

Annual Report 2021-22



RUBAROO BREAKING SILENCES FOUNDATION

Fighting against Child Sexual Abuse

Director's Desk

How do you feel about roller coasters? For us, before we get on one, we're positively terrified. The palms have a cold sweat, butterflies in the stomach and the mouth feels dry. This grows when it starts and when it goes uphill the palpitation builds, before the adrenaline rush of hurtling down at a break-neck speed hits.

The past year felt something like that - the fear brought on by the devastation and loss of the Delta variant, team members falling sick, the relief of the vaccine, not having access to children and finally, at long last, us being able to resume work with children in person.

With all these challenges came some lessons. One was the power of community, the knowledge that we are not alone, the impact of like-minded people and organisations coming together for child protection and the steadfast support from our advisors and donors who stood by us through this time and kept us on our feet. This enabled us to carry on doing the work we love doing, seeking opportunities and partnerships to work for children in any capacity and ready to jump into the field at any chance available. Another lesson was that of adaptability and innovation, these two years made us reflect on our programmes, upgrade it and include more digital content.

Director's Desk

We also focused more on deeper mental health interventions and tied up with organisations to provide support to survivors who were dealing with both - the trauma of the assault and the pressures of being in an often gruelling legal system.

We learnt the lesson of patience, remembering that working in this space will come with its challenges and the pandemic was just one of them, albeit a pretty unique one. Childline India Foundation reported a 50% increase in the number of distress calls for abuse within the first 10 days of the lockdown being announced. There are global concerns of children being among the most drastically impacted population during the pandemic and the fear that many of them were potentially in lockdown with their perpetrators and perhaps unable to access help and support.

To keep from feeling overwhelmed, we held ourselves closer to the reason we want to fight child sexual abuse and create a society for safer and happier children. Patience taught us to wait and as things started re-open, we were more determined than ever to imbibe these lessons into action and continue the fight for child protection from sexual violence.

-Lisha and Ishita (Directors and Co-Founders)

Index

1. About Rubaroo.....	1
a. Brief	
b. Vision and Mission	
2. Our Interventions.....	3
a. Children's Programmes	
b. Adult's Programmes	
c. Counselling	
3. Outreach and Outcomes.....	6
4. Highlights and Success Stories.....	14
5. Testimonials.....	19
6. Financials.....	20
7. Way Forward.....	26
8. Special Thanks.....	27
9. Contribute for a safer and happier future of our children.....	28

About Rubaroo

25 Cr

children are estimated to have fallen victim to Child Sexual Abuse in India which may lead to:

Long-term
trauma

Poor mental &
physical health

Unhappy
childhoods

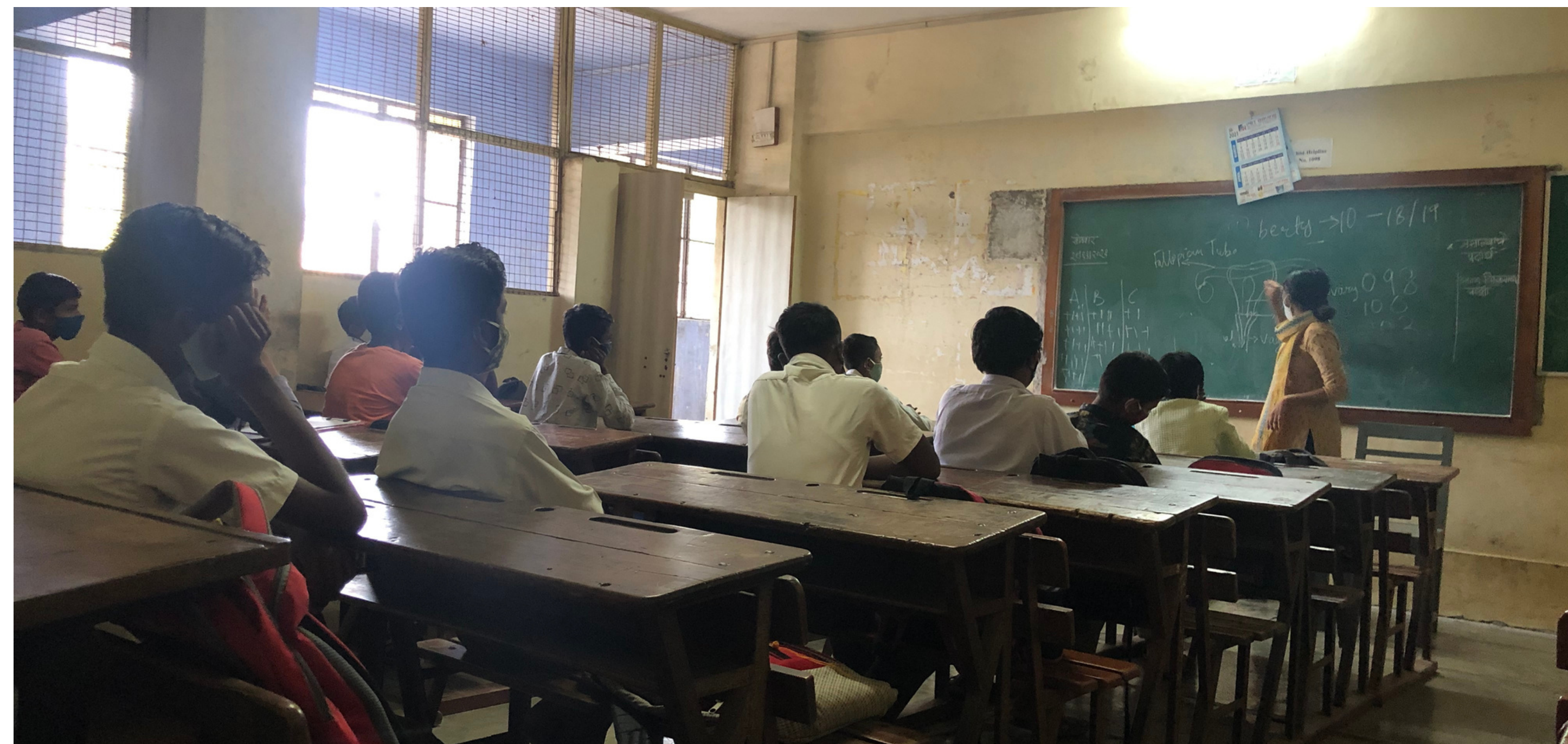
Rubaroo Breaking Silences Foundation, **strives to curb the issue of Child Sexual Abuse (CSA)** through our awareness and prevention programmes.

Vision

"A child sexual abuse-free society for happier and safer children."

Mission

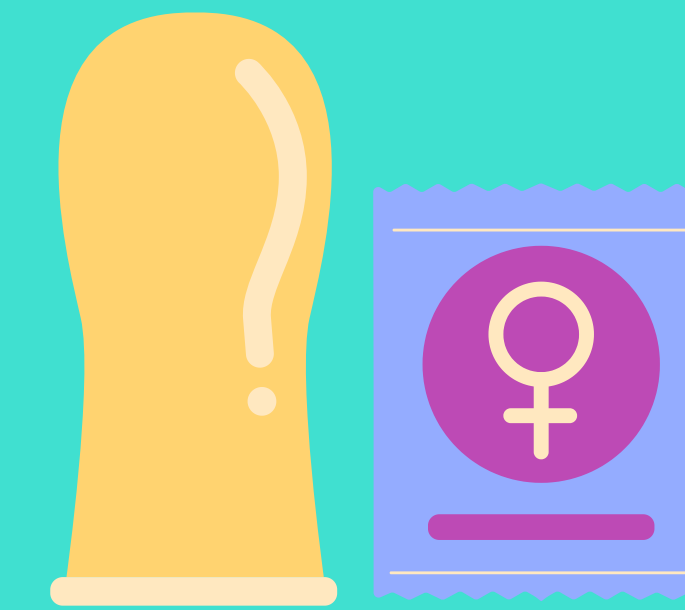
We work to eliminate the evil of child sexual abuse (CSA) by raising awareness about it and inculcating greater gender sensitivity in children and adults, and imparting body safety knowledge and providing healing support to children.



CHILDREN'S PROGRAMME

My Body, My Safety

We cover a large spectrum of elements that relate to child safety and make our programme unique and effective.



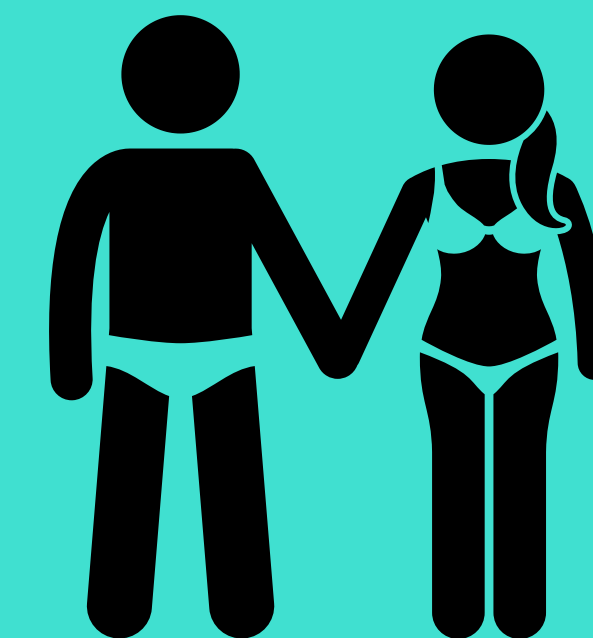
Age-appropriate sexuality & reproductive health education



Body Safety Rules



Identifying safe and unsafe situations



Private Body Parts



Right To Safety



Gender Sensitivity



Cyber Safety

ADULT'S PROGRAMMES

Rubaroo recognises that **preventing child sexual abuse is fundamentally an adult responsibility**, therefore, apart from working with children directly, Rubaroo also works with adult stakeholders, including but not limited to parents, teachers, and school leaders. The programmes we offer are:

- **Child Sexual Abuse Awareness Programme**

- For Parents, Caregivers and Adults

- **Teacher Training Programme**

- For Teachers, Leaders, Social Workers

- **Customised Programmes**

- For Post Graduate Students, Judges, Prosecutors, etc.

Objective: To sensitize adult stakeholders and build empathy to enable them to recognize signs of distress in children and handle crisis situations.



Counselling

Rubaroo provides counseling services to alleviate the trauma of child sexual abuse and help the victims/survivors of abuse and their family members heal psychologically.

