

## TESTIMONIALS

"I had visited Apurva Mahila Samajik Sanstha concerning the Ministry's program of Minority Development. I was very happy to see the work of Apurva for the minority community, especially their work with the women. They are mobilizing women and organizing awareness sessions on unity, leadership, their legal and constitutional rights and conducting various skill development initiatives in very systematic and efficient manner. I wish Apurva the very best in their endeavour to empower the minority community."

**Mr. Manish Waghmare - Manager, Thane Municipal Corporation, Thane**

"Apurva's skill development center is well maintained and very clean. Both Trustees are very nice, enthusiastic and are working hard to implement programs for the marginalized women, especially female sex workers. I wish them the best for their community development work."

**Ms. Kavita H. Jawale - Assitant Manager, District Skill Development Office, Thane**

## LEGAL STATUS

The Societies Registration Act 1860: MH/176/04/Thane date February 26 2004

The Bombay Trust Act 1950 F/12940/Thane date May 11 2004

Apurva is fully compliant with 12AB, 80G, CSR-1 and Niti Aayog registrations.

## CONTACT INFORMATION

**Address:** 2611, block no. 18, Shop No. 2, Swami Sadan Building, Opp. Swami Smarthya Mandir, Lokmanya Nagar, Thane west – 400606

**Contact Number:** 91-8355995378/ 91-9773612207

**Email ID:** apurvamahilasamajiksanstha@gmail.com

**Website:** www.apurvamahila.org



## ABOUT US

Apurva Mahila Samajik Sanstha is a non-profit organisation, registered in the year 2004 under the Societies Registration Act 1860 and The Bombay Trust Act 1950, established with the goal to educate and empower women for their equal contribution in the society. Our journey began by empowering women working as rag pickers in Thane urban area through leadership programs, and linking them with formal sources of employment.

Apurva works primarily in Thane district, with women belonging to the socially and economically marginalized communities such as scheduled castes, scheduled tribes, women engaged in domestic work and commercial sex work. Though our efforts are primarily centered on economic independence for women, we have also recently started working on health issues like HIV/ AIDS with migrant communities and female sex workers (FSWs).

## VISION

A society in which women are empowered socially, economically and politically.

## MISSION

To enable women to achieve their full potential by facilitating their active involvement in business, employment, learning and community life by means of promoting social inclusion, changing perceptions and influencing policy.

## CORE VALUES & PRINCIPLES

- We are here for all women, whatever their story is. We celebrate diversity in every context and are committed to helping women achieve their potential, irrespective of their backgrounds.
- We build and maintain relationships that make us stronger together, and ensure women have the support and flexibility to become change makers and effective leaders in society.
- We commit to bring about real and measurable changes to improve the well-being of women from different sections through relentless efforts and action.
- We challenge traditional ways of thinking by working on women's rights and believe in speaking the truth to power, with courage, optimism, and integrity.

## APPROACH

We believe Communication and Education is the Key to Development.

- Challenging patriarchal norms at all levels through awareness and gender sensitization programs
- Making women aware of their rights through counselling centres, thereby facilitating the process of skill building and accessing livelihood opportunities
- Enabling economic empowerment through formation of SHGs and trainings on legal and financial literacy
- Networking with Government and non-Government stakeholders to facilitate access to livelihood opportunities and various social protection and welfare schemes
- Promoting health and hygiene through awareness and direct service delivery

## WHAT WE DO

Our primary focus is on income-generating strategies that promote financial literacy and economic growth, with due emphasis on skill development, gender sensitization, community counselling centres, and banking literacy. Since its inception, Apurva has successfully formed over 850 self-help groups (SHGs) in Thane district. The women are trained in various skills such as tailoring, embroidery, beauty courses and provided and trained in various financial and business management aspects for effective and independent management of their financial needs. We have a community counselling centre, a placement and entrepreneurship cell and organize regular sessions on the importance of health and hygiene.

## PROJECTS

### SKILL DEVELOPMENT PROGRAM

In collaboration with Thane Municipal Corporation (TMC) and with support from Maharashtra State Skill Development Society (MSSDS), various vocational training courses such as tailoring and beautician for women from marginalized communities.

Of the 322 women trained so far, 151 are self-employed and 126 have received job placements.



### TRAINING IN DRIVING

In collaboration with Motor Education and Training Association (META), 60 women have learnt to ride a two wheeler, 90 women have been trained in three wheeler driving and 60 women have been trained in four wheeler driving. These 210 women have also received a 3 day basic Karate training in self-defence.

More than 95% of these women are confidently driving as a means to earn their livelihood or driving been the main source of their income.



### TEJASWINI WOMEN CONDUCTOR PROJECT

In association with Thane Municipal Transport (TMT) Services, 125 women have been mobilized and trained as conductors. As an associate organization, Apurva is responsible for human resources management of their services.

## HIV/ AIDS PREVENTION, CARE and SUPPORT PROJECT

With support from Maharashtra State AIDS Control Society (MSACS), 1500 female sex workers (FSWs) and 30000 migrants from Bhiwandi are receiving basic HIV/AIDS prevention, treatment and referral services. Additionally, Apurva also facilitates their access to social entitlements such as Aadhaar card, PAN card, voter ID card and ration card.

40 FSWs living with HIV and 38 migrants living with HIV are receiving referral and linkage services concerning Anti-retroviral treatment and management of opportunistic infections.

## WORK DURING COVID 19

- Distributed grocery kits to 44 People Living with HIV/AIDS (PLHIV) received grocery kits.
- Distributed 89 grocery kits to FSWs and stationary to 29 children with support from Raymond CSR group.
- Oximeter was given to 20 migrants

## OTHER INITIATIVES

### NIGHT SHELTER:

In partnership with TMC, Apurva has managed a night shelter in Thane for a year in 2019. 500+ migrants and other vulnerable individuals have benefitted from this.

### LEGAL TRAINING:

In collaboration with Maharashtra State Women's Council, organized a 1 day training workshop in October 2018 concerning key women's rights and laws and how to approach the law enforcement agencies for safeguarding the same; 100 women benefitted from this initiative.

### DIGITAL TRAINING:

In collaboration with Maharashtra State Women's Council, organized a 1 day digital workshop in March 2019; 200 women benefitted from this initiative.



## FUTURE PLANS

To build a residential hostel facility for underprivileged children and an old age home within the same premises and facilitate their access to formal quality education and moral education by means of regular communication with senior citizens.

## AWARDS

Ms. Vidya Shinde, the founder member, was felicitated on the Women's Day in 2020 and 2005 for her **contribution in the field of Social Work by Thane Municipal Corporation**

Ms. Vidya Shinde was awarded the Gayari Gyanpracharak Kendra Trust Award on International Women's Day in 2010 for **exemplary work in the field of Women Empowerment**

Ms. Vidya Shinde was awarded the Ahilyadevi Holkar award for **significant work in the field of Women & Children development in Thane district** in 2006 – 2007