

BU

ANNUAL REPORT

BARASAT UNNYAN PROSTUTI

An Organisation for Social Change

2024-25



**Barasat
West Bengal
India-700125**



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PREFACE

Barasat Unnayan Prostuti (BUP), established in 1993, is a non-profit organization dedicated to holistic community development. With a history of over three decades, BUP has continuously addressed critical social issues through community-based interventions. Rooted in the vulnerable regions of North 24 Parganas, West Bengal, BUP's key focus areas have been combating human trafficking, promoting women's empowerment, enhancing livelihoods, and fostering community health and education. Guided by a people-centric approach, BUP strives to empower marginalized populations, enabling them to access their rights and build self-reliant futures.

FROM SECRETARY'S DESK

The year 2024-2025 marks a significant chapter in the journey of Barasat Unnayan Prostuti (BUP). As several of our long-standing programs approach their culmination, we have dedicated this year to deepening the impact of our work by aligning with the Sustainable Development Goals (SDGs). Our efforts have centered around empowering beneficiaries through skill-building initiatives, fostering economic independence, and promoting self-sufficiency within communities.

Recognizing the evolving landscape of development work, BUP is poised to enter a phase of organizational transition. In the coming year, we will focus on strengthening our internal capacities, aligning our practices with contemporary standards and regulatory frameworks. This period of reflection and restructuring will enable us to adapt to new challenges and position ourselves for greater impact.

Simultaneously, we are prioritizing resource mobilization and fundraising efforts to support our vision of scalable and sustainable development. By exploring new partnerships and diversifying our funding sources, we aim to create opportunities for broader and deeper community interventions.

As we step into this new phase, our commitment to the communities we serve remains unwavering. We are grateful to our partners, supporters, and well-wishers who continue to stand by us. Together, we look forward to building a resilient and future-ready BUP, capable of addressing the emerging needs of society.

Ranjit Kumar Dutta
Director

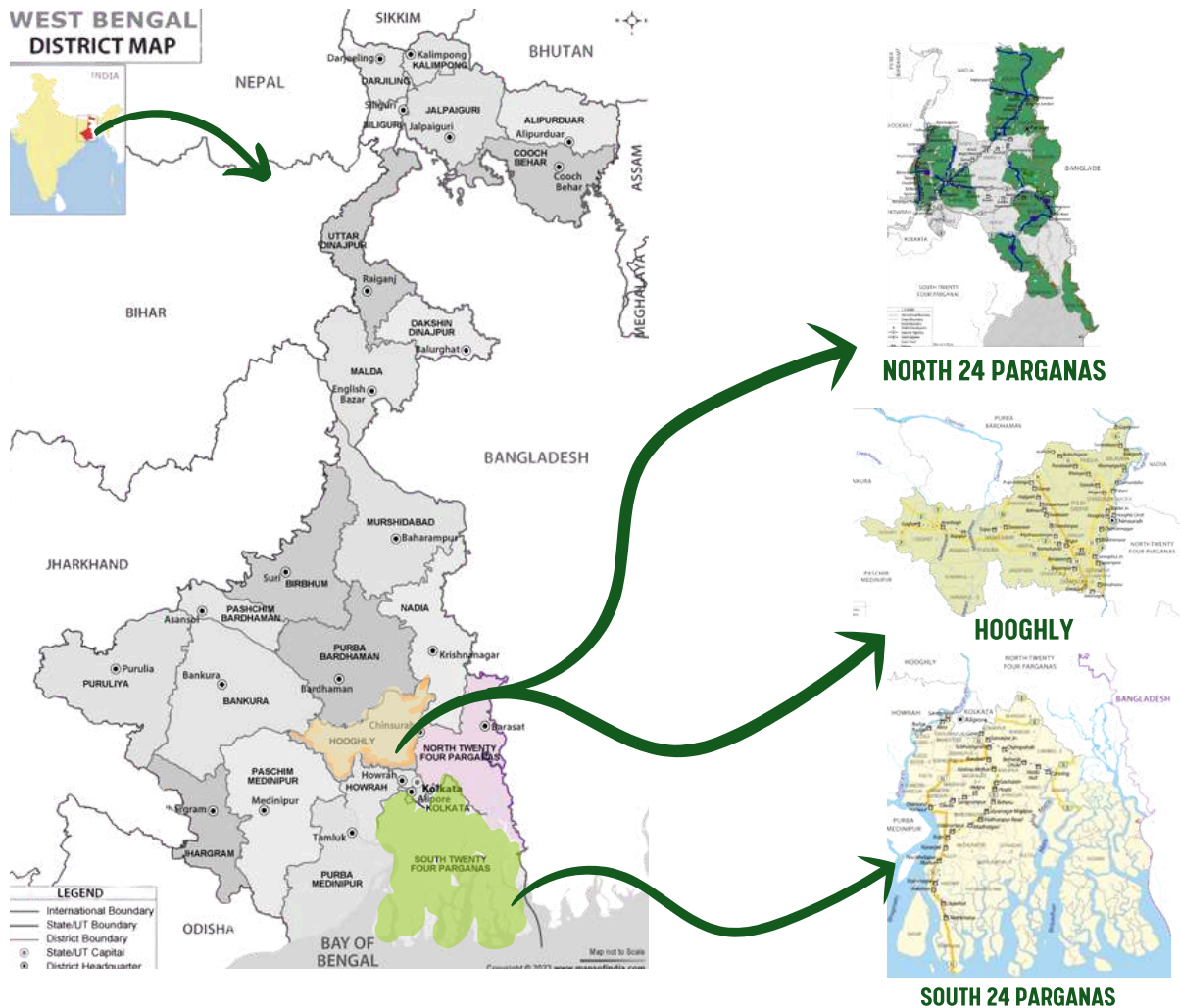


BUP envisions a society where people, irrespective of gender, caste, creed, ethnicity and religion can fully utilize their potential to establish a process of socio economic and cultural development



