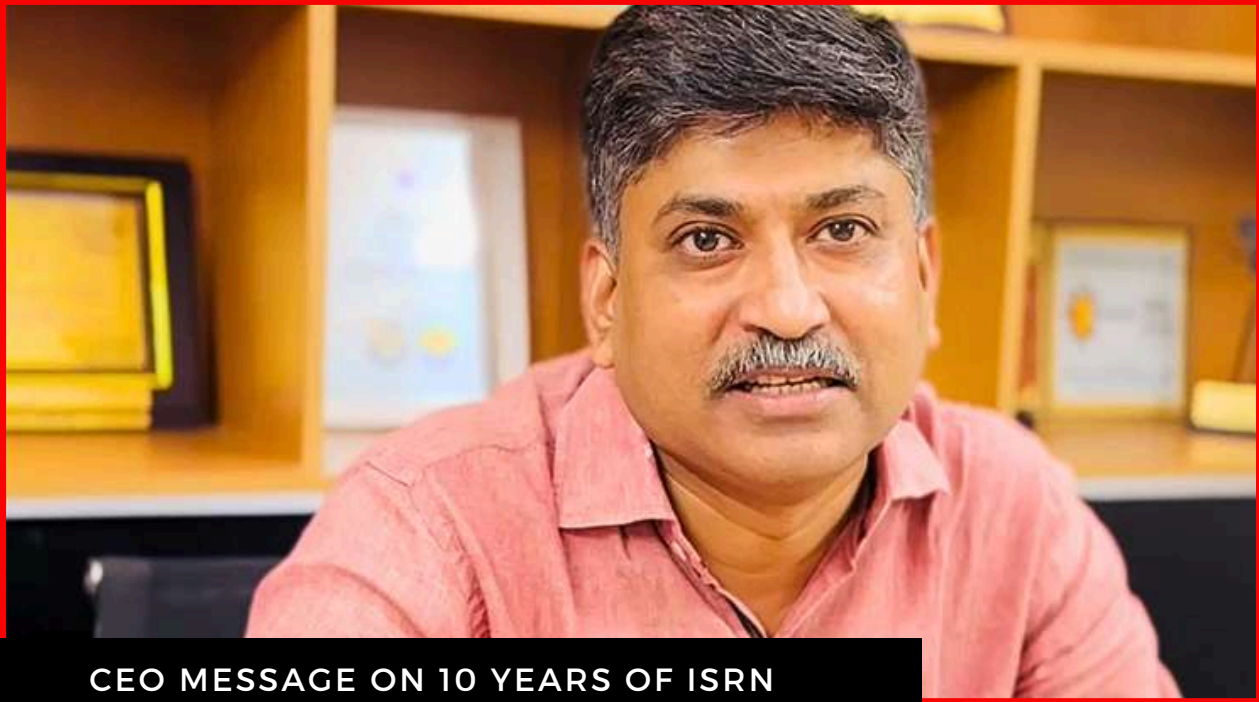






CEO MESSAGE ON 10 YEARS OF ISRN

Dear Members, Donors, Mentors, and Partners,

Greetings from the Indian Social Responsibility Network (ISRN)!

We celebrate another milestone of our journey. On this auspicious day, I extend my heartfelt good wishes to all team members of the ISRN Family. Congratulations to each one of you for another year as we celebrate 10 years of existence.

