



BREAKING SILENCES FOUNDATION

Awareness Prevention Healing

ANNUAL REPORT 2019-20



FROM THE DIRECTOR'S DESK

Dear Supporters,

We hope to find you safe and healthy.

What a year it has been! As we completed our 5th year with Rubaroo we realised how much we've learnt and grown with it and we're proud to say that we feel like we've come a long way. One of the things we had been wanting for some time was to be more self-reliant and our fifth year was a lesson in that. In our push for independence, we naively failed to estimate how scary it would be. Nevertheless, through the hiccups of self-doubt, fear of failure and anxiety, we achieved the highest outreach we've ever had in a month, officially started with ATMA for their Accelerator programme, ran a brilliant campaign at the Tata Mumbai Marathon and started working with stakeholders such as lawyers, government agencies and judges through the prestigious Delhi Judicial Academy. We've built a fantastic team of committed individuals and have a wonderful and ever-growing set of supporters who have always come through when called upon. We realised that we would, despite the inhibitions, keep working hard for this for the cause that is oh-so-important to us. Never in our wildest of dreams did we ever think that in the last month of the year we would be struck by a pandemic. It has affected so many lives and brought about great vulnerability for various individuals and sections of society. Hence, we would like to use this note to make a few personal appeals.

Children form a great part of this vulnerable population and we are striving to do our best to safeguard them. Reports have indicated that the rate of abuse within homes has increased exponentially. To add to that, the lockdown situation and minimal to no access to help or services has rendered a feeling of helplessness. Yet, we will not give up our fight against child sexual abuse. If anything, we are devising new ways to tackle this problem, a silent epidemic in its own right. We would, however, like to use this note to make a few personal appeals.

FROM THE DIRECTOR'S DESK

Firstly, your support is what has kept Rubaroo going and allowed us to save children. Now, more than ever before, we need this support to remain unwavering so that we can continue to fight knowing that we have a solid backing of people who care about children and their safety. We hope you will find it in your hearts to continue be kind and generous as you have been in the past. The safety of children depends on all of us.

Secondly, as we see the effects of Covid permeating into every area of society, we see a manifold increase in gender based violence. The lockdown situation and restricted movement has allowed more powerful individuals to abuse their power, be it in the forms of domestic violence or child sexual abuse. We urge you to engage with us on our platforms to become a part of a solution to inhibit the growth of this increased violence. Every voice counts, and every voice has the power to bring about a shift in attitudes. It may be many years before we see the change we hope to see, but we urge you to be a part of this change by educating yourself through our platforms about this power imbalance and how it can be made equitable. CSA thrives in such an environment, we need to work harder and with greater ferocity to prevent the rise of a trauma afflicted population of children. The very health, wellbeing and balance in society depends on this. The Covid has brought upon all of us very trying times, let us continue to hold on to kindness, empathy and perseverance, to create and maintain a society that provides for safe and happy children.

We hope you will enjoy reading this report as much as we enjoyed preparing it. Take pride in the fact that you have been a part of our journey and successes.

Warm Regards,

Lisha Chheda and Ishita Manek

Co-Founders and Directors

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SPECIAL THANKS



VISION

A Child Sexual Abuse (CSA) free society for happier and safer children.

MISSION

We work to eliminate the incidences of child sexual abuse by raising awareness about CSA and inculcating greater gender sensitivity in children and adults, and imparting body safety knowledge and providing healing support to children.

AREAS OF INTERVENTION

CHILD SAFETY

Imparting the tools and vocabulary to empower children to protect themselves, maintain body boundaries, identify unsafe situations and speak up about the same.

SEXUALITY EDUCATION

Imparting knowledge about sexual health, hygiene, puberty, consent and healthy relationships in an age appropriate manner and challenging gender stereotypes, we aim at building a society where all children, irrespective of their gender and sexuality are treated equally and are cognizant of their rights.

MENTAL HEALTH

Providing healing services to victims, survivors and children going through any trauma, anxiety and other related issues as a result of CSA.

CHILD RIGHTS

Every child should be cognizant of their individual rights as a human being and the tools to exercise the same.

OUR APPROACH

STUDENT OUTREACH

Reaching out to children and young adults of various schools, NGOs and colleges both in the urban and rural areas of India.

CIVIL OUTREACH

Conducting workshops and training for caregivers, parents, teachers & guardians and reaching out to other relevant stakeholders like the Child Welfare Committee for expert advice.



