



## Change Initiatives



Our mission is empowerment through learning. Our objectives are mental enrichment of young, training and mentoring for jobs & entrepreneurship, offering information solutions for behavioural change and developing capacities for community-based activities. Our principal strategic tool is ICTs, which accelerate development outcomes. We work mainly among women, children and youth

**NATIONAL DIGITAL LITERACY MISSION:** Change Initiatives has set up an ICT centre at Rajarhat under the Prime Minister's National Digital Literacy Mission in collaboration with Nasscom and with the support of CapGemini. Our goal is to make one member from 1,250 families digitally literate so that they can use ICT tools such as computers, mobiles, tablets and Internet to improve their lives. We plan to next introduce elearning modules in child education, skill development and health at the centre. Besides, we plan to set up more such ICT centres.



Our child development project is called Kisholoy. Our aim is the mental enrichment of children coming from poor backgrounds and deprived environments through study support, nutrition and health support and the cultivation of the arts.



In Kisholoy, we provide remedial classes, tuitions and undertake mental enrichment activities. Our wards are about 200 boys and girls from Class I onwards to college level in two villages --- Madandanga and Kantabele --- in Bengal's Nadia district. Many of our wards are going to colleges, the first for their family. One of our wards is even studying in an engineering college. All of them have been involved with Kisholoy from Classes 6-7.

We are also running a primary school for destitute children in Ranaghat. The school was initially a residential school and now even children from outside are studying in the school. On local demand, a pre-primary class has started at the school. We are also holding remedial classes for Class I-X at Canning, South 24-Parganas.

Our gender development project is called Nabanna. Our mission is to expand the mental horizons of women through interventions in the areas of livelihoods, health, environment and gender rights. We seek to influence attitudes and change behaviour through mentoring, focused information dissemination and link-ups with service providers.

We have incubated a women's ICT enterprise project at Bishnupur Gram Panchayat called Digital Graphics in Bengal's South 24 Parganas. We have trained 1,000 women in computer basics in a Unesco project and worked and another 200 women on setting up micro-enterprises.

We have worked with district resource persons, cluster representatives and SHG members of 3 districts - 24 Parganas North, 24 Parganas South and Howrah. We offered training in computer literacy and on using ICT tools for awareness programmes. We have also worked with 140 self-help groups (SHGs) --- more than 1,000 women --- in Saguna gram panchayat, especially at Kantabele, Madandanga villages. We were involved in maintaining their accounts and organize learning sessions on different government schemes, health and gender issues.



Change Initiatives promotes sustainable environment practices through activities such as campaigns against plastic bags, noise pollution and air pollution. Intensive awareness campaigns have been run in both urban and rural areas among the general population as well as in some organisations. We are also involved in developing alternatives such as the promotion of paper products and generating livelihood opportunities in paper items. We are now involved in a drive to encourage the use of solar lights in villages, where electricity is not available.



**Training:** Head-master and teacher training on use of multi-media content in classrooms in North-24 Parganas, Burdwan and Bankura. The training was with with IT Dept. Govt of India, Sarva Shiksha Mission and Education Department, Govt of West Bengal. Conducted centre-certification programme for Spoken English at Webel computer centres.

Installed K-Yan a computer without monitor but with a projector that allows content to be shown on any large surface such as a village wall, did content mapping for teachers and undertook an impact study in 65 schools in Burdwan and Bankura. Did a similar impact study on 100 girls school in Assam. We undertook Entrepreneurship development training and monitoring for BSNL Gram Seva Kendras for West Bengal and Sikkim.

**Innovations & Research:** Telesupport, promoting two-way communication between farmers and agricultural specialists, online. Telecentre on Wheels: Mobile information centre. It is a manually run, covered rickshaw van fitted with solar panels on the top. Inside the van are a laptop and a printer, and the solar panels are used to charge the laptop. It offers information at the doorstep, especially women.

School in a Bus: Interiors of a bus converted to a classroom. Bus was taken to slums to teach out-of-school children. Research on human rights approach to poverty reduction conducted in North 24-Parganas district among women.

#### Change Initiatives needs your help

- Help us in raising funds
- Donate books, stationary, computers & toys
- Sponsor our programmes
- Inform others about Change Initiatives
- Support in building ICT centres
- Give your opinion and suggestions for helping CI to become more efficient

How do you send your donation?

Send your donations at

Change Initiatives, GC-79; Salt Lake City; Sector-III; Kolkata: 700106 West Bengal  
Cheque drawn in favour of "Change Initiatives" SBI, Saltlake (Sector I), 1612, A/C no 10836429446

For Foreign contribution Cheque drawn in favour of "Change Initiatives FCA" SBI, Saltlake (Sector I), 1612, A/C no 10836418668

For further details please mail us on [changeinitiatives@gmail.com](mailto:changeinitiatives@gmail.com) or call us at 98310 07306

#### Awards and recognitions



Change Initiatives is the 2003 Gender & ICT Award winner at the World Summit of Information Society and have received Honorary Mention at the Prix Ars Electronica 2004

Donation to Change Initiatives exempt from income tax under section 80G of the IT act 1961. FCRA registered