



Let's make mental health care accessible to adolescent girls, women with special needs & geriatric female population in distress

AAMBRA FOUNDATION **SheSpeaks**
Every Woman Has A Story

SheSpeaks Sashakta Toll Free Helpline
☎ 1-800-833-2300
Monday to Saturday | 10:00 am to 5:00 PM

www.aambrafoundation.org | www.shespeaks.co.in

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#SheSpeaks | #LendAnEarXtendAHand



AAMBRA FOUNDATION **SheSpeaks**
Every Woman Has A Story

मानसिक तनाव से पीड़ित किशोरियों,
विकलांगियों और वृद्ध महिलाओं के लिए
शीस्पीक्स सशक्ता टोल फ्री हेल्पलाइन
☎ 1-800-833-2300

सोमवार से शनिवार प्रातः 10 से सायं 5 बजे तक
दिल्ली एन-सी-आर में उपलब्ध होगी



Report Summary on Activities of Aambra Foundation

2019 – 2020

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From the President's Desk

Dear Friends,

As we accomplish yet another successful year aimed towards service to the society and women empowerment, it gives me immense pleasure to present to you the Aambra Annual Report 2020. As years go by, I find myself at a better place from where I was before and this is all because of the encouragement and support received by our organisation.

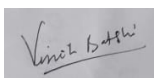
Women empowerment has always been a dream that I can say is a constant work in making. Each day our organisation is able to inch closer towards our mission.

With help from the experts we have learned a lot more about the ways we can efficiently help increase our contribution towards the cause, and accordingly we are continuously refining our offering. We had come up with "She Speaks" in the year 2016, on International Women's Day in Delhi University, a flagship project of Aambra Foundation now. This project largely focuses on giving voice to the voiceless and creating awareness about the issues that impact women's emotional, economic and social freedom. This year it has been successful in creating a greater outreach. Highlighting crucial issues of relevance to women

Taking a step forward from SheSpeaks, during Covid- 19, on 15th August 2020, we launched a new Toll-free Emotional Counselling helpline for women residing in Delhi-NCR. The helpline provides free of cost empathetic counselling to adolescent girls, young women, geriatric women and women with disabilities.

Our project reach has also expanded as we began taking on new endeavours by working in collaboration with educational institutions.

It is indeed a delight to be part of this movement and a larger vision of belonging to a world where gender differences no longer determine the course of life.



Vinita Bakshi

Journey of Aambra Foundation

The journey of Aambra Foundation has its roots in the dynamics of India's development. Notwithstanding our status as the world's largest democracy and focus of governmental actions on the development of a disempowered population, the vulnerability of weaker sections of the society, like women and children, to abuse, neglect, discrimination, and exploitation remains a gigantic developmental challenge for the country. Although the Trustees were actively advocating gender equality and social justice since past many years, the Foundation saw the light of the day in 2012 as a collective expression of their desire to contribute to the cause of social development. It was registered in Delhi in the same year as a non-profit charitable Trust under the Indian Trust Act, 1882. This marked the beginning of a journey that continues to gain momentum with every passing year.

Current data reveals that India occupied 112th position in a list of 153 countries that were covered under the World Economic Forum's (WEF) Global Gender Gap Index 2020. According to the UNGC (United Nations Global Compact) India study, India is the only country among the 153 surveyed countries where the economic gender gap is larger than the political gap. The study also highlights how gender stereotypes and lack of infrastructure deprives women from being able to reach leadership roles.

Similarly, there are multiple other forms of deprivation that women continue to face due to lack of access to development opportunities like skill training, the prevalence of obscurantist social practices like patriarchy, and inadequate awareness of rights and entitlements as guaranteed under the Constitution of India and system of governance.

This year in 2020, the lockdown caused by the COVID-19 pandemic led to an increase in the number of cases associated with stress and anxiety due to exacerbated levels of frustration, mental-health issues, and gender-based disparities. At a time like this, when it is paramount to work to provide a safe space for women, Aambra foundation's flagship project She Speaks took immediate action measures by launching a toll-free helpline offering mental and emotional support to adolescent girls, and women from all platforms and age groups.