OUR OUTREACH

April 19-March 20

10078

Body Safety Outreach*

3002

Stakeholder Awareness
Outreach

233

Total number of programs
conducted

68

In-Depth Interventions

23 schools

4 colleges

3 NGOs

1 Judicial Academy

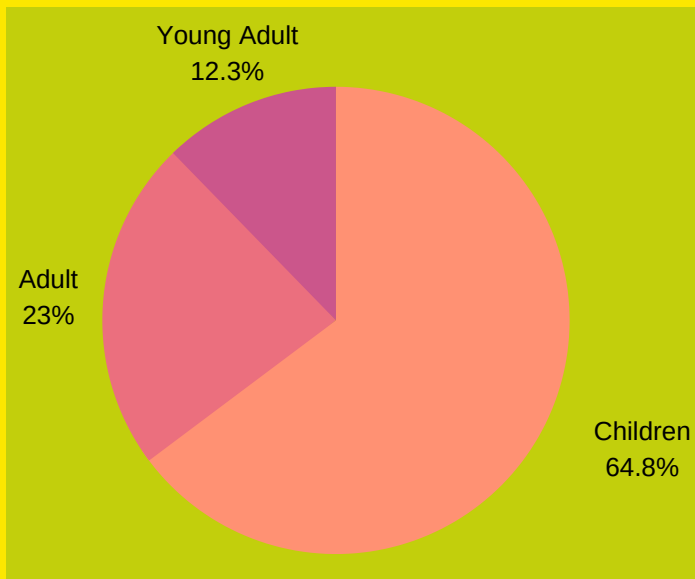
Of Which

17 new organizations

14 repeat organizations

*Body Safety Outreach includes outreach to
8471 Children and 1607 Youth

OUR OUTREACH



Total Outreach 2019-20

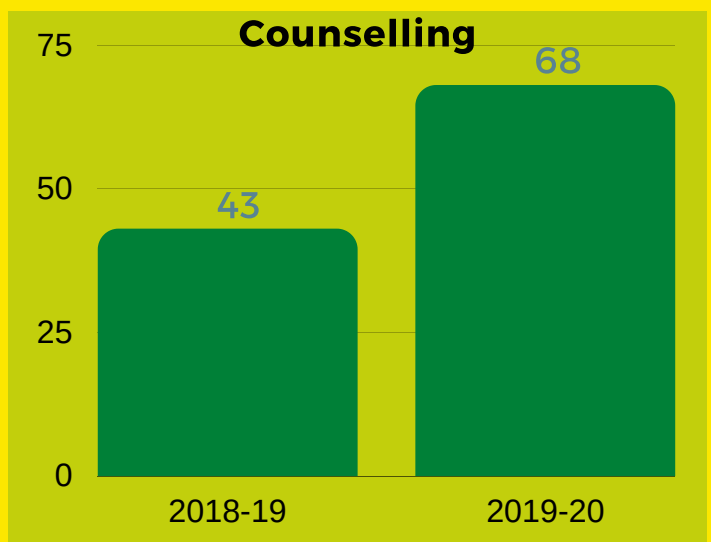
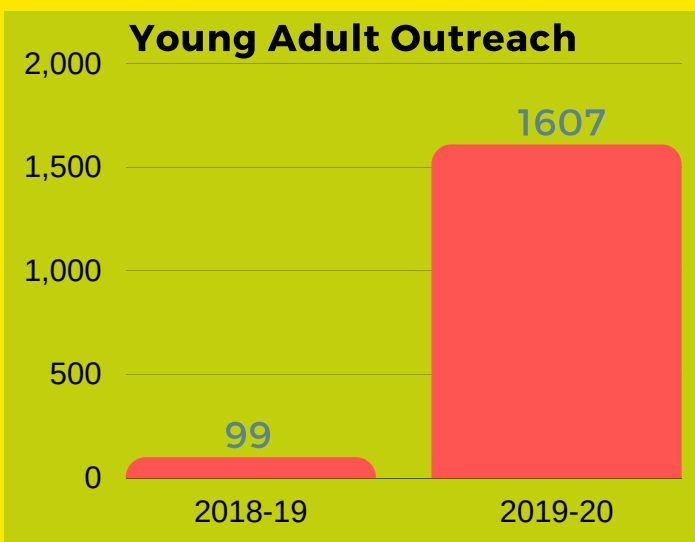
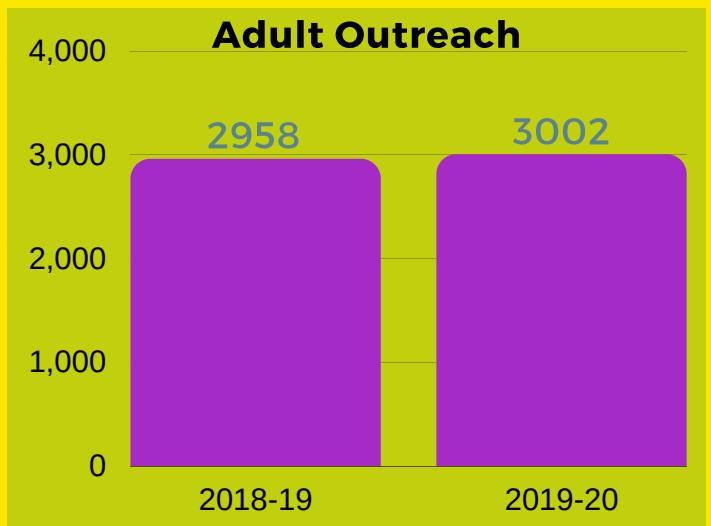
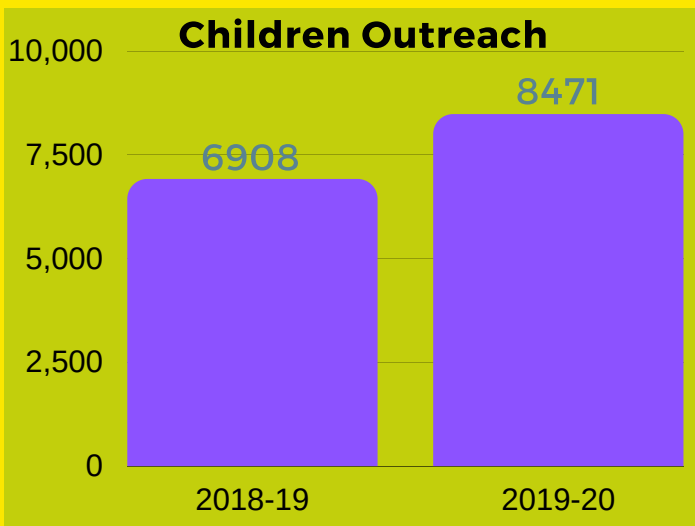
Children: 8471