BUP strives the process of awareness raising, skills, development and provide required resources to bring about a meaningful and sustainable change in human, environment, finance and cultural areas of life

Geographical Reach



State: West Bengal and Jharkhand

Districts: North 24 Parganas, South 24 Parganas & Hooghly



Sopan Education Programme

Our Educational Programme is dedicated to cultivating a vibrant, supportive classroom atmosphere that inspires joyful learning. To ensure every child thrives, we supply essential learning tools—exercise books, pens, pencils, erasers, and sharpeners—so that no student is held back by a lack of materials. Beyond the basics, we foster peer-to-peer support and meaningful social interaction through a rich array of extracurricular activities. Students explore their creativity and build confidence by taking part in drawing sessions, choir singing, and celebrations of cultural and seasonal events. Recognizing that emotional well-being is fundamental to academic success, our programme integrates regular check-ins and small-group discussions aimed at promoting mental satisfaction and resilience. Throughout the year, our teachers serve not only as instructors but as mentors, offering individualized guidance and encouragement that help each child reach their full potential



Achievements



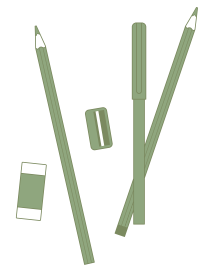
DELIVERED REMEDIAL COACHING ACROSS 10 DEDICATED CLASSROOMS, BRINGING JOYFUL LEARNING EXPERIENCES TO 350 STUDENTS IN AMDANGA AND GAIGHATA BLOCKS.

**350 CHILDREN
BENEFITED
ACROSS 10
DEDICATED
CLASSROOMS**



SUPPLIED EXERCISE BOOKS, PENS, PENCILS, ERASERS, AND SHARPENERS TO ALL 350 BENEFICIARIES, ENSURING UNINTERRUPTED ACCESS TO LEARNING RESOURCES.

**QUALITY
EDUCATIONAL
MATERIALSS**



Recruited and trained local educators to provide ongoing coaching, mentorship, and counseling —significantly boosting school retention rates.

**20
COMMUNITY-
BASED
TEACHERS**



Vocational Training



Our Beautician Training initiative is dedicated to empowering women from underrepresented and economically disadvantaged families in rural villages. By providing specialized vocational instruction, we equip participants with the skills and confidence to launch and sustain their own beauty businesses.

This programme has opened doors for young women—many from historically marginalized communities—by offering them the opportunity to attain financial independence. Graduates are now able to contribute to their household incomes and finance their own education, fostering both personal growth and broader community development.

ACHIEVEMENTS

- **Personal Transformation:** All 18 participants experienced significant personal grooming and professional development throughout the beautician course.
- **Enhanced Communication & Confidence:** 14 out of 18 trainees have refined their client interaction skills, improved their professional attire, and adopted more confident communication styles.
- **Entrepreneurial Launch:** Several graduates have launched their own beauty services, successfully booking and serving clients across multiple locations.
- **Income Generation & Financial Independence:** Many trainees are earning between ₹5,000 and ₹7,000 per month, allowing them to support their families and fund their own education.



Sankalpa Project



The Sankalpa Project is dedicated to fostering the holistic empowerment of children by fortifying community systems and creating inclusive, protective environments.

With a focus on child-centric disaster risk reduction, the programme builds resilience against the escalating impacts of climate change. Through coordinated interventions across schools, Integrated Child Development Services (ICDS), Panchayats, and wider community platforms in Kultali Block, Sankalpa advances child protection, gender equality, and participatory development. This integrated approach ensures that every child grows in a safe, supportive, and resilient community.

ACHIEVEMENTS

Child Leadership & Engagement:

- Established Child Cabinets and Kanyashree Clubs in 9 schools, nurturing confident, proactive student leaders.
- Students spearheaded campaigns on climate change, menstrual hygiene, and gender equality, turning schools into hubs for civic action.



Strengthened Child Protection:

- Trained 43 teachers and 46 ICDS workers in safeguarding practices; enabled identification, referral, and reintegration of vulnerable children (e.g., re-enrollment after early marriage).
- Rolled out the Empower Plus app for streamlined reporting of child marriage and gender-based violence cases.



Empowerment Through Sports:

- Launched 6 girls' kabaddi teams, fostering leadership, discipline, and resilience.
- Used sports-based learning to boost self-confidence and create safe, inclusive school environments



6 GIRLS' TEAMS
EMPOWERED

Inclusion of Children with Disabilities:

- Screened 15 children with disabilities; partnered with SANCHAR to provide medical, educational support, assistive devices, and case management.



DISABILITY CARE
FOR 15

Promoting Gender Equality:

- Sensitized 350 children and 26 young parents on gender norms via participatory tools (Antariksha module).
- Young mothers emerged as advocates against early marriage and champions for girls' education.



376 SENSITIZED
ON GENDER

Institutional Child Support:

- Set up Child Support Desks in all 9 schools, complete with committees, MOUs, and feedback systems for student voice and grievance redressal.

Community Mobilization:

- Engaged over 500 participants in events like Child Rights Sensitisation Week, Ananda Mela, and menstrual hygiene workshops—breaking stereotypes and fostering dialogue.



500+ ENGAGED
FOR RIGHTS

Climate & Disaster Preparedness:

- Integrated disaster drills and World Water Day campaigns into school curricula, enabling children to connect environmental issues with health, migration, and local solutions.