VISION

Vision of equality and dignity

Aambra Foundation believes in creating equal rights for both men and women. Aambra Foundation promotes empowerment of women and community-based efforts in building a resilient society for protecting the rights of women, children and disempowered people.



A A M B R A

MISSION

Aambra Foundation

- Promote gender equality by bridging gender gap and empowering women in need of Protection.
- Practice socially inclusive and holistic development.
- Strengthen enabling environment for development of dispossessed and disempowered people.
- Build synergy among individuals, institutions and commoners through debates, dialogues and congregations.

Seminar Highlights from February 2020 Edition 8

Commemorating the International Women's Day 2020, She Speaks Seminar Series aimed to initiate discussions on how the new scientific, technological and social developments have impacted a woman's life in India. The Seminar had **four primary panel discussions**. Special Speaker **Mr. Sanjay Bhatia** (IAS, Chairman Mumbai Port Trust) inaugurated the seminar by briefly talking about how spiritualism can be used as a guide to empower women.



The **1st** topic of discussion for the seminar was the “*Role Of Technology In Creating Safe Spaces For Women*”, leading experts in the field **Mr. Anshu Prakash** (IAS, Telecom Secretary to Government of India) **Lt. Gen Dr. Rajesh Pant** (National Cyber Security Coordinator, PMO), **Mr. Ajay Yadav** (IPS, Inspector General Communications & IT, CRPF), **Mr. P. Balaji** (Chief Regulatory & Corporate Affairs Officer Vodafone Idea Limited), **Ms. Girija Krishan Verma** (Legal Counsel) guided the discussion by sharing their ideas on how the technological innovations can be at the forefront of creating a safe work environment for women. This session was moderated by **Ms. Swati Rangachari** (Chief Corporate Affairs Officer, Sterlite Technologies Ltd.).



Second topic of “*Discussion was SMEs: Women Envisioning 5 Trillion Economy*” where specialists **Mr. Ramesh Abhishek** (IAS, Former Secretary Govt. of India), **Mr. Sunjoy Joshi** (IAS, Chairman – ORF), **Mr. Sudhir Garg** (IAS, Joint Secretary, Ministry of MSME, India), **Mr. Jukka Holappa** (Country Manager, Business Finland) and **Ms. Priya Kashyap** (Head MD & CEO Office Hero Fin Corp) spoke about how SMEs can be considered the perfect vehicle to harness the skill and entrepreneurial spirit of women across the country.



The third topic of discussion was on “*Gender Awakening and Leadership Initiatives*” where the discussants brainstormed on ways of bringing a positive change and in increasing women participations in positions that make a difference. The Panel Chair for this discussion was

Mr. Amrendra Khatua (IFS, Former Secretary, MEA). **Dr Bijaya Laxmi Nanda** (Principal of Miranda House) moderated the session as the leading experts **Ms. Shazia Ilmi** (Vice President Delhi-BJP), **Ms. Rakhee Gupta Bhandari** (IAS, Resident Commissioner of Punjab) and **Mr. Sandeep Bhargava** (Former EVP Vodafone Idea) shared their views.



Aambra Foundation

The final and fourth topic of discussion was “*He for She: The Role of Men in Women Empowerment*”. Keynote Speaker and Panel Chair Hon Justice Supreme Court of India **Mr. D.Y. Chandrachud** gave the opening statements, followed by an insightful discussion led by **Prof. Mary Evans** (LSE, HOD, Dept of Gender Studies) and **Mr. Ugo Astuto** (Ambassador of the European Union to India). This session was moderated by **Ms. Vinita Bakshi** (Author & Founder of Aambra Foundation). The discussion looked in ways in which the role of a man in gender sensitization can be enhanced and capitalized, in order to further promote gender sensitization.



Tara Gandhi Bhattacharjee ji was our special guest of honour on our platform celebrating International Women's Day 2020.

