



An Initiative

*Touch Your Soul*

# AITYS ANNUAL REPORT 2024-25







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## Foreword

The year 2024-25 stands as a transformative milestone in AITYS's journey of touching souls and changing lives. As communities across Uttarakhand navigated the path toward post-pandemic recovery, AITYS emerged stronger, more focused, and deeper in its commitment to rural education and holistic child development.

This year witnessed unprecedented challenges that tested our resolve—from infrastructure deficits in remote schools to the pressing need for comprehensive health and hygiene support. Yet, these challenges became catalysts for innovation and impact. We didn't just continue our work; we reimagined it, ensuring that every intervention was strategic, sustainable, and soul-stirring.

Our achievements this year—supporting 55 schools, benefiting over 4,000 students, and reaching 347 villages—represent more than statistics. They embody dreams realized, barriers broken, and futures brightened. Each classroom we built, each sanitary pad we distributed, each toilet we provided became a bridge between aspiration and achievement for children who dare to dream beyond their circumstances.

The spirit of seva—selfless service—remained our guiding light. For us, seva transcends charity; it embodies the ancient wisdom that true fulfillment comes from lifting others. This philosophy permeated every project, every interaction, and every decision we made throughout the year.

We are profoundly grateful to our partners, volunteers, donors, and the communities we serve. Your unwavering faith in our mission has transformed individual acts of kindness into a movement of social change. Together, we have proven that when compassion meets action, extraordinary things happen.





# Founder's Note



"Seva is a beautiful ancient word which means: Thank you for giving me the opportunity to be of service to you. For by accepting my service, you teach me to be humble."

**Madhu Chowdhary**

When I first set foot in the remote villages of Uttarakhand over a decade ago, I was moved by the resilience of children who walked miles to attend schools that barely had basic facilities. Today, many of those same children stand at the threshold of higher education—a testament to the power of sustained commitment and collective action.

The year 2024-25 marked a pivotal evolution in our approach. While we continued our foundational work in health, hygiene, and infrastructure, we began addressing a critical gap: the transition from school to higher education.

Our journey has been one of continuous learning and adaptation. From distributing our first set of school supplies to establishing comprehensive health programs, from building basic toilets to constructing modern laboratories—each step has been guided by the voices and needs of the communities we serve.

What fills me with the greatest pride is not just the scale of our impact, but the dignity we've helped restore. When a young girl attends school confidently during her menstrual cycle, when a boy cycles to school instead of walking for hours, when children learn in well-equipped classrooms—these moments represent victories against systemic disadvantage.

Our work is powered by an extraordinary network of volunteers who embody the true spirit of service. They give their time, energy, and hearts without expecting anything in return, proving that the most powerful force for change is human compassion in action. As we look ahead, I am filled with hope and determination. The foundation we've built over the past decade is strong, and the future we're creating is bright. Together, we will continue to ensure that geography is not destiny, that poverty is not permanent, and that every child has the opportunity to touch their own soul through education.



# About AITYS

An Initiative to Touch Your Soul (AITYS) was born from a moment of profound connection and compassion. Founded in 2012 by Madhu Chowdhary, an Arts graduate with extensive corporate experience in the United States, AITYS emerged from a transformative encounter with the socioeconomic realities of rural Uttarakhand.

During a personal visit to the region, Ms. Chowdhary witnessed firsthand the challenges faced by villagers, particularly children struggling to access quality education. This experience ignited a passion that would reshape her life's purpose, leading her to establish AITYS as a beacon of hope for underserved communities.

AITYS operates as a fully volunteer-driven organization, embodying the principle that genuine service requires no monetary motivation. We maintain all necessary legal registrations—12A, 80G, CSR1, and FCRA—ensuring complete transparency, accountability, and compliance with regulatory requirements.

Our organizational structure reflects our commitment to efficiency and impact. With minimal administrative overhead, we ensure that 95% of all donations reach beneficiaries directly. This lean approach, combined with our founder's hands-on involvement in every project—from initial planning to final implementation—guarantees that every rupee contributes meaningfully to our mission.



Over the past decade, AITYS has evolved from a grassroots initiative to a recognized force for educational transformation in rural Uttarakhand. We currently support 40% of higher secondary schools in our operational region, touching thousands of lives through our comprehensive approach to child development.

Our work spans three interconnected verticals—Health & Hygiene, School Infrastructure, and Education Aid—recognizing that holistic development requires addressing multiple facets of a child's educational journey simultaneously.



