

CSR | Corporate Social
Responsibility



**ASHAPURA
FOUNDATION**

VANDE MATARAM MEMORIAL

PROGRESS WITH PURPOSE



ANNUAL ACTIVITY REPORT
2023-24



"Creating Positive Change, Again!"

Our impact grows each year,
touching more lives that truly matter.
Numbers rise, but the mission remains.

OUR ACTIVITIES

VANDE MATARAM MEMORIAL
vmm.ashapura.com

HIRALAXMI MEMORIAL CRAFT PARK
www.hmcraftpark.co.in

AWA
ASHAPURA WOMEN'S ACADEMY

MEDICAL FACILITY

EDUCATION

OTHERS

TOTAL BENEFICIARIES

1,35,000

2023-24

TOTAL VISITORS
56,000
2023-24

VANDE MATARAM MEMORIAL

Bhuj, Kutch, Gujarat

PROGRESS WITH PURPOSE

In the scorching desert landscape of Bhuj, Kutch, India, a beacon of patriotism was born in 2017 - the Vande Mataram Memorial. Conceived by **Mr. Chetan Shah**, this monumental tribute aimed to enlighten the youth about the sacrifices of India's freedom fighters. Little did anyone anticipate that this initiative would become a catalyst for unprecedented progress in the region.

As the memorial took shape, its unique design, inspired by the Parliament building, began to captivate the imagination of locals and visitors alike. The brainchild of Mr. Shah, the memorial's stunning architecture and beautifully landscaped surroundings made it an instant attraction.

IMPACT OF VANDE MATARAM MEMORIAL

EMPLOYMENT
GENERATED



STANDARD OF
LIVING ENHANCED



BOOSTED
TOURISM



LAND COST
ENHANCEMENT



BUSINESS
OPPORTUNITIES





Tourism, which was once a distant dream for Bhuj, began to flourish. Visitors from across India and beyond flocked to witness the grandeur of the memorial, injecting new life into the local economy. Hotels, restaurants, and shops sprouted to cater to the influx of tourists, transforming the village into a thriving commercial hub.

Employment generation soared, as locals found opportunities in hospitality, tourism, and related services. Young men and women, who had once migrated to cities in search of work, now found gainful employment in their own backyard. The once-quiet village was now bustling with activity, as locals worked tirelessly to cater to the needs of visitors.

The standard of living in the village began to rise, as locals benefited from the increased economic activity. New homes, schools, and healthcare facilities sprouted, as the community invested in its future.

The once-barren land surrounding the memorial now commanded a premium price, as investors and entrepreneurs sought to capitalize on the tourism boom. New businesses, from handicrafts to hospitality, emerged, providing a boost to the local economy.

The Vande Mataram Memorial had achieved its primary objective - to educate the youth about India's rich history. However, its impact extended far beyond, bringing prosperity, employment, and a sense of pride to the people of Bhuj. As visitors departed, they carried with them a sense of awe and reverence for the sacrifices of India's freedom fighters, and a newfound appreciation for the region's rich heritage.

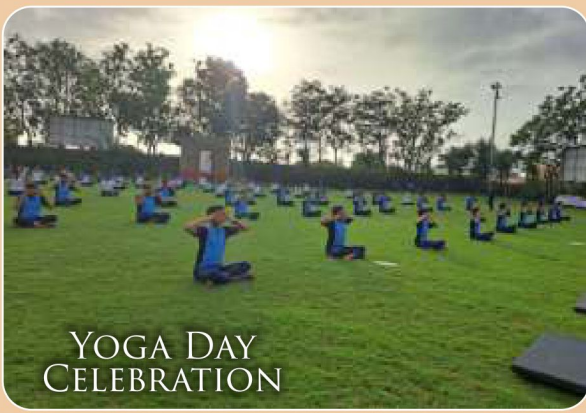
Today, the Vande Mataram Memorial stands as a testament to the power of vision and patriotism, inspiring generations to come. Its unique design and beautiful surroundings make it a must-visit destination in Kutch, and a shining example of how a single initiative can bring about transformative change in a community. It also becomes a benchmark for all the upcoming museums & community initiatives nationwide.