The day ended with an eclectic Bharatnatyam dance performance - “Ardhnarishwar” emphasizing He for She the role of men in women empowerment by some of the very renowned classical dancers in India – Ms. Bhadra Sinha & Ms. Gayathri Sharma



Scheduled Seminar Highlights from March 2020 Edition 8.1 (cancelled due to Pandemic Lockdown)

PROPOSED SPEAKERS

 Mr Shaktikanta Das Governor RBI	 Mr Aaditya Uddhav Thackeray Cabinet Minister of Tourism and Environment Government of Maharashtra.	 Mr Sanjay Bhatia, IAS Chairman, Mumbai Port Trust	 Mr Sandeep Bakshi CEO, ICICI Bank
 Ms Ashlesha Gowarikar Senior Solicitor Mumbai High Court	 Ms Reshma Ganji Founder Owner, Libas	 Mr Karan Rajdan Director, Producer, Actor	 Ms Gauri Khan Film Producer, Interior Designer
 Ms Shaina NC BJP Spokesperson	 Ms Poonam Mahajan Member of Parliament	 Ms Supriya Sule Leader of NCP, Lok Sabha	 Mrs Harjeet K. Joshi Chairman & Managing Director Shipping Corporation of India
 Ms Anuradha Bhatia IRS, Prinsgal Chief Commissioner Income Tax	 Ms Abha Singh Former Civil Servant Lawyer & Social Activist	 Ms Nisha Jamwal Fashion Designer	 Mrs Pradnya Saravade Additional Director General Maharashtra Police
 Ms Vinita Bakshi Author & Founder SheSpeaks President Aambra Foundation	 Mr Sandeep Bhargava Former EVP, Vodafone Idea Ltd & Member, Advisory Board SheSpeaks		

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Despite our best efforts and preparations, we had to send regrets to all our event partners, sponsors and participants respecting the proposed She Speaks event scheduled to be held in association with the Mumbai Port Trust, on March 21st, 2020 at Mumbai, on account of the advisory issued by Ministry of Health and Family welfare dated March 5th, 2020 to avoid spread of COVID-19.

Since the Ministry of Health and Family welfare had advised to avoid mass gatherings, we felt that it is in the best interest of all that we postpone the event until further notice. Despite the preparations

The programme was aimed to build on conversations on spirituality as a way to empowerment and to initiate new paradigm and opportunities through our initiative #sheinspiressheaspire.

PROGRAMME - 21st March, 2020

09:30 AM - 10:30 AM	Registration and Tea
10:30 AM - 10:45 AM	Welcome Address by Chairman Mumbai Port Trust and lamp lighting by Hon'ble Guests of the day'
10:45 AM - 10:50 AM	Welcome Address & felicitations by Aambra Foundation
10:50 AM - 11:30 AM	Panel Discussion: Spirituality as a way to empowerment
11:30 AM - 11:45 AM	Tea Break
11:45 AM - 12:30 PM	#sheinspiressheaspire: New paradigms and opportunities
12:30 PM - 01:00 PM	Cultural Performance by Shivani Verma and her troupe
01:00 PM	Vote of Thanks
01:05 PM Onwards	Lunch

Hygiene Drive 1 post lockdown announcement from March 2020

As part of efforts to curb the spread of Covid-19, in March Aambra Foundation had taken up the noble initiative of distributing hand sanitizers to promote awareness of cleanliness as well as sanitary pads to less privileged women to promote awareness of menstrual hygiene, free of cost.





Aambra Foundation @SheSpeaksaf · May 29, 2020

Foundation has tied up with a group and have high quality toiletries for those in need @vinisb4 @bhatt1619 @ncw @dcw @unwomenindia @suraiya95 @rashmisinghIAS
If you can take them to the right people DM at earliest as they are perishable in excess heat.
#IndiaFightsCOVID19

2

3

8



dr meenakshi ahuja @MeenAhuja · May 29, 2020

Maybe you can give a list of what you have on the thread, so that people ask on need basis

2

2

3



Varsha Joshi @suraiya95 · May 29, 2020

Heyy Dr Ahuja so lovely to see you here. Yes @SheSpeaksaf pl let us know what is available? My care homes could use some nice things for sure

1

2

2



vinita sharma bakshi @vinisb4 · May 29, 2020

Bath Care Toiletries, 35ml bottles which can easily be carried in a pocket. Big quantity. The pick up point is CP. I am going to DM you the details.