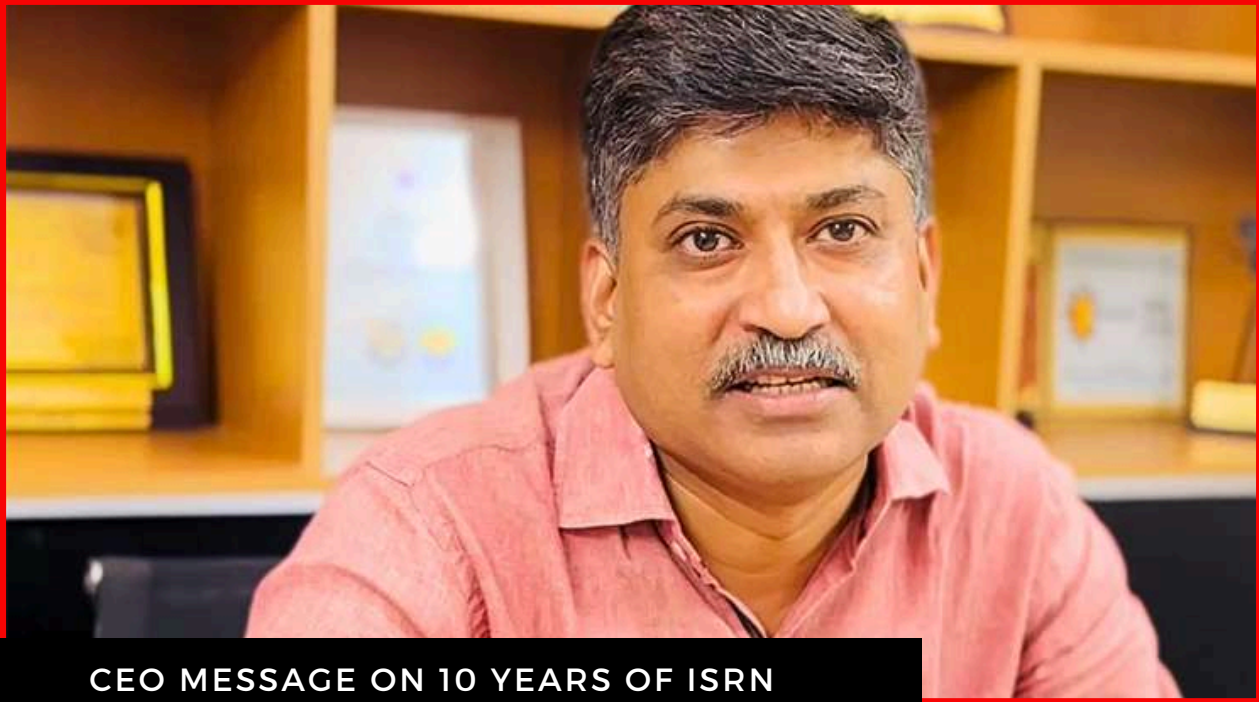
**मैं अकेला ही चला था जानिब-ए-मंज़िल मगर
लोग साथ आते गए और कारवाँ बनता गया!**

Those are my exact emotions on each foundation day. From a one room office to National and State offices, from single to more than 50 people and more than 1000 associates, well wishers and mentors, from an idea to multiple domains and more ideas, from dream to higher dreams.... it has been so fulfilling.

If you ask, could we have done more and better, the answer is, "Definitely". But let's keep this conversation for some other day as today is a day to rejoice in the life well lived and celebrate both, the highs and the lows.

This year's foundation day holds immense significance as we celebrate its 10th year. It showcases our resilience and commitment to excellence. Despite challenges, we are emerging stronger and more focused than ever. Together, we've embraced innovation, set new standards, and pioneered new frontiers

Our success is built on our exceptional team-the core of the ISRN I am grateful to each member for their dedication and passion, and their families for their unwavering support and understanding. I extend my appreciation to our member organisations, Donors, partners, and stakeholders for their trust and collaboration. Together, we will continue to surpass expectations, strive for excellence and make a positive difference in the nation.



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This month, we proudly launched our Annual Report 2023-24, unveiled by our esteemed Chairperson, Sh. Anil Khaitan. This comprehensive report celebrates our achievements and outlines our vision for the future, focused on integrity, inclusivity, and sustainability. It is a testament to our collective efforts in creating a more equitable world. We also hosted a rejuvenating meditation session, emphasizing the importance of mental wellness in fostering a balanced work-life and enhancing productivity. As Buddha wisely said, "Do not dwell in the past, do not dream of the future, concentrate the mind on the present moment."

Our initiatives continue to make a significant impact. We organized a comprehensive workshop on health and hygiene for students in SMART SCHOOLS in Bageshwar and Sirmaur, supported the Inderwal Fruits Producer Company Limited at the FPO Mela, and made strides in the MOMENTUM Routine Immunization Transformation and Equity Project, reaching over 5,762 individuals and administering 1.75 lakh COVID-19 vaccine doses.