As the sun sets over Bhuj, casting a golden glow over the memorial, locals and visitors alike gather to pay homage to India's freedom fighters. In this moment, they are reminded of the sacrifices made, and the progress achieved. The Vande Mataram Memorial has become a beacon of hope, inspiring a new generation to build a brighter future, grounded in the values of patriotism, hard work, and community spirit. If probably this is the first initiative which has sectorial thinking on freedom struggle. If once the person enters as a visitor and after museum episode journey, he leaves as a soldier.

VANDE MATARAM MEMORIAL WAS VISITED BY
RASTRIYA SWAYAMSEVAK SANGH HEAD
SHRI. MOHAN BAHAGAVATJI



CELEBRATIONS AND EVENTS @
VANDE MATARAM MEMORIAL



YOGA DAY
CELEBRATION



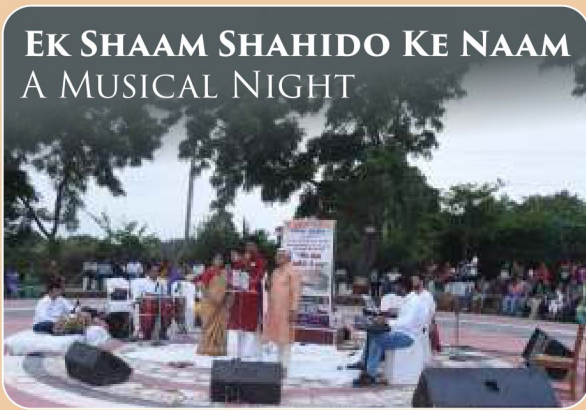
FELICITATION OF
KATHTHAK STUDENTS



INDEPENDENCE DAY
CELEBRATION



MAA PARV
RASHTA VANDANA UTSAV



EK SHAAM SHAHIDO KE NAAM
A MUSICAL NIGHT



VANDE MATARAM
QUIZ COMPETITION



NATIONAL MUSEUM
DAY CELEBRATION



FLAG HOSTING DURING
INDEPENDENCE DAY



HIRALAXMI MEMORIAL CRAFT PARK

CELEBRATING KUTCH'S CREATIVE SOUL

Hiralaxmi Memorial Craft Park embodies the essence of Kutch's cultural identity, masterfully intertwining tradition, creativity, and community. This visionary project transcends its role as a platform, serving as a vibrant bridge that unites artisans, visitors, and the region's precious cultural legacy. By preserving and promoting Kutch's artistic traditions, Hiralaxmi Memorial Craft Park ensures the enduring vitality of traditional crafts, benefiting both artisans and the broader community.

The park's impact has been profound, with artisans and visitors alike embracing this initiative with enthusiasm. To foster inclusivity and creativity, Hiralaxmi Memorial Craft Park features a dynamic monthly rotation system.

This innovative approach showcases the diverse talents of Kutch's artisans, providing each artist with an equal opportunity to share their work, connect with patrons, and forge meaningful connections.



KARIGAR WORKSHOP

25 Women Discover the Art of Silk Thread Ornaments, Block Printing & Mud Work

TOTAL VISITORS
1,33,000

ARTISANS SALE
RS. 88,66,000



pratyapatti
restoring art

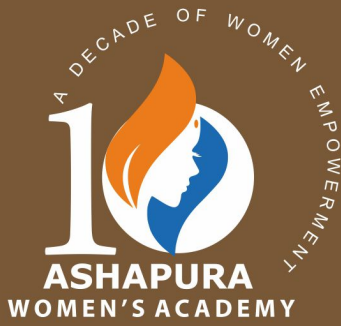
TRANSFORMING WASTE INTO WONDER



Pratyapatti is an innovative initiative that transforms discarded plastic bags into stunning, eco-friendly products. Through a meticulous process, local ladies collect used plastic bags, which are then washed, dried, and cut into nylon thread rolls. These rolls are expertly woven into beautiful items, such as school and market bags, Mobile covers, stationer pouches etc this showcases the boundless potential of creativity. By recycling and reusing plastic, they reduce environmental harm and create attractive, decorative pieces.

The skilled artisans have successfully repurposed used materials, as seen in the image, where old plastic bags are transformed into alluring bags with pleasing textures.

This initiative not only protects the environment but also empowers local women, providing ladies with daily income opportunities through washing, drying, stitching, and other activities. Pratyapatti serves as a vital source of financial independence, enabling these women to support themselves and their families.