Adult: 3002 (Parents: 2552

Teachers: 361 and Customized: 89*)

Young Adult: 1607 (Age 18-22yrs)

*Customized programme was done with Delhi Judicial Academy.
Details mentioned in our Highlights section.

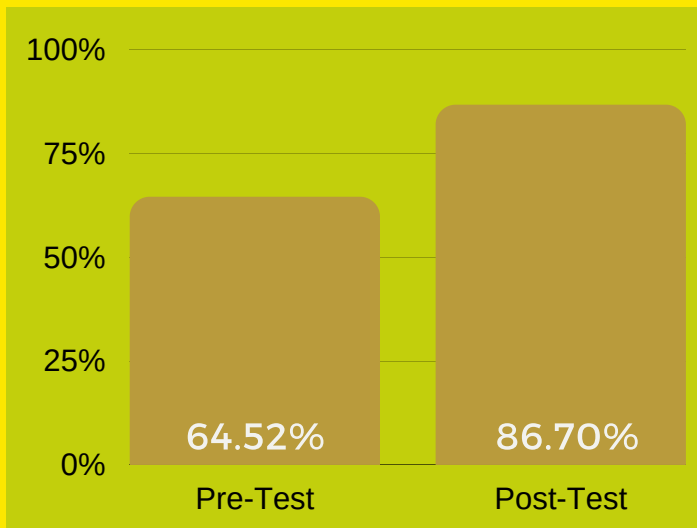


OUR IMPACT

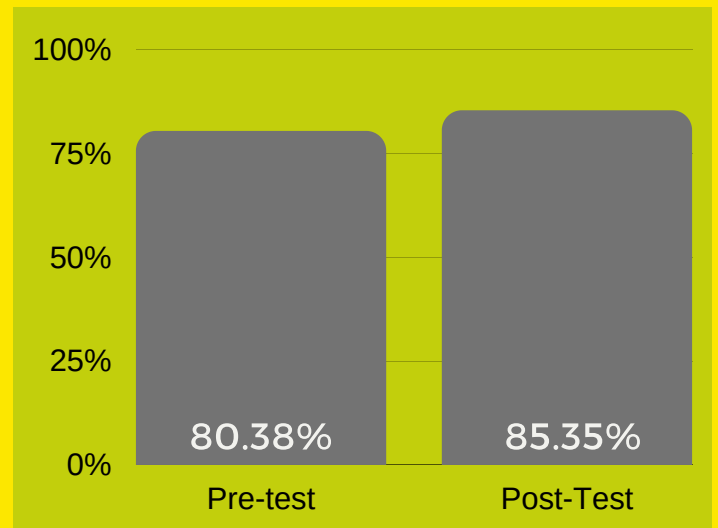
April 19-March 20

We do pre and post tests with all the children, from standard 5th to 10th, to gauge the impact of our programme. We try to assess the positive knowledge and attitude shift related to personal safety and gender sensitivity of the children with these tests. There are five elements that we analyze, with regards to personal safety. The data consists of responses from a total of 1234 children from standards 8 to 10 and 761 children from standards 5 to 7. The following are the results.

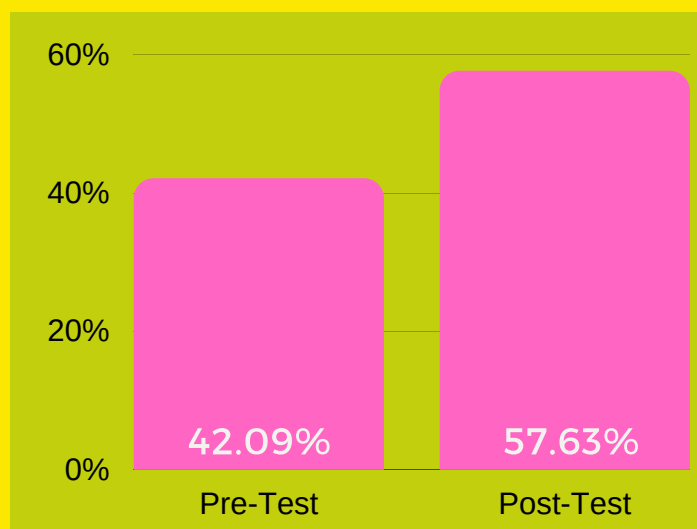
1. ABILITY TO IDENTIFY PRIVATE BODY PARTS



