 2021**, they have contributed a total number of **38 articles** to Charkha Feature Service

As a part of HCF Project, a total number of **103 articles** have been published till **March 2021**

WORKSHOP FOR NEW WRITERS

Following the Covid-19 protocols, a writing skill building workshop was conducted by our VTs on March 29, 2021 in district Poonch. The workshop was attended by twenty new writers from Mendhar, Mandi, Surankote and Haveli Tehsil. The workshop provided a platform to VTs and the new writers to discuss social development challenges of their areas specifically in context of Covid-19 in the real space. After almost a year of interacting over virtual platforms, the writers finally met all the VTs at one place. As per the feedback, it was an enriching experience for both the writers and the VTs. They expressed that such workshops inspire them immensely to write for the development of their region and communities.

CAPACITY BUILDING OF VOLUNTEER TRAINERS

Using the learnings from the three-day training conducted by Fact Shala for Charkha's Staff on Media Literacy Training of Trainers program – a two-part session was planned for the Charkha Volunteer Trainers on December 12, 2020. It was attended by 11 volunteer trainers from J&K, Jharkhand, Chhattisgarh, Bihar and Uttarakhand.

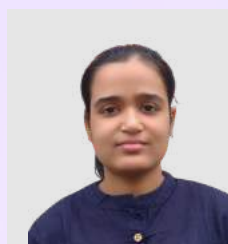


Special focus was given to **Uttarakhand and Ladakh** under this initiative. Frequent interactive sessions were organized using online platforms such as **WhatsApp and Zoom**.

CHARKHA VOLUNTEER TRAINERS



Rukhsar Kousar
Poonch, J&K



Saumya Jyotsna
Muzaffarpur, Bihar



Yousaf Jameel
Poonch, J&K



Amritanj Indiwar
Muzaffarpur, Bihar



Riyaz Malik
Poonch, J&K



Suryakant Dewangan
Chhattisgarh



Nazam Mir
Poonch, J&K



Aranya Ranjan
Uttarakhand



Anees Ul Haque
Poonch, J&K



Pankaj Singh Bisht
Uttarakhand



Basharat Hussain
Poonch, J&K

SANJOY GHOSE MEDIA AWARDS 2020

After the announcement of the awards in November 2020, we received a total of thirty-nine applications. The applicants were asked to submit their proposal emphasising the process they will adopt to highlight the stories of struggle and achievements of women from rural India. Of these thirty-nine applicants, an eminent jury panel selected five writers as 'The Sanjoy Ghose Media Awardees'. This year's panel comprised of senior and experienced journalists Pamela Philipose (Public Editor, The Wire), Nidhi Jamwal (Deputy Managing Editor, Gaon Connection) and Sudip Thakur (Resident Editor, Amar Ujala).

At the beginning, an online orientation session was organized for the awardees. The event had TV journalist Rajdeep Sardesai as the guest speaker and was attended by the jury members along with the awardees. The session aimed at introducing awardees to Charkha's objectives and ensure that they produce features that help address the issues in an action-oriented manner. A mid-term review was also organized in which the awardees shared their experiences of working in the field during the tough times of Covid-19 and the challenges they faced while reporting on their respective themes.

As there were travel restrictions, the awardees were unable to complete the articles and were given an extension till June'21. One of the awardees had to drop out due to health reasons and was replaced by another writer.



A total of **13 articles** written by these 5 awardees have been published through Charkha's award winning Trilingual Feature Service in Hindi, Urdu and English till March'21 reaching more than **16 million readers**

SANJOY GHOSE MEDIA AWARD WINNERS



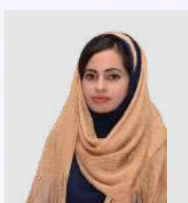
BISMA BHAT, JAMMU AND KASHMIR

A post-graduate in convergent journalism, Bisma is currently working as a journalist with Free Press Kashmir. Her articles have appeared in leading national news portals including First Post, Article 14 and The Wire.



RAJESH NIRMAL, UTTAR PRADESH

Rajesh is a playwright, actor and director from Uttar Pradesh. Through his work, he attempts to raise the concerns of people belonging to the disadvantaged communities. In 2017, he was presented with the Best Playwright Award by the Korean Culture Centre.



RUKHSAR KOUSAR, JAMMU AND KASHMIR

A lawyer by profession, Rukhsar hails from the border district of Poonch in Jammu & Kashmir. Her writings mainly focus on the issues faced by adolescent girls in this border district.



RAMA SHARMA, RAJASTHAN

A NGO professional with experience of over 19 years, she has been actively working with women and adolescent girls in Rajasthan. She recently received an award from the Confederation of Indian Industry (CII) for her work on Girl Child Education.



SURYAKANT DEWANGAN, CHHATTISGARH

A rural writer, Suryakant is currently pursuing his PhD in Library and Information Science from Pandit Ravishankar Shukla University in Raipur, Chhattisgarh

CREATING TWO-WAY COMMUNICATION NETWORKS IN RAJASTHAN FOR EMPOWERING WOMEN

LUSH FOUNDATION

INTRODUCTION

This project was conceptualized to identify and nurture young women change makers to become potential leaders in their respective regions. It aimed at creating nurturing spaces to support them in their individual growth and enhance their leadership skills in taking steps towards a balanced, sustainable development model. The tools adopted to achieve the goal focused on improving the communication skills of the youth, particularly women, so that their valuable perspectives can inform the development debate in – and for – the region.

IMPACT OF COVID-19

As Charkha was planning another batch of workshops in continuation with the one organized in Jaipur in January 2020, the nationwide lockdown was imposed to fight the pandemic. The entire country was struggling with the unprecedented times and we had to halt our intervention for a few months. Instead, we invited the existing writers to share their experience of the lockdown through articles, pictures and videos.