1



Bhaskar Bhatt
@bhatt1619

Replying to @vinisb4 and @SheSpeaksaf

Many Thanks...@Niteshpandey_ from the team of @dilipkandey will get these collected by tomorrow. contact person's details for the pickup have been shared with him.

Thanks for all your support 🙏

10:58 AM · May 29, 2020 · Twitter for Android

Aambra Foundation's Post COVID Virtual Presence and Outreach in 2020

After March, due to the lockdown restrictions caused by the pandemic, Aambra Foundation set to increase its virtual outreach, and hence the social media platforms were utilized to further promote the Foundation's values and goals –



Webinar Highlights from May 2020

The image is a promotional flyer for a webinar. At the top, it says "You are Invited" in a decorative banner. Below that, the AAMBRA logo is on the left, and "Presents" is in the center. To the right is the "She Speaks" logo with the tagline "Creating Moments of Her A Story". The main title "Health & Spirituality" is written in a large, elegant font, with "WEBINAR" in a small green box to its right. Below the title is a pink banner with the word "SPEAKERS" in white. There are six speaker portraits arranged in two rows of three. Each portrait is a diamond-shaped cutout. Below each portrait is the speaker's name and a short bio. At the bottom, a pink banner contains the date "16th May 2020" and the time "Saturday | 5Pm".

You are Invited

AAMBRA Presents **She Speaks**
Creating Moments of Her A Story

Health & Spirituality WEBINAR

SPEAKERS

Mr Sanjay Bhatia, IAS
Chairman, Mumbai Port Trust
He is a proponent of Heartfulness (Sahaj Marg) Meditation and has been practicing meditation for last seventeen years.

Dr Kavita Narayan
Health expert & Technical Advisor
Dr Kavita Narayan, is an health expert & Technical Advisor, Ministry of Health and Family Welfare, Gol

Ms Reshma Gangji
Founder, Dama, Libas
Ms Reshma Gangji, is a fashion designer, MD at Libas, Fitness enthusiast, Reiki and nutrition expert.

Mr Karan Razdan
Director, Producer, Actor
Mr Karan Razdan, is an Actor, Author/Producer & Director

Ms Vinita Bakshi
Author & Founder, SheSpeaks President, Aambra Foundation
Ms Vinita Bakshi, is a fiction author and Founder President at Aambra Foundation, SheSpeaks

Mr Sandeep Bhargava
Former EVP, Vodafone Idea Ltd & Member, Advisory Board SheSpeaks

16th May 2020
Saturday | 5Pm

On 16th May 2020, Aambra Foundation took the initiative in considering and exploring newer dimensions at individual, national and interpersonal level. With that in mind, Aambra Foundation organized its first ever webinar on Spirituality. The webinar explored the search for meaning and purpose and the importance of staying connected amidst the pandemic. The speakers for this event were **Mr. Sanjay Bhatia** (IAS, Mumbai Port Trust), **Dr. Kavita Narayan** (Health Expert, Ministry of Health and Family Welfare, Gol), **Ms. Reshma Ganji** (Reiki and Nutrition Expert), **Mr. Karan Razdan** (Director, Producer & Actor), **Ms. Vinita Bakshi** (Author & Founder of Aambra Foundation) and **Mr. Sandeep Bhargava** (Former EVP Vodafone Idea).

Submission of Research Paper to Professor Mary Evans from University of Kent on how COVID-19 caused a Shift in Migration Rhetoric of Indian Women in July 2020

How Covid-19 Caused a Shift in Migration Rhetoric of Indian Women

About Migration – Who Can Migrate?

All over India, millions of migrant workers were fleeing its shuttered cities and trekking home to their villages during May-June 2020. These informal workers are the backbone of the big city economy- constructing houses, cooking food, serving in eateries, delivering takeaways, cutting hair in salons, making automobiles, plumbing toilets and delivering newspapers, among other chores.

In India, migrants from the rural areas constitute one fifth of total urban population, (Resmi Bhaskaran cited Mitra and Mayumi,2008). Migration was simply the part of the life of the people in many north Indian rural regions for decades (Bhattacharya and Chatterjee, 1972; Breman, 1985; de Haan, 2002).