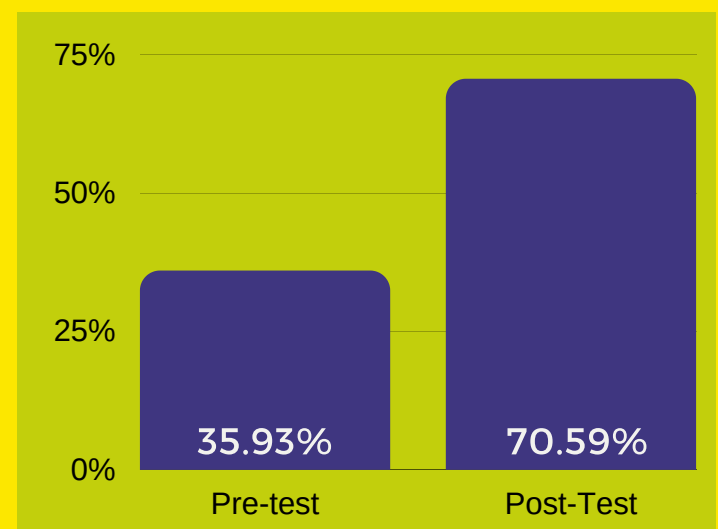
2. UNDERSTANDING OF BODY BOUNDARIES



3. ABLITY TO SPEAK UP FOR THEMSELVES AND OTHERS ABOUT PERSONAL SAFETY



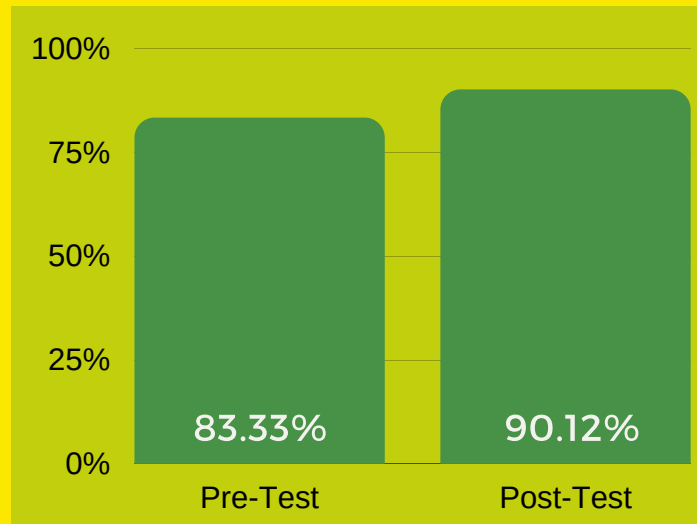
4. KNOWLEDGE ABOUT SEXUAL AND REPRODUCTIVE HEALTH AND HEALTHY RELATIONSHIPS



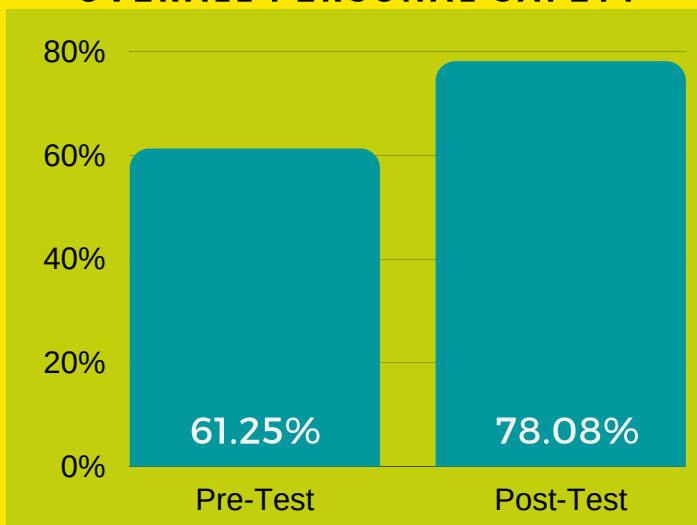
OUR IMPACT

April 19-March 20

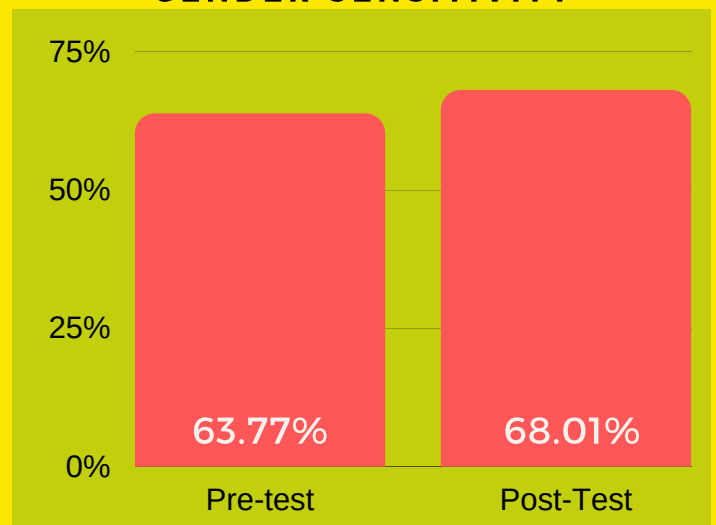
5. ACCEPTING THAT ONE HAS THE RIGHT AND THE AGENCY TO CHOOSE FOR THEIR BODY AND WELLBEING



OVERALL PERSONAL SAFETY



GENDER SENSITIVITY



In an anonymous survey with 2760 children (From standard 3th to 10th), we found out that 20.11% of children have faced an unsafe situation.

