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Annual report for Aparajitha Foundations, 2020-21

A Year that was fulfilling

Greetings from 'Team Implementation'.

We are pleased to submit our activity report for the year 2020-2021. Our heartfelt thanks for your valuable contribution & guidance, which has made a 'huge difference' and helped us with improving our implementation year after year.

When we look back on the year that was, we take pride in covering more states, more topics shared and more relays. We're all cruising in the same boat thrashed by the harsh and strong waves of COVID and lockdown. But we've steered through bravely and are even better prepared now.

Our thoughts and prayers are with all those who suffered... losing dear ones and their own livelihood. Yes, we'd all like to forget this unprecedented onslaught of the pandemic but remember the lessons it taught us. We are more closely knit now than ever before.

Implementation Details:

Haryana was the first state to take the schools to the students. In addition to the relaying through its resource 'Utkarsh Society', the education department started using the local TV, cable operators, their portal and Jio mobile TV to ensure that every student had an opportunity to learn without any disruptions. It was a move 'par excellence'. They wanted to add life skills as a part of the relay to ensure that it was 'holistic'. They approached us with a request that the topics should be without pauses and of shorter duration.

The team Roseto the occasion and suitably modified the topics, much to the delight of the department. We were ready with the topics that could be relayed for different duration slots. The modification was a project in itself, and we are happy to mention that we handled it well, with internal resources and in a very short time.

Encouraged by our experience in Haryana, we started approaching other states one by one, and the response was very positive. It was a huge learning curve for us too, as this experience left a deep and positive impact. The key learnings were: be proactive, have

shortest response time and work as a team. More importantly, it led to a paradigm shift in thinking.

We place on record our sincere thanks to the officials of the education department across the states starting from the programme officers, SPDs to the Principal Secretaries for giving permission to reach our programme to the students using multiple media platforms. It clearly indicates their acceptance and need for 'TTT', which we consider as an important and valuable recognition. This has added a huge **brand value** for 'Tim Time Tare' & AlcheMe.

Haryana:

We were the first NGOs to approach the Haryana government with a request to relay our content. Thanks to our excellent rapport with the department and our proven track record, the department readily accepted. The first TV relay started in the state and was welcomed by the students, teachers, parents and the department. We had the 'early bird' advantage here, being 'pro-active'.

Rajasthan:

Rajasthan was willing to relay, provided that we edit and supply the videos of 30-minute duration. The team swung into action and shortened the duration of the lessons to not more than 30 minutes, without losing the purpose and the essence of the topics. A big challenge was to overcome our hesitation with a 'paradigm shift in thinking'. We always assumed that our topics are suited only for live and interactive classrooms. After Rajasthan, we realised that our well modified topics can serve the purpose well. Surely a good reward for our '**Earnest Intent & Intense Efforts**'.

Rajasthan was the first state to commence the '**National relay**' on TV, a dream come true for us.

Gujarat:

The education department was convinced about the suitability of '**TTT**' for TV relays and started relaying it through '**Vande Gujarat**' channels. They had dedicated channels for each class and had 'round the clock' relay.

During the year, we added Bihar, Chandigarh, Chhattisgarh, Jharkhand, and the most prestigious state of the Hindi Heartland, Uttar Pradesh. The details of our reach activities are furnished in the table below.

The full utilisation of mass media and a heterogeneous reach was an important **milestone** for us. Most states, to ensure easy access to students, shared our content through their portals, WhatsApp groups, YouTube channels, local cable operators, Edusat channels and TV channels. This added a new dimension to our reach, as not just the students but also teachers, parents and the general public benefited from it. We are

hopeful that this would create a greater awareness about life skills and thus enable us to achieve the mission and vision of our foundation.

Important milestones and statistics:

- Our reach is close to about 51% of our population and 100% in the Hindi belt.
- Added new states Bihar, Chandigarh, Jharkhand, and UP
- ‘**AlcheMe**’, the English version, launched through DD–Bihar as national relay.
- Registered our presence in the portals of the departments of various states.
- Expanded reach through WhatsApp and YouTube.
- Multiple relays through mass media and television.
- Positive feedback in print media and YouTube channels.
- Establishing our dominance in the field of ‘Life Skills’.
- TV relays in Haryana and Jharkhand with Aparajitha’s logo.
- Relay through **Jio TV** and **Apps**; these apps have ‘Anywhere Access’.