Aambra Foundation



INTERNATIONAL MIGRANT'S DAY 2020

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Toll-free Helpline Number- 1-800-833-2300 (Delhi-NCR)

Webinar Highlights from August 2020 Edition 9

**On 15th August, 2020
SheSpeaks has launched a toll free helpline number to support
adolescent girls and women in distress**

1-800-833-2300 *

* (Available on Monday to Saturday, 10 AM to 5 PM only)

In India, the lockdown in 2020 and the associated stress and anxiety had exacerbated the levels of frustration, mental-health issues and gender-based violence. A steep increase in the number of domestic violence cases also set an alarm. Many women were locked in their houses with their abusers and no means of seeking help. At a time like this, when it is paramount to work to provide a safe space to women in danger, Aambra foundation's flagship project She Speaks took the initiative of launching a helpline to offer mental and emotional support to adolescent girls and women in distress.

The extensions for the helpline are categorized in the following manner –

- (1) special needs,
- (2) adolescent girls (below 18),
- (3) women above 18 years – to 50 years of age
- (4) women aged 50 and above

Backed by a strong team of mental health professionals, the helpline essentially offers empathetic counselling, and also help in connecting the callers with the appropriate support services, if required.

Donate for a cause
Let's make mental health care accessible to adolescent girls, women with special needs & geriatric female population in distress

SheSpeaks Sashakta Toll Free Helpline
Monday to Saturday | 10:00 am to 5:00 PM
www.aambrafoundation.org | www.shespeaks.co.in

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On the auspicious day of India's 74th Independence Day, the She Speaks Sashakta Toll Free Helpline and a global campaign 'Lend a Ear and Extend a Hand' were launched at 4 pm using an online platform. This event was attended by various dignitaries and well-wishers such as **Dr. Dnyaneshwar Manohar Mulay** (Former Diplomat in the Indian Foreign Services and current member of the National Human Rights Commission of India), **Ms. Nishtha Satyam** (Deputy Country Representative & Officer in Charge, UN Women India), **Ms. Ira Singhal** (Deputy Commissioner North MCD), **Padmashri Shobana** (Indian film actress and accomplished Bharata Natyam dancer), **Dr. Anil Jauhri** (Former Chief Executive Officer for National Accreditation Board for Certification Bodies and currently the lead Evaluator for International Accreditation Forum (IAF) as well an honorary member of Yoga and Naturopathy Certification Board of ministry of AYUSH), **Ms. Nisha Jamwal** (Celebrity Columnist and Social Entrepreneur) along with **Ms. Vinita Bakshi** (Founder and President of Aambra Foundation) and **Mr. Sandeep Bhargava** (Former EVP, Vodafone Idea) who was also actively working with **Ms. Vinita Bakshi** on this project.

Onboarding new interns in Aambra Foundation

As we continued to grow we introduced internship programs under the foundation to increase youth involvement in our initiatives. In the initial month, we organized several orientations and programs to help the interns adapt to their roles in building our helpline outreach. Our helpline records have even recorded a critical case involving a woman with special needs which was handled successfully by one of our interns.

Initiation of Project Sashakta Enabling Digital Inclusivity

Proposal was submitted to several prestigious universities and academic institutions to include digital inclusivity along with additional programme supporting holistic wellness and empowerment. In this programme, students will be introduced to the following as we also provide them digital devices such as laptops, tablets, smart phones –

- **Personality Development**
- **Nutrition and Health**
- **Digital Literacy**
- **Spoken English and Public Speaking**
- **Gender Sensitization**
- **Neuro-Linguistic Programming (NLP)**
- **Career Planning**
- **Public Legal Education**
- **Self Defense Techniques**
- **Tools to self-assess their sense of self-awareness and emotional wellbeing**

Introduction to Online Blogs from September 2020

Introduction to blogs and corona chronicles to help individuals share their experience of how the outbreak has affected them mentally, emotionally or physically and how are they coping as means to help others going through a similar situation.

January 2018 and 14th September 2020 ...

[+ READ MORE](#)



SEP
13

In: Blogs

0 864

CARE IN TIMES OF COVID-19 CRISIS

Especially, now when the COVID-19 cases in India are skyrocketing, there is indeed an immediate need to make collective efforts in addressing the prev...

