



# ACTIVITY REPORT | 2016 - 2017



# Key Contributors



**Subhankar Banerjee, B.Sc, JDS (Indian Statistical Institute, Kol)**

He was a corporate professional and follower of Swami Vivekananda ideology who designed the baseline study, analyzed the findings and was instrumental in the startup.

**Moumita Bhaduri (M.Sc)**

She is a corporate professional instrumental in coordinating with different government/private organizations and promoting our work among donors.



**Sayani Das ( B.Sc ,PGDM)**

She is a corporate professional, community participation specialist, served as a lead trainer for the activity and instrumental in policy making.



**Jyoti Upadhaya( CA,CS,ICWA,MBA)**

She is a corporate professional, workshop planning, activity budgeting, expense management, coordinating and liaising with different consultants to set up our model.



**Santanu Samanta (B.Com)**

He is a corporate professional, who is instrumental in workshop management, promotional activities and liaison with local vendors.



### Sumana Majumder(MA)

Sumana is coordinating with Ramakrishna Mission(Godhar Ashram) and Sarada Math, promoting our work in overseas.



### Sankha Ghosh (MCA)

Sankha is a corporate professional ,who is instrumental on workshop management, support in area selection and relationship build up with local tribes.

### Aditi Mondal (Electronic Engineer)

Aditi is a corporate professional who is instrumental tech upgrades, promoting our work outside of the state.



**Reshma Khatoon (BA)** is a corporate professional ,who is responsible for managing activity with city people and organizing fundraising activity.

Although the start up of any activity takes much effort. Many people put in hard work and contributed their energy to take it at success  
Two Most important actors are :

### Satabisha Chatterjee

Her enthusiastic participation on Briddhi Project and fund raising activity has made impossible to possible.



### Saurav Singh

Who supports us in all activities through graphics designing, making promotional videos and creating documentary AV.



# Background of SOUL

Inspired by Swami Vivekananda, a group of young corporate professionals came together in 2015 to set up SOUL to work for the all-round welfare of the planet especially improves the lives of indigenous people by creating income opportunities, education and healthcare support.

## Mission

To empower socially and economically disadvantaged children, youth and women through skill based education/training, high quality healthcare services and innovative livelihood programs.

## Vision

To setup SOUL branches across the globe to elevate the living pattern of underprivileged people by replicating our service delivery model.

## SOUL activities are based on the following key elements of Swami Vivekananda philosophy

### Love: Swamiji Said

“ আপনার ভাল কেবল পরের ভালয় হয়, আপনার মুক্তি এবং ভক্তিও পরের মুক্তি ও ভক্তিতে হয়—তাইতে লেগে যাও, মেতে যাও, উন্মাদ হয়ে যাও। ঠাকুর যেমন তোমাদের ভালবাসতেন, আমি যেমন তোমাদের ভালোবাসি, তোমারা তেমনি জগৎকে ভালবাস দেখি ”

### Selflessness: Swamiji Said

“ যত দিন না শরীর যাচ্ছে, অকপট ভাবে কাজে লেগে থাকো। আমার কাজ চাই নামযশ টাকাকড়ি কিছু চাই না। ”

### Service: Swamiji Said

“ Blessed are they whose bodies get ,, destroyed in the service of others



# Our Approach

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Our approach involves four steps:

- **To train**
- **To reflect**
- **To empower and**
- **To foster leadership.**

We utilize our four steps in our ongoing project **Bridddhi** for Sundarban Tribes.

## About Bridddhi

Bridddhi means development. We will run this development project for 5 years at Sundarban with the objective to work on Inclusive development of Sabar Tribe and indigenous people of Sundarban, specially income improvement of tribes through alternative income opportunity for women, vocational training ,Health camp and Child Care awareness activities.

## Bridddhi Initiatives

### Sustainable Development

Last one year ,every weekend we do handicraft workshop where 33 women are actively involved in this workshop which is conducted by our specialist trainer and then they sell it to their natural markets and we also help them to sell their products at Kolkata and suburban areas. Through this initiatives every women earn Rs.500 in a month.

They make different type of home decoration products, earrings, artificial flower garlands etc with the proper guidance of our specialist trainer. This activity has huge impact to their daily life. Their family income is gradually increasing ,women are contributing to their family. The sense of self worth is building up among the women community of sundarban.



# Humanitarian Aids

## Food Distribution

We had done food distribution activity to engage them with SOUL and giving a nutrition meal as most of the day they don't cook, and their kids spent the day with empty stomach, which resultant different health related issue among them.



## New Clothes distribution

With the help of Ramakrishna Mission (Godhar Ashram) we had distributed new clothes to the destitute people of sundarban.



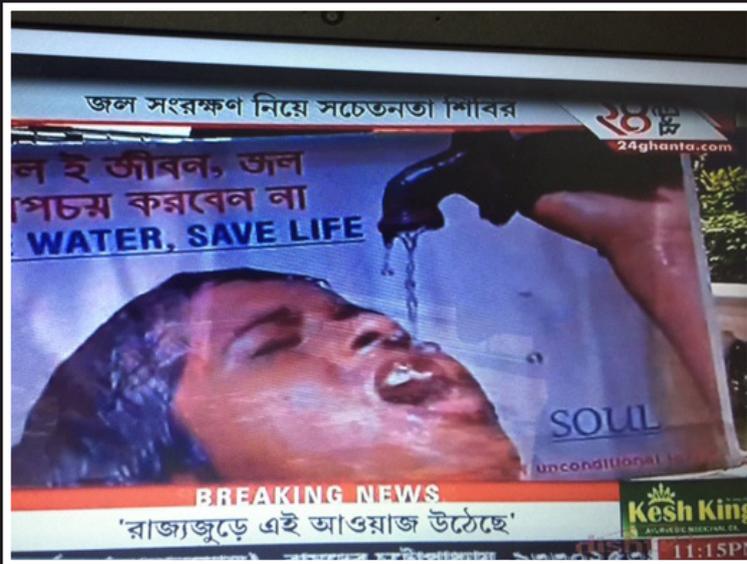
## Briddhi Health care Aids

We had supported a cancer patient of Sundarban Tribe in her treatment by donating Rs.5000/- to her as a treatment cost. We also provide low cost treatment support for critical Cases. Moreover we also helping destitute tribe people of sundarban who want to come to kolkata for better treatment at low cost.



## City Members Engagement Activity

We had done drinking water conservation awareness program with Mime act. We did a street activity which was intended to create awareness among people to reserve water through Mime act. This initiative had been applauded a lot by the people and had a news coverage also from 24 Ghanta news channel.



## Fundraising Drive

We did 3 activities for fundraising, in Durga Puja ( Deshapriya Park), 25th December,2017 (Maidan Area),1st January,2017(Victoria memorial area) where we did word-of-mouth activity and raised funds.





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