In our personal bulletin, Ashish Mansharamani highlights the urgent need for innovative approaches to combat forest fires, emphasizing their global implications. Finally, we are excited to share a special episode of the ISRN NGO Clinic Podcast, "A Decade of Impact: Reflecting on ISRN's Journey and Future Vision," featuring insights from Anil Khaitan and myself. Tune in to explore our journey, learn from our experiences, and discover our vision for the future. Thank you for being an integral part of our journey.

I extend my deepest gratitude to each member, our partner organizations, donors, and stakeholders for their unwavering support. Together, we will continue to make a positive difference.

Warm regards,
Santosh Gupta
CEO, ISRN



FOUNDATION DAY: 10 YEARS CELEBRATIONS

Launch of ISRN's Annual Report 2023-24!

ISRN proudly announced the launch of its Annual Report 2023-24, a milestone unveiled by the esteemed Chairperson, Sh. Anil Khaitan, in the presence of the CEO, Shri Santosh Gupta. This comprehensive report celebrates a decade of ISRN's unwavering commitment to social responsibility, tracing its journey from modest beginnings to extraordinary achievements.

As ISRN celebrates its 10th Foundation Year, the Annual Report not only showcases its significant accomplishments but also outlines a forward-looking vision centered on integrity, inclusivity, and sustainability. It charts a course for the future, guided by a commitment to creating a more equitable world. The report stands as a testament to the collective efforts of partners, supporters, and dedicated team members who have driven ISRN's success.



Centering Focus: ISRN Celebrates with Meditation

On the occasion of ISRN's 10th Foundation Day, ISRN the team hosted a rejuvenating meditation session. Emphasizing the belief that a peaceful mind fosters meaningful work, the session provided a serene start to the day, promoting both tranquillity and focus. The team embraced the wisdom of Buddha's quote: *"Do not dwell in the past, do not dream of the future, concentrate the mind on the present moment."* This meditation practice, as demonstrated, is more than just a routine; it serves as a powerful tool for achieving a balanced work-life and enhancing productivity. ISRN remains committed to nurturing its team's mental wellness, recognizing its integral role in their overall success



UTTAM SCHOOL PROJECT

"EMPOWERING FUTURES: CLEAN, HEALTHY, AND CONFIDENT!"

Menstrual Hygiene Workshops and Health and Hygiene Sessions

A comprehensive workshop on health, hygiene, and menstrual hygiene was organized for students from rural areas of Bageshwar and Sirmaur schools. The objective of the workshop was to educate students on personal hygiene and the importance of maintaining a clean environment in school premises. The sessions were facilitated by ASHA health workers who played a crucial role in conveying the message effectively.

KEY POINTS Discussed

1.PERSONAL HYGIENE:

- Importance of regular handwashing with soap, especially before meals and after using the toilet.
- Maintaining oral hygiene by brushing teeth twice a day.
- Bathing regularly to keep the body clean and prevent infections.

2.ENVIRONMENTAL HYGIENE:

- Keeping school toilets clean and ensuring they are used properly to prevent the spread of diseases.
- Importance of clean drinking water facilities and the need to keep them uncontaminated.
- Maintaining cleanliness in the school library and chemistry labs to provide a healthy learning environment

3. MENSTRUAL HYGIENE:

- Awareness on menstrual hygiene management and the use of sanitary napkins.
- Demonstration on the usage of sanitary vending machines installed in schools.
- Safe disposal practices using incinerators to ensure hygienic disposal of used sanitary products



4. LONG-TERM MAINTENANCE:

- Strategies for long-term maintenance of hygiene facilities to ensure their sustained usage.
- Encouraging students to take responsibility for maintaining cleanliness in their surroundings.