Rubaroo's team comprises of mental health professionals and are eminently suited to working with children in distress and providing them with counselling and healing services.

We maintain strict confidentiality with our clients and all the information of our counselling sessions are extensively documented and maintained in a sacure manner.

Outreach

1189

My Body, My Safety Programme
(Children and young adults)

738

Child Sexual Abuse Awareness Programme
(Parents, Caregivers, Adults)

233

Teacher Training Programme

401

Mental Health workshop

The numbers here are the total number of individuals served for each of the programmes mentioned

Outreach

455

Digital Intervention
(Adults enrolled on our
programme at Gurushala
Platform)

75

Customised Programme:
Sensitisation and Awareness
on Child Sexual Abuse (Post-
graduate students -
Psychology & Social Work)

213

Counselling sessions

23

Counselling clients

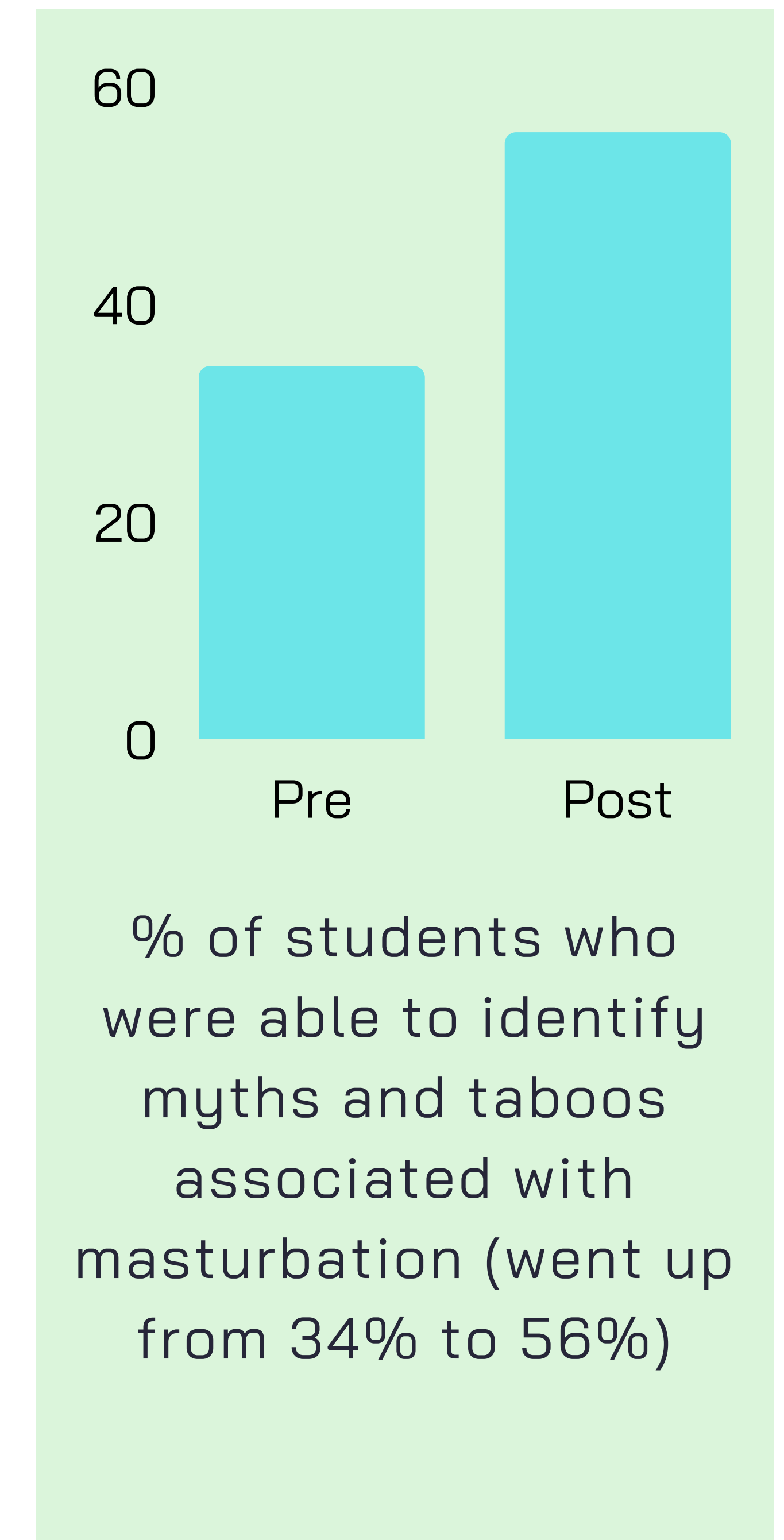
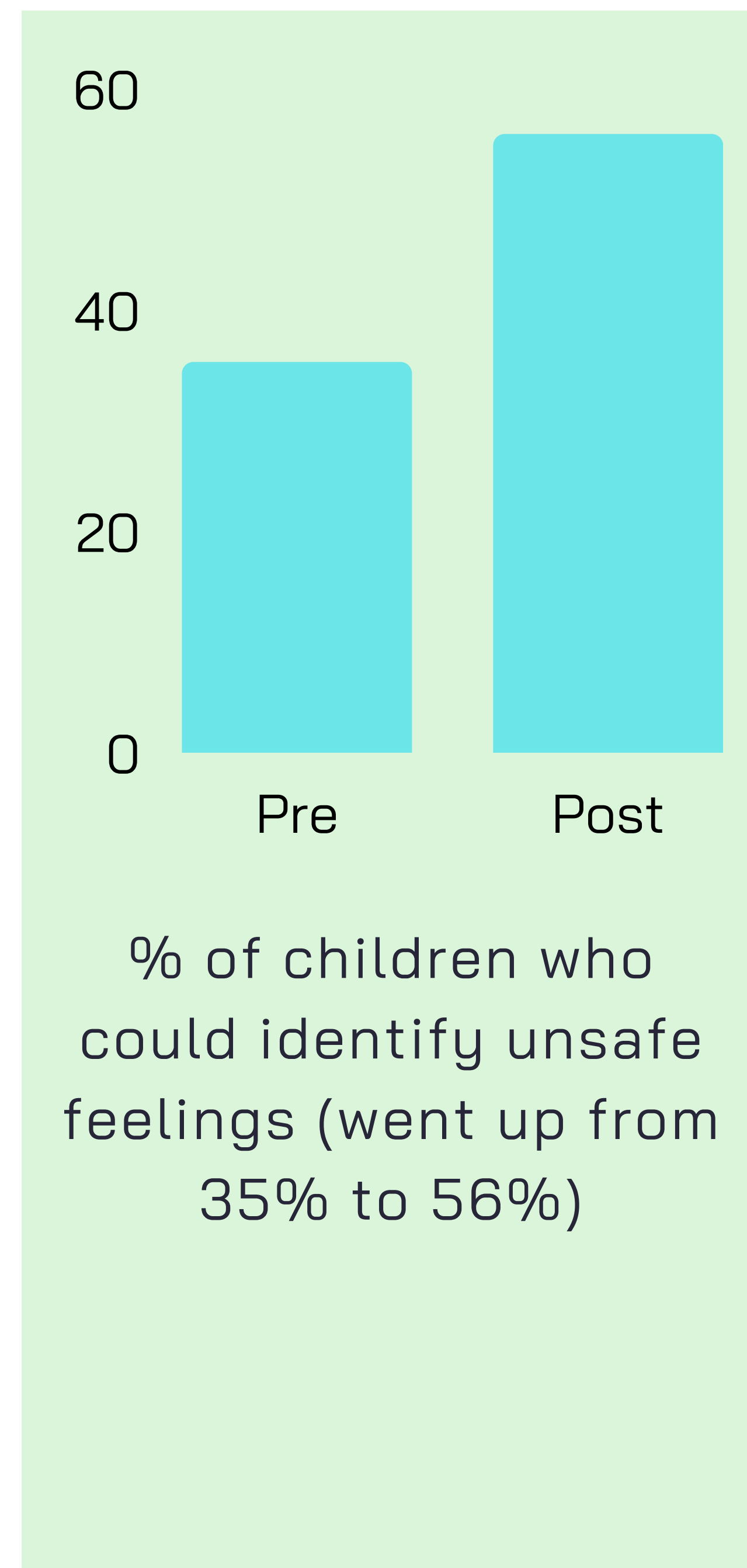
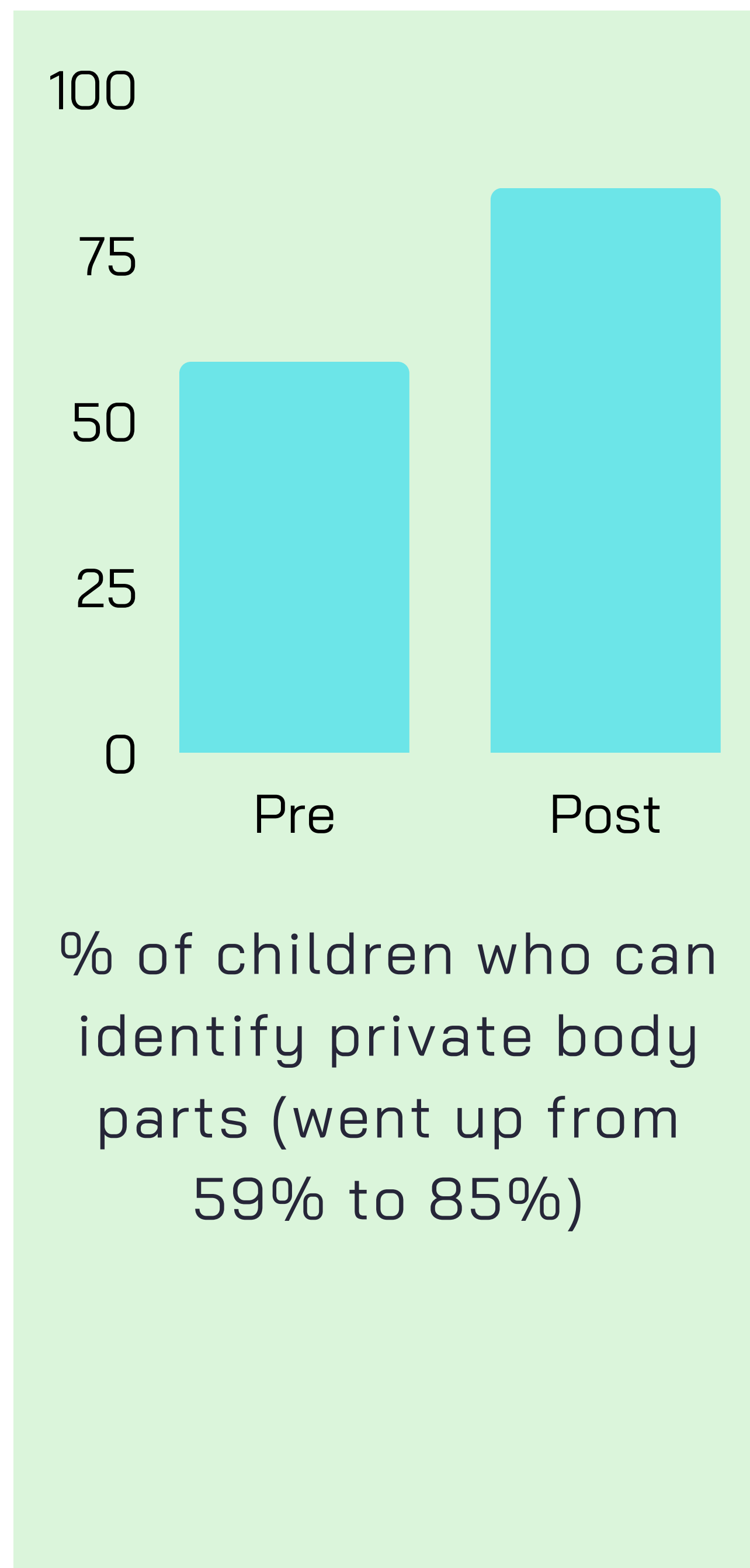
Outcomes