The project, which was originally supposed to be completed by August 2020, was provided a no-cost extension by Lush till December 2020. As restriction started to ease, we explored options to reach out to new participants through our existing network of writers. We conducted two online orientation workshops with young girls and boys from Bikaner, Jaisalmer and Jodhpur in December 2020 which was supposed to be followed by a writing skill workshop in Jaisalmer. The district specific lockdowns made it impossible for us to execute this plan. In the meanwhile, the writers trained in the Jaipur workshop continued to write articles with input from our editorial team.

Based on the possibility of second wave, another no-cost extension was provided by Lush and now the project will be completed by December 2021.

ARTICLES WRITTEN BY RURAL WRITERS FROM RAJASTHAN

The lady who shattered myths and became a sarpanch

THE ASIAN AGE. | DILIP BIDAWAT
Published : Feb 20, 2020, 2:34 am IST
Updated : Feb 20, 2020, 2:35 am IST



The foundation of the Panchayati Raj system Rajasthan changed after the 73rd Constitutional Amendment.



Adolescents in Rajasthan villages discuss periods and reproductive health, shattering taboos

A collective effort by a local organisation and an international organisation has led to adolescents in villages breaking taboos by openly discussing and spreading awareness about periods, sexual and reproductive health and rights.

11 mins • नई सोलर तकनीक से ग्रामीणों की बदल रही है दशा

नई सोलर तकनीक से ग्रामीणों की बदल रही है दशा

Charkha Feature / March 12, 2021 / Hindi/English, Hindi



Sharing is Important

Lockdown: Shattering lives

Thursday, 05 July 2021 | Arun Jindal



Effective strategies, if adopted timely, can halt the economic disaster which is set to unfold in rural India, says Arun Jindal



मुखपृष्ठ संगठन - ट्रस्ट और टेक्निक - आकड़े और संसाधन - नेटवर्क - सुर्खिया -

थार की जैव विविधता को बचाने की जरूरत

Author: विलीप चौदहल
Source: चरखा पोर्टल

Submitted by Shivendra on Tue, 04/13/2021 - 16:15



कोरोना महामारी में मजदूर वर्ग की आजीविका संकट में

2 months ago | अंधाधुंध



- अरुण जिंदल

भुविण म-री कोरोना की दुसरी लहर से दुरी लहर दुसरी भी लगी है कि कुछ दिनों से रिंग से बढने आकड़े मीसरी लहर की आरंभ को नभा देने लगे है। कोरोना की दु लहर में भारत में सबसे अधिक लकड़ी मरने ली। इसकी आरंभ के अंशक करने अर्थव्यवस्था को भी लहरवला दुखमाल पहुंचाए है। स्पानम और कोटि वर्ग के व्यापारी व्यापार कोटि की गद बर्बाद करती। धुंधी के अंद को जाने के लकड़ी लगी की लकड़ारियां चली गई। कोविड-19 मजदूरी और दुसरी बंधन के लिए सरकार द्वारा लाने लकड़ारियन को कल से मजदूरी की आजीविका पर भी धुंधी संकट आ गया है। इसके कारण सेकाम मजदूरी का परिणाम का दे दे लने लगे मजदूरों की आजीविका

Water should be saved for future generations



The temperature in Thar Desert is rural people here are disturbed, but the only desert in the world who never left the hope of life in com possibilities of life by adjusting its desert, but this is nature's way of beneath the earth and sweet wa swamp with the entire area beco creatures here have adapted their life by mutually cooperating with for themselves, their animals (es move ahead smoothly. In some a is scarcity of drinking water, while

were the treasure of their ancestors.

Time changed, developments took place, humans tried to control nature through technology, facilities that by just a gesture, our needs are made available at our disposal; whether it is by st exercise of pulling underground and surface water from heavy capacity-powered pumps and the water which made humans forget the value of water. There are still people who walk miles an wealth and resources for the last seven generations is least concerned about the availability of c

IN THE LIMELIGHT: FIRST THOUSAND DAYS, EARLY CHILDHOOD DEVELOPMENT AND CHILD MARRIAGE

UNICEF

INTRODUCTION

The project for the year 2020 - 21 ended on 14th February 2021 and the project for the year 2021-22 started on 20th February 2021.

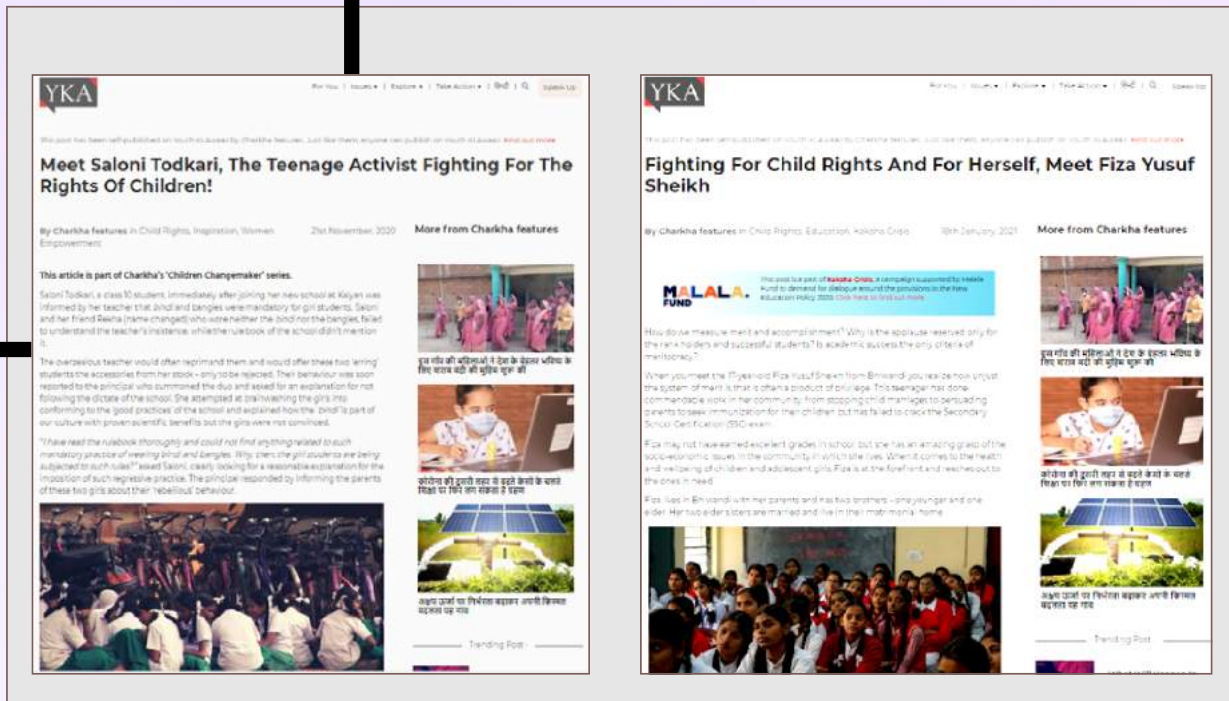
The focus of the UNICEF-Charkha partnership 2021-22 is to bring the critical issues of Covid-19, Early Childhood Development (ECD), reduction in stunting, prevention of child marriage and climate change in mainstream media, which in turn would result in children and youth having access to spaces in media. This year, we worked with regional journalists and press clubs on these issues. The understanding is that the regional media tends to carry more stories on such development issues than the state or national media. The project also aims at working closely with faith based leaders for reaching out to their followers on Covid-19 related issues.