Leadership

NEXT



In 2024–2025, the Leadership Next project shifts its focus from collective leadership building to individual leadership development under the theme “From Collective Leadership to Individual Growth for Sustainable Impact.” This strategic transition emphasizes building resilient, self-assured, and strategically capable leaders who can actively co-create with collectives rather than merely support them. Key shifts include a move from team-based leadership to role-specific growth, evolving facilitation roles from anchors to advisors and challengers, and establishing a consultancy model for financial sustainability. The project prioritizes personal leadership, emotional resilience, crisis management, advocacy, and digital engagement, while enhancing accountability through tools like the GMF. Innovations include the launch of a Consultancy Cell offering paid services in research and organizational development, expanded partnerships with national and state-level stakeholders, and the rollout of Sanhita 2.0—a strategic platform for visibility and engagement. Additionally, leadership stories are being consolidated into knowledge products to support training, learning, and fundraising efforts.

ACHIEVEMENTS OF SURVIVOR LEADERS

Leadership in Administration and Representation:

- 35% of survivor leaders now independently write reports, manage finances, and represent their collectives in public forums.

35% SURVIVOR
LEADERS
EMPOWERED



Legal Advocacy:

- 48 out of 93 survivor leaders are actively engaged in legal battles, both intra- and inter-state, seeking justice and accountability.

48 OF 93
ENGAGED IN
LEGAL BATTLES



Access to Government Schemes:

- 40 survivors were successfully linked to welfare schemes, including housing, insurance, and pension benefits.

40 SURVIVORS
GAINED BENEFITS



Economic Empowerment:

- 24 leaders developed sustainable income sources through tailoring, proposal writing, and the use of digital tools like Google Translate.

24 LEADERS EARN
SUSTAINABLY



National and State Recognition:

- 10 survivors gained recognition at higher levels and assumed staff roles in the Taftteesh Resilience Committees.

10 SURVIVORS
RECOGNIZED
LEADERS



Policy Participation:

- 23% of survivor leaders are now contributing to policy dialogues and public awareness forums, amplifying their voices in decision-making spaces.

23% VOICES
AMPLIFIED



Governance and Service Access:

- 66% learned how to initiate local programs, access public services, and actively engage with governance systems.

66% LEADING
COMMUNITY
INITIATIVES



Skill Development:

- 25% improved technical and vocational skills including English, computer literacy, tailoring, and proposal writing.

25% UPSKILLED
FOR LIVELIHOODS



Shift to Active Leadership:

- Survivor leaders have transitioned from being aid recipients to becoming proactive change-makers within their communities..

Emotional Resilience and Independence:

- Gained the courage to travel independently, conduct awareness meetings, and support others with confidence.

Peer Mentorship:

- Many leaders became peer mentors, guiding fellow survivors through trauma recovery and access to essential services.

Advocacy for Marginalized Groups:

- Survivor leaders advocated for the rights and inclusion of third gender children and adolescents under the TRC project.

Bijoyini Collective Progress:

- The Bijoyini Collective evolved into a model of resilience and has successfully moved into Phase II of the project's implementation

ACHIEVEMENTS OF LEADERSHIP NEXT STAFFS



Expanded Leadership Roles:

- Five facilitators are now actively contributing to organizational development (OD), communication strategies, and leadership capacity-building efforts.

Enhanced Community Engagement:

- Eight Community-Based Organizations (CBOs), supported by staff, have strengthened grassroots outreach and built stronger relationships with local duty bearers.

Proposal Writing & Networking:

- Five facilitators have taken on critical roles in fundraising through proposal writing and expanding organizational networks.

Mental Resilience & Crisis Management:

- 72% of the Leadership Next team strengthened their ability to manage mental stress and respond effectively to crises.

Shift to Strategic Leadership:

- Staff transitioned from supportive roles to leading program design, strategic planning, and fundraising initiatives.

Multi-Level Coordination:

- Facilitators now handle diverse responsibilities, including monitoring, documentation, and organizational development.

Mentorship & Coaching:

- Several team members have taken on mentorship roles, guiding and developing newer staff and emerging leaders.

Core Skills Development:

- Teams have built strong capabilities in crisis response, budgeting, monitoring & evaluation, and integrating gender inclusion into programming.

Strategic Mindset Adoption:

- Staff embraced a shift from task-oriented execution to long-term strategic thinking, enhancing the overall effectiveness and impact of their work.



In 2024–2025, the Tafteesh Project focused on strengthening justice and protection mechanisms for survivors of trafficking by enhancing the effectiveness of the Criminal Justice System (CJS) and improving survivors' access to free legal aid services. The project facilitated the awarding of victim compensation to several survivors and worked closely with Anti-Human Trafficking Units (AHTUs) to ensure more responsive and coordinated case handling. Through the integration of Community-Based Rehabilitation (CBR), system-level accountability was reinforced to uphold survivors' rights. Additionally, the project enabled interstate case management to ensure continuity of legal support across regions and empowered block-level partners to operate independently, fostering long-term sustainability and local ownership of survivor-centric interventions.

ACHIEVEMENTS

Progress in Legal Prosecution:

- Out of 133 trafficking cases, charge sheets were filed in 78 cases, and 77 are now under active prosecution—marking a significant shift as more cases are reaching the trial stage than in previous years

**78 CHARGE SHEETS
FILED,
77 CASES IN
PROSECUTION**



Victim Compensation (VC) Access:

- 18 applications for victim compensation were filed, and orders were granted in 8 cases, strengthening survivors' access to justice and support.

**8 OF 18 COMPENSATION
ORDERS GRANTED,
ADVANCING SURVIVOR
JUSTICE**



Reduction in Procedural Correction (PC) Applications:

- Only 9 procedural correction applications were filed this year, a notable decrease that reflects improvements in systemic efficiency and legal processes.