To measure the outcomes of our CSA programmes, we conduct a baseline and endline survey with our participants.

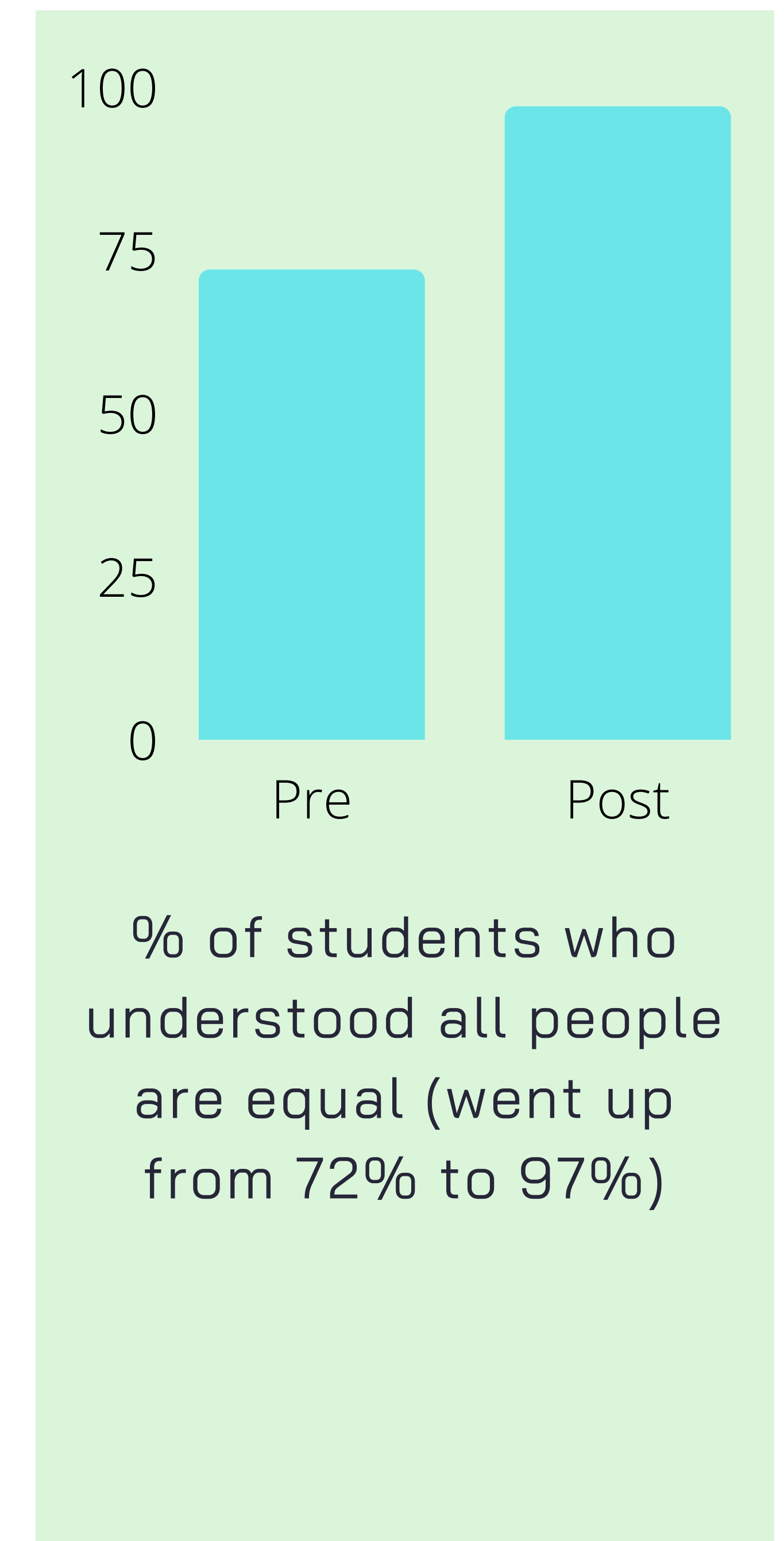
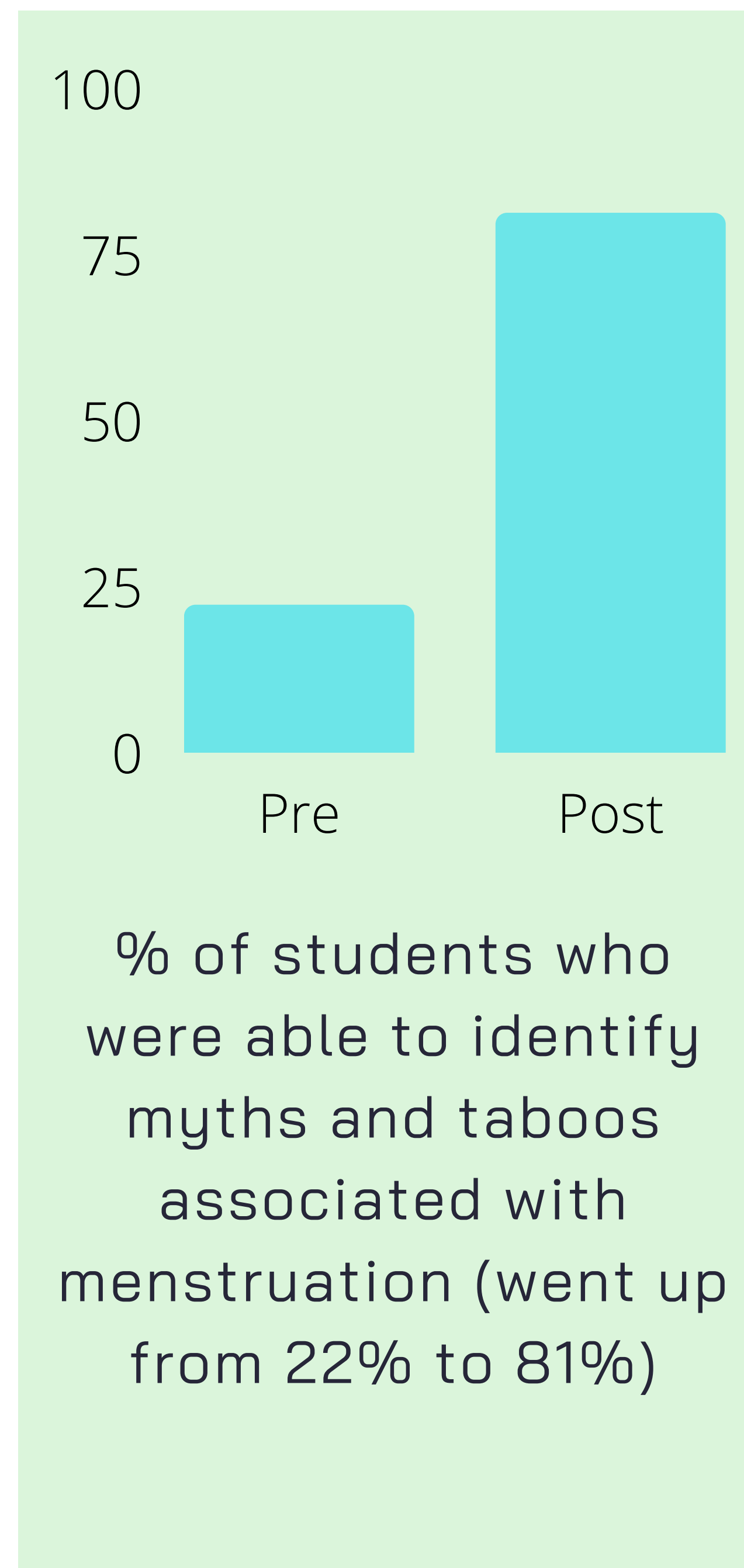
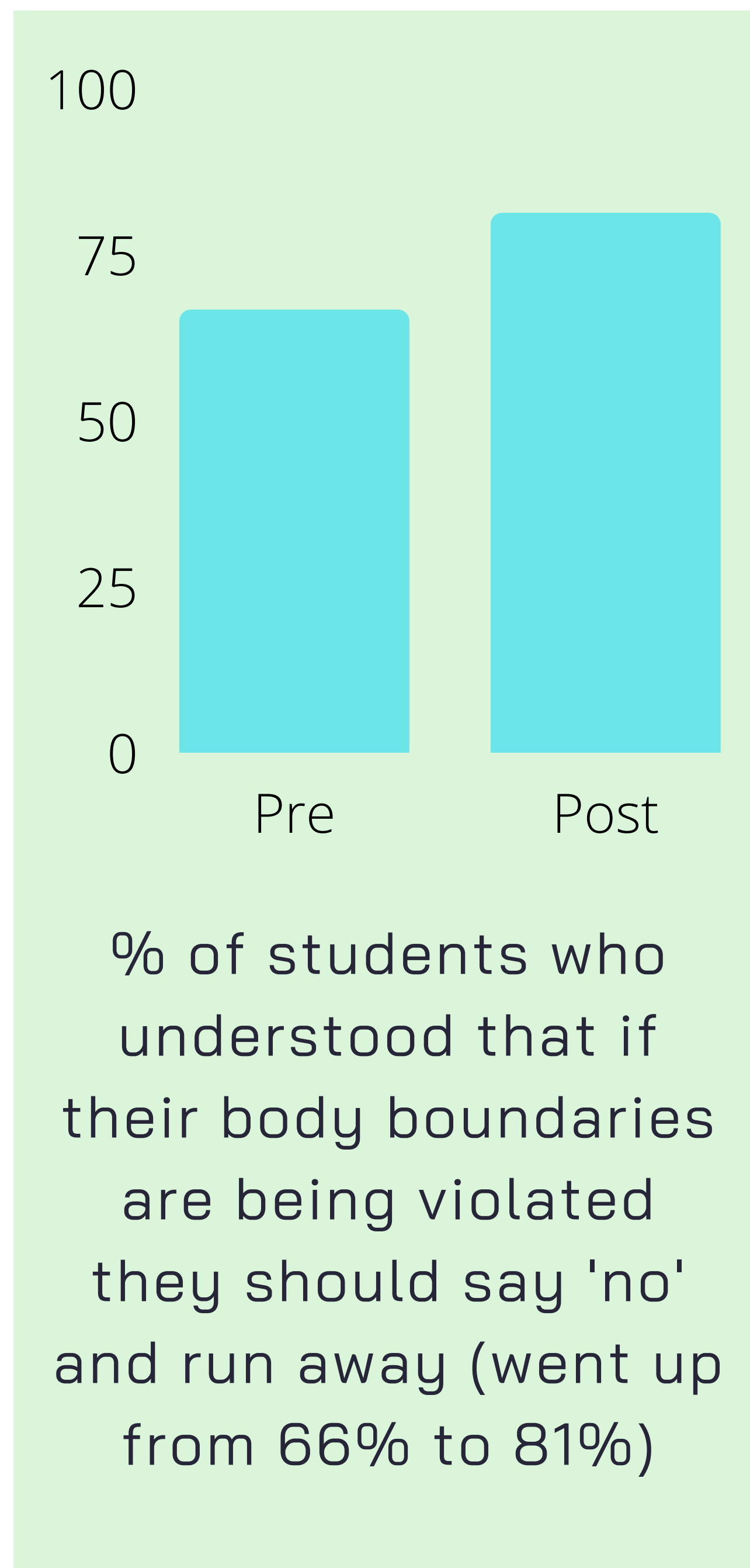
These surveys contain simple yes and no answer-type questions that help us gauge the knowledge levels of the attendees before and after our session. The shift in knowledge is the outcome.