'MAHARASHTRA IN THE LIMELIGHT' MEDIA ALLIANCE:

The objective of creating media alliances in Maharashtra was double fold: firstly, to create strategic partnerships in key districts and to work with journalists who would want to engage with topics of ECD, public health, child rights and Corona related issues. The team was supposed to travel to Aurangabad, Pune, Latur and Nanded.

However, due to the pandemic, online meetings were conducted with the journalists from Amaravati, Bhiwandi, Malegaon and Aurangabad districts on the issues of Corona protocol and vaccination. Then Charkha invited questions and experience-sharing from journalists. Apart from this Charkha team also interacted with Marathi media, web portals, English media and Urdu media too.

STORIES ON CHILDREN CHANGEMAKERS



WORKING WITH FAITH LEADERS

Faith leaders have their captive audience. The objective was to reach out to the faith leaders to utilize their influence to create awareness among their followers regarding Covid-19 protocol and vaccination. Faith leaders from Vidarbha, Marathwada, Mumbai and Thane district were involved in the initiative.

STORIES OF YOUNG ENVIRONMENTAL ACTIVISTS

Today's youth is worried about the environmental degradation that's taking place in the country. Trees, mangroves and water bodies are being destroyed in the name of development; the benefit of which cannot be enjoyed by those who have been displaced. Today's environmentalism is not monolithic. Manisha Dhinde – a young Adivasi girl, was at the forefront of 'Save Aarey Forest' movement in Mumbai while at global level, we all know Greta Thunberg. Their collective power is such that the world leaders have to take note of their pleas. Stories of these young environmentalists

CHILDREN CHANGE-MAKER FEATURE SERIES

Children have their own way of bringing change. They are innocent and understand world from a different perspective. Today's children are fighting challenges like education, water and sanitation, child marriage and gendered roles. When adults fail to protect the rights of children, children get into action. Charkha has been documenting the inspirational stories of such young change makers. There were stories of children who were instrumental in stopping the marriage of young girls and then there were children who had raised voice against the lack of water and sanitation in their school. We have been documenting the stories of these young change makers for two years now.

COVID-19 INTERVENTION

As the second wave was spreading across India with the Delta variant looming large over the country, UNICEF worked tirelessly with the state governments to contain the pandemic. It also contributed towards creating awareness about Covid-19 preventive measures and vaccination. Charkha supported UNICEF in its efforts by creating content and artwork, translating the messages and writing stories on the related issues.