The health, hygiene, and menstrual hygiene workshop was a significant initiative that provided essential knowledge and practical skills to the students of Bageshwar and Sirmaur schools. The positive response and active participation of the students indicated the success of the workshop, highlighting the importance of such educational programs in rural areas



FORMATION & PROMOTION OF FARMER PRODUCER ORGANIZATIONS (FPOS UNDER THE CENTRAL SECTOR SCHEME FOR FORMATION & PROMOTION OF 10,000 FPOS

Celebrating Local Craftsmanship: Inderwal Fruits Producer Company Limited Shines at Dilli Haat FPO Mela

ISRN promoted FPO 'Inderwal Fruits Producer Company Limited' showcased their vibrant products at the FPO Mela in Dilli Haat, INA, new Delhi. Highlighting the essence of Kishtwar, Jammu, their stall featured exquisite lavender creations: handmade soap, coconut oil blends, essential oils, floral teas, and room fresheners.



The event drew esteemed visitors, including Smt. Maninder Kaur Ji, Managing Director of SFAC, and the Additional Joint Secretary of Marketing from the Ministry of Agriculture. This showcase not only celebrated local craftsmanship but also reinforced ISRN's commitment to promoting rural entrepreneurship and sustainable agriculture being a leading CBBO in the agricultural sector!



Strengthening FPOs: Challenges and Opportunities for Sustainable Growth in Dehradun District

The District Monitoring Committee (DMC) meeting was convened at Vikas Bhawan, Dehradun, chaired by the Chief Development Officer and co-chaired by Mr. Parth Gupta, District Development Manager (DDM) NABARD. The meeting provided a comprehensive review of the performance and future outlook of the district's Farmer Producer Organizations (FPOs). Block Chakrata FPO was commended for its operational professionalism and robust turnover and collection of equity grants and pending licenses for fertilizers, insecticides, and seeds, the FPO is set to enhance its market reach and farmer participation.



In contrast, the Block Sahaspur FPO faced significant challenges requiring Immediate action to address some operational and financial issues, with a focus on completing member registration and improving business plans. The meeting highlighted the need for continuous monitoring and strategic support to ensure the sustainability of both FPOs. Recommendations included leveraging NABARD's Credit Guarantee Fund (CGF), matching equity grants, and exploring opportunities under the National Livestock Mission (NLM) for diversification and infrastructure development.



MOMENTUM ROUTINE IMMUNIZATION TRANSFORMATION AND EQUITY PROJECT

Indian Social Responsibility Network is working with USAID on MOMENTUM Routine Immunization Transformation and Equity project, to amplify the immunization coverage and government's immunization drive in Nagaland, Meghalaya, Tripura, Arunachal Pradesh and Manipur. Despite prevalent misconceptions and myths, the team achieved significant outreach by engaging 5,762 individuals through various community mobilization and awareness initiatives, such as Community/Group

meetings, house-to-house visits, IPC, Miking, Father's meeting, to name a few. So far, the team has successfully administered over 1.75 lakh doses of the COVID-19 vaccines to eligible beneficiaries. The project also supported 104 RI session sites in the month of July'24, administering 4,257 doses and ensuring that 141 children received full immunization.



SUCCESS STORY: Creating Child Ambassadors for enhancing Routine Immunization coverage

The Meghalaya project team organized a dynamic sequence of a drawing competition followed by an awareness rally at Umpling Presbyterian School to advocate for Routine Immunization (RI). The drawing competition, featuring 72 student participants, allowed the children to artistically express and learn about the benefits of vaccines, their role in disease prevention, and the vision of a healthy community. These students, who became Child Ambassadors for RI, not only showcased their understanding through their artwork but also took their newfound knowledge home, fostering discussions within their families and communities. Immediately after, the students led an Awareness Rally with 72 participants, including teachers and community members.

The rally featured slogans and placards such as "Get Vaccinated, Stay Protected," and drew significant attention from local residents and passers-by. Educational leaflets distributed during the event helped clarify vaccine misconceptions and emphasized their importance in disease prevention. Healthcare professionals were on hand to address concerns and provide accurate information, further enhancing the event's impact. Attendees pledged their support for immunization by signing banners and wearing commitment stickers.