For each of our programmes, we have various broad indicators. We measure these indicators with the help of the responses we get on our baseline and endline survey.

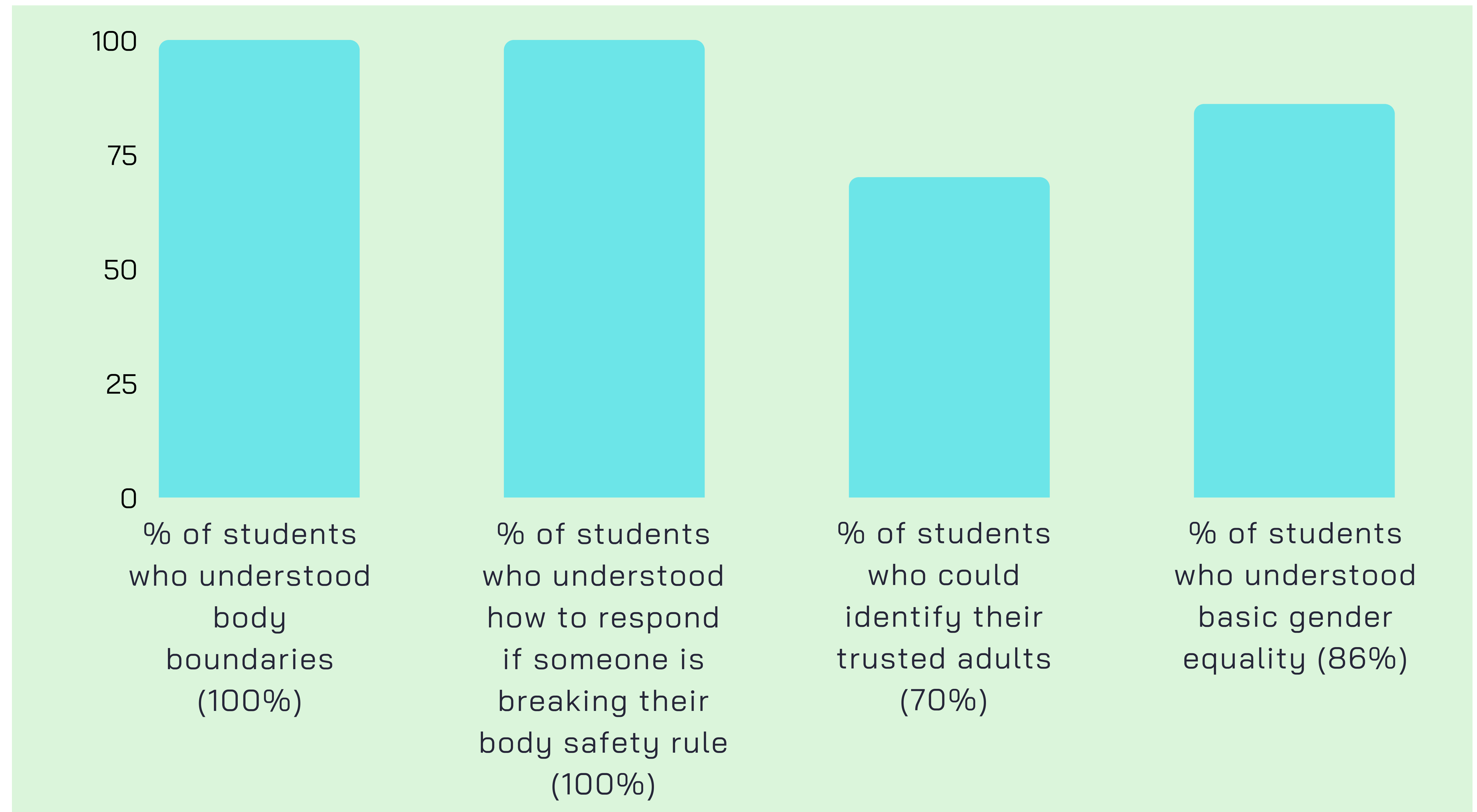
My Body, My Safety (Std. 8 and above)



My Body, My Safety (Std. 5 - 7)