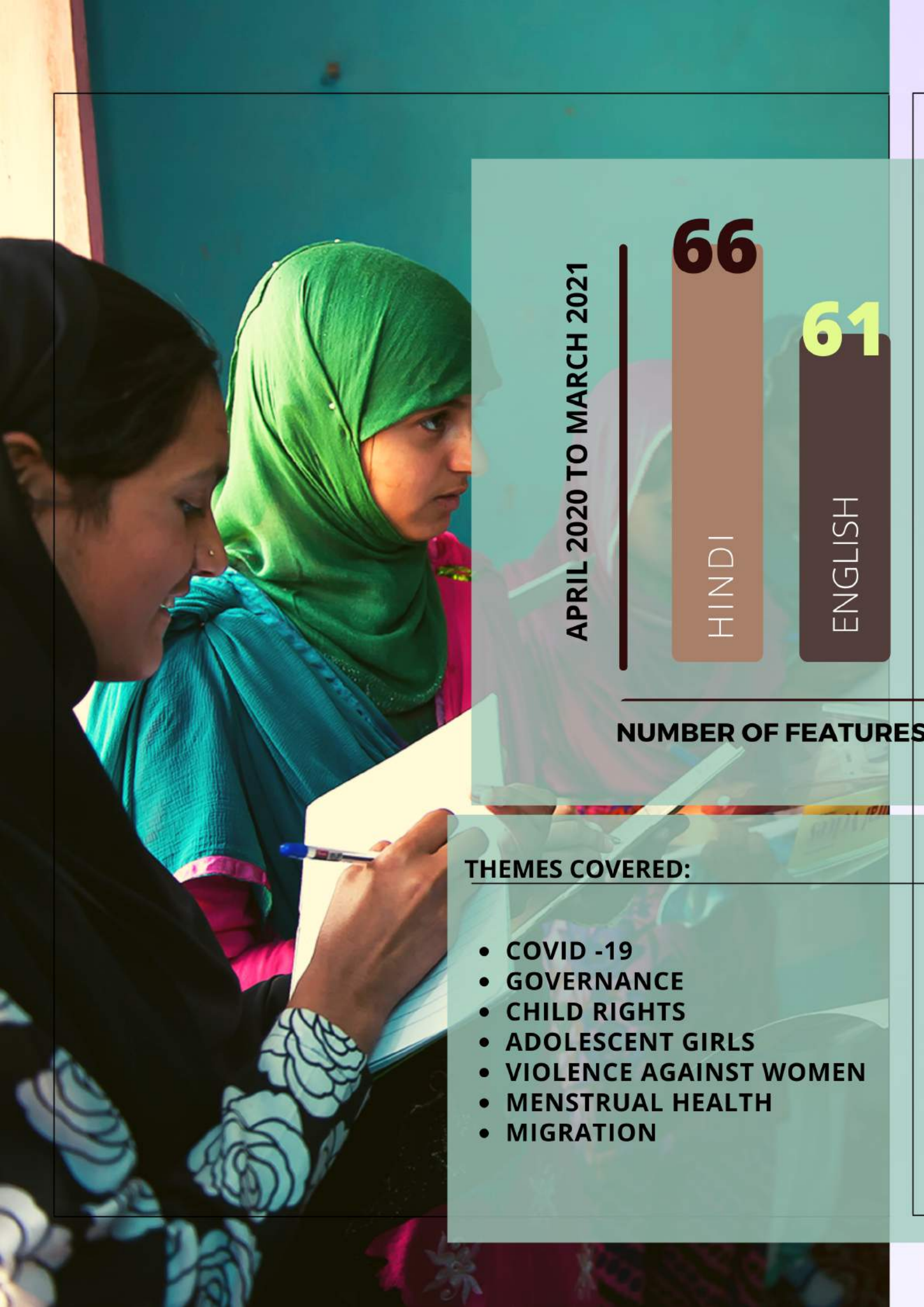
FATHER'S DAY AND EARLY CHILDHOOD DEVELOPMENT (ECD) FORTNIGHT

Charkha delivered features and a video on young fathers who have been promoting co-parenting by contributing equally towards the socialization, care, and upbringing of their children. For Father's Day, Charkha created social media posts on 'father of surprises'. It celebrated the changing face of fatherhood. The campaign reflected upon how the term "fatherhood" is being redefined with the shift in attitude and behaviour of fathers; from being a financial supporter to now being a nurturer.



CHARKHA FEATURE SERVICE

"Charkha Features, **India's only Trilingual Feature Service in English, Hindi and Urdu,** disseminates development stories written by the trained rural writers to the mainstream media, **giving voice to the unheard India"**



APRIL 2020 TO MARCH 2021

66

HINDI

61

ENGLISH

NUMBER OF FEATURES

THEMES COVERED:

- COVID -19
- GOVERNANCE
- CHILD RIGHTS
- ADOLESCENT GIRLS
- VIOLENCE AGAINST WOMEN
- MENSTRUAL HEALTH
- MIGRATION

PUBLICATION DATA OVER VIEW

55

URDU

PUBLISHED

- MATERNAL HEALTHCARE
- EDUCATION
- WOMEN IN LEADERSHIP
- RURAL LIVELIHOOD
- SUSTAINABLE DEVELOPMENT



OUTREACH

ENGLISH MEDIA PLATFORMS

The Hindu, Business Line, India Development Review (IDR), The Better India, Daily Excelsior, The Dispatch, Gaon Connection English, Youth Ki Awaaz, FemAsia, Indian Water Portal, Behanbox, Reach Ladakh, The Pioneer, Grassroots, India Water Portal and Vidura.



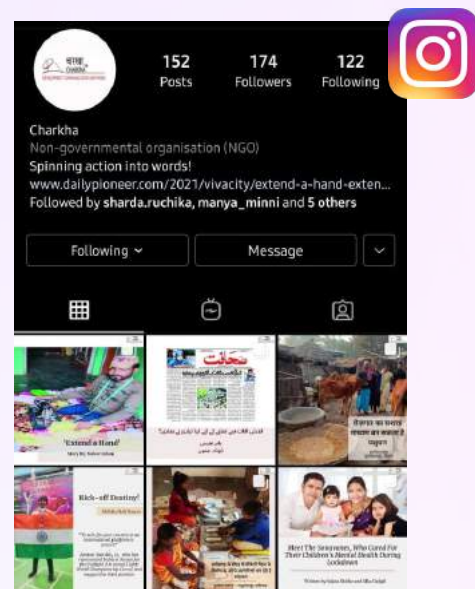
HINDI MEDIA PLATFORMS

The Pioneer Hindi, Lucknow, Asia Times, Deshbandhu, The Gaurson Times, Indian Observer Post, The Womaniya, Ground Report, Youth Ki Awaz, Bharat Update, Bhopal Samachar, Dalit Dastak, Azad Express, Media Darbar, Aaj Hindi, Navsanchar Samachar, Lok Prasang, Hastalpost, Know on Hindi, Awadhnama, Pravakta.com, Aaryavaart, India Water Portal, Lok Bharat, News in Khabar, Hindi Kunj, Jagrit India, Pratilipi, Tarun Mitra, Lok Panchayat, Gaon Connection, National Thoughts and Sablog Magazine



SOCIAL MEDIA

Charkha's presence on social media platforms has strengthened over the last one year. After posting stories on Facebook and Twitter for almost a decade now, Charkha introduced itself to the world of Instagram and LinkedIn in 2021.





