



AGRASAR

Annual Report 2024-2025

About Agrasar



Community workshop taken by our field team

Our Vision and Mission

Agrasar envisions a nurturing and an empathetic society that is free from all forms of violence and ensures the growth and well-being of every child. Our mission is to promote rights of the child from disadvantaged backgrounds by eliminating corporal punishment and enhancing social security of the whole family.

Our Values



Our Approach

We use a culturally sensitive approach to engage with the communities in an empathic and respectful way. Instead of running programs for them, our work is embedded within the community, enabling us to learn from them and progress with them.

Over the years, we have established trusted relationships with "our" communities, making us part of them as well as their change journey.

Our Communities

Agrasar works with people who have migrated from other states to the semi-urban areas in Gurugram. Not only do these people struggle with poor economic prospects and the housing, sanitary, and health issues that come with it, but also with social stigma and prejudice against the "other".

Lack of education and little access to public services add to their plight. "Migrant" communities, in particular the children, belong to the most vulnerable communities in India, but at the same time have the highest motivation to improve their lives. Their dedication towards creating a better future is not only admirable but an everyday inspiration for us.



Our Team

Agrasar stands for Oneness, Compassion and Freedom for us and everyone. We are an organisation of around 25 members now, that not only works in local communities but also recruits many of its own community members from the same. Our team is a melting pot of different backgrounds, nationalities, educational and professional experiences.

This brings varied perspectives to the problems we are trying to solve as well as paradigm shifts to move towards a more equitable and just society. Thus, we strive towards internalising our vision and mission by bringing the strengths of each team member to build synergies in our operations, while contributing to each other's learning journeys.

Our Interventions

Agrasar as an organization evolved. We made dynamic changes to the way our organization and programs work by modifying our goals according to the emerging needs of the community. Only if we continue to adapt and progress, are we able to facilitate the process of supporting communities and building a caring and compassionate society.

Ongoing Programs

Agrasar Bachpan

Agrasar Bachpan is an initiative to promote the holistic development and safety of children by addressing the social norms and practices that hinder their well-being.

The programme works with teachers, parents, and children to foster nurturing, inclusive, and non-violent environments—both in schools and communities. Through community engagement, behaviour change, and teachers training, Agrasar aims to ensure that every child grows up feeling safe, respected, and supported to reach their full potential.

Agrasar Pravasi

In our work with migrant families and underserved communities, Agrasar strengthens access to rights and entitlements — from identity documents and bank accounts to key social protection schemes. We reach families at their doorsteps, raising awareness about welfare benefits, assisting with documentation, and facilitating linkages to schemes such as ration cards, health insurance, pensions, PF, and E-Shram.

Our goal is to ensure that every family attains social security and stability. Alongside linkages, we conduct workshops on financial literacy, legal

awareness, and health and hygiene — helping families become informed and confident in navigating systems with dignity.

We also support workers facing wage theft, exploitation, and workplace injustices through direct support and dispute resolution. Our field presence spans:

Labour chowks — informal sites where workers seek daily employment (e.g., Bhuteshwar Chowk, Sikanderpur, Udyog Vihar, Sector 4/7, Badshahpur)

Industrial areas — major employment zones for factory, logistics, and service workers (e.g., Manesar, Sector 34, Sector 37, Kadipur, Basai)

By combining grassroots presence with legal support, it restores dignity, builds accountability, and strengthens access to rights in deeply unequal labour environments.

Past Programs

Chatkeeli (aka Society Maker)

Societymaker is a community-led initiative that empowers women from disadvantaged backgrounds in semi-urban Gurugram by equipping them with stitching, crafting, and basic business skills. The program offers flexible, home-based work opportunities while also building confidence, financial literacy, and social awareness to help women lead more independent and meaningful lives.



Our community women working on Chatkeeli products

Agrasar Bachpan

Agrasar Bachpan works directly with children, teachers, and parents in schools and communities to address the prevalence and social acceptance of corporal punishment.