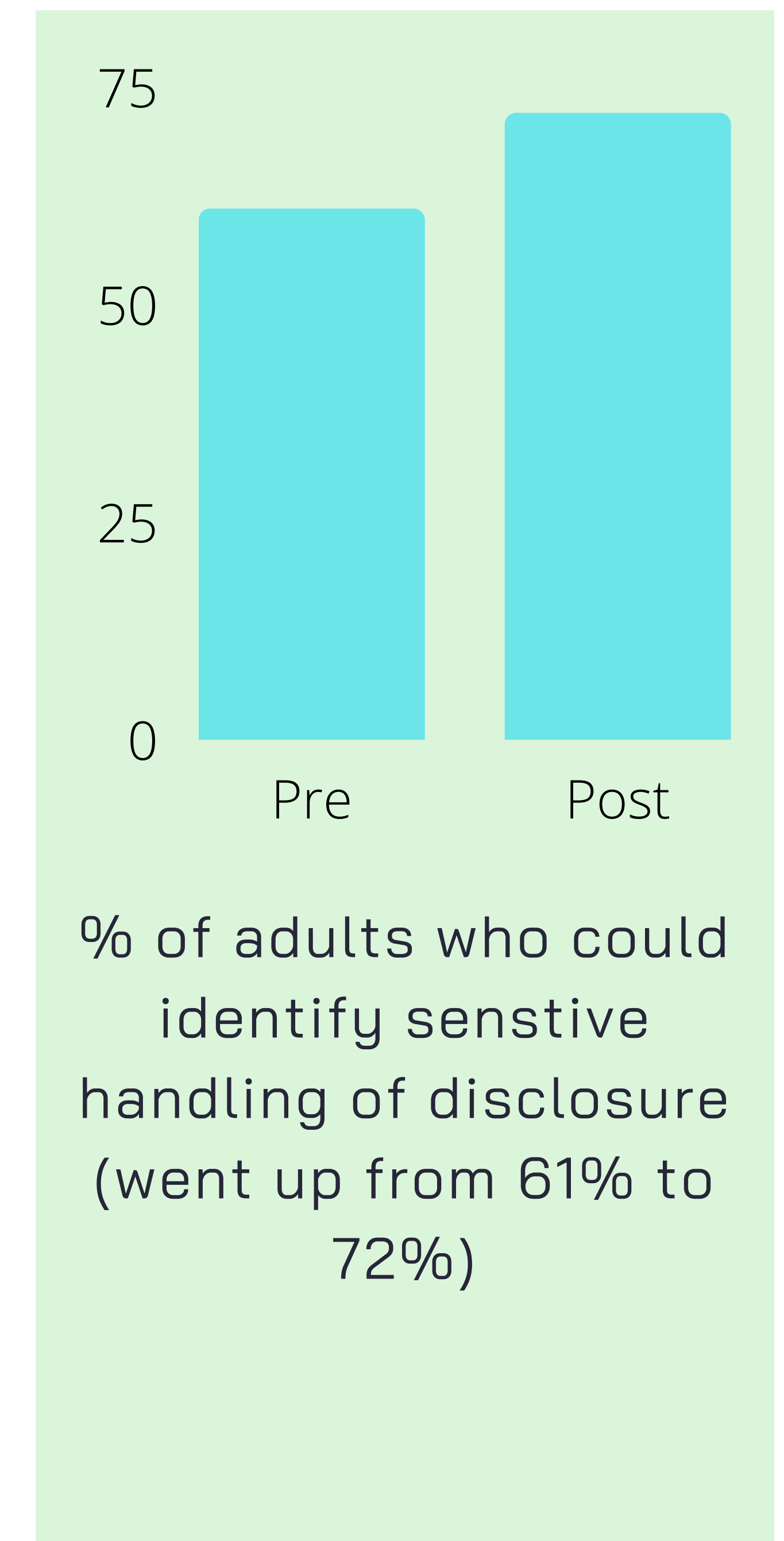
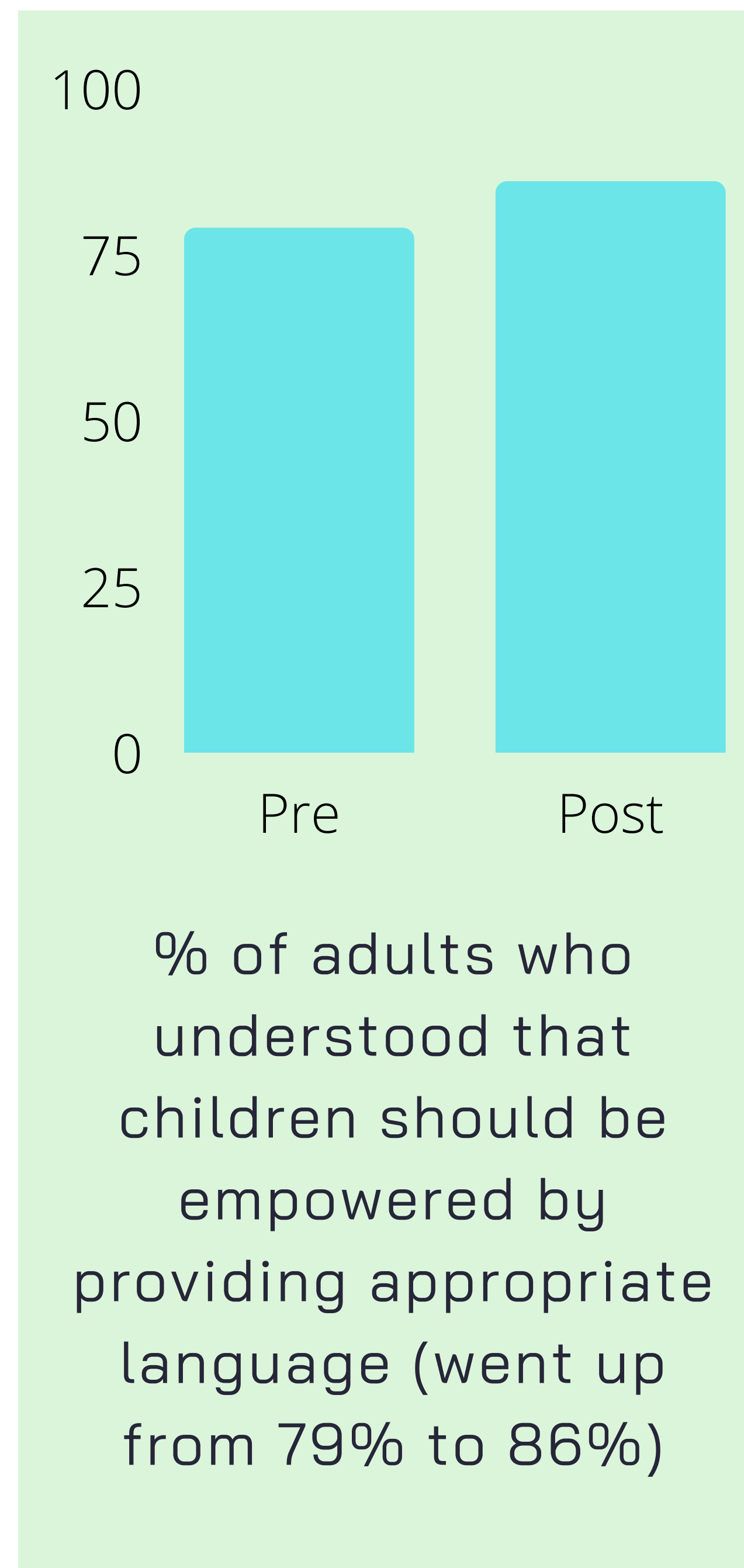
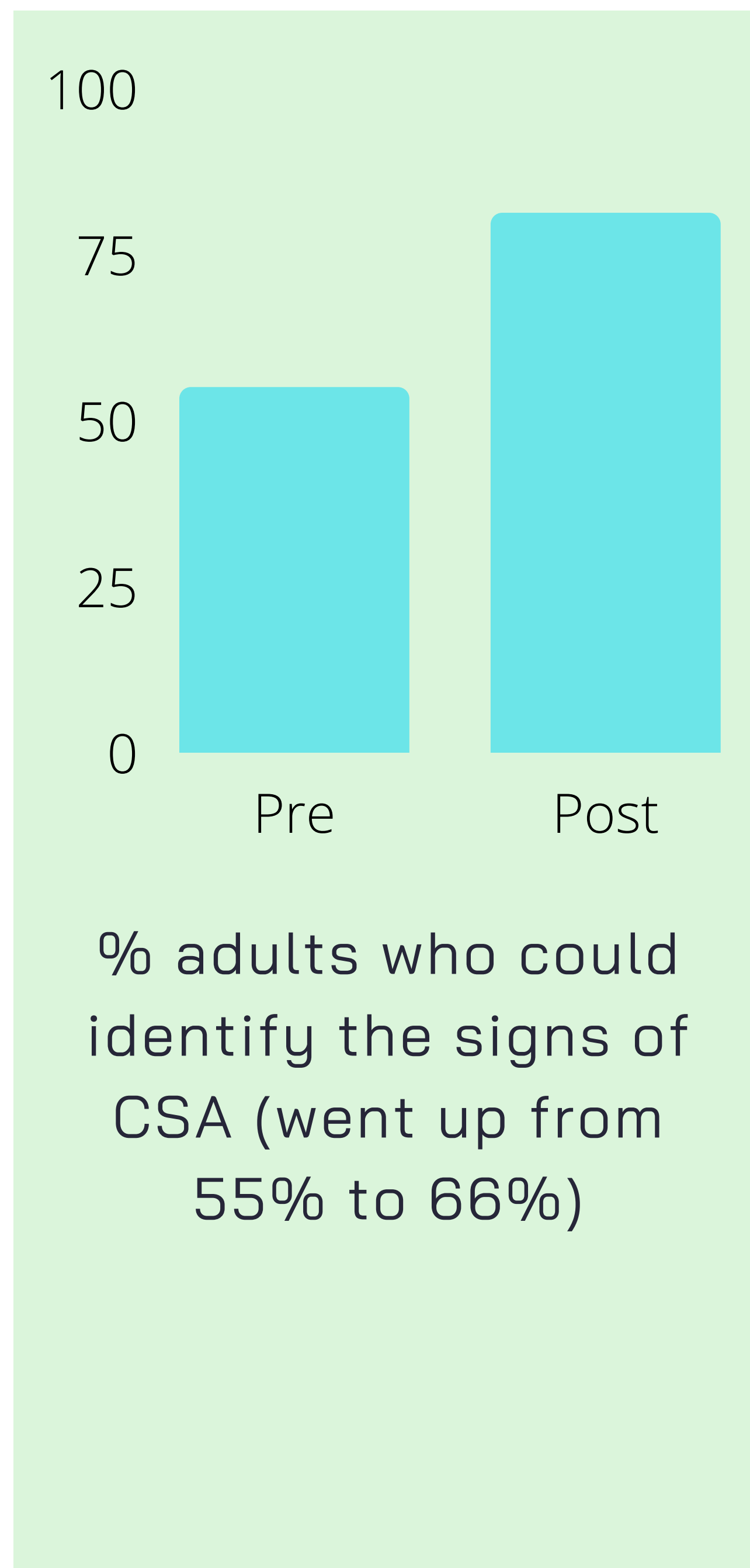


My Body, My Safety (Std. 3 and 4)