PUBL



ISHED FEATURES

WIRE

PHOTOS | COMMENT | EDITORIAL OPINION | SECURITY | LAW | BUSINESS | SOCIETY | CULTURE | OPINION | FEATURES

With No Women's Commission, Domestic Violence Continues Unabated in J&K

The former head of the J&K women's commission still receives complaints from women facing violence

WIRE

PHOTOS | COMMENT | EDITORIAL OPINION | SECURITY | LAW | BUSINESS | SOCIETY | CULTURE | OPINION | FEATURES

Collective Silence on Violence Against Women Rings Loud in the Kashmir Valley

In conflict regions such as Kashmir where everything is seen through the prism of terrorism and security, there has hardly been a mobilisation to secure justice for women who have been wronged

दैनिक **विचार सूचक**

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संस्थापक: सुभाष चंद्र बोस

अंधविश्वास और वैज्ञानिक दृष्टिकोण में उलझता महिलाओं का निर्णय

अंधविश्वास और वैज्ञानिक दृष्टिकोण में उलझता महिलाओं का निर्णय... (Text continues with analysis of women's decision-making between superstition and science)

अवधानामा

www.avadhanama.com

4 16

ग्रामीण महिलाओं की पहुंच से दूर है स्वास्थ्य व्यवस्था

ग्रामीण महिलाओं की पहुंच से दूर है स्वास्थ्य व्यवस्था... (Text discusses healthcare access for rural women)

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किशोरी बालिकाओं की प्रेरणा बनी राधा

किशोरी बालिकाओं की प्रेरणा बनी राधा... (Text tells the story of Radha as an inspiration for young girls)

YKA

For You | Issues | Expl

This post has been self-published on Youth Ki Awaaz by Charkha Features. Just like them, anyone can

कैसे रूढ़िवादी प्रथाएं छीन रही हैं महिलाओं का हक

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बुहानशाह महिला कमांडो: गांव को नशामुक्त करने महिलाओं ने थामी लाठी

बुहानशाह महिला कमांडो: गांव को नशामुक्त करने महिलाओं ने थामी लाठी... (Text reports on women's efforts to eliminate drugs from a village)

the pioneer

Wednesday, 07 July 2021

VIT-AP UNIVERSITY

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FEATURES | Vivacity | Health | Travel | Show Time | Backpack | Special | Avenues

AGENDA - TH

HOME - VIVACITY

Say 'no'

Monday, 22 March 2021 | BalaHar Kousar

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1. SIGNS OF KIDNEY PROBLEMS > 3. FUEL EFFICIENT CARS
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Business Focus

Education: A powerful weapon

Monday, 12 April 2021 | Rana Saurav

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1. SIGNS OF KIDNEY PROBLEMS > 3. ONLINE EDUCATION COURSES
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The plight of migrant laborers

Monday, 29 March 2021 | Sakshir Verma

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Home > UP Panchayat Elections: संसुगुनीयों की गह संलगन होती पहिरन प्रधन

UP Panchayat Elections: कठपुतलियों की तरह इस्तेमाल होती महिला प्रधान

Charkha Feature / March 27, 2021 / Handpicked, Home, Uttar Pradesh



Sharing is Important

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मौसम में बदलाव के लक्षण नजर आने लगे हैं। मौसम में उमस और गर्मी के साथ पंचायत चुनाव ने भी दस्तक दे दी है। उत्तर प्रदेश में पंचायती चुनाव (UP Panchayat Elections) इसी महीने मार्च में होने वाले थे लेकिन महामारी और बॉर्ड परीक्षा के चलते इसे थोड़ा और बढ़ाना पड़ा। तरीकों के आगे बढ़ जाने से पंचायती चुनाव की दाय-पैच, ऑनकलन और उठापटक कम नहीं हुई है। सब कुछ उसी गति से चल रहा है। गांव, मोहल्ले की बहस रोज चौराहे तक जाती है और शाम ढलने पर फिर गांव लौट आती है। इसी बहस में एक बहस हम भी छेड़ते हैं कि महिलाओं की वर्तमान पंचायतों में क्या भूमिका है? जिसके जवाब

Home > मासिक धर्म की चुनौतियों से युवा पीढ़ी निरस्त

मासिक धर्म की चुनौतियों से जूझती पहाड़ी किशोरियां

Charkha Feature / April 9, 2021 / GROUND REPORT, Handpicked, Home



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21वीं सदी को भले ही हम तरक्की और विज्ञान का युग कहते हों, लेकिन ज़मीनी हकीकत यही है कि आज भी समाज में अमीरी-गरीबी, ऊंच-नीच, शहरी-ग्रामीण और यहां तक कि महिला और पुरुष के बीच भी गहरा भेदभाव किया जाता है। महिलाओं को पुरुषों की अपेक्षा न केवल कमजोर माना जाता है बल्कि उसे कई

Home > ग्रामीण-वर्गिता अब कठुरी छेड़कर अपना स्टार्टअप शुरू कर रही हैं

ग्रामीण महिलाएं अब मजदूरी छोड़कर अपना स्टार्टअप शुरू कर रही हैं

Charkha Feature / February 23, 2021 / Handpicked, Himil



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आत्मनिर्भरता का परिणाम अब ग्रामीण स्तर पर दिखाई देने लगा है। ग्रामीण अपनी जमीन पर खेती के साथ-साथ आय बढ़ाने के अन्य साधन भी ढूंढने लगे हैं। विशेषकर ग्रामीण महिलाएं अब मजदूरी छोड़कर अपना स्टार्टअप शुरू कर रही हैं। मध्य प्रदेश के सीहोर जिले के दौरे के दौरान ग्रामीण क्षेत्रों में इसके कई उदाहरण देखने को मिले।