Overall first-aid counselling given by us to children across all age group is 174.
(Immediate intervention with those children who have faced an unsafe situation)

OUR IMPACT

April 19-March 20

90%

of children learnt at least
one new strategy to keep
themselves safe

81%

of children felt they could
say NO to an unsafe touch
even from someone they
know

90%

of children (from 5th to
10th standard) responded
that using a condom is a
safe sex practice

94%

of children responded
that they are now aware
of their Right to Safety



OUR IMPACT

April 19-March 20

98%

of teachers learnt how to
communicate with
children about sexual
health

93%

of parents learnt at least
one technique to
recognise and respond to
children in unsafe
conditions

**Parents and teachers regularly report our sessions to be
helpful and very informative***

**Parents expressed that establishing open conversation with their
children on a regular basis has helped them build a better
relationship with their child***

**Parents now associate the concept of familiarizing private body
parts to children without shame***

***Based on real feedback by parents and teachers**



SUCCESS STORIES

First Ever Gender Sensitivity Program with Hearing and Speech Impaired Individuals

In May 2019 we conducted our first ever gender sensitivity programme with hearing and speech impaired individuals. This programme was well received as reflected in students' facial expressions, general level of attentiveness and enthusiasm.

Positive Student Feedback

In September 2019, a student commented that it was helpful that Rubaroo conducts a programme for parents as it had encouraged his own parents to come forward as trusted adults, by checking with him if he was ever in an unsafe situation. This was a valuable feedback from the student, as it suggests that our mandatory parents sessions are effective and fulfills our aim of spreading awareness around child sexual abuse.



SUCCESS STORIES

Students Becoming Safety Advocates

In February 2020, after a CSA awareness programme, a parent told us that the reason she ensured that she came to this programme was because her child explained everything that was taught to her in the MBMS programme as well as taught her younger sibling the same. This was encouraging to hear, as it indicates that students are able to discuss what they have learned during the programme with their parents and trusted adults, thus facilitating open communication between them.

One of our Partner School took the initiative to appoint a Protection Officer

In June 2019, one of the schools at which we conducted our programme, took a great step for child safety by appointing a protection officer for students and posted their number on a wall in the main office along with Childline's helpline number



SUCCESS STORIES

A Successful Individual Intervention

In one of the individual sessions, a girl disclosed to our team member that she was in a relationship with an older boy, who sometimes made her feel unsafe. The girl further explained that her parents might stop her education if they found out that she was in a relationship. Breaking up with the boyfriend did not seem like an option to her because he was threatening to make their relationship public. Through intense therapy over the next couple of days, the child seemed to understand and acknowledged that she wanted to end the relationship. Our team member provided her with emergency resources and their personal information to reach out to for SOS help and helped her understand that for her safety it's important to involve an adult in the process. A year later, the girl reached out to us and shared that she first broke up with the boyfriend soon after we had spoken to her the previous year. She also shared that she eventually managed to reach out to her elder sister and then her mother for support and with their help she explained the situation to her father. She was also able to convince her parents to let her continue her education. She said, "It wasn't easy, my father still doesn't talk to me but I know that things will get back to normal. I am happy that I am safe and I can reach out to my trusted adults"

HIGHLIGHTS OF THE YEAR

TATA MUMBAI MARATHON

Biggest Rubaroo squad so far

Total 161 participants

3 corporate teams

Achieved 'Platinum' privilege level



HIGHLIGHTS OF THE YEAR

DELHI JUDICIAL ACADEMY

Our co-founder Lisha Chheda addressed Judicial Officers as part of the 'Core Competence Conference on Knowledge, Skill and Perspective Development' (May 2019) and 'Conference for Principal Magistrates, Juvenile Justice Board and Capacity Building of Other Stakeholders' (September 2019) organised by the Delhi Judicial Academy. She focused her talk on sensitizing Supreme Court Judges, Child Welfare Committee Members and Public Prosecutors among others to help them understand the psychological impact of abuse on children and techniques they could use to help children cope with trial proceedings.