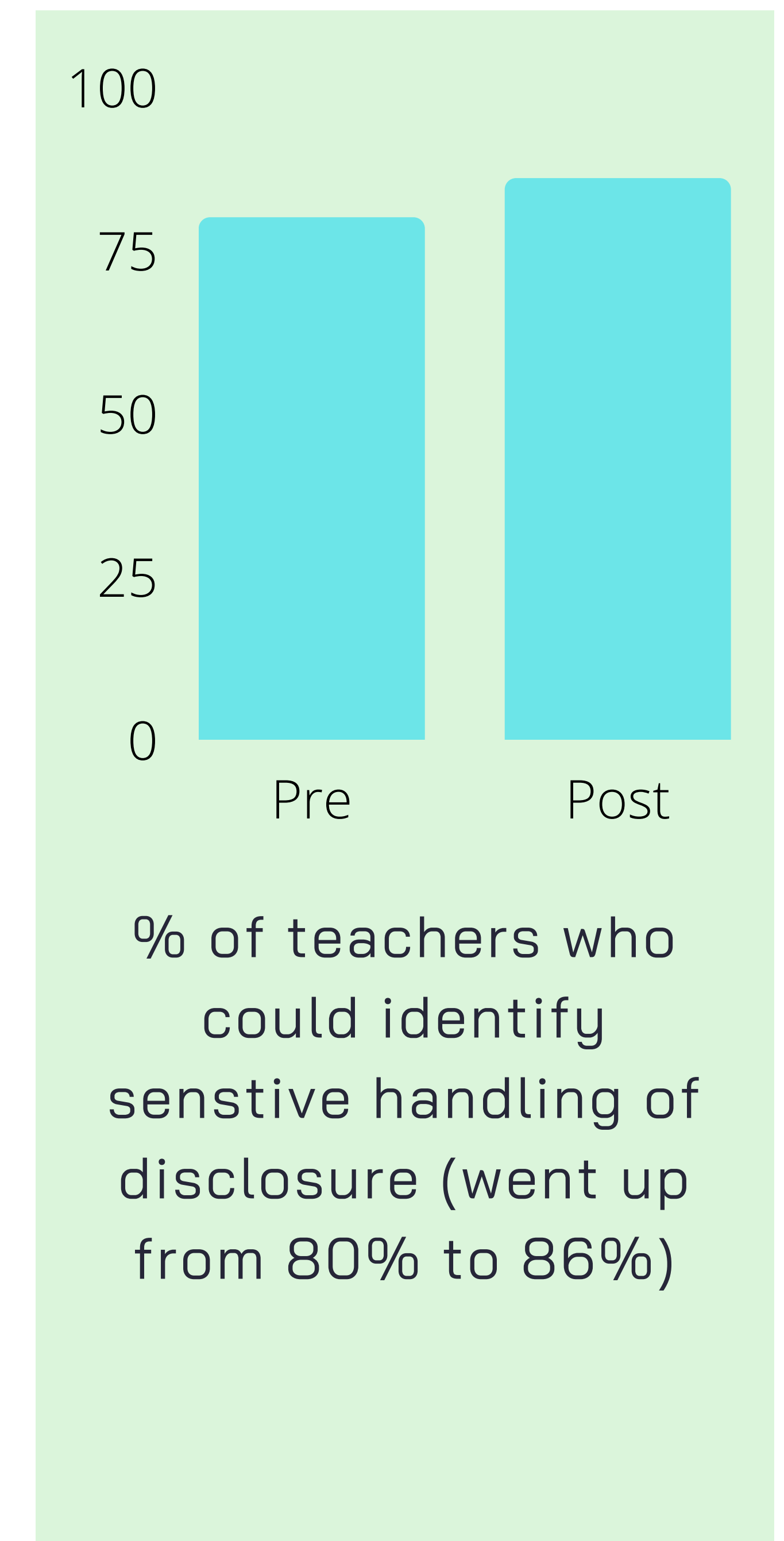
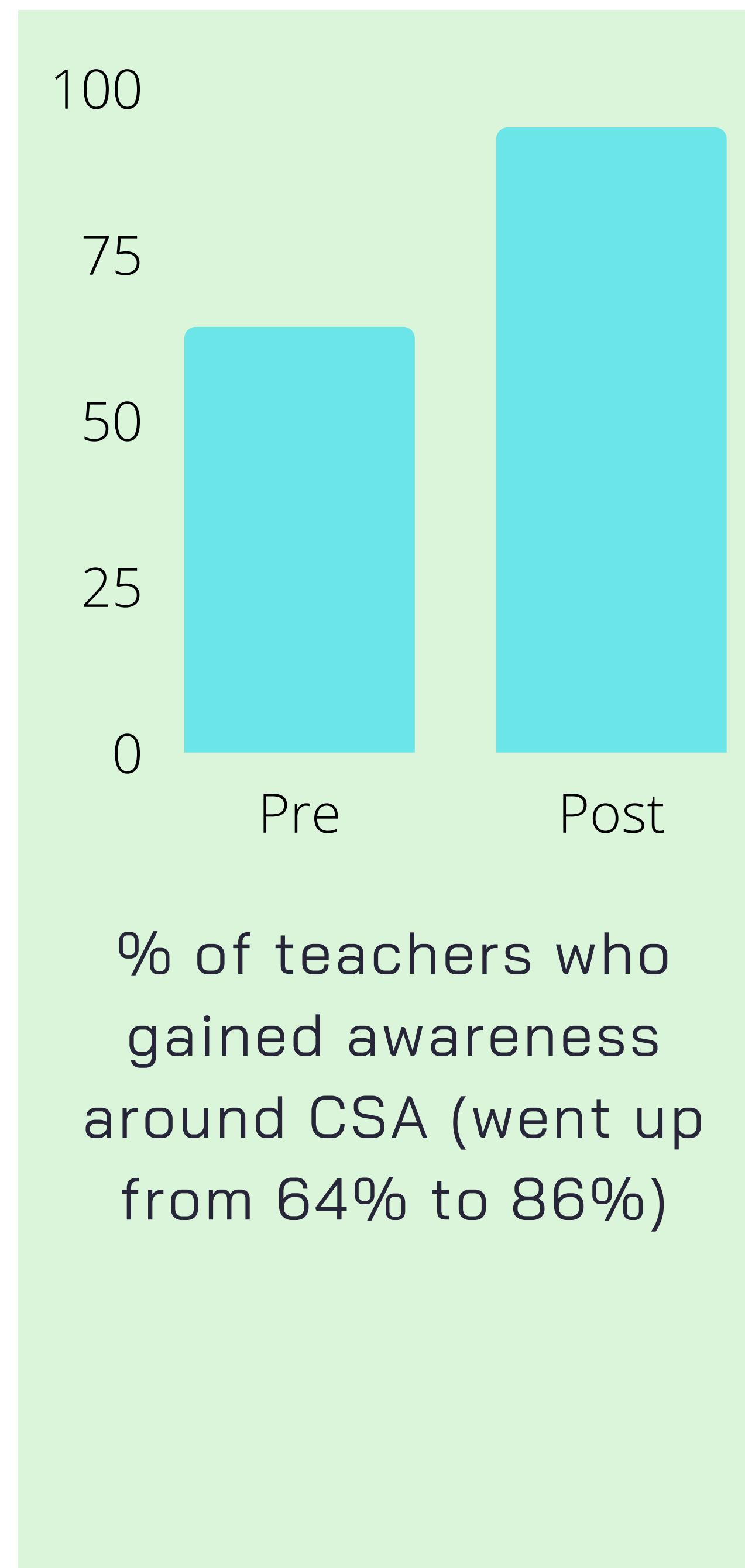
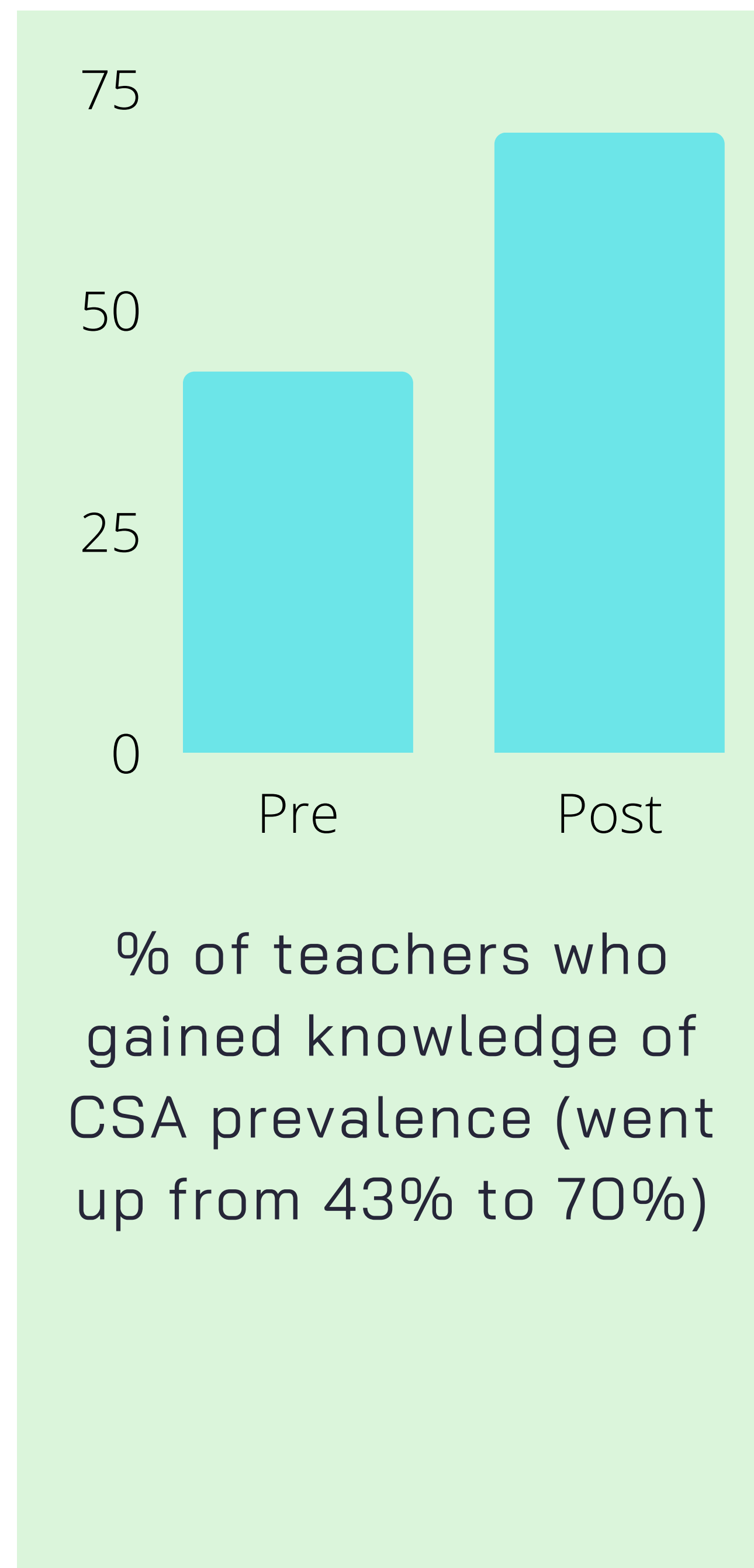


For std. 3 and 4 children, we conduct only the endline survey.

CSA Awareness Programme (Parents/Caregivers/Adults)



Teachers Training Programme



Highlights

-Awarded Platinum Certificate By GuideStar India



GuideStar India Certifications: Gold, FY 2019-20; Platinum FY 2020-21
Subject to validity of registration under IT, FCRA and registration as NPO

AWARDED TO NGOS FOR COMPREHENSIVE
TRANSPARENCY, ACCOUNTABILITY AND GOOD
GOVERNANCE PRACTICES.