Universal Legal Aid Coverage:

- All survivors who applied for legal aid successfully received appointed lawyers—a major improvement from previous years when legal aid access was limited.

Effective AHTU Engagement:

- Following consistent follow-ups and advocacy, AHTUs in Bongaon, Barasat, and the BSF unit have become more responsive, actively preventing trafficking and ensuring timely investigation reports.

Improved Data Accuracy in Tafteesh MIS:

- Data accuracy in the Tafteesh MIS improved by 60%, representing a key milestone in leveraging data for better case management and policy advocacy by BUP and its block partners.

**60% BOOST IN
DATA
ACCURACY**



Interstate Case Management and VC Coordination:

- BUP facilitated video conferencing for two interstate cases and is **currently monitoring 16 pending cases** in destination states—enhancing legal coordination across jurisdictions. .

Increased Proposal Writing Capacity Among Block Partners:

- All BUP block partners successfully submitted proposals outlining their core interventions, demonstrating increased competence in documentation, due diligence, and organizational sustainability.

Advocacy for CBR at Panchayat Level:

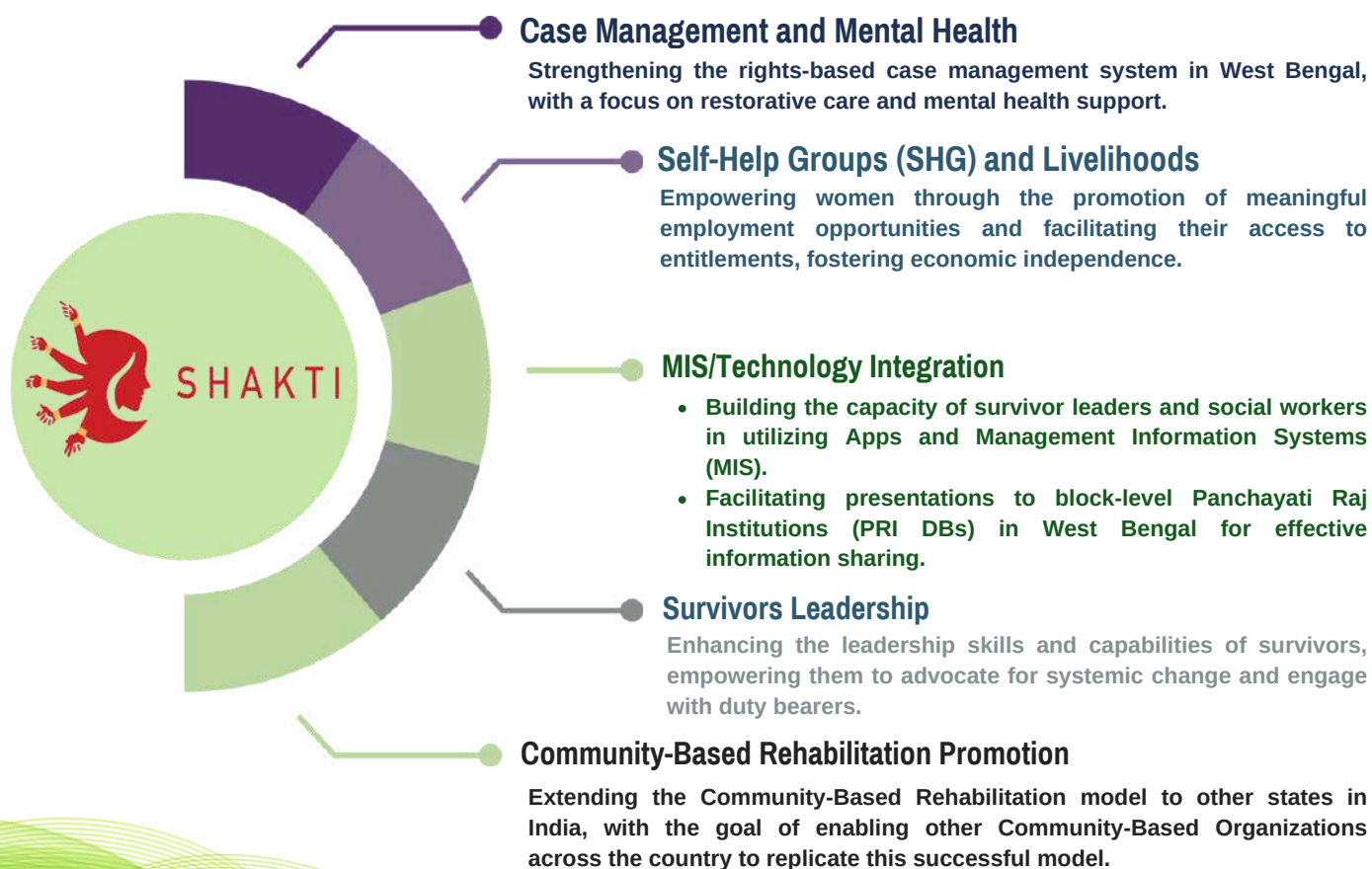
- BUP and its partners engaged with Panchayati Raj Institutions (PRIs) to adopt Community-Based Rehabilitation (CBR) policies. As a result, PRIs have begun voicing survivor demands at block and district levels, helping build pressure for formal rehabilitation frameworks.



In 2024–2025, the Sakti Project advanced women’s empowerment by expanding meaningful livelihood pathways and improving access to critical services. Through a robust Case Intake and Management process, we advocated with stakeholders at the Panchayat, Block, and District levels to secure

survivor rights and ensure inclusive participation. We strengthened Self-Help Groups (SHGs) and forged cluster linkages to bolster economic resilience, while leveraging the Sanjukt App—their best-in-class MIS—to track interventions, monitor progress, and drive data-informed decision-making in our support of trafficking survivors’ empowerment.