पुंखर में उड़ कर स्वासलंबी बनती ग्रामीण महिलाएं

Home > खुद फैसला लेने में सक्षम होती ग्रामीण महिलाएं

खुद फैसला लेने में सक्षम होती ग्रामीण महिलाएं

Charkha Feature / March 3, 2021 / Handpicked, Hindi



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भारतीय संसद में महिलाओं की संख्या बढ़ाने के लिए जब 33 प्रतिशत आरक्षण की मांग जोर पकड़ने लगी, तब पुरानी धारा के सोचने वाले पुरुष अपनी दलीलों से महिलाओं की काबिलियत पर सवाल खड़े करने लगे। वह महिलाओं को कुशल गृहिणी बता कर उन्हें घर की सीमाओं तक सीमित करने लगे। ऐसे में प्रश्न उठता है कि आखिर घर की सीमा क्या होती है, और क्या इस सीमा में मौजूद महिला समाज या देश में



IMPACT

"BRIDGING THE GAP BETWEEN RURAL
AREAS AND POLICYMAKERS"

Charkha as an organization, has always envisioned bringing substantial transformation to the rural communities by making them capable of 'speaking up' for themselves. From acquiring basic infrastructure reforms to improving connectivity through roads in rural hinterlands, Charkha has always worked towards amplifying the voices of the most marginalized communities.

Over the years, the organization has concentrated on training the rural youth and guide them to create impact through their writings. With every published article, our rural writers have gradually began to transform into agents of change. Their stories act as a medium to change the status quo. Here, we share some of the impact achieved by our rural writers through their published stories.

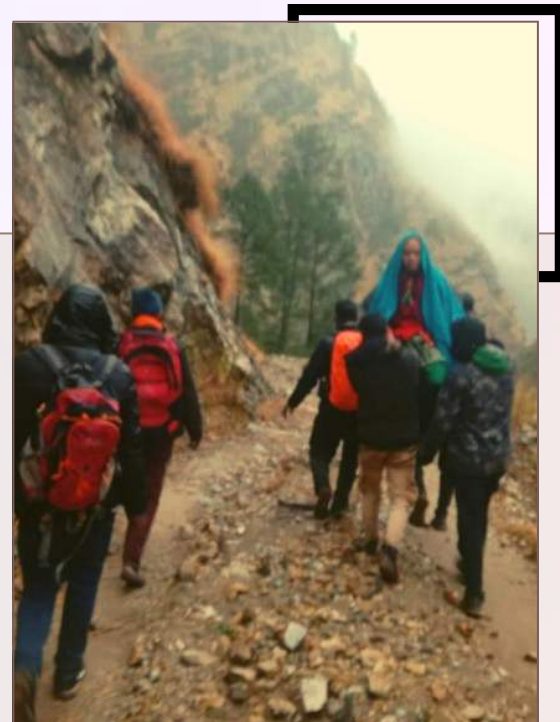
IMPACT STORY 1

The article titled 'अस्पताल है, मगर डॉक्टर नहीं', was published on October 23, 2020. This piece written by our new rural writer Phool Dev Patel from Muzaffarpur, Bihar, highlighted the poor state of Primary Health Centre in Dharfari region in Paroo block. . The article published on several Hindi media platforms, caught the attention of the local authorities. It was read by the District Councilor of Paroo, Devesh Chandra and former Sarpanch, Rajkumar who then apprised Veena Devi, Member of Parliament, about the situation. She took immediate action and the hospital operations were restored. Finally, after a wait of five long years, the villagers were relieved seeing an operational PHC in their area.



IMPACT STORY 2

The article is from the Chamoli district in Garhwal division of Uttarakhand. The people from remote villages of this district were deprived of road facilities for several years. Mahanand Singh Bisht, our new rural writer from the region, emphasized the need of an immediate action to end the long struggle of hill communities in remote, geographically tough locations. After the article was published in various newspapers through Charkha Features, the issue caught the attention of Amar Ujala – a leading Hindi daily. They reported the issue following which the policy makers and the administrations were forced to take the necessary action. The name of the published article is '20 साल बाद भी सुविधाओं से वंचित हैं पहाड़'.



IMPACT STORY 3

Salma Razi is one of our promising new rural writers from Mandi tehsil in Poonch District, J&K. She wrote about the extreme power crisis faced by the residents of Dhara Panchayat. The article 'A ray of hope' highlighted this issue that was impacting hundreds of lives on a daily basis. While the focus of the mainstream media remains on the conflict in the region, stories like these provide voice to the daily struggles of communities. The article was published in more than 5 leading Urdu newspapers such as Sada-e-Kohasthan, Akhbar-e-Mashriq and Hindustan Express Urdu Edition and so on. The article compelled the power department to accelerate the work under the Deen Dayal Upadhyaya Gram Jyoti scheme in the village to provide a continuous power supply. The good news is that the power department installed one transformer in the village and promised to install another one soon.



IMPACT STORY 4

Shabna Kausar, a rural writer guided by Rukhsar, wrote an article in Urdu titled "Sadak se Judi Tarakki Gaon Ki" focusing on the plight of the inhabitants of Mankote Tehsil, who were troubled by miserable road infrastructure. After this article was published in more than 5 leading Urdu newspapers, the municipal department took immediate action and accelerated the construction work. Today, villagers of this tehsil have access to better roads making their lives less troublesome. Shabna believes that this initiative has instilled a sense of confidence in her to advocate for the development challenges of her society through her articles.





INITIATIVES

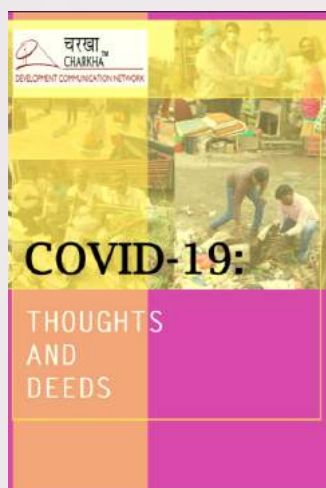
E-BOOK ON "COVID - 19 -THOUGHTS AND DEEDS"

When the Covid-19 Pandemic surfaced in India, we began thinking about how and to what extent could we contribute in our capacity of being a responsible non-government organization. After a lot of thought we decided to work on our strength – highlighting voices from the rural and remote regions of the country by doing a series of stories on Covid-19, which could be published on our website and uploaded on various social media platforms.