The programme engages stakeholders who are often underprepared to adopt non-violent disciplinary methods and face systemic and cultural challenges that perpetuate harmful practices.

The initiative is currently being implemented in Gurugram and Lucknow, where the curriculum is being actively tested and refined. Building on this foundation, groundwork has begun to expand the programme to Palwal and Pataudi in Haryana.



At Agrasar, we believe that eliminating corporal punishment requires more than just policy enforcement - it calls for deep cultural and behavioural change.

Our approach focuses on building emotionally safe learning environments by working with children, parents, and educators.

By prioritizing context-sensitive design and rigorous field-testing, we are committed to developing a high-quality, replicable intervention that is rooted in empathy, community realities, and research.

Rather than rushing to scale, we've focused on building a strong implementation model that is responsive to the social and emotional realities of children, particularly from vulnerable and migrant backgrounds.

Our emphasis is on sustained transformation, where physical and verbal abuse are replaced by care, connection, and constructive support.

Parents circle at Devilal Colony



THE YEAR AT A GLANCE

Our year in numbers

2600+ Beneficiaries

Reached in Gurugram and Lucknow (includes students and parents)

15 Student Circles in Gurugram

Reached 200+ children in communities

19 Schools Intervened

10 in Lucknow, 9 in Gurugram
15 govt schools, 4 low-income private

2000+ Students Reached in Schools

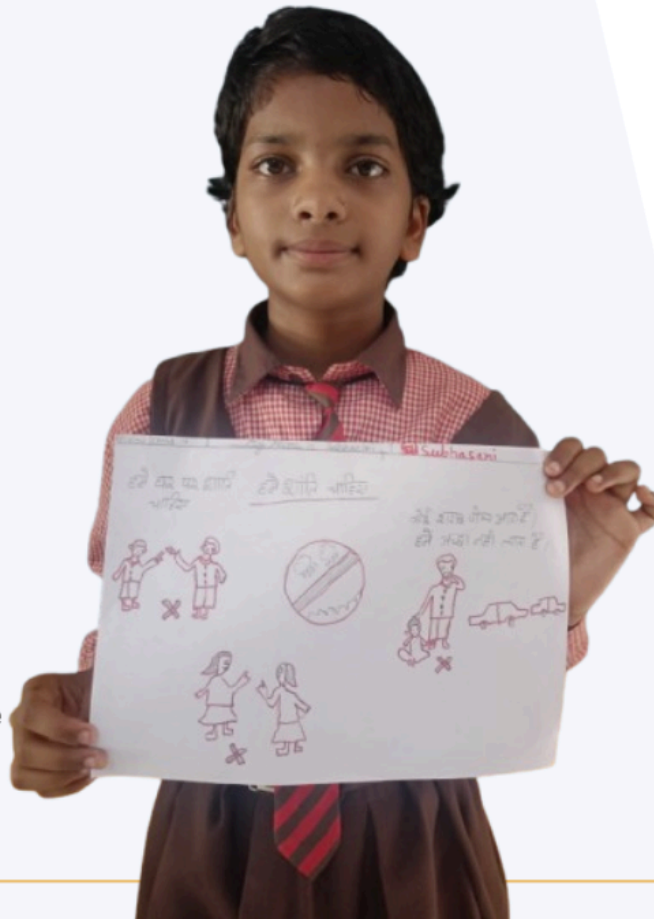
Through 241 school sessions conducted by the team

260+ Sessions Conducted

Across schools, student groups, and parent communities

10 Parent Circles in Gurugram

Reached 282 parents in communities



This year, we focused on developing and piloting our curriculum for parents and children, implementing it across schools and communities in NCR and Lucknow.

Despite being a foundational year, we successfully initiated pilot sessions and built momentum across multiple locations.

