

ANNUAL REPORT

For the year 2022-2023



OUR VISION

To establish a progressive, peaceful and unbiased society based on the values of equality, fraternity and mutual help.



OUR MISSION

We aim to empower underprivileged children and youth through relevant education, innovative healthcare and market-focused livelihood programs. AMC is to deploy best possible methodology and technology for achieving ideal SROI (social return on investment), to practice and promote good governance to sensitize privileged children, youth and citizens in general to promote Civic Driven Change. We adopt highest standards of governance to emerge as a leading knowledge and technology driven, innovative and scalable development organization.

SECRETARY'S FOREWORD

We keep moving forward, opening new doors and doing new things, because we're curious...and curiosity keeps leading us towards new path. 2017-18 has been a very busy and highly productive year for us. We've been tirelessly fortifying our focus on children and their rights by addressing some critical strategic questions.

I would like to thank everyone who has supported us, financially and in all other ways. I would especially like to mention Mr. Pawan Kumar Gupta, Mr. Ashish Shukla, whose continuous support has been invaluable. I would also like to thank Mr. Asad Yar Khan and Mr. Muqet Khan for being pro-active mentors

and advisors to AMC for over 8 years. We draw great strength from the support we have received in our journey from all of our donors, supporters, well-wishers and mentors who continue to motivate us.



OUR APPROACH OF GOOD GOVERNANCE

Credibility and accountability have always been the bench mark for AMC and are achieved through the promotion of principles of good governance in the processes and practices. AMC has a four-tier audit and evaluation mechanism to ensure, the impact of investment and complete transparency of accounts of funds utilized. This four-tier audit mechanism reviews programs and projects, internal operations, compliance of statutory norms and conducts an external evaluation for the impact and outcome of various development programs. The entire management processes and practices of AMC are in compliance with the principles of good governance.

OUR ACTIVITIES: **Skills for Youth**

AMC provides opportunities for local youth to receive training in vocational skills for sustainable livelihood. These skills include the following:

COMPUTER TRAINING PROGRAM -:

AMC provides vocational computer training. The aim of the programme is to generate self employment by giving skills to the individuals who can use it. These trades have been chosen keeping in view the demand for skilled persons with increase in use of computers every day. The participants of the program are individuals in the age group of 18 to 45 years. The program has syllabus to impart the training by trained professionals. The individuals who are trained have the opportunity to engage in self employment and increase their income.

SAVE THE ENVIRONMENT -:

The program encourages behaviors like water and energy conservation, waste management, bio-diversity, and respect for cultural heritage. Children were trained about environmental issues. Training on Making of wormy compost and compost using garbage was also given to them. Academy of Mass Communication organized a program in which students actively participated in quiz competitions and other cultivation activities and many students also planted different saplings.



FREE EYE CHECK-UP CAMPAIGN :-

Academy had organized a 7 days eye check-up Campaign and distribution of spectacles for truck drivers, cleaners and helpers on 12 June to 16th June, 2022 at for truck drivers on Janta Dhaba kherabad N H .24 toll plaza Eye Check-up kherabad Sponsored by MINISTRY OF ROAD TRANSPORT & HIGHWAYS (Road Safety Cell)Delhi.

Eyesight is a basic requirement for safe driving. Poor vision increases the risk of collisions due to the driver's inability to recognize and react in time to a hazard or the behavior of other road users. Free Eye Check-up Camps for drivers is one of the many innovative programmes undertaken by MINISTRY OF ROAD TRANSPORT & HIGHWAYS to ensure safe travel along national highways. The cleaners can also avail of this facility on the condition of producing a valid driving license. One more component of these camps will be distribution of free spectacles up to a certain power as prescribed by the eye specialist. Any other defect like cataract will be identified and medicines will be prescribed.