Charkha, understanding the need and importance of information from across the country in these difficult times, started the “Pen it Down” series on its website. The idea was to motivate its writers and well-wishers from different parts of the country to narrate their experiences of the challenging times and share it at a national platform. Several stories came from villages tucked in the remote corners of the country while some wrote about situations in towns and cities. What made this series interesting were the accounts of personal and social experiences of the writers. We received a total of twenty-eight stories from 25 districts through our intervention in ten states and union territories. These articles were compiled into an e-Book titled ‘Covid-19 – Thoughts and Deeds’.

The book is available on our website.

Other than this booklet, **19 articles** has been published on **COVID-19** theme till March 2021





CHARKHA GOVERNING BODY AND TEAM MEMBERS

LIST OF GOVERNING BODY MEMBERS



Tilak Mukherji (President)

Co-Founder & Chairman: Sigma Research, India; Co-Founder, Chairman and Senior Partner, Median Consultants, Dubai. He is an MSc (Hons) in Mathematics from BITS, Pilani. Tilak has about 30 years of social and marketing research experience in India, Bangladesh, Sri Lanka and other countries such as the Maldives, Indonesia, Singapore, Malaysia, and the Philippines. He was a director on the board (and stakeholder) of Mode / TNS Mode / TNS India (1986 – 2008), and the de facto Managing Director of MRC-MODE Bangladesh (1996 – 2002) and TNS Lanka (2004 – 2008). He was the co-founder promoter of GfK ME, Dubai and Saudi Arabia (in 2008), and was its Chairman, till August 2012. He is the co-founder promoter, and Chairman and Senior Partner of Median Consultants, Dubai.

Tilak has had as clients virtually all MNC companies in the commercial sector, and a wide range of international multi and bilateral donor and development agencies and Government departments in the social development sector.



Usha Rai (Secretary)

Smt. Usha Rai, who mainstreamed women issues in the media. Right from the first major report by Phulrenu Guha and Veena Majumdar on the status of Women in the country, to Ela Bhatt's Shram Shakti report on the women in the unorganized sector, she has been focusing with sensitivity on women's issues. She is also the founder member of the Indian Women's Press Corp in New Delhi. At present, she is serving in the coveted post of a Deputy Director, Press Institute of India.

LIST OF GOVERNING BODY MEMBERS



Anil Singh (Treasurer)

He is the Secretary General of SANSAD (South Asian Network for Social & Agricultural Development). The organizations vision is to make South Asia free from hunger and poverty.



Sumita Ghose (Member)

Sumita Ghose is the founder and executive director of Rangсутra, an organization of Craftspeople who own shares and have a stake in the company. She has close to 20 years of experience of working with rural communities in remote areas of India in order to bring about social and economic change. From forming women's health collectives and self-help groups aimed at economic self-reliance, to mobilizing village communities to run primary education programs for their children, Sumita has worked extensively at the grassroots.



Pritpal Marjara (Member)

Pritpal Marjara is the Managing Director of Population Service International in India. He holds a Master's degree in Information Technology and has over 15 years of diverse professional experience in social marketing, behavior change communication, research and Information Technology. He started his career in the development sector at PSI where he managed complex health programs in a diverse geographical, social and cultural setting in India. He had progressive responsibilities, culminating the program leadership, within PSI's Avahan program with the Bill and Melinda Gates Foundation which involved the delivery of services in management and treatment sexually transmitted infections in the areas with a high prevalence of HIV.

LIST OF GOVERNING BODY MEMBERS



Rajdeep Sardesai (Member)

Rajdeep Sardesai is a senior journalist and author of the best-selling book, '2014: The Election that Changed India'. With 26 years of journalistic experience in print and TV, Sardesai was managing editor of the NDTV network before he set up the IBN 18 network with channels like CNN IBN as founder editor. He has won numerous awards for journalistic excellence including the prestigious Padma Shri for Journalism in 2008. He has been the President of the Editors Guild of India and was also chosen as a Global Leader for Tomorrow by the World Economic Forum in 2000. He writes a fortnightly column across several newspapers, including the Hindustan Times.

An Oxford blue at cricket, he completed his Masters and LLB from Oxford University after graduating in economics from St. Xavier's College in Mumbai.



Prashanto Chandra Sen (Member)

Prashanto Chandra Sen completed his B.A in History (Hons.) from St. Stephens College, University of Delhi. He went on to do his LLB from the University of Delhi and completed the Bachelor of Civil Law (BCL) Course from the University of Oxford, UK. He is now practicing independently and has put in 20 years of practice.

He appears in a number of fora apart from the Supreme Court and Delhi High Court. He has also been appearing in the National Green Tribunal (NGT), Appellate Tribunal for Electricity (APTEL), Central Electricity Regulatory Commission (CERC), Mines & Minerals Tribunal and Competition Appellate Tribunal (COMPAT). He has also been involved in international commercial arbitrations under the aegis of International Chamber of Commerce (ICC) and London Council of International Arbitration (LCIA).

LIST OF GOVERNING BODY MEMBERS



Mathew Cherian (Member)

Mathew Cherian is a B.E. (Honours) in Civil Engineering from BITS, Pilani Rajasthan and holds a PG Diploma in Rural Management from the first batch of IRMA, Institute of Rural Management Anand, Gujarat. Later, he worked in the area of rural development with cooperatives in association with the National Dairy Development Board. He also served as Director of Oxfam India from 1987-1994.

He also serves as Member of the NGO Task force of the Niti Aayog, Member of the Policy Committee of the Ministry of Social Justice & Empowerment, Member of Core Committee of National Human Rights Commission. He also served as a Member of the High Level Committee on Corporate Social Responsibility, Ministry of Corporate Affairs. Currently serves as an Amicus Curiae to the Supreme Court in the elder rights matter, for pensions, homes and the Maintenance Law, which has helped bring elder issues to the forefront.