Teacher Mentor Training

A Teacher Training Programme was conducted in June 2024 to build the capabilities of participants to

- 1) understand the root cause of negative behaviours
- 2) addressing challenging behaviours in the classroom
- 3) learn and practice various behaviour management strategies



Mentor Teachers engaged in training before program rollout (June 2024).

School Sessions

Through our school-based interventions, we reached 2,190 children across 19 schools (15 government and 4 low-income private schools), in collaboration with Teach For India (TFI) and through direct implementation. A total of 238 classroom sessions were conducted, focusing on emotional identification, regulation, self-expression, and peer support.



School Sessions conducted in government schools and low income private schools in Gurgaon and Lucknow.

A total of 238 classroom sessions were conducted in low income private and government schools in Gurgaon and Lucknow.

Community Sessions

In the community, 15 sessions were organised across Gandhinagar, Sikanderpur, and Devilal Colony (Gurugram), engaging 212 children. Additionally, 10 sessions with parents reached 282 participants, strengthening parent–child relationships and awareness around positive engagement.



Session facilitated by SEL expert Deepti Dhingra with more than 130 parents in Sikanderpur



PARENT SESSIONS



Parent session at Sikanderpur

10 sessions **with parents reaching** 282 participants



Parent session at Devilal Colony

STUDENT SESSIONS



Student session at Sikanderpur

We conducted 15 student sessions in the community reaching out to 212 children.



Parent session at Gandhinagar

Baseline Study

To deepen our understanding of children's experiences in these communities, we also conducted a baseline study to assess the current context and challenges.



Team conducting baseline interviews

OUR KEY FINDINGS

1. **Corporal punishment is alarmingly widespread:** Experienced by **94.5%** of children in Lucknow and **76%** in Gurugram.
2. Frequency is high: Over **45%** in both cities are punished at least monthly; daily rates exceed **10%** in Gurugram and **7%** in Lucknow.
3. **Physical punishment is the most common form**, with **42%** (Gurugram) and **47%** (Lucknow) facing it monthly or more.
4. **Discrimination is much higher in Lucknow (58%)** than Gurugram (**15.5%**); verbal abuse is more prevalent in Gurugram.
5. **Older children face increased risk:** Punishment and verbal harassment/discrimination rise with age, especially in Gurugram.
6. **Boys are more affected by physical punishment** but the gap is less than 9%; **girls face more verbal harassment** in Gurugram and more gender discrimination overall.
7. **Caste disparities persist**, with OBC and SC students in Lucknow, and OBCs in Gurugram, reporting higher punishment and discrimination.
8. **Positive reinforcement is limited:** Praise is more frequent in Gurugram; help-seeking is rare in both cities, with most students not reporting or seeking support for punishment.



Community Inclusion Events with Children

Childrens' Day Celebration



Agrasar Pravasi

We run worker facilitation centres inside the migrant-dominated clusters/ colonies in destination cities that work on making, correcting and updating of identity documents, opening bank accounts and registering with relevant government schemes. Our team also ensures the drawing of benefits through regular follow-ups with the registered workers. The centres also serve as “inspiring spaces” for people from different states as well as the locals to assemble, have joyful and deep conversations, celebrate festivals and feel more connected to the city. Collaboration with various social purpose organisations and government agencies is a key element in our work through centres.

We directly impact more than **30,000 workers every year** through 03 centres.

Our response includes access to social security schemes and enhancing their individual and collective capacities through working with all stakeholders – workers, their families, community agencies, district administration, state and central government and others.

The year at a glance

Programme Impact

In the past three years, we have been able to make:



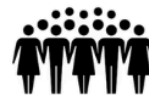
27525

Government scheme registrations linkages made



11191

ID Documents made



867

active collective members in 27 active collectives and 40 active leaders



2884

Jan-Dhan Accounts opened



223

Agrasar Sathis trained with 173 of them active



13216

active participations in workshops and community meetings



13216

individuals reached through 160 community meetings/workshops



1.5 Cr+

recovered in wage-related issues through legal aid and mediation

Linkages to Social Security Schemes

This year we successfully made **3701 linkages** across **19 social security schemes**. The most prominent schemes this year were Ayushman Bharat (931 linkages), PF (**230 linkages**), ONORC (**544 linkages**), Haryana New Ration Card (**420 linkages**), PM Vishwakarma Yojana (**717 linkages**) and Har Ghar Grihani Yojana (**439 linkages**).