[+ READ MORE](#)

SEP
28

In: Blogs

0 716

GENDERING JOBS- GENDER STEREOTYPES AND ITS DANGERS

When we hear the word 'nurse', many of us might immediately imagine women. What is the cause of this assumption? Gender stereotypes seem to...

[+ READ MORE](#)



SEP
06

In: Blogs

0 1016

MENSTRUAL STIGMA AND MENTAL HEALTH: BREAK SILENCE



SEP
28

In: Blogs


0 716

GENDERING JOBS- GENDER STEREOTYPES AND ITS DANGERS

Webinar Highlights from October 2020 Edition 10

On 10th October 2020, Aambra Foundation conducted a webinar [She Speaks Edition 10] commemorating International Mental Health Day. The theme for the webinar was - **Mental Health for all: Greater Investment – Greater Access Everyone Everywhere**. This webinar was an initiative aimed at discussing the domain of mental health in India with a specific focus on women as well as how to further facilitate the access to mental health for all.

The event was facilitated by the Guest Speakers **Mrs. Aman Preet Passy** (IRS, Pad-woman of India), **Dr. Vishal Chhabra** (Vice President, Delhi Psychiatric Society), **Dr. Sangeeta Trehan** (Educational Administrator, Management Expert and Spiritualist) & **Mr. Gaurav Bhatara** (Educator & Spiritualist) with **Ms. Vinita Bakshi** (Founder and President of Aambra Foundation) and **Mr. Sandeep Bhargava** (Former EVP, Vodafone Idea) as moderators.




On the occasion of
International Mental Health Day

**Mental Health for all:
Greater Investment-Greater Access**

A Panel Discussion with Eminent Speakers
10th Oct, 2020 | 4:00 pm-5:00 pm
Open Entry to All

Moderators:




Mr. Sandeep Bhargava
CEO and Founder Leap Edtech,
Member SheSpeaks Advisory Board

Ms. Vinita Bakshi
Author & Founder SheSpeaks,
Aambra Foundation

SheSpeaks Sashakta Tollfree Counselling Helpline
1-800-833-2300



Dr. Vishal Chhabra
Vice President, Delhi
Psychiatric Society



Mrs. Aman Preet Passy
IRS, Padwoman of India



Mr. Gaurav Bhatara
Educator & Spiritualist



Dr. Sangeeta Trehan
Educational Administrator, Man-
agement Expert and Spiritualist

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Webinar Highlights from October 2020 Edition 11

AAMBRA FOUNDATION **AAMBRA FOUNDATION** **She Speaks Ed11.0**
Every Woman Has A Story

Invites you at a Webinar on
**International Day of the Girl Child
Education, Equality and Empowerment**
Sunday, 11th October 2020 - 04:00 PM - 05:00 PM

EMINENT SPEAKERS

 Mr Mahaveer Singhvi Joint Secretary (CT) Ministry of External Affairs Government of India	 Mr Vipin Kumar Joint Secretary Ministry of Education Government of India	 Ms Shaina NC BJP Spokesperson	 Ms Richa Anirudh Producer, Anchor & RJ	 Ms Abha Singh Advocate Bombay High Court Former Bureaucrat and Activist	 Ms Vinita Bakshi Author & Founder-President Aambra Foundation	 Mr Sandeep Bhargava CEO & Founder, Leap Effect Member, SheSpeaks Advisory Board
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October 11th has been declared as **International Girl Child day** by United Nations. Every year since 2011, this day is celebrated to promote girl's empowerment and to give attention to the challenges girls face in every sphere. This year's theme for International Girl Child Day is "My Voice, Our Equal future". To commemorate the day, She Speaks Aambra Foundation organised a virtual event in 2020, a webinar with eminent speakers. The speakers of the event were **Mr. Mahaveer Singhvi** (Joint Secretary, Ministry of External Affairs Government of India) , **Mr. Vipin Kumar** (Joint Secretary Ministry of Education Government of India), **Ms Shaina NC** (BJP Spokesperson), **Ms Abha Singh** (Advocate Bombay High court, Former bureaucrat and Activist). The Program was hosted by **Ms. Vinita Bakshi** (Founder and President of Aambra Foundation) and **Mr. Sandeep Bhargava**(Former EVP, Vodafone Idea)

The Topic of the session Focused on Education, Equality and Empowerment of girls to mark the auspicious day of Girl Child.