The 5 Key Components of Shakti



ACHIEVEMENTS

Empowering Survivors through Rights-Based Case Management:

- 120 out of 162 survivors have mastered the rights-based case management process, actively applying it to their own cases and providing peer support to others.

120 SURVIVORS LEADING
WITH RIGHTS



Scaling Up Leadership:

- **80 Bijoyini and 18 Utthan leaders** are now empowered to replicate the case management model across various social issues, driving sustainable change and expanding the project's reach.

Effective Escalation and Departmental Response:

- Survivors successfully escalated demands for housing grants to high-level officials across multiple blocks, including Basirhat-II, Barasat, and Bongaon. Livelihood support requests were escalated to District Magistrates and Savadhipatis in several areas. Mental health treatment access was improved through escalations to Chief Medical Officers of Health (CMOH) across multiple blocks.

Service Delivery and Systematic Advocacy:

- **58 survivors** received special grants from block offices multiple times annually.
- **51 survivors** received clothing support from local block offices.
- Medical treatment and medicines became widely accessible across primary to state hospitals.
- 41 survivors received mental health treatment at government facilities.
- After advocacy efforts, sanitation grants were reinstated for at least one survivor despite government cutbacks.
- 49 survivors were provided with poultry-related resources to start livelihoods.
- **8 survivors** were awarded victim compensation by the District Legal Services Authority (DLSA).

Accountability through Tri-Party Case Management (TPCM):

- Fifteen TPCM meetings were conducted across nine blocks involving key duty bearers like BDOs, Savadhipatis, GP Pradhans, and BLDOs to enhance coordination and accountability.

15 TPCM MEETINGS
ACROSS 9 BLOCKS



Family Engagement and Risk Reduction:

- Among 162 survivors, those initially categorized as 'red zone' (high risk) or 'orange zone' (moderate risk) reduced to zero red zone cases due to focused Family Engagement Plans.

162 SURVIVORS, RISK
REDUCED



Strengthening Child Protection Units:

- **8 GPLCPC and 12 VLCPC** units from 9 blocks actively participated in discussions on child safeguarding, education, child marriage prevention, school dropout, and anti-trafficking efforts. Outcomes included resolving **10 domestic violence** cases, mitigating **31 instances of stigma**, preventing **14 child marriages**, and averting **6 trafficking** incidents over the year.

Leadership and Empowerment:

- **Bijoyini** and **Utthan** leaders enhanced their capacity to claim rights, access government schemes, and participate in fundraising and community programs.

Stigma Mitigation and Mental Health Support:

- Counseling sessions addressing family and community stigma were provided to 36 survivors, supporting their emotional well-being.

**36 SURVIVORS RECEIVED
COUNSELING SUPPORT**



Community-Based Rehabilitation (CBR) Promotion:

- The project published 7 posts promoting CBR, expanding awareness within the district and to other states.

Networking and Visibility:

- Strong partnerships were developed with several NGOs, while SHGs showcased their work at prominent fairs and events such as the Baruni Fair, Basirhat Townhall Sanhita program, Taki Book Fair, and during the EDELGIVE visit at BIRD office.





The Pragati Project focuses on strengthening community resilience against trafficking through targeted capacity building and sensitization efforts. It empowers adolescents by enhancing their awareness and leadership in addressing gender-based violence and promoting preventive measures to reduce risks.

The project actively addresses rights violations faced by trafficked survivors by linking them with existing government schemes for better support. At the grassroots level, it ensures the formation and effective functioning of Disaster Management Committees at the Panchayat level to enhance local preparedness. Additionally, Pragati develops knowledge products to document and showcase the impact of its interventions.

ACHIEVEMENTS

Expanded Panchayat Engagement

- Built strong relationships with 8 new Gram Panchayat administrations, in addition to the existing 4 Panchayats.

**PARTNERSHIPS GROWN
TO 12 PANCHAYATS**



School Collaboration

- Engaged headmasters and school officials from 16 schools to facilitate awareness campaigns

**ENGAGED 16 SCHOOLS
FOR AWARENESS**



School Awareness Campaigns

- Organized 2 campaigns in schools addressing early marriage, disaster management, climate change response, and trafficking prevention.

Training for PRI Duty Bearers

- Conducted disaster management and climate response training sessions for Pradhans, Secretaries, GP members, and other officials at the PRI level.

Formation of Child Protection Committees

- Established Gram Panchayat Level Child Protection Committees (GPLCPC) in all 12 targeted Panchayats, now fully functional.

Monthly Mothers' Meetings

- Facilitated monthly meetings led by adolescent group members to strengthen community safety nets.

Forum Theater Initiatives

- Supported 4 theater teams where adolescent leaders identified performance locations and led forum theater sessions, promoting community discussion to address social problems and develop solutions.



The VIKAS Project is a comprehensive initiative focused on improving the well-being of children and communities through integrated interventions in Water, Sanitation, and Hygiene (WASH), Nutrition, Education, and Child Rights. The project emphasizes creating healthy, informed, and empowered environments where children can thrive. By promoting access to clean water and sanitation, ensuring better nutritional outcomes, enhancing educational opportunities, and strengthening child protection mechanisms, the VIKAS Project aims to build a foundation for long-term, sustainable development and child-centric community transformation.



ACHIEVEMENTS

Sustained Child Nutrition

- Provided year-round nutrition support to 50 children, improving health and growth outcomes.