Highlights

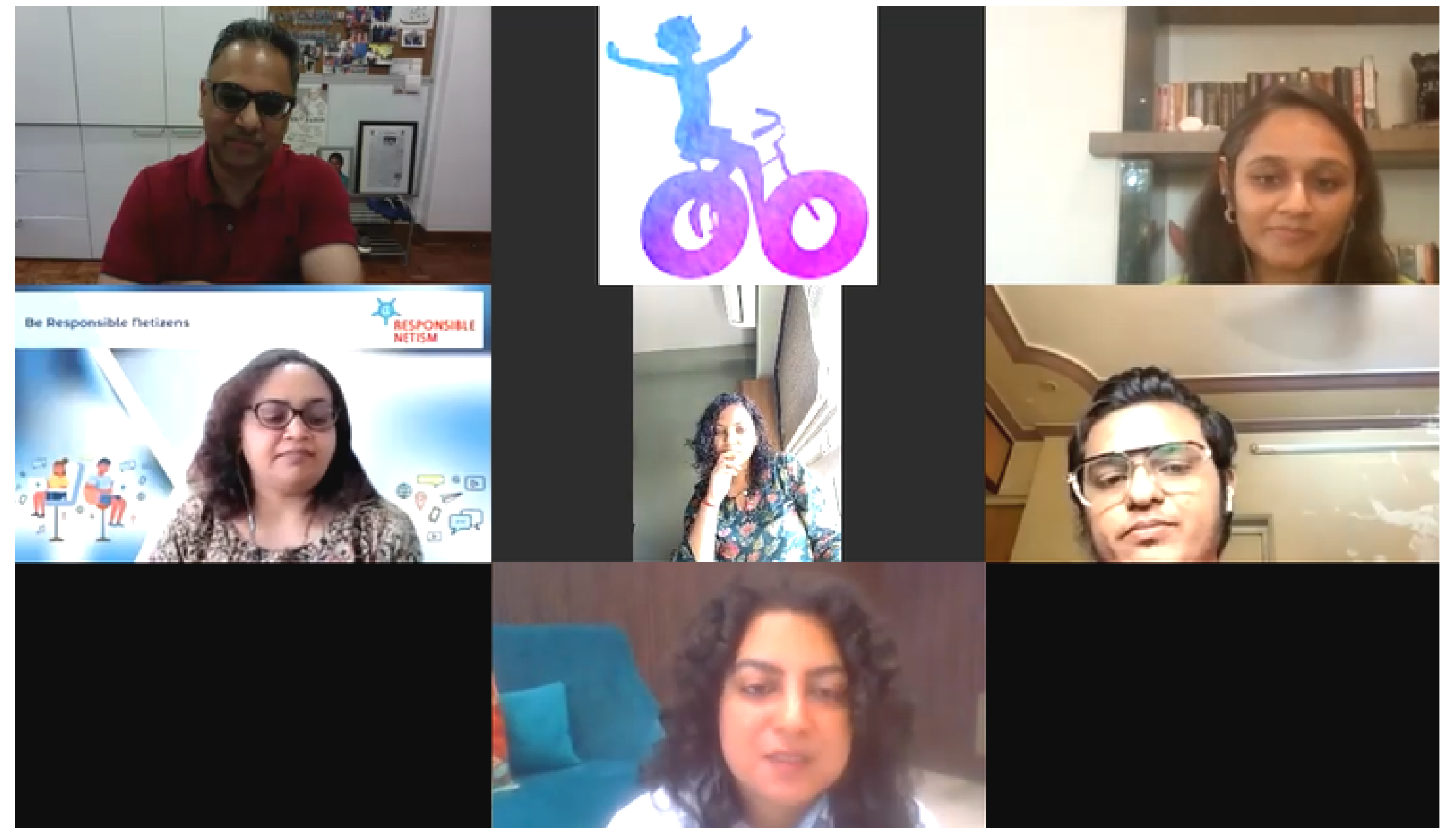
Rubaroo hosted a **panel discussion** "Conversations on Child Safety from Diverse Lenses - Gender, Mental Health and Cyber Safety".

The Panel:

Sonali Patankar
Founder, Responsible Netism, and
President of Ahaan Foundation

Suchismita Bose,
Psychotherapist and co-founder of Mind
and Me Mental Health Services

Aryan Somaiya,
Co-founder of Guftagu and Psychotherapy
Services



The session was **held on Rubaroo's Annual Day** where some of Rubaroo's supporters also shared their thoughts about Rubaroo.

"I feel that every child needs to have an amazing childhood. When I was growing up, I had an amazing childhood, I think its a right of child to have a safe and a good childhood and the cause that Rubaroo supports tries to give children just that."

- **Samir Bhandari, Supporter** (CLICK HERE to watch his testimonial.)

Highlights

18

new partners worked with in the year

1

new state reached out to: West Bengal

2

new collaborations on social media with parent influencers: Aparna Shah and Shreya Bakshi

1

new MOU signed for a long-term partnership with Majlis

Going the Extra Mile to Safeguard Children

- We held our first programme with a school in Karnataka in 2018-19. Back then, due to the language barrier (all the children were primarily Kannada-speaking), we were able to execute our individual sessions only with the help of a teacher of their school, who was present during the sessions to translate.
- We realised that because their school teacher was present during the sessions, the children were hesitant to open up, making these sessions less effective.
- When we were asked to do a programme again with this school in 2021, our team developed an extensive English to Kannada verbatim script which helped us conduct individual sessions without the support of any other teacher present.

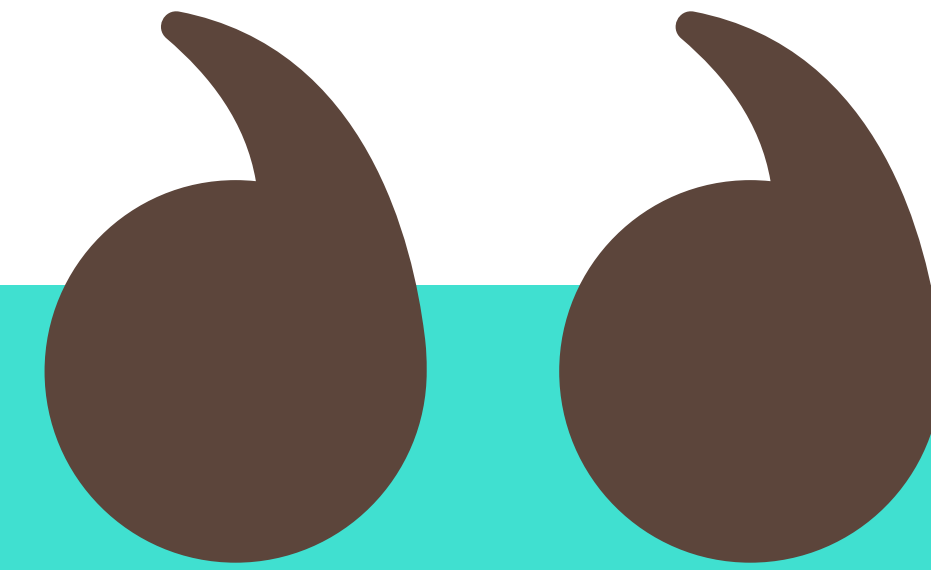
Result: Children felt safer while talking to our facilitator and were more open during these interactions.

Overcoming Roadblocks

- A key part of our programmes with older children is the Sexual and Reproductive Health (SRH) module. An organisation that was keen on doing our programmes with their children was very hesitant to include this particular module, which led to frequent delays and debates over the cancellation of the programme.
- We successfully negotiated with the organisation to arrange for a dialogue between us, the parents and the teachers. Bringing all the adult stakeholders together created a space for understanding and sensitisation keeping in mind the needs of children. The adults realised the importance of SRH education, and how it contributes to child safety by making children aware of their rights and physical well-being. They also understood the importance of educating children on cyber-safety in this digital age.

Result: We were permitted to do our programmes with the 134 children, with the buy-in of the adult stakeholders.




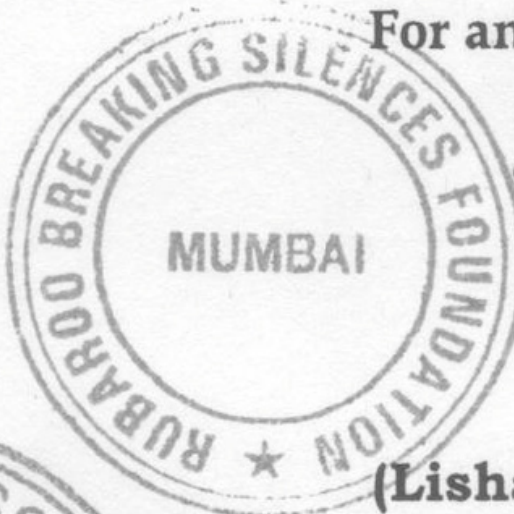
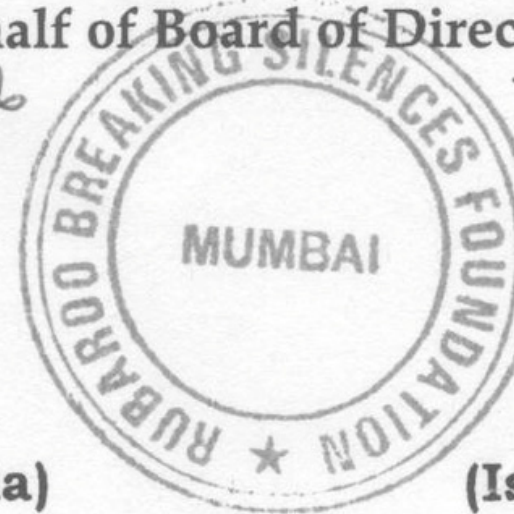
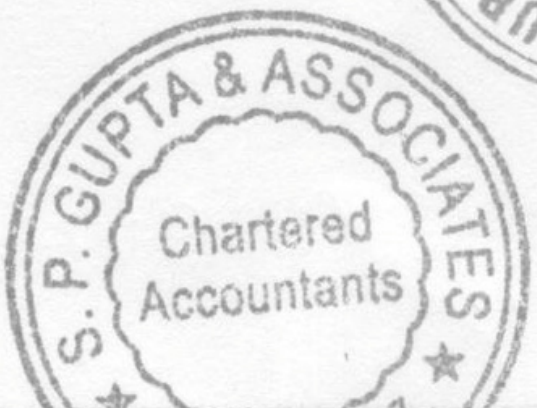
Testimonial