OTHER HIGHLIGHTS

**Reached out to 2 new states
Andhra Pradesh and New Delhi**

Got selected by Atma for their 3-year accelerator program

**Highest outreach in any particular month -
2035 beneficiaries in April '19**

THE WAY FORWARD



CHILDREN

- Innovate and re-strategize outreach
 - Create online content
 - Create safety networks by collaborating with parents and teachers



PEERS

- Collaborate with field peers for advocacy and knowledge sharing
- Support partner organisations with CPP (Child Protection Policy)
- Online safety programmes



COMMUNITY

- Provide resources for mental health
- Raise awareness against CSA
- Provide free online counselling

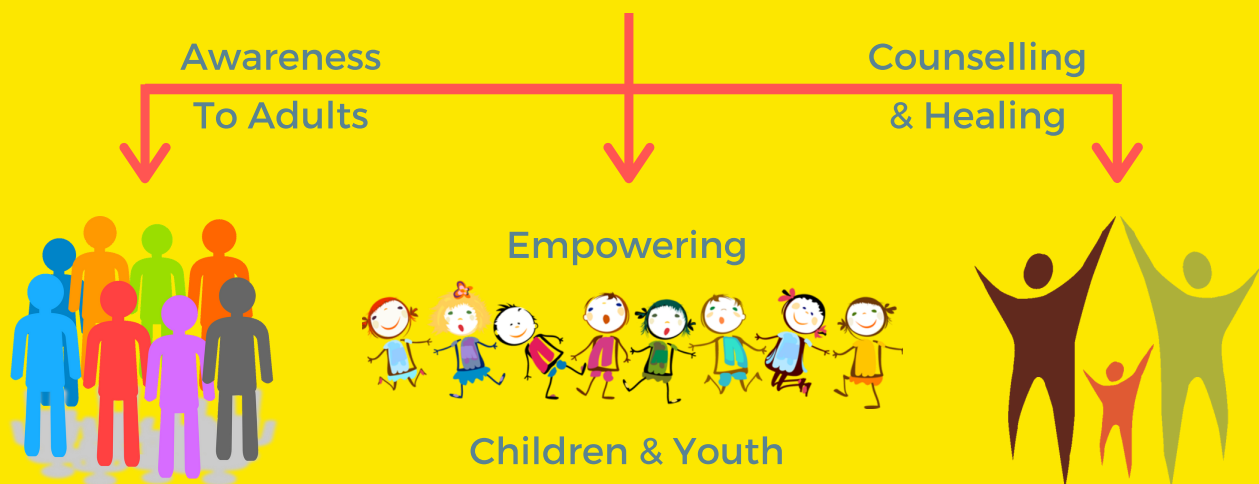


ADULT STAKEHOLDERS

- Share free resources on YouTube and WhatsApp
- Conduct awareness webinars

IF YOU DONATE TO RUBAROO

INCREASED OUTREACH



CREATING SAFE SPACES FOR DIALOGUE

COMMUNITY OF EMPATHETIC AND SENSITIVE CHILDREN AND ADULTS



FINANCIALS

Rubaroo Breaking Silences Foundation (A Private Company Limited by Guarantee under Section 8 of Companies Act, 2013)		
Particulars	For the period ended 31 March, 2020	For the period ended 31 March, 2019
	Rs	Rs
Note 12 : Establishment Expenses		
Bank Charges	613	1,107
Capacity Building expenses	2,90,040	-
Electricity expense	-	4,010
Professional & Technical Fees	1,72,280	50,000
Repair & Maintenance	14,496	-
Interest on TDS	3,957	-
ROC Charges	41,444	-
Software & Subscription expenses	8,500	-
Workshop & Training Expense	6,500	-
Other Establishment Expenses	6,991	-
Payments to auditors (Refer Note (i) below)	-	17,700
Total	5,44,821	72,817
Notes : OTHER EXPENSES		
Payments to the auditors comprises:		
As auditors - statutory audit	-	17,700
For taxation matters	-	-
For other services	-	-
Total	-	17,700



FINANCIALS

Rubaroo Breaking Silences Foundation
(A Private Company Limited by Guarantee under Section 8 of Companies Act, 2013)

13 Related Parties Disclosure

A List of related parties and relationship

Key Management Personnel (KMP)

Lisha Chheda (Director)

Ishita Manek (Director)

	Particulars	For the period ended 31 March, 2020 Rs	For the period ended 31 March, 2019 Rs
a)	Key Management Personnel		
	Professional fees:		NIL
	Lisha Chheda (Director)	8,40,000	
	Ishita Manek (Director)	8,40,000	
	Loan Repaid		
	Lisha Chheda (Director)	15,800	2,50,000
	Ishita Manek (Director)	26,400	-

Note : Related Parties are as disclosed by the management and relied upon by the auditors.

14 Earnings per share

Not Applicable

15 Contingent liabilities and commitments (to the extent not provided for)

	31 March 2020	31 March 2019
Contingent liabilities not provided for in respect of	Nil	Nil
Capital Commitments	Nil	Nil

16 Earning and expenses in foreign currency

	31 March 2020	31 March 2019
Expenditure in Foreign Currency	Nil	Nil
Earnings in Foreign Currency: (Donation Received)	Nil	Nil

17 Dues to micro and small suppliers

The Company has no amounts due to suppliers under Micro, Small and Medium enterprises Act, 2006 as at 31 March 2020. Development

18 Prior year comparatives

The previous year figures have also been regrouped and reclassified wherever necessary to conform to current year's classification

19 Information with regard to other matters specified in Schedule III of the Act, is either Nil or not applicable to the Company for the year

As per our Report of even date attached

For S. P Gupta & Associates

Chartered Accountants

(Firm Reg no 1034454)

S. P. Gupta

(Shashikant Gupta)