**NUTRITION SUPPORT
FOR 50 CHILDREN**



Menstrual Health Education

- Delivered 10 focused trainings on menstrual hygiene for adolescent girls and young women.

**10 TRAININGS ON
MENSTRUAL HEALTH**



Monthly Sanitary Supplies

- Distributed sanitary napkins every month to 100 adolescents and youths, promoting dignity and school attendance

**100 ADOLESCENTS
SUPPORTED WITH
HYGIENE**



Protective Footwear for Ragpickers

- Supplied safety shoes to 50 ragpickers, reducing injuries and infection risk on the job.

PROTECTIVE GEAR
FOR 50 WORKERS



Sanitation Infrastructure Upgrade

- Renovated 12 sanitation units across Rishra Municipality, providing cleaner, safer facilities for slum-dwelling families.

Infection-Prevention Gear

- Equipped 50 community members with durable hand-gloves to guard against communicable diseases.

PROTECTIVE GLOVES
GIVEN TO 50



Community Awareness Drives

- Facilitated meetings on safe drinking water, hand-washing, child rights, early marriage prevention, and domestic-violence awareness.

Emergency Shelter Support

- Distributed 50 tarpaulins to vulnerable households, offering essential protection from heavy rain and harsh weather.

SHELTER SUPPORT TO
50 HOUSEHOLDS



Renovation of sanitation units



The Sanhati Project in 2024–2025 focused on empowering communities and amplifying marginalized voices through inclusive and rights-based approaches. Using the powerful medium of Theatre of the Oppressed, the project raised critical awareness on gender justice and social exclusion at the grassroots level. Youth members were equipped with knowledge and skills through capacity-building sessions centered on gender-variant practices, fostering inclusive leadership. Evidence-based escalations were used to strengthen accountability within existing systems, while visibility efforts through social and mainstream media helped bring critical issues to the forefront. Strategic linkages were built with both government and non-government skill development programs, enhancing livelihood opportunities. Additionally, the project ensured access to legal aid for survivors of gender-based violence, supporting them in their pursuit of justice and dignity.

ACHIEVEMENTS

Strengthened Knowledge and Advocacy Skills:

- Subjective knowledge increased among **10% of youth group members**, enabling them to escalate community issues and lead advocacy efforts at multiple stakeholder levels.

Youth-Led Event Innovation:

- For the first time, Yuva Shakti leaders organized a Gender Fair at Gaighata Block, engaging youth leaders from two blocks in dialogue and action on gender issues.

High-Level Advocacy Engagement:

- Yuva Shakti leaders successfully conducted advocacy meetings with the SP of Barasat Police District and the DCPO of North 24 Parganas, influencing district-level responses.

Strengthening Local Child Protection Systems:

- GPLCPC (Gram Panchayat Level Child Protection Committees) were restructured and are now functioning effectively across all Gram Panchayats in the project area.



Youth Entrepreneurship:

- **7 Yuva Shakti members** became entrepreneurs and began earning income after completing beautician training, demonstrating the project's impact on economic empowerment.

**ECONOMIC
UPLIFTMENT FOR 7
YOUTH**



Expanding Theatre-Based Outreach:

- Two new theatre teams were formed, adding to the existing three, using participatory theatre to raise awareness on trafficking, early marriage, and gender equality.

**PARTICIPATORY
THEATRE EXPANDS TO
5 TEAMS**



Promoting Gender Inclusion:

- Female participation in various programs rose significantly, achieving a 2:1 female-to-male ratio—highlighting stronger engagement from young women.

**2:1 FEMALE-TO-MALE
PARTICIPATION**



Digital Leadership for Change:

- 6 Yuva Shakti members received training in social media management and began highlighting community issues and youth achievements through digital platforms.

**DIGITAL ADVOCACY BY
6 MEMBERS**



Collective Prevention Efforts:

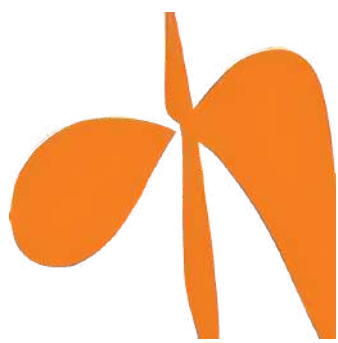
- Yuva Shakti leaders, alongside community members, actively intercepted cases of trafficking and child marriage. As a result, reported child marriage incidents declined significantly compared to the previous year.

Supporting Education Access:

- Education support was provided to 40 students throughout the year, ensuring continued learning for vulnerable children and adolescents.

**EDUCATION SUPPORT
FOR 40 STUDENTS**





Kushal Alo Mental Health Sessions



The Kushal Alo initiative was launched to address the often-overlooked mental health needs of pregnant and lactating mothers in rural West Bengal. Recognizing the emotional, psychological, and social challenges faced by women during and after pregnancy, the project aims to create a supportive environment that fosters maternal well-being.

Through regular mental health sessions, the program offers a safe space for mothers to share their concerns, build emotional resilience, and receive guidance from trained counselors. Beyond individual care, Kushal Alo focuses on community sensitization, aiming to reduce stigma around maternal mental health and promote understanding among families and health workers.

This initiative has not only provided comfort and psychological support during critical stages of motherhood but has also empowered women to prioritize their mental well-being as an integral part of maternal and child health.

ACHIEVEMENTS

Reaching Over 3,000 Mothers:

- Since its inception in 2021, the Kushal Alo project has reached over 3,000 pregnant and lactating mothers in rural West Bengal, providing them with essential mental health support and a safe space to share their emotional journeys.

Empowering Women Through Knowledge:

- The program goes beyond counseling—by equipping women with critical knowledge about their own bodies and minds, it fosters self-awareness, confidence, and ownership in decision-making during pregnancy and postpartum periods.