ID Documents

This year we made **1384** ID documents, changes, corrections etc.

Camps

We held **4 Health camps** with **417** participants, **33** bank account opening camps with **322** bank accounts opened and **6 community inclusion events** with **304** participants.



Bank Account opening camp at the Sikanderpur centre in partnership with the Indian Post Payment Bank

Workshops

A total of 90 community workshops were held with 3410 participants. Of these, 19 were on financial literacy (556 participants), 39 on legal literacy (1445 participants) and 6 on Health and Hygiene (466 participants).

Radio Programs:

Agrasar, in partnership with **Gurgaon ki awaz 107.8 FM**, regularly hosts awareness programs for the migrant community on rights & entitlements.

This year we hosted 11 radio sessions on topics like - Ayushman Bharat, Interview preparation, career guidance, PM Vishwakarma Yojana, Personal Finance Management and others with our expert partner and team members.



EPISODE 25

INTERVIEW PREPARATION

इंटरव्यू की तैयारी



Date: 24th November 2023

Time: 1:30 pm to 2:30 pm



NIDHI JAIN
(Vice President, FMG Taxation, Macquarie)

NEELAM GUPTA
(Project Coordinator, Agrasar)

Agrasar Sathi and Collectives

Agrasar Champion is our initiative to build community leadership by collectivising and empowering Agrasar Sathi — local change agents who act as catalysts within their communities and help us multiply our impact.

Agrasar Sathi

Agrasar Saathis, the community volunteers are the pillars of Agrasar as they take ownership to facilitate people in the community in accessing and availing their rights and entitlements.

“

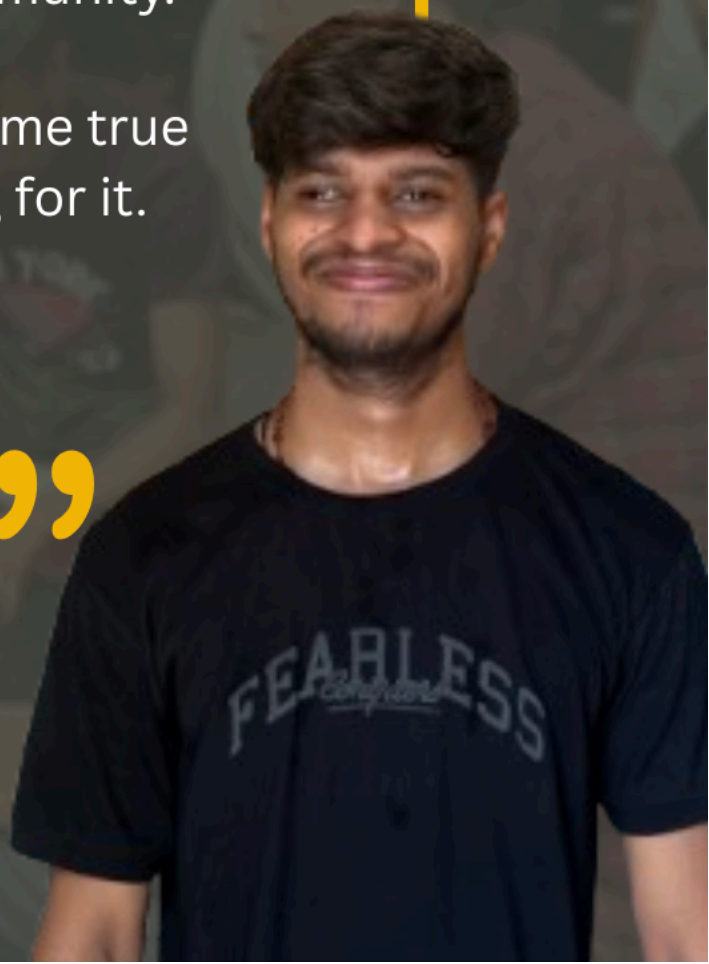
Being an Agrasar Saathi will grow my knowledge and help me fulfil my dream of doing something meaningful for my community.