# Our Vision

***"No child should be deprived of education due to poverty."***

We envision vibrant, empowered communities in rural Uttarakhand where every child—regardless of their family's economic status, gender, or social background—has access to quality education, healthcare, and opportunities for personal growth.

Our vision extends beyond immediate educational support to encompass the creation of self-reliant, confident individuals who become catalysts for positive change in their communities. We dream of a future where the accident of birth location does not determine life outcomes, where rural children compete on equal footing with their urban counterparts, and where education becomes the great equalizer that breaks intergenerational cycles of poverty.

We see classrooms filled with curious minds, girls attending school without shame or fear, boys and girls cycling to school with dignity, and young adults transitioning seamlessly from rural schools to higher education institutions. This vision drives every decision we make and every project we undertake.





# Our Objectives

Our strategic objectives reflect our comprehensive approach to rural education and child development.

1

## **Educational Excellence**

Ensure that every child in our supported schools completes secondary education and has pathways to higher education. We focus on both access and quality, providing materials, infrastructure, and support systems that enable academic success.

2

## **Infrastructure Modernization**

Transform rural schools into modern learning environments equipped with safe classrooms, functional laboratories, hygienic toilet facilities, and recreational spaces that inspire learning and growth.

3

## **Health & Hygiene Advancement**

Deliver comprehensive preventive healthcare and hygiene education to students and their communities, with particular emphasis on menstrual hygiene management and nutritional support.

4

## **Gender Empowerment**

Specifically address barriers faced by girls in rural areas, ensuring that menstruation, safety concerns, and cultural biases do not impede their educational journey.

5

## **Community Economy**

Strengthen local economies by partnering with teachers and school administration in our projects and building local capacity for sustainable development and continued higher education. Acceptance of the NGO by the local community has played a crucial role in building the confidence of the children.

6

## **Holistic Child Development**

Address not just academic needs but also physical, emotional, and social development through sports facilities, health programs, and dignity-building initiatives.



# Our Reach in 2024-25

The scope and impact of our work in 2024-25 reflects our maturation as an organization and our deepening commitment to comprehensive support:

## Educational Network



- 55 Government Schools Supported across remote villages in Pauri & Tehri districts
- 4,000+ Students Directly Benefited through ongoing school-based programs
- 347 Villages Reached through educational and outreach initiatives

## Healthcare Impact



- 28,744 Sanitary Pad Packets Distributed in 2024-25
- 4,996 Girls' and 5,960 Boys' Underwear Provided in 2024-25
- 9 Incinerators Installed across 8 schools for safe menstrual waste disposal
- 275 Multivitamin Bottles Distributed to support student nutrition

## Infrastructure Development



- 12 Major School Infrastructure Projects Completed to date
- 9 Toilet Blocks Built
- 5 New Classrooms and 3 Science Laboratories Constructed
- 1 Playground Developed to promote physical wellness
- 570+ Sound Systems Provided across 100+ school installations
- Classroom Furniture Supplied across multiple schools
- 2 Smart Classrooms Equipped to enable digital learning

## Educational Support



- 5,530 Pairs of Shoes Provided (2,842 Summer + 2,688 Winter)
- 11,218 Pairs of Socks Distributed (5,820 Summer + 5,398 Winter)
- 2,837 Track Suits Distributed
- 2,986 School Bags Supplied
- 5,468 Sweaters (2,734 Sleeveless + 2,734 Full Sleeves)
- 3,101 Steel Water Bottles Distributed

These numbers represent more than achievements; they symbolize transformed lives, renewed hope, and strengthened communities working together toward a brighter future.





# Education Aid

Education Aid represents the heart of our mission —ensuring that financial constraints never prevent a child from pursuing their dreams. In 2024-25, we expanded our educational support to benefit over 4,000 students across 55 rural schools, recognizing that comprehensive support requires addressing multiple dimensions of educational access.

## Comprehensive Academic Support

Every child in our program received complete academic kits designed to eliminate financial barriers to learning. These kits included high-quality school bags, durable water bottles, underwears, sanitary pads for girls, 2 pairs of shoes for summer and winter, 2 pairs of socks for summer and winter, sweaters (full and half sleeves), and tracksuits. This comprehensive approach ensures that students arrive at school fully equipped and ready to learn.