Promoting Leadership in Maternal Health:

- Kushal Alo helps mothers transition from passive recipients of care to active participants in their health journeys, encouraging leadership and self-advocacy among rural women.

Supporting Informed Parenting:

- Nursing mothers have been guided on nurturing healthy babies within limited resources, learning practical steps for childcare, nutrition, and hygiene, which has contributed to improved family well-being.





Tafteesh Resilient Communities – TRC



The Tafteesh Resilient Communities (TRC) programme has made significant progress this year in its mission to combat human trafficking through a multidimensional, rights-based approach. Operating across seven focused projects, TRC has addressed the structural and social vulnerabilities that enable trafficking, with a strong emphasis on inclusion, equity, and systemic change.

The programme has laid critical groundwork for long-term impact—strengthening local infrastructure, fostering community leadership, and building strategic partnerships with stakeholders across sectors. Its efforts have not only responded to immediate risks but also aimed at creating a sustainable framework for future protection and empowerment.

Thematic Areas Addressed

- **Marginalised Communities:** Targeted interventions have been directed at Scheduled Caste (SC) and Muslim communities, recognising their heightened vulnerability to trafficking and systemic exclusion.
- **Gender Variant Boys:** In a pioneering effort, the programme has included gender variant boys—a group frequently neglected in traditional anti-trafficking strategies—ensuring their unique challenges are acknowledged and addressed.
- **Migrant Labour Rights:** Recognising the high-risk nature of labour migration, TRC has actively worked to promote migrant workers' rights and integrate protective measures into local governance frameworks.

Through this intersectional and community-rooted model, the TRC programme continues to drive forward a vision of resilient, inclusive, and trafficking-free communities.

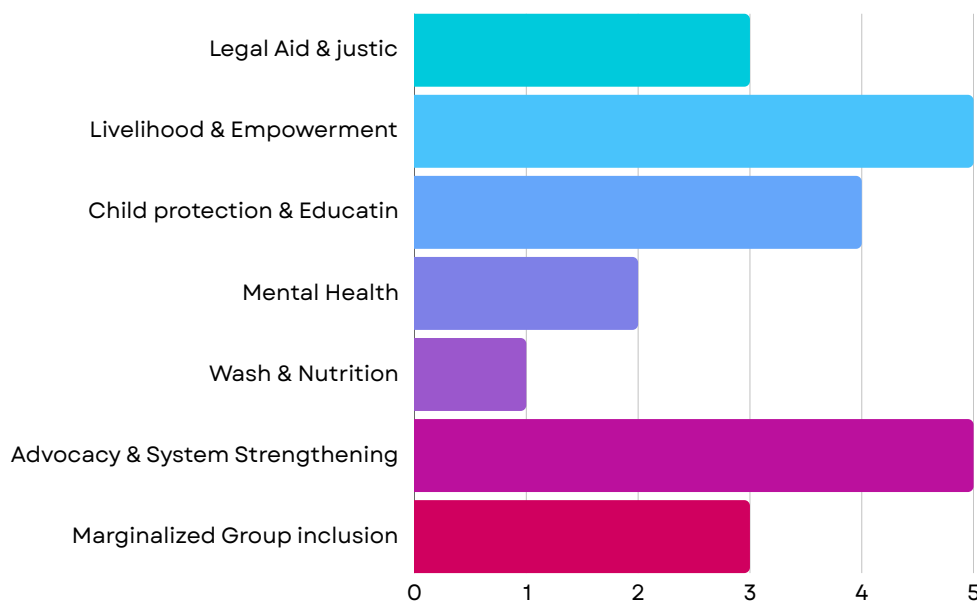




Thematic Impact Analysis

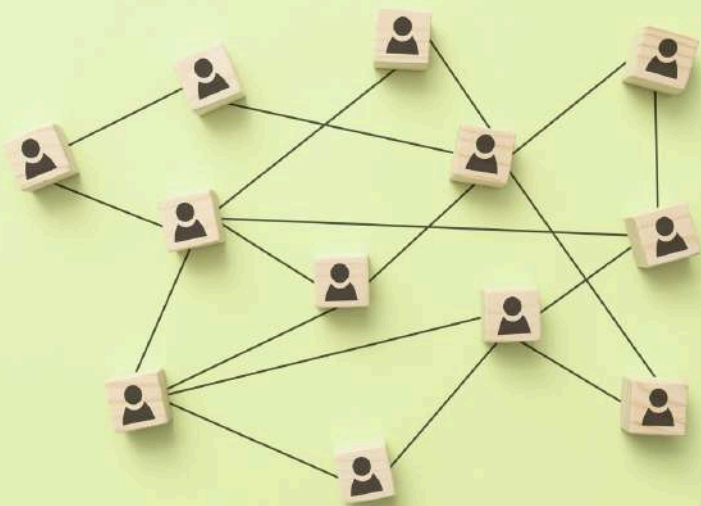


The scoring criteria for this analysis are based on the frequency and depth of thematic coverage across all Barasat Unnayan Prostuti (BUP) projects implemented during the reporting period. Each thematic area—such as Livelihood & Empowerment, Child Protection & Education, Advocacy & System Strengthening, Legal Aid & Justice, Mental Health, Marginalized Group Inclusion, and WASH & Nutrition—was assessed by reviewing the objectives, activities, and achievements outlined in each project report. For every project that significantly addressed a specific thematic area, one point was awarded to that category. This approach allowed us to develop a thematic impact index, which reflects how many projects actively engaged with each theme. A higher score indicates a greater organizational emphasis and resource allocation in that area, helping to map strategic priorities and identify potential gaps for future programming.