EDUCATE,
EMPOWER,
ELEVATE

ASHAPURA
WOMEN'S
ACADEMY

Over the past decade, Ashapura Women's Academy has been a catalyst for transformative change in the lives of women in the Kutch region. Breaking down traditional barriers, the academy has empowered Women to overcome societal constraints and unlock their aspirations.

Through tireless efforts, Ashapura Women's Academy has steadily brought about positive change, with increasing numbers of Women participating in its programs each year. The academy's primary objective is to equip women with marketable skills, enabling them to achieve financial independence and become breadwinners for their families.

Key programs include Beauty and wellness training, Computer literacy, Driving skills etc. By fostering economic self-reliance and confidence, Ashapura Women's Academy is bridging the gap between traditional expectations and modern opportunities, creating a brighter future for women in Kutch."



WOMEN
BENEFICIARIES
14,000
2023-24



KATALA LADOO DISTRIBUTION



Empowering Mom and Baby with Our Nutrient-Rich Formula. Our expertly crafted ladoos combines essential vitamins, minerals, and vital nutrients for optimal health.

Supporting strong immune systems, and postnatal recovery, our formula ensures complete nutrition for mother and child.

1101 BENEFICIARIES
53 VILLAGES

GARBHSANSKAR HAVAN



Empowering Women, Shaping Futures. This unique event honors women's life-giving role, cultivating positivity from conception. 'Garbh' (womb) + 'Sanskar' (values) = nurturing future generations.

Garbh Sanskar Havan fosters a bright, healthy start for unborn children."

194 BENEFICIARIES
25 VILLAGES

SUVARNPRASHAN DROPS



Empowering newborn health with Suvarnprashan drops; a specially crafted formula combines time-tested ingredients to foster robust health, immunity, and overall well-being.

Harnessing traditional expertise, these drops promote holistic growth, strength, and resilience, giving child a healthy start to life.

120 BENEFICIARIES
2 VILLAGES

ASHAPURA WOMEN ACADEMY EVENTS & CELEBRATIONS

FASHION DESIGNING CLASS CERTIFICATE

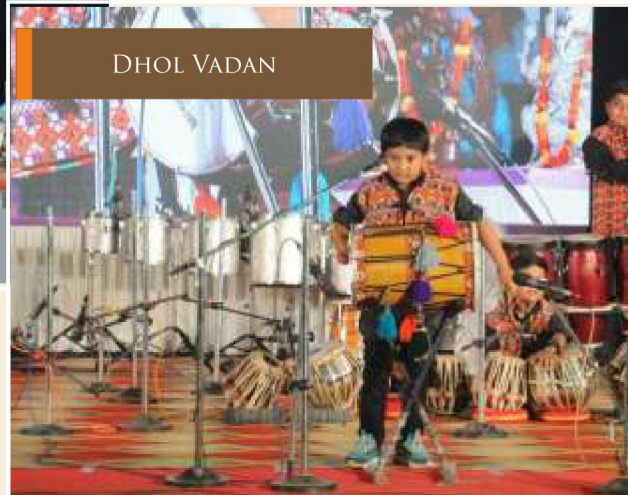


TREE PLANATATION



TABALA VADAN

DHOL VADAN



GANESH VANDANA



APPRECIATION



LADIES MATANA MADH VISIT



MEDICAL PROJECTS

At Ashapura Foundation, we believe that good health is a fundamental right of every individual. Over the past few years, our team has worked tirelessly to improve the lives of countless people across Kutch, from young children to adults. Recognizing the region's unique challenges, including limited transportation options and healthcare accessibility, we've introduced solution. Ashapura Foundation medical vans visit villages, providing essential healthcare services and sparing residents the need to travel to cities for routine medical care. Ashapura Foundation also conduct regular health checkups for kids in schools, ensuring early intervention and improved well-being.