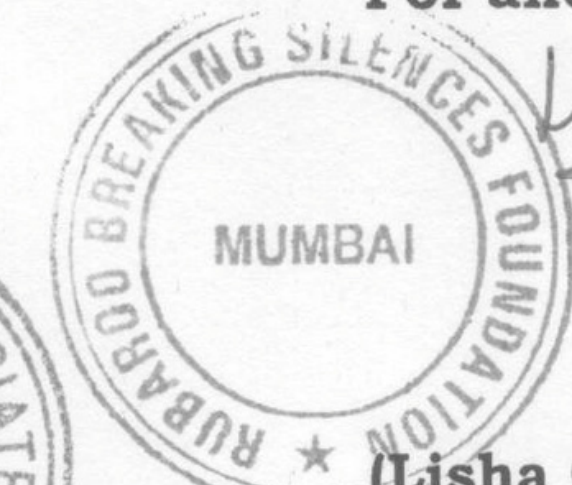
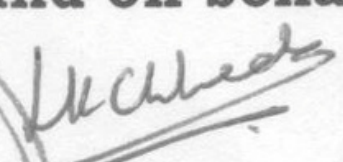
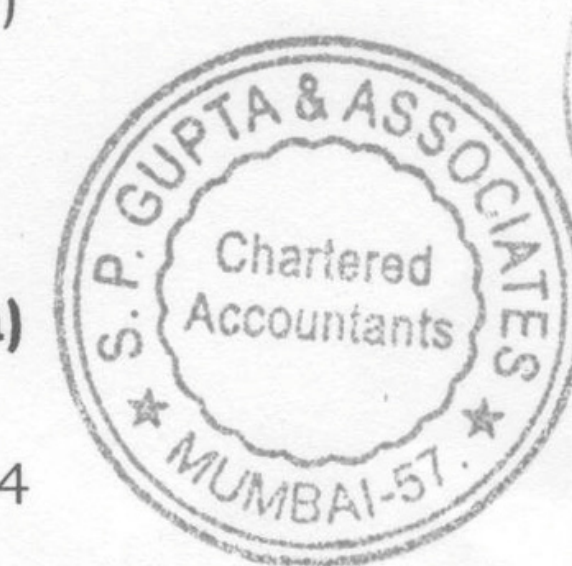
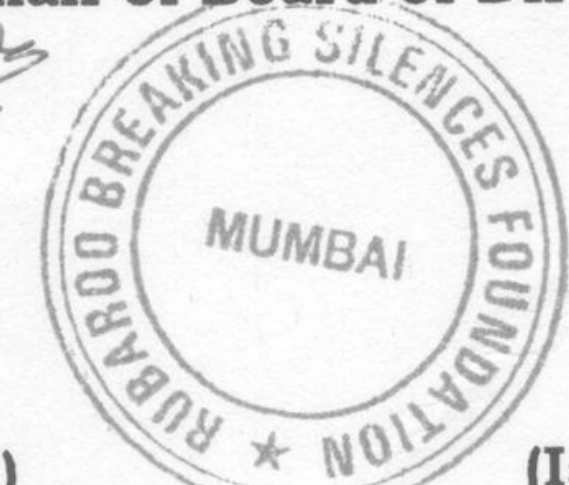

Rubaroo is truly non profitable organisation. They are very professional and punctual at there work. My son (name withheld to protect confidentiality) was suffering from depression due to sexual harassment and for 2 years they have given free counselling to my son. Now my son is feeling better.

- Parent Of A Child Counselling By Rubaroo

FINANCIALS

Rubaroo Breaking Silences Foundation (A Private Company Limited by Guarantee under Section 8 of Companies Act, 2013) Balance Sheet as at 31 March, 2022			
Particulars	Note No.	As at 31 March, 2022	As at 31 March, 2021
		Rs. (in thousands)	Rs. (in thousands)
EQUITY AND LIABILITIES			
Shareholders' funds			
Reserves and Surplus	3	4,038	6,316
Current liabilities			
Other Current Liabilities	4	54	370
TOTAL		4,092	6,686
ASSETS			
Non Current Assets			
Fixed Assets			
Tangible Fixed Assets	5	9	19
Current assets			
Cash and Cash Equivalents	6	4,080	6,622
Other Current Assets	7	3	46
TOTAL		4,092	6,686
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)  (Preeti Parasrampur) Partner Membership No 131204 Mumbai Date :05/09/2022			
For and on behalf of Board of Directors      (Lisha Chheda) Director DIN: 07406533			
(Ishita Manek) Director DIN: 07686266			

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, 2021 to 31 March, 2022			
Particulars	Note No.	For the period ended 31 March, 2022	For the period ended 31 March, 2021
		Rs. (in thousands)	Rs. (in thousands)
INCOME			
Donations Received	8	2,176	5,219
Other Income	9	190	231
Total Income		2,365	5,451
EXPENDITURE			
Project Expenses	10	4,218	4,786
Establishment Expenses	11	668	483
Depreciation	5	11	42
Preliminary expenses written off		-	-
Total Expenses		4,896	5,311
Excess of Income over Expenditure/ (Excess of expenditure over Income)		(2,531)	139
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)  (Preeti Parasrampur) Partner Membership No 131204 Mumbai Date :05/09/2022		For and on behalf of Board of Directors   (Lisha Chheda) Director DIN: 07406533	
		  (Ishita Manek) Director DIN: 07686266	

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, 2022	As at 31 March, 2021
	Rs. (in thousands)	Rs. (in thousands)
Note 3 : Reserves & Surplus		
Surplus / (Deficit) in Statement of Income & Expenditure		
Balance at beginning of the year	6,044	5,904
Add: Surplus / (Deficit) for the year	(2,531)	139
Closing balance	3,513	6,044
Reserve Fund		
Balance at beginning of the year	8	8
Closing balance	8	8
Corpus Donations Received		
Balance at beginning of the year	265	-
Add: Received during the year	253	265
Closing balance	518	265
Total	4,038	6,316
Note 4 : Other Current Liabilities		
Sundry Creditors for Expenses	51	343
Statutory Dues	2	27
Total	54	370

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 5: Fixed Assets												
Amounts: Rs. (in thousands)												
	Gross Block (at Cost)		Gross Block (at Cost)				Depreciation				Net Block	
Sr. No	Particulars	Useful Life	As at 1 April, 2021	Addition during the year	Deduction / sales during the year	As at 31 March, 2022	As at 1 April, 2021	For the year 2021-22	Adjustments during the year	As at 31 March, 2022	As at 31 March, 2022	As at 31 March, 2021
	Tangible Assets											
1	Computers and Laptops	3	119	-	-	119	102	9	-	111	8	17
2	Printers	3	7	-		7	5	1	-	6	1	2
	Total		126	-	-	126	107	11	-	118	9	19


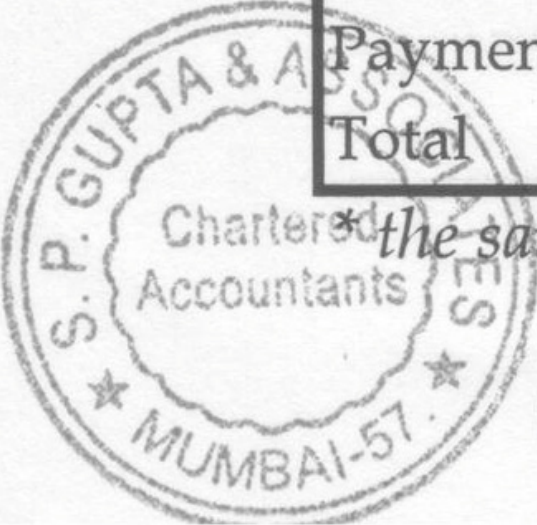
FINANCIALS

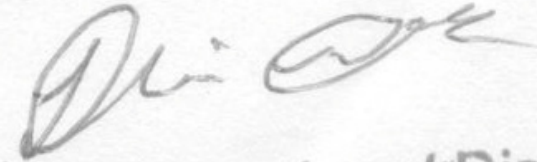
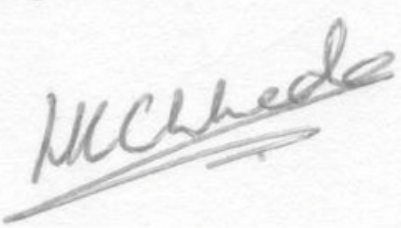

Rubaroo Breaking Silences Foundation (A Private Company Limited by Guarantee under Section 8 of Companies Act, 2013)		
Particulars	For the period ended 31 March, 2022	For the period ended 31 March, 2021
	Rs. (in thousands)	Rs. (in thousands)
Note 6 : Cash and Cash Equivalents		
Cash on hand	13	13
Balances with banks- Current Account	4,067	6,609
Total	4,080	6,622
Note 7: Other Current Assets		
Sundry Debtors	-	42
Excess TDS Deposited	3	3
Total	3	46
Note 8 : Donations Received		
Voluntary Contributions Received	2,176	5,219
Total	2,176	5,219
Note 9 : Other Income		
Honarium	-	-
Interest Income	188	186
Other Income	1	46
Total	190	231
Note 10 : Project Expenses		
Professional & Technical Fees	3,863	3,503
Capacity Building Expenses (Counsellor & Health Services)	282	318
Donation Given (Direct)	40	960
Event Expense	-	2
Field Trip expenses	16	-
Promotional Expenses	17	-
Printing and stationery	-	1
Travel and Conveyance	-	2
Total	4,218	4,786

FINANCIALS

Note 11 : Establishment Expenses		
Bank Charges	1	1
Capacity Building expenses (Others)	153	7
Professional & Technical Fees	412	382
Repair & Maintenance	14	-
Interest on TDS*	0	0
Payment Gateway Charges	15	3
Software & Subscription expenses	15	17
Website Expense	21	-
Other Establishment Expenses	2	2
Payments to auditors	35	71
Total	668	483

**the said figure is less than Rs. 500 and hence the rounding up effect states '0'*

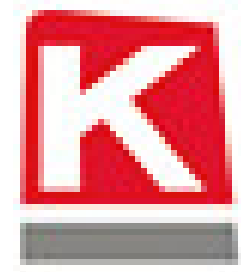



Authorised Signatory / Director

Way Forward

- Target at least 30% more children's outreach in the coming year
- Work towards better and long-term relationship building with the existing partners
- Secure minimum 5 new partnerships for outreach and fundraising year-on-year
- Work towards improving various internal compliances for a section-8 company
- Explore legally permissible investment opportunities
- Pilot a new fundraising campaign in the coming year, which has the potential to grow, and then build on it year-on-year

Special Thanks



"K"LINE (INDIA) PRIVATE LIMITED



Contribute for a safer and happier future of our children

You can **visit our website www.rubarooindia.com** and go through our resources. Share the same with friends and family.

Volunteer With Us: Mail us on info@rubarooindia.com or rubarooindia@gmail.com

Donate to Rubaroo and help us empower children to keep themselves safe from sexual abuse.

You can visit our website rubarooindia.com to make the donations.

Thank You!

TO ACCESS OUR FREE BODY SAFETY COURSE AND OTHER
RESOURCES YOU CAN VISIT **WWW.RUBAROOINDIA.COM**

Rubaroo Breaking Silences Foundation

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Mumbai 400019**

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