You made my dream come true without me even asking for it.

Thank you!

”

-Shivam, Gurgaon



Agrasar Saathis are recognized on the basis of their proactive involvement in the community mobilization, supporting individuals in acquiring essential identity documents and facilitating access to various government schemes. Following their identification, Saathis undergo comprehensive training to equip them with the knowledge necessary to assist community members with accurate information.

This year we trained 57 Agrasar Saathis and retained 48 of them.

They are from diverse backgrounds and occupations such as ASHA workers, Anganwadi Workers, Public Health Centre Workers, Municipal Corporation Workers, homemakers, Domestic Helpers, Shopkeepers, Teachers, etc.

Based on our database, we have found that almost half of our centre's visitors are referred to us by our Saathis. In the past few months, we have significantly enhanced our Saathis engagement through personalized capacity-building and training initiatives. As a result, our Saathis are now well-versed in various schemes and actively encourage community members to register with us.

Collectives

We were also able to create **7 women collectives** with **150 active members**.



The goal of the collective in the context of migrant workers in Gurugram and Delhi NCR is to enable and strengthen the home-based workers comprehensively; including in legal, social, economic, and various other aspects and facilitating their ability to engage in collective bargaining to access and claim their rights and entitlements.

Labour Line:

Programme Impact

Our labour line vertical started from October 2022. In the past three years, we have been able to make:

40000

workers across 8 labour chowks and 6 industrial areas in Gurugram

Rs. 1.5Cr

of workers' money recovered

1629

Cases registered

680

Cases resolved

Our Achievements this year

23310

workers reached

136

outreach activities and workshops conducted

Rs. 1.3Cr

of workers' money recovered



Numerous migrant workers face issues such as wage disputes, fraudulent practices, mistreatment, forced labor, unjust layoffs, and denial of rightful compensation.



TOLL FREE HELPLINE NUMBER

1800 833 9020

OUR PERSONAL HELPLINE NUMBER

9540310606

Therefore, the labour line was started in response to the urgency to bridge the gap in providing legal aid and mediation services for the problems faced by workers.

During the year, we have been visiting at least 15 labor chowks, where numerous workers gather in search of employment opportunities. Through our interactions with them, we have uncovered issues such as forced labour, workplace mistreatment, and lack of compensation in case of workplace injuries. It's important to note that workers have the right to file legal cases against such maltreatment.

Therefore, we facilitate workers to connect with contractors/employers, claim their entitlements, and engage in negotiation. Till now, we have registered 1629 cases and resolved/partially resolved 680. In case negotiation and mediation are not feasible, we pursue legal action by taking the cases to court to ensure justice. We have been able to reach more than 40,000 workers and spread awareness through our canopy camps.



Societymaker - Chatkeeli

Societymaker aims to support women from disadvantaged backgrounds to become more confident, self-reliant, socially and financially capable to earn a livelihood and lead more meaningful personal and professional lives.

It is a community-driven brand promoting a melange of traditional and handmade creations. It focuses on providing home-based work opportunities with flexible hours to work from the centre for non-working women residing in the semi-urban villages of Gurugram.

Societymaker builds women's capacity in both technical skills, such as hand-stitching, machine sewing and handcrafting, as well as basic business skills such as costing, quality check and marketing in order to create enterprise acumen and aspiration in women; breaking the socio-cultural barriers by stepping out of their homes and thus creating a sense of empowerment among them in the community.