Together, these activities demonstrated the power of grassroots advocacy in promoting public health. The students' involvement highlighted the crucial role of youth in advancing routine immunization efforts, leaving a lasting impression on the community's commitment to a healthier future



SUCCESS STORY: Baby Show Program for promoting Routine Immunization

On July 19, 2024, the ISRN team successfully organized a Baby Show at the Daklane Panchayat Hall in Kohima, attracting 40 enthusiastic participants. The event was facilitated by Dr. Khrievilhou Nakro (DIO), Dr. Kevilhoulie Meyase (DVBO), Mr. Egumsing Nsarangbe (SPM JSI), Ms. Kelezono Mor, and Mr. Jonah Domeh (Kohima Urban Coordinator for ISRN).

The Baby Show aimed to address the challenges faced in this extensive and densely populated colony. Despite having three ASHAs, including two recently recruited, covering the entire area proved challenging due to the colony's crowded and noisy environment. The limitations of miking and the absence of a Cold Chain Point for vaccines further complicated outreach efforts. Many residents prefer the nearby Naga Hospital for immunization, adding to the difficulty in mobilizing the community.

To overcome these challenges, the M-RITE team conducted a series of strategic meetings with the ASHAs and medical staff of Daklane SC.



They discussed effective community engagement strategies and subsequently approached the colony's Chairman, Woman President, Health Chairman, and Church leaders to explain the purpose of the Baby Show. Information was disseminated through the colony's whatsapp group, followed by miking and house-to-house interpersonal communication.



The collaborative efforts paid off, as 40 participants attended the event. During the program, three Vaccine Champions were recognized and awarded gift hampers for their commitment to timely vaccinations. The vaccination session that followed successfully mobilized 10 beneficiaries and addressed a dropout child. Participants expressed their appreciation for the informative program and its impact on understanding the benefits of immunization. They commended the team for their efforts and committed to supporting future initiatives.



SUCCESS STORY: Walkathon on the occasion of World Hepatitis Day

To mark World Hepatitis Day, the Indian Social Responsibility Network (ISRN) hosted a Walkathon event in Tripura focused on advocating for Routine Immunization. The event was inaugurated by Dr. Abbas Kazim from JSI, who delivered a compelling session on the vital role of Routine Immunization. This informative talk was directed at 37 enthusiastic Auxiliary Nurse Midwife (ANM) students from the local Nursing School. The Walkathon saw these students enthusiastically participating, voicing the slogan "Get Vaccinated, Stay Protected" in their local dialect. Their journey took them through key community areas, including the NHM office, the HWC Old Municipality area, and the Ward-20 market. As they marched, they engaged with around 350 community members, emphasizing the importance of vaccinations in maintaining health and preventing disease. The event proved to be a significant success, effectively raising awareness about Routine Immunization. Many participants expressed their commitment to keeping up with their vaccinations, underscoring the event's impact. The strong turnout and enthusiastic community support were highly encouraging and contributed to the event's overall success.



SUCCESS STORY: MOTHER'S MEETING TO RAISE AWARENESS ON ROUTINE IMMUNIZATION

In July 2024, two impactful mothers' meetings on routine immunization were held in Itanagar (ICR), Arunachal Pradesh, marking a significant achievement in promoting vaccination uptake and enhancing community engagement. These events stood out as a beacon of success, demonstrating the transformative effects of empowering mothers with vital knowledge and encouraging collective action to improve immunization coverage within Itanagar Capital Complex.

Itanagar, the capital city of Arunachal Pradesh, had been grappling with challenges related to suboptimal immunization coverage, exacerbated by widespread myths and misconceptions about vaccines.

On July 11th and 13th, 2024, the project team successfully conducted two mother's meetings at Ajing Colony and Harekmal Colony, respectively, under the UPHC Rakap Naharlagun in Papum Pare, Arunachal Pradesh. A total of 58 participants attended, where mothers were educated about the significance of routine immunization. The discussions emphasized the critical role of vaccines in protecting children from 12 vaccine-preventable diseases.

A key segment of the meetings was devoted to addressing and debunking common myths and misconceptions about vaccines, led by Anamika Mozumdar. This part of the session was crucial in dispelling misinformation and fostering a better understanding of vaccination benefits among the participants.