CEO of HelpAge till June 2020, Mathew continues as the Global Ambassador for HelpAge International, and also serves on the board of other international bodies like GuideStar International. He is also a Member of the "Global Future Council" of World Economic Forum". Also working on the Technical Committee of SEBI to create a Social Stock Exchange in India.

CHARKHA'S TEAM

DELHI TEAM



Mario Noronha - CEO

After spending a few years in HR & Operations departments of a couple of big corporations, Mario joined Charkha as Head of Operations in August 2012 and was appointed as CEO in March 2017.



Chetna Verma - Manager - Programmes and Editorial

Associated with Charkha for over 10 years now, Chetna is a Disaster Management Professional and a Development Journalist. She has worked for over 9 years across J&K, Ladakh, Uttarakhand, Rajasthan, Gujarat, Madhya Pradesh, Chhattisgarh, Bihar, Assam, Mizoram and Meghalaya. Her research focuses on Role of Women's Agency in Disaster Risk Reduction. In 2014, she was selected for the National Media Fellowship by National Foundation of India (NFI) to highlight stories on women's health in the context of climate change. In 2014 and 2015, she received the prestigious Laadli Media and Advertising Award for her reporting on gender-sensitive issues from rural India.



Shams Tamanna - Consulting Hindi Editor

Shams Tamanna is a Postgraduate in Mass Communication and Journalism. Shams worked with Charkha earlier as Hindi Editor and is currently working with DD News as Production Assistant.

DELHI TEAM



Dipsikha Devi, Project Associate and Communication Specialist

A postgraduate in sociology from Ambedkar University, Delhi, Dipsikha has previously worked as Documentation and Communication Officer with Spectra - a Rajasthan based NGO. She has been working with Charkha since March 2021.



Tanvi Lomesh - Project Associate and English Editor

Tanvi is a postgraduate in Social Work from Panjab University and holds a Graduation degree in Journalism and Mass Communication from IP University. She has previously worked with Partners for Law in Development. She joined Charkha on February 1st, 2021.



Prasanta Acharya - Manager Finance & Accounts

A postgraduate in Operation Management, Prasanta has worked with corporate companies for several years. Post 2017, he started working with iNGOs. He has been associated with Charkha since June 2019 (through Soumya Support Solutions). At present, he is posted as Manager Finance & Admin (Project).



Akshay Mishra - Accounts & Office Assistant

Outsourced from Soumya Support Solutions in November 2019. Has been regularized as Accounts & Office Assistant on February 1, 2021.

MAHARASHTRA TEAM



Alka Gadgil- Project Lead (UNICEF Project, Maharashtra)

With a master's degree in social work from University of Mumbai, Alka started her career as a consulting communications specialist. She's been working as Project Lead with Charkha for implementing the UNICEF funded initiative in Maharashtra since 2016.



Mithila Naik Satam- Media and Documentation Specialist, UNICEF, Maharashtra

Mithila Naik-Satam has a Master's degree in Political Science from University of Mumbai. In her time at the dept., she initiated an online publication called Drushti with an aim to trigger into action the students' geniuses. She is also associated with Khaana Chahiye Foundation, a Mumbai based non-profit organization.



Sujata Shirke - Project Coordinator, UNICEF, Maharashtra

Sujata Shirke is a social worker and researcher. She has founded micro finance self-help groups (SHG) in Thane and Raigad districts. She holds a post-graduation degree in Social work .



Tejaswini Tiwale- Media Mobilization and Communications Specialist, UNICEF, Maharashtra

Tejaswini Tiwale, has completed her BFA (Bachelors of Fine Arts) in Commercial Art from Sir. J. J. Institute of Applied Art, Mumbai. She is a passionate storyteller trying to address social challenges through filmmaking and art.



UPCOMING PROJECTS

THE LUSH FOUNDATION PROJECT

"Covid-19 and Rural Communities: Bridging the Information Gap"

Dedicated to Mario Noronha, this project aims at addressing the crucial information gap that exists in remote areas and hinders rural communities' capabilities to fight the deadly Covid-19 virus. As part of this project, vernacular Covid-19 information guides will be created containing information on preventive measures, home isolation for Covid-19 patients and details about vaccination. This information will be in clear, concise and effective (local) language with culturally-relevant graphics. Those with limited or zero access to social media platforms and/or internet connectivity, will be reached out through our Volunteer Trainers (VTs). For hilly areas with no road connectivity, guides will be printed and circulated by the VTs.

Another aspect of this project will be to bring out the stories of struggle and perseverance of rural communities against Covid-19, which are almost invisible from the mainstream news platforms.

AZIM PREMJI PHILANTHROPIC INITIATIVES

"Disha - an integrated program to address the multiple needs of Adolescent Girls through knowledge, Information and Skills"

The objective of the programme is to empower the Adolescent Girls (AGs) belonging to disadvantaged rural communities residing in the remotest corners of the hilly state of Uttarakhand by making them self-sufficient. The project aims at creating a culture of 'speaking up' among AGs by providing them the awareness, knowledge, information and skills that will nurture them into confident, independent and informed, 'equal' citizens of our country.

UNICEF

'In the Limelight'- Media persons to bring children's voices and reflections into limelight (Newspapers, news portals and popular media)

The focus of the UNICEF-Charkha partnership 2021-22 will be to bring the critical issues to the limelight. This will include stories on Covid-19, Early Child Development, Reduction in Stunting, Prevention of Child Marriage and Climate Change. The idea is to create effective spaces in the mainstream media of issues directly concerning children and youth. Work with regional journalists and press clubs will be undertaken on the above mentioned issues as regional media tends to carry more stories on the above mentioned issues than the city media.



REACH OUT TO US ON

INFO@CHARKHA.ORG