Youth Edition 1 Highlights from October 2020



AAMBRA
AAMBRA Foundation

SheSpeaks
Every Woman Has A Story

SheSpeaks Sashakta presents

MENTAL HEALTH AND YOUTH- Edition 1

31st October SATURDAY- 4PM

Speakers:

Vinita Bakshi: Moderator
Foram Doshi: Disorders and their trivialisation
Nishtha Agarwal: Decreased motivation
Apolina Saikia: Suicide and self harm
Dr. C Tulsi Das: Observer and Mentor

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On 31st October 2020, Aambra Foundation through its platform She Speaks Sashakta started Mental Health and Youth Edition – 1; Young leaders were invited as speakers for the program. The webinar was led by **Ms. Foram Doshi** (MBBS student), **Ms. Nishtha Agarwal** (B.A. Psychology Graduate) and **Ms. Apolina Saikia** (B.Sc. Psychology Graduate) who gave an overview on the youth perspective on mental health in Covid times. The session was mentored by **Dr. C Tulsi Das** (International Life Coach) and moderated by **Ms. Vinita Bakshi** (Founder and President of Aambra Foundation).

A white paper was submitted to The Ministry of Women & Child Development on 22nd November 2020 highlighting the importance of mental health



A A M B R A

A white paper was submitted to the Ministry of Women and Child Development proposing the integration of She Speaks Sashakta concept in the pre-existing Sakhi centres. The endeavour was aimed at promoting holistic well-being of women by boosting self-confidence and morale with use of therapeutic cures.

A dark background with a woman's face partially visible on the left. The text is overlaid on a dark teal background.

Implementation

The helpline is an effective way to implement a purpose to design an effective medium to disseminate the message of extending help and contributing to society. Through the helpline, mentally traumatised women can share their stories to overcome their challenges.

Mental Illness

This helpline aims at increasing the value and self-worth of victims who go through agony in their everyday lives due to the physical and emotional abuse.

Collaboration with Miranda House, Delhi University on Digital Inclusion Program under Project Sashakta

Recognizing the digital divide in times when online and digital learning has taken over traditional classrooms, Aambra Foundation is collaborating with **Miranda House, University of Delhi** (<https://www.mirandahouse.ac.in>), a premier women's institution of India to combat the issue of digital divide faced by many students who lack access to smartphones and laptops. *"Make a donation, to support education"* campaign was launched with aims to provide basic amenities such as smartphones and laptops, and technical training to the underprivileged sections of our society in an attempt to encourage the holistic wellness and growth of the students. This campaign is under the **digital inclusion program under Project Sashakta** by Aambra Foundation.



Hygiene Drive 2 from December 2020



In order to help in spreading awareness for the helpline and support services during COVID times a Sashakta Hygiene and Wellness Drive was carried on by **Ms. Vinita Bakshi** (Founder and President of Aambra Foundation) with the support of Honourable MP **Meenakshi Lekhi Ji** in Vivekananda Camp, South Delhi. Distribution of toiletries and hygiene products among adolescent girls was also a part of the drive.



Overview of the ongoing Fundraiser Campaign

Tax benefits www.aambrafoundation.org

Every Woman has a Story!

SheSpeaks
Toll Free Helpline
1-800-833-2300
Monday to Saturday
10:00 am to 5:00 PM
Delhi-NCR

www.shespeaks.co.in

Rs.124,363 raised

Goal: Rs.2,000,000

115 Supporters

Donate

Donate now

OR

Generate QR

Scan & donate with any app

Aambra Foundation

A fundraiser was set up as means to help ***SheSpeaks Sashakta Helpline*** in ensuring that someone is available to answer the most important call of a victim's life. The generous donations that would be received will be used to connect and offer professional valuable support and services to more and more distressed women in need.