Partner

Membership No 031899

Mumbai

Date : 07/09/2020

For and on behalf of Board of Directors

RUBAROO BREAKING SILENCES FOUNDATION

MUMBAI

Lisha Chheda

Authorised Signatory / Director

(Lisha Chheda)

Director

DIN: 07406533

(Rajashankar Dabholkar)

Director

DIN: 05330815

Authorised Signatory / Director

FINANCIALS

Rubaroo Breaking Silences Foundation (A Private Company Limited by Guarantee under Section 8 of Companies Act, 2013)		
Particulars	For the period ended 31 March, 2020	For the period ended 31 March, 2019
	Rs	Rs
Note 7 : Cash and Cash Equivalents		
Cash on hand	13,063	13,538
Balances with banks- Current Account	58,86,257	74,75,749
Total	58,99,320	74,89,287
Note 8: Other Current Assets		
Excess TDS Deposited	985	-
Miscellaneous expenditure	-	18,720
Total	985	18,720
Note 9 : Donations Received		
Voluntary Contributions Received	56,13,137	1,12,22,767
Total	56,13,137	1,12,22,767
Note 10 : Other Income		
Honarium	11,000	-
Interest Income	82,126	-
Total	93,126	-
Note 11 : Project Expenses		
Professional & Technical Fees	53,06,527	37,62,376
Distribution to children	23,200	-
Event Expense	1,77,811	-
Field Trip expenses	50,635	96,194
Printing and stationery	75,917	19,595
Repairs & Maintenance	3,455	-
Scholarship expenses	2,00,000	-
Travel and Conveyance	21,399	-
Workshop & Training Expense	-	24,000
Website Development charges	1,21,044	-
Other expenses	37,806	76,688
Total	60,17,794	39,78,853



FINANCIALS

Rubaroo Breaking Silences Foundation
(A Private Company Limited by Guarantee under Section 8 of Companies Act, 2013)
Notes forming part of the financial statements

Note 6 Fixed Assets

		Gross Block (at Cost)				Depreciation			Net Block	
		Gross Block (at Cost)		Gross Block (at Cost)		Depreciation			Net Block	
Sr. No	Particulars	Useful life	As at 1 April, 2019	Addition during the year	Deduction / sales during the year	As at 31 March, 2020	For the year 2019-20	Adjustments during the year	As at 31 March, 2020	As at 31 March, 2019
	Tangible Assets									
1	Computers and Laptops	3	-	1,19,204	-	1,19,204	62,182	-	57,022	-
3	Printers	3	-	7,224	-	7,224	3,042	-	4,182	-
	Total		-	1,26,428	-	1,26,428	65,224	-	61,204	-



FINANCIALS

Rubaroo Breaking Silences Foundation		
(A Private Company Limited by Guarantee under Section 8 of Companies Act, 2013)		
Notes forming part of the financial statements		
Particulars	As at 31 March, 2020	As at 31 March, 2019
	Rs	Rs
Note 3 : Reserves & Surplus		
Surplus / (Deficit) in Statement of Income & Expenditure		
Balance at beginning of the year	68,44,781	(3,20,076)
Add: Surplus / (Deficit) for the year	(9,40,296)	71,64,857
Closing balance	59,04,485	68,44,781
Reserve Fund		
Balance at beginning of the year	7,500	7,500
Closing balance	7,500	7,500
Total	59,11,985	68,52,281
Note 4 : Short Term Borrowings		
Loans from Directors	-	42,200
Total	-	42,200
Note 5 : Other Current Liabilities		
Sundry Creditors for Expenses	49,524	4,78,325
Statutory Dues	-	1,35,201
Total	49,524	6,13,526