YOGA DAY -:

On 21st June 2022 AMC celebrated International Yoga Day at Academy Hall Qaisar Bagh. The theme for international yoga day is ‘ **Yoga for humanity** ‘ It was a great event with gathering of the faculty members, staff and students who actively participated in celebration of Yoga Day by sharing their views on how yoga helps them in their daily lives, why they prefer yoga over gym workouts and how yoga has influenced their lives, and how yoga has been shown to have immediate psychological benefit ,decreasing anxiety and stress, etc. Academy also organized Meditation Camps for students and staff in the Academy building. Large no. Of people came up to celebrate the power of yoga. on this occasion a small speech was given by centre Head, Mohsin Khan. He Said “ You are truly healthy when you are not just physically fit but also mentally and emotionally balanced. The art of practicing yoga helps in controlling an individual's mind, body and soul. It brings together physical and mental disciplines to achieve a peaceful body and mind; and improves respiration, energy and vitality. Practicing yoga might seem like just stretching, but it can do much more for your body from the way you feel, look and move.



INDEPEDENCE DAY -:

AMC celebrated Independence Day on 15th August, 2022 Celebrations began with unfurling of the tricolor followed by National Anthem & cultural programs. Patriotic songs and skits highlighted the importance of freedom and the stories behind this freedom. Students' choir presented a melodious patriotic song on the occasion. Chief guest Mr. S.P. Gupta, interacted with the students and told some stories which motivated them to do well in their lives. AMC awarded the Students and gave them the knowledge about how we got the freedom and about our great freedom fighters .

Sweets, chocolates, Laddoos & other Educational material were distributed among the Students Cultural program were conducted, along with patriotism DRAMA, patriotism Singing and many other program,

The celebration ended with the National Anthem.



WOMEN'S EMPOWERMENT PROGRAM :-

Training in Tailoring ,Embroidery Art and Craft .

We have been providing 3 months training program on Tailoring & Embroidery to women. Encourage women empowerment; we assist them in establishing their unit, purchase of raw material and sale of finished products. We tie up with garment factories for supply of ready-made garments, Social Welfare Department for supply of school uniforms, wholesale cloth merchants for supply of women's garments



and baby clothes. For more than two decades, AMC has been working towards the re-ordering of gender relations to make them more unbiased and equitable. In recent years, the results can be seen in women's groups becoming more active in often difficult and conservative spaces and making their families and communities more equitable. Over the year, several efforts were directed towards strengthening women's groups and women resource centers. AMC has been working towards the re-ordering of gender relations to make them more just and equitable. The results can be seen in women's groups becoming more active in often difficult and conservative areas and making their families and communities more equitable.

Calligraphy Training prog -:

Calligraphy is an art of beautiful writing made with the hand using flat calligraphy pens. Calligraphy has many styles of writing which has to be learnt and made with lots of patience, practice and perseverance to get the beautiful output. Calligraphy course is for those who want to write calligraphy styles as headings, school project reports, names, greeting cards, festival cards.

The centre started Arabic Calligraphy course in 2014, It offers classes for male and female students and offers continuous training and workshops in traditional material, pottery, glass and other materials. The courses offered, may also include other applied arts related to calligraphy such as coating of marble paper, restoration of manuscripts, calligraphy design and production, color techniques in Arabic and Urdu letters.



ART AND CRAFT WORK SHOP -:

Art allows students to learn about themselves, their culture, and their community. By taking art classes, students will begin to visualize the world differently. Art classes will help develop a creativity, thought process, and their way of expressions. Many people also make money selling their crafts and using their crafts skills in many interesting ways.

AMC organized 3 Days **(Art and Craft)** Workshop from 9th to 11th October 2022. 100 Girls participated and learnt Drawing, Painting, Tie and dye making of stuffed Toys, Paper Jewelry, pot painting and Macrame Making. On this occasion, craft expert Swati dhanuk gave few tips on how to make money using your skills. She said, "The first and obvious way to make money with your crafts is to make them and sell them directly to your customers. You can sell them by setting up a stall at marketplace or mall. Alternatively, you can sell your crafts to friends and family. This isn't the most effective or profitable way, but might be great for you if you're just starting out."



CONSUMER AWARENESS PROGRAM -:

Competition in the sector has increased following the increase in number of service providers. Therefore the need to empower consumers cannot be over emphasized. There is need to educate consumers to be alert of the quality of the products, and possible deficiencies in the services from the growing sector.