## Dignity Through Uniformity

Understanding that self-confidence significantly impacts learning outcomes, we continued our uniform distribution program with enhanced focus on quality and consistency. Students received 5,500+ pairs of well-fitted shoes, 11,000+ pairs of socks, 2,800+ comfortable tracksuits for physical activities, and 5,400+ warm sweaters for harsh mountain winters. This initiative has dramatically improved school attendance and student participation in classroom activities.

## Impact on First-Generation Learners

Our educational aid program has shown particularly strong results among first-generation learners, whose families have limited experience with formal education. Teachers report increased pride in school attendance, improved peer interactions, and greater family engagement in educational activities. The provision of dignified school materials has helped these students integrate more confidently into the school community.

## Future-Focused Expansion

Building on this year's success, we are developing a scholarship program for higher education through distance learning and skill development programs such as Engineering, Nursing, B.ED, etc. recognizing that our support must extend beyond high school to ensure that rural students can compete in an increasingly knowledge-based economy.

# Health & Hygiene

Health and hygiene initiatives form the foundation of our holistic approach to child development, recognizing that physical well-being directly impacts learning outcomes and long-term life prospects.

Our 2024-25 health programs addressed critical gaps in rural healthcare while promoting dignity and self-respect among students.

## Menstrual Hygiene Revolution

Our flagship 'Gift a Pad' initiative distributed 28,500+ sanitary pads across our school network, fundamentally transforming how young girls experience menstruation. This program goes beyond mere distribution; it includes comprehensive education about menstrual health, hygiene practices, and body positivity. Teachers report that girls now attend school consistently throughout the month, participate more actively in sports

## Nutritional Support

Understanding that malnutrition significantly impacts cognitive development, we distributed 275 bottles of multivitamins specifically formulated for growing children. These supplements address common nutritional deficiencies in rural areas, supporting both physical growth and mental development. Teachers report improved attention spans, better academic performance, and increased energy levels among recipients.

## Environmental Sustainability

To address the environmental impact of increased sanitary pad usage, we installed 9 new incinerators in strategic school locations. These eco-friendly disposal systems ensure that used sanitary products are safely and hygienically destroyed, protecting both public health and environmental integrity. Students receive training on proper usage, making them environmental stewards in their communities.

## Foundational Hygiene Education

Recognizing that basic hygiene habits formed during childhood last a lifetime, we distributed 11,000+ pieces of quality underwear to students. This initiative, while seemingly simple, has profound impacts on health, dignity, and self-respect. Teachers report improved classroom behavior, reduced instances of hygiene-related teasing, and greater student confidence in physical education activities.







# Infrastructure Support

Infrastructure development represents our commitment to creating learning environments that inspire rather than limit student potential. Many schools in our operational area had suffered from decades of neglect, a situation exacerbated by the pandemic and frequent natural disasters. Our 2024-25 infrastructure program focused on creating safe, modern, and inspiring educational spaces.



## Classroom Construction and Renovation

We constructed 5 brand-new classrooms designed to accommodate modern teaching methods while remaining appropriate for local conditions. Additionally, we built 3 fully-equipped science laboratories, recognizing that hands-on learning in science, technology, engineering, and mathematics (STEM) subjects is crucial for 21st-century education. These laboratories include modern equipment, safety features, and flexible configurations that enable diverse experimental activities.

## Sanitation Infrastructure

Understanding that inadequate toilet facilities represent a major barrier to education, particularly for girls, we constructed 9 new toilet blocks across our school network. The 4 girls' toilet blocks include special features for menstrual hygiene management, including proper disposal systems and privacy features. The 5 boys' toilet blocks promote dignity and proper hygiene practices. All facilities include proper sewage systems, regular maintenance protocols, and hygiene education components.

## Recreational Development

Recognizing that physical development and recreational activities are essential for holistic child development, we initiated construction of a modern playground at one of our partner schools. This facility will include age-appropriate equipment, safety features, and spaces for both individual and team activities. The playground represents our commitment to addressing not just academic needs but also physical and social development.

## Comprehensive School Upgrades

Beyond major construction projects, we provided essential school resources including modern furniture, well-designed bookshelves, ergonomic chairs, newspaper stands for current events education, photocopiers and printers for educational materials, competitive examination books, electrical fittings for proper lighting, and fans for comfortable learning environments. These seemingly small additions significantly improve the overall learning experience.