SUCCESS STORY: EMPOWERING OUR FRONTLINE WORKERS

On Monday, July 22nd, a focused ASHA meeting was conducted at the MIC Singjamei for all the ASHAs working in the catchment area of the MIC. The meeting was organized with the support of Community Health Supervisor (CHS), Mrs. Chongnu Komand, ANM.

During the session, ASHAs were provided with comprehensive guidance on various aspects of their roles, including methods for reporting, collecting reports, and strategies for effective community mobilization.



The CHS highlighted key areas such as handling Routine Immunization (RI) and Adverse Events Following Immunization (AEFI) reports, counselling of the families of LODOR cases and addressing challenges with hesitant families. Following the meeting, in recognition of the ASHAs' hard work over the past month, ASHA Ranjita from Ward No. 15, who oversees Chirom Leikai and Leisangthem Leikai, was honored by the CHS for her outstanding contributions to community health. Her efforts in improving child health, maternal health, reporting non-communicable diseases (NCDs), and promoting community health and hygiene were specifically acknowledged. This recognition aimed not only to celebrate Ranjita's achievements but also to inspire and motivate the other ASHAs to enhance their commitment and effectiveness in community mobilization and accurate reporting for Routine Immunization.



Forest fires are no longer a local issue as their implications transcend national boundaries

It is the need of the hour to change our approach to forest fires, modify our responses and take account of technological innovations in checking forest fires across the globe

By Ashish Mansharamani



The recent forest fires in Uttarakhand have generated sufficient heat that has not only reignited the debate on the issue of sustainable development, but has also been responsible – to some extent – in sending alarm bells ringing across international diplomatic channels. A similar diplomatic tussle to safeguard the environment was also evident at the COP28 summit held in Dubai last year. It is obvious that major forest fires like the ones here in India or in Brazil's Amazon rainforests in 2019 or the Australian wildfires can no longer remain localised affairs but tend to assume international dimensions, considering their overall impact on the environment.

The allegations that the fires had been lit intentionally to make way for developmental projects may or may not be true but the damage to the environment has already been done.

It was Brazil which hosted the historic Earth summit in 1992 where the concept of sustainable development was tabled and a long-term strategy to deal with climate change was formulated for the first time.

We have similar problems in our own forested areas, except for those where the rainfall is heavy and trees are able to retain sufficient moisture, as in the case of coastal areas and the forests of the North-East. Fires in the forests of the Shivaliks and lower Himalayas are a well-known and a regular feature, except that they keep varying in intensity.

Experience shows that the forest fires in hill areas are more difficult to tackle due to the hurdle of accessibility as noticed in several remote districts of Uttarakhand.

The Summer of '16

The year 2016 was an important year in terms of forest fire incidence, both in the number of fires as well as their spread, with at least seven confirmed casualties. On account of a virtual absence of winter rain, signs of an impending torrid season were visible even in mid-February, that year. The absence of any rainfall through the months of March and April along with an unusual rise in temperatures further compounded the situation. Despite sufficient time having been available, the necessary steps had not been taken. Also, the mobilisation of volunteers and other personnel on the ground remained inadequate.

By the end of March, an almost well-formed crisis had taken shape when the fires appeared to threaten human settlements and peripheral areas of some of the towns. It was reported that the forest department was neither adequately prepared nor committed to fighting these fires and was considering them to be an annual affair. Considering the gravity of the situation, the state disaster response force along with personnel from the National Disaster Relief Force in large numbers were involved in the firefighting operations.

As the fires became more menacing and life-threatening, the Indian Air Force was also deployed and the choppers with Bambi Buckets were made available at the nearby Sarsawa air base situated in Uttar Pradesh's Saharanpur district. They were immediately operationalised, with the lake at Nainital and the reservoir at the Tehri Dam providing adequate water to extinguish the fires. The only problem encountered was the supply of fuel for the choppers as the tankers had to move at a very slow pace on the winding hilly roads. The ordeal was finally over after a few showers towards the end of April, breaking one of the longest dry spells of more than 50 days at a stretch.