Highlights:

- **The reach**, at the most conservative estimate ,is about **6.77 Cr.** Students, across the states, please refer to **Table – 1** for details
- Normally, DD charges Rs. 25 K per relay of 30 minutes. To arrive at a notional cost, for our records, we have considered at Rs. 10 K per hour. We are pleased to inform that the **notional cost of relays** for the year 2020-21 comes to about **Rs. 5.50 Crs...** please refer to **Table - 2** for details
- TTT was relayed by **Vande Gujarat** channels over **3500** times for over **3500** hours, in more than 5 channels every day.
- There were over **725** relays of ‘TTT’ in **Haryana**. All AlcheMe topics were relayed multiple times.
- **U.P.** commenced the relay in early September with a 7-days-a-week relay. This was relayed across India, through DD – Uttar Pradesh. While every relay is important, the relays in UP are very valuable and prestigious too.
- **Bihar** was the first to relay the English version for the primary section under the name **AlcheMe**.
 - 2 topics of AlcheMe were relayed every Saturday & Sunday.
 - TTT was relayed for about 1½ hours every Friday in Bihar.
 - Both these relays **were watched across our country**.

- **Jharkhand** had 2 relays every week on Thursdays & Fridays.
 - Aparajitha's logo was displayed at the commencement and at the end of the relay for continuous 15 seconds. Jharkhand again was a national relay through DD-Jharkhand
- **Rajasthan** relay was for about 75 minutes every Friday, watched across the nation.
- The relay from Gujarat, Haryana, Himachal Pradesh and Rajasthan are through Jio apps and TV also.
 - Jio relays are stored in their system for one week, enabling the students to access the topics even after Live Relay. This is a safeguard against power/network issues and to ensure that no one is left behind.

for Aparajitha Foundations,



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State-wise Details

Our Presence	State	2019 Census	Adolescents population @ 21,8%	Reach considered @ 40%	Figs. (Lakhs)
1	Uttar Pradesh	237,882,725	51,858,434	20,743,374	207.43
2	Bihar	124,799,926	27,206,384	10,882,554	108.83
3	Madhya Pradesh	85,358,965	18,608,254	7,443,302	74.43
4	Rajasthan	81,032,689	17,665,126	7,066,050	70.66
5	Tamil Nadu	77,841,267	16,969,396	6,787,758	67.88
6	Gujarat	63,872,399	13,924,183	5,569,673	55.70
7	Jharkhand	38,593,948	8,413,481	3,365,392	33.65
8	Chhattisgarh	29,436,231	6,417,098	2,566,839	25.67
9	Haryana	28,204,692	6,148,623	2,459,449	24.59
10	Himachal Pradesh	7,451,955	1,624,526	649,810	6.50
11	Chandigarh	1,158,473	252,547	101,019	1.01
12	Dadra & Nagar Haveli and Daman & Diu	615,724	134,228	53,691	0.54
	Total	776,248,994	169,222,280	67,688,911	676.89

Table 2: Summary of Relays • For the year 2020-21

				Relay Duration		Total Duration (hrs.)	
State	Platform	AlcheMe	TTT	AlcheMe	TTT	AlcheMe	TTT
Bihar	DD	85	49	10 mins.	1.5 Hrs.	14.17	73.5
Chhattisgarh	Dept. Portal/WhatsApp	No data on reach available					
Chandigarh	Dept. Portal/WhatsApp	No data on reach available					
Gujarat	DD		3565		1 Hr.		3565
Haryana	DD/Cable/Jio	2600	725	5 mins.	25 mins.	220	317
Himachal	Jio/Portal	5124	1676	5 mins.	25 mins.	427	700
Jharkhand	DD		39		30 mins.		19.5
M.P.	DD -U.P. (Shared)		97		40 mins.		65
Rajasthan	DD		26		75 mins.		32.5
Uttar Pradesh	DD		97		40 mins.		65
Total		7809	6274			661.17	4837.50
No. of 30 mins.						1322.34	9675.00
Notional Cost (Rs.) Lacs.*						66.12	483.75
Total value of relay (Rs.Lacs)*						549.87	
*@ Rs. 5,000 per/relay of 30 minutes							

Summary

Total Population Of Our Country	1,371,360,351
Our reach	776,248,994
Reach to total population	56.60%
Adolescents Population 21.8%	169,222,281
Reach considered @ 40% of above - Lacs	676.89