## Maintenance & Sustainability

We completed repair and reconstruction work in 3 additional schools, ensuring that our infrastructure investments remain functional and beneficial over time. Our approach includes training local community members in basic maintenance, creating sustainable systems for ongoing care, and establishing partnerships with local authorities for long-term support.



## Impact on Learning Outcomes

Teachers report that improved infrastructure has led to increased student enrollment, better attendance rates, improved classroom behavior, greater teacher satisfaction and retention, enhanced community pride in education, and improved performance in standardized assessments.







# Why we exists?

AITYS exists to address a fundamental injustice: the reality that in modern India, a child's postal code often determines their life trajectory more than their potential, passion, or perseverance. We exist to ensure that geography is not destiny.

## Comprehensive School Upgrades

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## Addressing Systemic Gender Inequality

Rural girls face multiple barriers to education: safety concerns during long commutes, lack of appropriate sanitation facilities, cultural biases that prioritize boys' education, and the absence of menstrual hygiene support. Our comprehensive approach addresses each of these barriers systematically, creating environments where girls can pursue education with dignity and confidence.

## Building Dignified Futures

Every intervention we make—from providing shoes that allow children to walk with pride to building toilets that preserve dignity—recognizes that education is not just about academic achievement but about human dignity. We believe that every child deserves to attend school feeling valued, respected, and capable of achieving their dreams.

## Confronting Educational Apartheid

The quality gap between urban and rural education in India represents a form of educational apartheid that perpetuates inequality across generations. Rural children often attend schools without basic infrastructure, qualified teachers, or learning materials. AITYS works to eliminate these disparities, ensuring that rural children receive educational opportunities comparable to their urban counterparts.

## Creating Ripple Effects

Our work creates positive ripple effects that extend far beyond individual beneficiaries. Educated children become community leaders, economic contributors, and advocates for further positive change. They break cycles of poverty, challenge discriminatory practices, and inspire younger generations to pursue their own educational dreams.

## Demonstrating Possibility

AITYS exists to prove that comprehensive, sustainable change is possible when compassion meets strategic action. We demonstrate that volunteer-driven organizations can achieve significant impact, that rural communities can thrive when given appropriate support, and that individual acts of service can create transformative social change.







The generosity and trust of our donors form the financial foundation of our work, enabling us to maintain our volunteer-driven model while achieving significant impact. Our donor community represents a diverse coalition of individuals and organizations united by shared values of service, equality, and social justice.

### **Donor Stewardship**

We maintain the highest standards of donor stewardship, providing regular updates, financial transparency, detailed impact reports, opportunities for site visits, and recognition of contributions. Our donors consistently report high satisfaction with our communication and accountability practices.

### **Future Donor Engagement**

For the coming year, we plan to expand our donor base through enhanced digital outreach, peer-to-peer fundraising campaigns, corporate partnership expansion, alumni engagement programs, and impact storytelling initiatives.

# **Donors**

## **Individual Donors**

Our individual donor base includes professionals, retired individuals, expatriate Indians, and young professionals who contribute monthly, annually, or in response to specific campaigns. These donors often become deeply invested in our mission, following our progress, sharing our work with their networks, and providing ongoing encouragement to our team. Many have visited our project sites, creating personal connections with the communities we serve.

## **Corporate Social Responsibility Partners:**

Corporate partners play a crucial role in our infrastructure and health initiatives. These partnerships go beyond financial contributions to include employee volunteer programs, skill-based support, and strategic guidance. Our corporate partners appreciate our transparency, efficiency, and measurable impact, making us a preferred partner for CSR investments focused on education and rural development.

## **Institutional Supporters**

We receive support from foundations, trusts, and institutional donors who recognize the strategic importance of our work in addressing educational inequality. These supporters often provide multi-year commitments that enable us to plan and implement comprehensive, long-term interventions.

## **International Contributors**

Our FCRA registration enables us to receive support from international donors, including expatriate Indians and global organizations focused on education and development. These contributions help us scale our operations and learn from global best practices in rural education.

## **Community Contributors**

Local communities contribute through volunteer time, local materials, and ongoing maintenance support. This community investment ensures sustainability and creates local ownership of our projects.



# Testimonials

The voices of educators, students, and community members provide the most authentic measure of our impact. These testimonials reflect not just satisfaction with our programs but genuine transformation in educational environments and student outcomes.