Beyond numbers

While only a certain amount of damage by fires can be quantified, the adverse impact on biodiversity and the ecosystem remains immense and unquantifiable. The huge volumes of carbon dioxide released into the atmosphere lead to adverse environmental impacts.

In addition, nano-sized particles from the smoke tend to settle on the snow-covered areas in the vicinity, which is a separate field of study in glaciology. It is, however, well-known that such depositions and even a fractional rise in temperatures lead to erosion and consequent retraction of glaciers.

Two very important glaciers in the vicinity of the fire-impacted area are Gangotri and Milan and have been studied by experts extensively. The water from these glaciers flows entirely into the Gangetic river system.

Almost 65 per cent of the landmass in Uttarakhand is under the cover of forests, of which the Chir Pine (*pinus roxburghii*) occupies about 20 per cent of the area (about 400,000 hectares).





Pine needles — the tiny swords of fire

Every year, in the forests in Uttarakhand, loads of dry pine needles fall on the ground. These are very rich in oil and highly inflammable, constituting a major source of fuel for fire hazard in the state. The Uttarakhand Renewable Energy Department Agency (URED) has since launched a scheme whereby the pine needles are collected by village residents, who are paid by the weight of collection. The needles are then to be made use of as fuel for generating power.

Also, the government had previously considered getting rid of the Chir Pine plantation and resorting to large-scale afforestation by using oak and other hardy trees. But experts advised that the intervention can have ramifications both for the soil structure as well as the environment.

During the post fire analysis, one aspect which was emphatically mentioned by every expert was the participation of Van Panchayats had almost been negligible. Earlier, the forest dwellers provided volunteers who would maintain vigil and also helped in preventing and extinguishing the fires well in time.

After the introduction of and sometimes over stringent application of the Forest Rights Act, the traditional forest dwellers from certain areas have faced eviction leading to a sort of vacuum with nobody left to look after vast tracts of forests. The official departmental guards are either too inadequate or intermittently absent from duty.

In some countries, like Australia and elsewhere, spraying of fire retardants is not uncommon when the fires become life threatening. However, such sprays have not been used in India. Nevertheless, there is enough scope for technological innovations in forest-fire management.

Celebrating a Decade of Impact: Tune into Our Special Podcast Episode!



As we commemorate 10 years of unwavering dedication and transformative work in the social development sector, ISRN is thrilled to share a special milestone with our community. To mark this remarkable achievement, we are excited to launch a new episode of the ISRN NGO Clinic Podcast titled, **"A Decade of Impact: Reflecting on ISRN's Journey and Future Vision."**

In this exclusive episode, join us for an engaging dialogue featuring **Anil Khaitan, Chairman of ISRN**, and **Santosh Gupta, CEO of ISRN**. They will take you on a reflective journey through the significant milestones and impactful moments that have defined our decade-long journey. Discover the strategies, challenges, and successes that have shaped ISRN into a leader in social development.

What to Expect:

- **Inspiring Stories:** Hear firsthand accounts of how ISRN's initiatives have transformed lives and communities over the past ten years.
- **Valuable Lessons:** Gain insights from our leaders on the key lessons learned and the strategies that have driven our success.
- **Future Vision:** Explore the exciting plans and vision for the future as we continue to push the boundaries of social impact.

Whether you're a long-time supporter or new to our mission, this episode offers a unique opportunity to understand the heart and soul of ISRN's work and how you can be a part of our future endeavours.

Tune in now to catch this special episode and be inspired by the stories and visions that have propelled ISRN forward. [Listen to the episode now](#)

ISRN believes that having a right to live in equality is something each human deserves and with support from people like you, we are transforming the lives of thousands of fellow citizens. We have held workshops and training sessions for more than 800 member organisations, fostering a symbolic growth system

We genuinely appreciate all of your help, love, and support for ISRN.

We humbly ask that you continue to provide us with support, advice, and invaluable assistance that will enable us to ensure that each and everyone is empowered to grow and flourish in their own unique way.

Please scan the QR code to donate towards these causes, as your small contribution will help maintain smiles on million faces.



Scan the QR code to
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Thank you for reading!



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