COMMUNICATIONS

Over the past year, the communications efforts at Barasat Unnayan Prostuti (BUP) have expanded significantly. With a strong focus on survivor-led storytelling, campaign-based awareness building, and platform growth, BUP's communication strategy successfully elevated visibility, deepened engagement, and built new systems for sustainability.



SOCIAL MEDIA GROWTH AND ENGAGEMENT

On social media, BUP's Facebook and LinkedIn channels emerged as effective spaces for outreach and awareness. Facebook continued to see steady engagement, especially during periods of campaign activity.

Launch of the BUP LinkedIn page in early 2024 marked a major milestone, with strong engagement from Secretariat team members and strategic content experimentation. LinkedIn demonstrated steady traction with 36 posts, 4,398 impressions, 296 reactions, and 144 clicks. BUP's presence on LinkedIn grew by 134 new followers over the reporting period.

Facebook content, including 46 image posts and 26 videos, reached over 7,000 viewers and drew 676 engagements. Short-form visual storytelling, especially around the Community-Based Rehabilitation (CBR) campaign, the Sanhita 2.0 event, and the journey of Leadership Next Coordinator Sudipta, proved highly engaging for the audience.

BUP'S DIGITAL REACH EXPANDS



134 NEW FOLLOWERS

11K+ PEOPLE REACHED

ASMITA: BUP'S FIRST-EVER NEWSLETTER LAUNCHED

A major communications milestone this year was the launch of Asmita, the first official newsletter of Barasat Unnayan Prostuti (BUP). Introduced in June 2024 under the Leadership Next program, Asmita aimed to keep funders, partners, and stakeholders updated on key achievements, leadership stories, and organizational developments across PAT's network.

Nine editions of Asmita were published over the year, on a monthly basis. The subscriber base grew from 26 to 59—a growth of more than 100%—exceeding the original expansion target. With an average open rate of 56.5% and a click rate of 5%, the newsletter quickly established itself as a reliable source of internal and external communication.



To support better design and analytics, the newsletter was migrated from Canva to Mailchimp. A newsletter subscription button was added to the redesigned BUP website, and Asmita was promoted regularly across social media channels to grow its visibility. As the Leadership Next program nears its conclusion, Asmita is now undergoing a planned editorial transition. It will expand to include content

from other key programs such as Shakti, Taftteesh, and grassroots collective work—reflecting BUP's broader impact and reach.

THE CBR CAMPAIGN: SURVIVOR-LED STORYTELLING

The Community-Based Rehabilitation (CBR) campaign, which ran from June to October 2024, was one of the most impactful communication efforts of the year. Anchored in survivor voices, the campaign featured 16 testimonial videos and one introductory explainer video that explored the meaning, benefits, and future of CBR from the perspective of those directly impacted. On Facebook, the campaign reached 3,943 people, receiving 96 comments and 52 shares. On LinkedIn, the videos drew 728 impressions, 238 views, 40 reactions, and 3 reposts. Although the campaign saw strong initial engagement, viewership declined in later phases—prompting the communications officer to recommend limiting future campaigns to no more than 10 core posts to retain audience interest.

BUILDING CAPACITY FOR SURVIVOR-LED COMMUNICATION AND PARTNER ORGANIZATIONS

Empowering survivor collectives to manage their own communications was another key focus this year. The Bijoyini collective took over its social media channels following a training period. However, after an initial posting phase, content generation stalled. A gap analysis revealed competing responsibilities, low confidence among some members, and inconsistent team-wide involvement. Following a regrouping session in September 2024, roles were reassigned and the team received renewed mentorship—resulting in a marked improvement in content ownership and consistency.

BUP Partner KEYA also received targeted training in video editing and content creation, leading to the successful launch of their independently managed YouTube channel.

WEBSITE REDESIGN AND INTEGRATION

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**SURVIVOR VOICES
GO DIGITAL**

REFINING CONTENT STRATEGY AND RESPONDING TO CHANGE

The conclusion of major programs such as Leadership Next, Shakti, and Taftteesh led to a noticeable slowdown in content from block partners during the final quarter of the year. This reduction in activity posed a challenge for maintaining consistent visibility. In response, the communications officer proposed a shift toward retrospective storytelling that highlights long-term change. Strategies included spotlighting grassroots innovation, promoting local leadership, and connecting success stories directly to donor appeals. Field teams were encouraged and supported to submit regular content, photos, and updates for continued storytelling. This will be incorporated in the communication strategy for next year.

CONCLUSION

The communications journey at PAT this year was defined by growth, experimentation, and increasing survivor ownership. From the launch of BUP's first newsletter, Asmita, to the creation of a dedicated LinkedIn presence



AUDIT REPORT

conclusion

Over the past 27 years, Barasat Unnayan Prostuti (BUP) has grown from a grassroots non-profit into a resilient and transformative force for inclusive community development. Our work has expanded beyond its initial mandates to holistically address the intersecting challenges of human trafficking, gender-based violence, education inequality, health disparities, environmental vulnerability, and livelihood insecurity.

Throughout this reporting year, we continued to empower survivors through rights-based case management, foster youth and women leadership, strengthen grassroots governance, and forge strategic linkages with government and civil society. From rebuilding lives post-crisis to advancing systemic accountability through tools like Taftesh MIS, every intervention has been driven by the core belief in dignity, equity, and justice for all.

Our heartfelt appreciation goes to our partners, supporters, and grassroots allies — your trust and collaboration have been the backbone of our progress. As we move forward, BUP remains deeply committed to driving sustainable change and ensuring that vulnerable communities are not only protected but empowered to shape their own futures. Together, we can continue to build a more just, resilient, and compassionate society.



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