The overall goal of this consumer awareness program is to create and sustain awareness amongst different categories of consumers of communication services with a view of enabling them make informed decisions.



NASHA MUKTI ABHIYAN :-

The entire world is facing the menace of drug addiction which has a devastating impact on the addict, individual, family and a large section of society. On the occasion of International Day Against Drug Abuse and Illicit Trafficking on 26 June, which is observed worldwide to strengthen action and cooperation in achieving the goal of a sustainable world free of substance abuse., which is observed worldwide to

Strengthen action and cooperation in achieving the goal of a sustainable world free of substance abuse. The Nasha Mukti Bharat Abhiyaan provides detailed information about the Abhiyaan and its activities, gives glimpses through the Photo & video gallery, provides resource material and

information. institutions providing Drug addiction counseling, treatment and rehabilitation and other facilities have been Geo-tagged to make their services accessible and easier to locate



URDU & FUNCTIONAL ARABIC TRAINING PROGRAMME -:

Significance of Urdu and Arabic cannot be underestimated in the modern world. Urdu and Arabic combined make up a fourth most spoken language in the world. This language opens doors to great careers in business, journalism, education, translation and interpretation, Foreign Service and intelligence, etc. Considering this demand we offer One year diploma in Urdu language, [financially assisted by National Council for promotion of Urdu Language, Ministry of Human resources Development, government of India.

HYGIENE AND SANITATION PROJECTS -:

Clean water, basic toilets and good hygiene practices are essential for the survival and development of people. Today, there are around 2.4 billion people who do not use improved sanitation, and 663 million who do not have access to improved water sources. Without these basic needs, the lives of millions of children are at risk. For children under five, water- and sanitation-related diseases are one of the leading causes of death. Every day, over 800 children die from preventable diseases caused by poor water, and a lack of sanitation and hygiene. We realize that the key to drinking water security lies with the community. Our approach involves promoting locally-owned and managed drinking water security plans at the community-level. These plans are simple which can be used, monitored and managed by people

With no awareness of or access to proper health care facilities, the ultra-poor do not have the privilege of preventive health care. the programme guides them towards a healthy lifestyle.



REPUBLIC DAY:-

Republic Day was celebrated on 26th January with great reverence in Academy of Mass Communication as the children in all grades learn about India's political history, freedom struggle and the Constitution as a part of their curriculum. They learn how the great sons of the motherland have fought to attain freedom and make India a sovereign state.

The day began with a prayer followed by flag hoisting by the Guest of Honour, Mr. Rizwan This was accompanied by the Flag Song, our national anthem and the pledge. The Guest of Honour spoke eloquently about our diverse nation and the relevance of the Constitution and the Preamble. He enthralled the audience with inspirational stories and reiterated

Students are also made aware of the cultural heritage and other aspects about India arousing a sense of pride in being a citizen of a country with a rich cultural past. They are encouraged to preserve its varied national heritage and assume a sense of social responsibility the need for being resolute in our path to achieve our goals.

There are short quiz shows held to test knowledge about India's history, geography, culture, religion and language, national symbols and the Preamble. The students enjoy answering questions and in the process learn many things about the country.



CULTURAL PROGRAM -:

The annual cultural programme 2022 of AMC was held at Qaisar bagh Lucknow . The cultural programme gives an opportunity to students to present their talents in different fields like Debates , literature, Calligraphy, Graphic Design 'arts etc. AMC organised different competitions under the cultural event The different cultural events were started with debate competition .

There were 12 students participated in debate completion and the winner was Nusrat Arshad .

Then very next day easy writing competition was held in the seminar hall and the topic for the eassy writing was “ Health is wealth ” There were 34 students were participated in the essay writing

competition and the winner was Ashish shukla.

Cally Graphy and Graphic Design Competition were held on in auditorium hall. The participants displayed colorful Art Work and presented their artistic composition of colours. The winner of the Graphic Design competition was Prabhakar Nagu and Cally Graphy winner was foziya Khatoon

The Auditorium hall was looking beautiful with defferent designs and Cally Graphy patterns.

Muqet Khan and Pawan Gupta Were the judges of the event.