In addition, we conduct several workshops and capacity-building sessions with the women on subjects like Financial Literacy, Government Schemes, Health & Hygiene etc.

THE YEAR AT A GLANCE

Our year in numbers

80 enrollments

Reached in Gurugram and Lucknow
(includes students and parents)

₹46,000

Revenue generated through online &
bulk sales from individuals and
organisations

80 women

Completed basic stitching course

50 women

Completed advanced stitching
course

11 women

Taken up leadership roles and playing
a key part in managing Chatkeeli

80 women

Skilled in stitching basic
market-ready products and
garments (earning
₹2,600/month)

50 women

Contributing to product
design and advanced
manufacturing

150 women

participants in financial
literacy workshop

23 women

Running B2C/B2B sales
from home

*I absolutely love the
products! The designs
are beautiful.*

Neha, New Delhi

*The bag I got is such
great quality and the
colours are so vivid.*

Saumya, Lucknow



This year, we had the opportunity to set up a stall at Deshbandhu College, Cargill and Macquarie office. However, due to certain challenges—such as team restructuring and transitions at the senior level—we were unable to set up as many stalls as planned. But

This event provided us with a unique opportunity to showcase a wide range of hand-curated products crafted by the women of Chatkeeli.

Our participation in this event enabled us to introduce our products to a young and dynamic market and ultimately, contributed in expanding the reach of Chatkeeli.

Training and Sessions

a) Entrepreneurship skills workshop

An informative workshop was conducted with **50 women** who built their basic entrepreneurship skills. These sessions encompassed comprehensive information on how women could take up work independently using the sewing skills they already possessed.

As a result of these workshops and one-to-one conversations, some women opened up small boutiques in their homes and started taking orders.

b) Communication skills sessions

These sessions enable them to improve their ability to convey their thoughts, ideas and information effectively.

Special emphasis was given to building an understanding of women on how to effectively negotiate prices and assert themselves to ensure they are fairly compensated for their work. Through regular sessions, women are able to enhance their public speaking, active listening, and interpersonal communication.

c) Learning advanced skills

The expansion of the product catalogue enabled the women to learn new skills as well. Training in diverse regional embroidery skills was conducted and the women were trained in a new method in the form of 'crochet.'



Workshops

Workshop on embroidery skills

To enable the women at the centre to hone their sewing proficiency and add new skills to their repertoire, a workshop focused on embroidery from different regions of India was conducted. This also diversified the details included in our products in addition to showcasing the varied intricacies embraced by different cultures while practicing the same craft.

Session on the importance of savings

This year **132 women** attended sessions which emphasized the importance of saving and financial planning.

Health Camp

We organized a health camp in collaboration with the Tanisa Foundation and the Rajiv Gandhi Cancer Institute and Research Center. This camp focused on building knowledge about cancer, prevention measures, early detection, as well as checking blood pressure and sugar levels. Additionally, it included ENT (Ear, Nose, and Throat) examinations. A total of **90 women** from the community actively participated in the camp.



Influencer Collaboration

To strengthen our social media presence and take our products to customers all across India, we took a bold step forward with influencer collaborations.

This year, we teamed up with Ananya Jain, a popular Instagram influencer, to boost our reach and visibility. Through 2–3 story campaigns with her, we

achieved 9,924 views, 180 likes, 10 shares, and 20 direct interactions — a promising start!

However, due to unexpected internal challenges, we weren't able to fully capitalize on this momentum and create the larger impact we envisioned.

Our stall at Deshbhandhu College

We showcased a variety of our new and existing products at Deshbhandhu College, University of Delhi by setting up a stall.

This presented a significant opportunity for us to broaden our reach to a young market and we were delighted to receive positive feedback about our product collection. Also as a regular part we put the stalls at Cargill and MACquire offices.

Our products this year

Hair accessories



Earrings



Bags