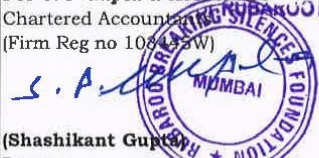







FINANCIALS

Rubaroo Breaking Silences Foundation (A Private Company Limited by Guarantee under Section 8 of Companies Act, 2013) Notes forming part of the financial statements	
Note	Particulars
1	Corporate information Rubaroo Breaking Silences Foundation ("the Company") was incorporated in India on July 11, 2017 as a limited company by guarantee under Section 8 of Companies Act, 2013. The primary focus of the Company is to eliminate incidences of Child Sexual Abuse (CSA) by raising awareness about it. They inculcate gender sensitivity in children and adults, impart body safety knowledge and provide counselling support to children and their families.
2	Significant accounting policies
2.01	Basis of accounting and preparation of financial statements The financial statements are prepared in accordance with Indian Generally Accepted Accounting Principles ("GAAP"), the mandatory Accounting Standards issued by the Institute of Chartered Accountants of India and prescribed by the Companies (Accounting Standards) Rules, 2006, the provisions of the Companies Act, 1956. The Company has been consistent in its accounting policies. Change in the accounting policies, however is disclosed separately.
2.02	Use of estimates The preparation of the financial statements in conformity with Indian GAAP requires the Management to make estimates and assumptions considered in the reported amounts of assets and liabilities (including contingent liabilities) and the reported income and expenses during the year. The Management believes that the estimates used in preparation of the financial statements are prudent and reasonable. Future results could differ due to these estimates and the differences between the actual results and the estimates are recognised in the periods in which the results are known / materialised.
2.03	Revenue recognition Income is accounted on accrual basis as it is earned. When there is an uncertainty as to the measurement and ultimate collectibility, revenue recognition is postponed until such uncertainty is resolved.
2.04	Employee benefits All employee benefits payable wholly within twelve months of rendering the service are classified as a short term employee benefits. Benefits such as salaries, wages, contractual labour charges and short term compensated absences, etc is recognized in the period in which the employee / contractual labour renders the related service.
2.05	Fixed Assets Tangible Assets are stated at Cost less accumulated depreciation and net of impairment, if any. Depreciation is provided on Written Down Value Method in accordance with the useful life prescribed in Schedule II to the Act. Depreciation is provided on a pro-rata basis i.e. from the date on which asset is ready for use.
Note 2 Significant accounting policies (contd.)	
Note	Particulars
2.06	Segment Information The primary focus of the Company is to eliminate incidences of Child Sexual Abuse (CSA) by raising awareness about it. All other activities revolve around the main business. The Company does not have any geographical segments. There are no separate reportable segments as per Accounting Standard 17 on 'Segment Reporting' as notified under the Companies (Accounting Standards) Rules, 2006.
2.07	Provisions and contingencies A provision is recognised when the Company has a present obligation as a result of past events and it is probable that an outflow of resources will be required to settle the obligation in respect of which a reliable estimate can be made. Provisions (excluding retirement benefits) are not discounted to their present value and are determined based on the best estimate required to settle the obligation at the Balance Sheet date. These are reviewed at each Balance Sheet date and adjusted to reflect the current best estimates. Contingent liabilities are disclosed in the Notes. Contingent Assets are neither recognised nor disclosed in the financial statements.



FINANCIALS

Rubaroo Breaking Silences Foundation (A Private Company Limited by Guarantee under Section 8 of Companies Act, 2013) Statement of Income and Expenditure for the period from 01 April, 2019 to 31 March, 2020			
Particulars	Note No.	For the period ended 31 March, 2020 Rs	For the period ended 31 March, 2019 Rs
INCOME			
Donations Received	9	56,13,137	1,12,22,767
Other Income	10	93,126	-
Total Income		57,06,263	1,12,22,767
EXPENDITURE			
Project Expenses	11	60,17,794	39,78,853
Establishment Expenses	12	5,44,821	72,817
Depreciation	6	65,224	NIL
Preliminary expenses written off		18,720	6,240
Total Expenses		66,46,559	40,57,910
Excess of Income over Expenditure/ (Excess of expenditure over Income)		(9,40,296)	71,64,857
See accompanying notes forming part of the financial statements In terms of our report attached.			
For S. P Gupta & Associates Chartered Accountants (Firm Reg no 108435W)  (Shashikant Gupta) Partner Membership No 031899 Mumbai Date : 07/09/2020 		For and on behalf of Board of Directors  Authorised Signatory / Director (Lisha Chheda) Director DIN: 07406533   Authorised Signatory / Director (Rajarajanak Dabholkar) Director DIN: 07686266 	

FINANCIALS

Rubaroo Breaking Silences Foundation (A Private Company Limited by Guarantee under Section 8 of Companies Act, 2013) Balance Sheet as at 31 March, 2020			
Particulars	Note No.	As at 31 March, 2020 Rs	As at 31 March, 2019 Rs
EQUITY AND LIABILITIES			
Shareholders' funds			
Reserves and Surplus	3	59,11,985	68,52,281
Current liabilities			
Short term borrowings	4	-	42,200
Other Current Liabilities	5	49,524	6,13,526
TOTAL		59,61,509	75,08,007
ASSETS			
Non Current Assets			
Fixed Assets			
Tangible Fixed Assets	6	61,204	-
Current assets			
Cash and Cash Equivalents	7	58,99,320	74,89,287
Other Current Assets	8	985	18,720
TOTAL		59,61,509	75,08,007

See accompanying notes forming part of the financial statements

In terms of our report attached.

For S. P Gupta & Associates

Chartered Accountants

(Firm Reg no. 103445W)

Mumbai

Membership No 031899

Mumbai

Date : 07/09/2020

For and on behalf of Board of Directors

For RUBAROO BREAKING SILENCES FOUNDATION

(Firm Reg no. 103445W)

Mumbai

Membership No 031899

Mumbai

Date : 07/09/2020

Authorised Signatory / Director

(Lisha Chitambar) (Rajarajanak Dabholkar)

Director Director

DIN: 07406533 DIN: 05330815



Authorised Signatory / Director

SPECIAL THANKS

AsianStar

K Line

Pipeline Infrastructure Limited

Spykar

Trilegal



BREAKING SILENCES FOUNDATION

Awareness Prevention Healing

About us

Rubaroo Breaking Silences
Foundation is a Section 8 Company
(80G: 80G/2759/2018-2019)

Contact us

Prem Baug, 1st Floor, Flat no.6, 218, Sir
Bhalchandra Road, Matunga,
Mumbai-400019.
+91 9619061805/9820931171
info@rubarooindia.com

Connect with us

www.rubarooindia.com
Instagram: @rubaroo_in
Twitter: @rubaroo_in
Facebook: @rubaroo.in