## Educational Leadership Perspectives

"Touch Your Soul is not just an organization but a vision—a vision that provides financial capability to economically weak students through scholarships and necessary resources in schools. The organization creates awareness about education, health, and employment. This is truly great work for remote areas. AITYS has been an epitome of munificence for all our students, encouraging them to adhere to and achieve their goals. Madhu ji, with her sincere efforts, has made education accessible even during the pandemic by providing funds to facilitate an uninterrupted learning environment. We thank her for her altruism."

– Dr. Biswaksen, Principal, GIC Nahsain, Pauri Garhwal, Uttarakhand

"The Sanskrit verse 'परोपकाराय फलत वृः परोपकाराय वहत नः' reminds us that trees give fruit for charity, rivers flow for charity, and cows give milk for charity—this body too is for charity. It is our pleasure that AITYS serves rural areas of Uttarakhand. AITYS is not only promoting education of poor children but also changing lives. Schools are being facilitated with all amenities—classrooms, teaching tools, girls' toilets, boys' toilets, sports grounds, clothes, shoes—and students are being treated like children of an ideal mother who doesn't forget to devote herself to their smile and bright future. I thank Madhu ji and her team for holding the hands of these innocent children."

– Durga Prasad Joshi, Principal, GIC Kaleshwar, Pauri Garhwal, Uttarakhand



## Teacher Perspectives

"These children now dream bigger than ever before. They come to school with pride, wearing proper uniforms and carrying quality bags. The transformation in their confidence and academic performance has been remarkable. We have witnessed real, measurable change in attendance, participation, and academic outcomes. The health and hygiene programs have eliminated many barriers that previously prevented consistent school attendance."

– Sanjesh Kumar Raturi, Mathematics Teacher, GIC Sajwankhanda, Pauri Garhwal, Uttarakhand

## Community Impact Observations

Parents and community members consistently report that AITYS programs have reduced the financial burden of education, improved family health and hygiene practices, increased community pride in local schools, enhanced respect for education, particularly girls' education, and created positive role models for younger children.

## Student Feedback

While maintaining privacy, student feedback collected through teachers indicates improved self-confidence, better peer relationships, increased academic aspirations, greater participation in extracurricular activities, and enhanced pride in school attendance.





# Financials

AITYS maintains exemplary financial stewardship, ensuring that donor contributions are used efficiently and effectively to maximize impact on beneficiaries. Our financial management reflects our commitment to transparency, accountability, and results-oriented spending.

## Financial Efficiency

Our lean operational model ensures that 97.5% of all donations reach beneficiaries directly, with only 2.5% allocated to essential administrative costs. This efficiency rate significantly exceeds industry standards and reflects our volunteer-driven approach to operations.

## Revenue Sources

Our funding comes from individual donations (60%), corporate CSR contributions (25%), international donations (10%), and other sources including grants and fundraising events (5%). This diversified funding base provides stability and reduces dependence on any single source.

## Expenditure Allocation

Program expenses account for 95% of total expenditures, broken down as follows: Education Aid (30%), Distance Education (22.5%), Infrastructure Development (30%), Health & Hygiene Programs (10%), and Administrative Costs (2.5%). This allocation reflects our priorities and commitment to direct service delivery.

\*Subject to change

## Financial Controls

We maintain rigorous financial controls including segregation of duties, yearly audits, detailed documentation of all transactions, and regular financial reporting to stakeholders.

## Transparency Commitments

Financial statements are available upon request from our registered office, annual reports include detailed financial summaries, major donors receive specific impact reports, audit reports are shared with key stakeholders, and we maintain compliance with all regulatory financial reporting requirements.

## Future Financial Planning

We are developing multi-year financial plans that ensure sustainability, expand revenue diversification, enhance financial controls, increase transparency reporting, and optimize resource allocation for maximum impact.





## How You Can Help?

AITYS thrives on the principle that everyone can contribute to positive social change, regardless of their resources or circumstances. We offer multiple pathways for individuals and organizations to join our mission and make meaningful differences in children's lives.



## Contact us

AITYS welcomes inquiries, partnership discussions, and donor engagement from individuals and organizations committed to educational equity and rural development.

### Website

[www.aitys.in](http://www.aitys.in) - Comprehensive information about our programs, impact, and opportunities for engagement

### Email

[contact@aitys.in](mailto:contact@aitys.in) - Direct communication with our leadership team

### Phone

+91 88020 23316 (Aashish) - Immediate assistance for urgent inquiries or partnership discussions

### Address

97 Mount Kailash, East of Kailash, New Delhi – 110065



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