Activities under the fundraiser campaign from November – December 2020



Aambra Foundation organized an online dance competition “**Social Dis-Dancing- your chance to dance for a cause**”. This event was initiated in an attempt to raise funds and increase awareness for our SheSpeaks- Sashakta Helpline. **Ms. Sohini RoyChowdhury Dasgupta** (Internationally renowned dancer) joined us by becoming the judge for our competition.



Philanthropy

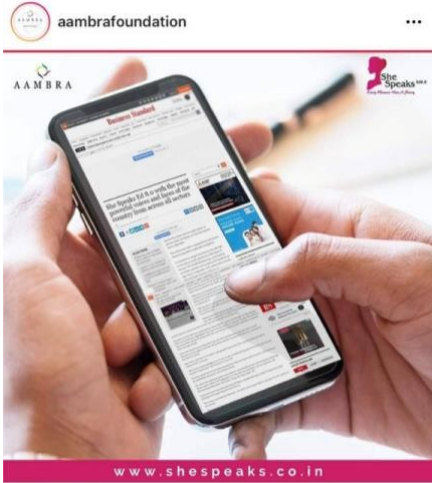
During the migration crisis, small monetary donations were made to families who lost their livelihoods to help them secure rations through the Foundation's funds.

The foundation also helped in a case recommended by one of the advisory board members, of a medical student studying in a medical school in Delhi by making a monetary donation of 25,000 INR.

Furthermore, as part of our digital inclusivity program outreach under Project Aarohan, **Ms. Vinita Bakshi** helped a family secure their educational rights by donating a Samsung Galaxy Tablet. She also actively engaged in a call out to all who wish to join the effort to bridge the digital divide in education especially for women.



Media Coverage



M
Aambra Four

NGO sets up helpline for stressed women

New Delhi: On the occasion of 74th Independence Day, Aambra Foundation launched 'She Speaks' helpline project and a national campaign "Lend an Ear and Extend a Hand" on Saturday, in its 9th Edition of its triannual seminar. The toll-free helpline will provide counselling and emotional support to adolescent girls and women affected by violence as well as those facing stress. The helpline was launched by Dr Dnyaneshwar Mulay, former secretary to government of India and member of National Human Rights Commission of India. The helpline will also provide empathetic counselling to the women and girls with special needs besides focusing on case studies of domestic violence victims and Covid survivors for future learnings and preparedness.



Legal Profile & Governance

Aambra Foundation is registered under the following :

- Indian Trust Act, 1882
- Section 12 A read with 12AA(1)(b) of the Income Tax Act, 1961
- Section 80G (5)(VI) of the Income Tax Act, 1961
- The Income Tax Act, 1961 for Permanent Account Number (PAN)
- NGO Darpan (NITI Ayog)

Governance

- Aambra Foundation practices transparency and conforms to the requirements of law and governance
- Trustees meet at regular intervals to discuss and decide organisational matters.
- Views of Advisors and members of Core Council are obtained periodically according to needs.
- Annual accounts of the Trust are audited by a Chartered Accountant.
- Annual return of income is filed according to law.
- The Trust respects meritocracy.
- Trustees work voluntarily with selfless dedication, and do not receive any money for their services.

Management

EXECUTIVE BODY

Ms. Vinita Bakshi (President & C.O.O., Aambra Foundation, alumnus of Delhi School of Economics, Author and Social Entrepreneur)

Parantap Bakshi (Executive Director, I.T., Accounts & Coordination, Aambra Foundation, alumnus of Delhi University, B.Com. Graduate)

In 2021, Aambra Foundation is looking at expanding the executive body so that the scope of work can be enhanced



ADVISORY BOARD

Mr. Amarendra Khatua (Former DG, ICCR)

Mr. Arvind Singhal (Founder - Technopak)

Amb. Ashok Sajjanhar (Former Indian Ambassador)

Ms. Deepshikha Sharma (IRS)

Amb. Manju Seth (Former Ambassador and Consul General of India)

Mr. Rajiv Makhni (Gadget Guru and Senior Media Personality)

Ms. Sameera Moledina (International Journalist, Former Editor of TOI & IE)

Mr. Sandeep Bhargava (Former EVP, Vodafone Idea)

Mr. Sunjoy Joshi (Chairman & Chief Executive, ORF)

Collaborators



Aambra Foundation