BENEFICIARIES
26,000
VILLAGES COVERED
110



Medical Ambulance Started for Lakhpat Taluka Village



Health checkup camp at Ler School
BENEFICIARIES - 41 STUDENTS



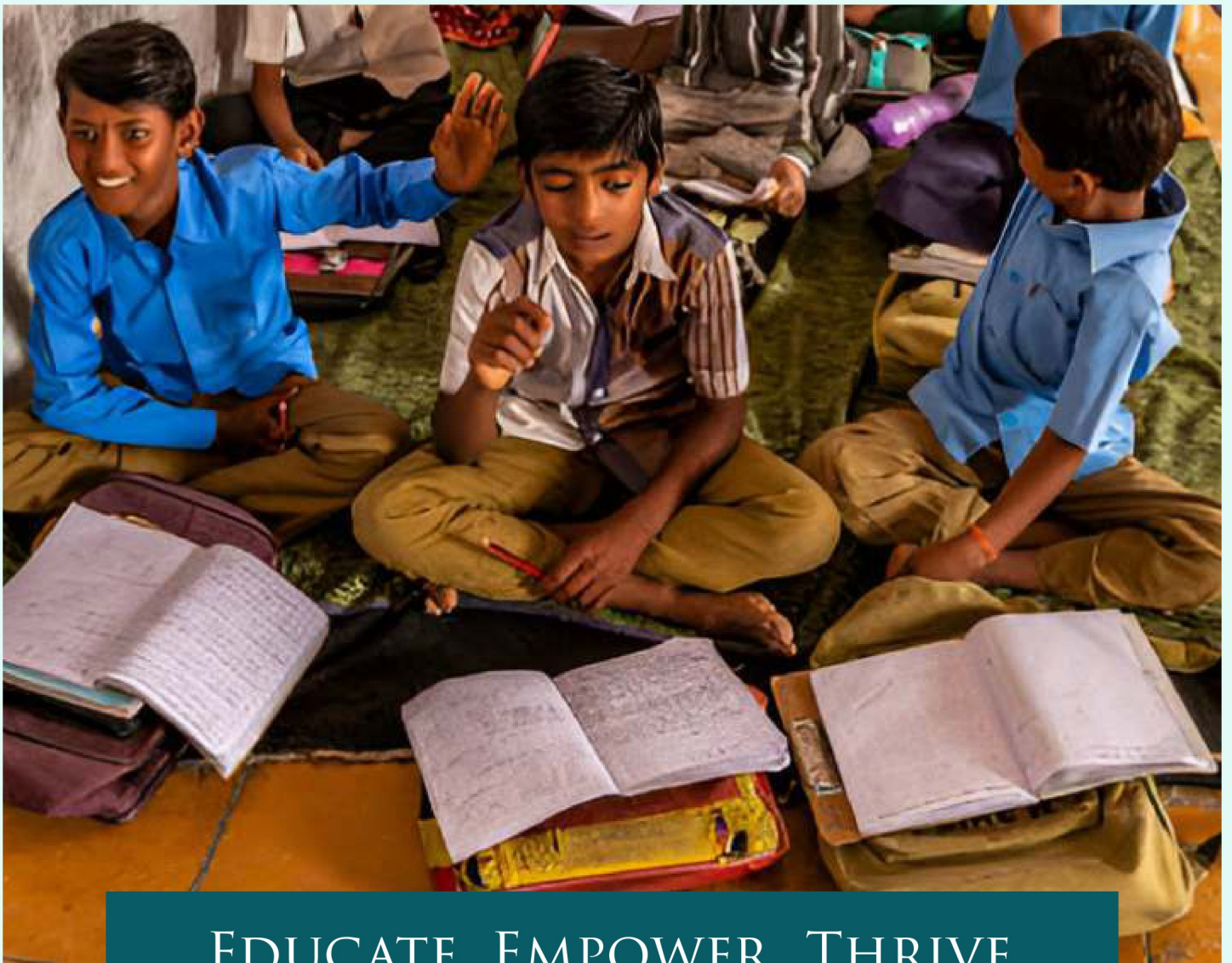
Health check up camp Old Sayan & Jularai
BENEFICIARIES - 108 STUDENTS

TB MUKT BHARAT ABHIYAAN



"Ashapura Foundation partners with Govt. of Gujarat under Pradhan Mantri TB Mukta Bharat Abhiyaan to eradicate TB in Kutch. Recognizing malnutrition's role, we provide TB kits with nutrient-rich supplements to vulnerable populations. Bridging nutritional gaps, empowering recovery, and transforming lives, our collaborative effort aims to create a TB-free Kutch."

353 KITS DSITRIBUTED
45 VILLAGES



EDUCATE. EMPOWER. THRIVE

Empowering Young Minds, Enriching Communities Education is the cornerstone of societal growth, and Ashapura Foundation has consistently prioritized empowering young minds through innovative programs. Recognizing the potential of vulnerable students, we've launched initiatives to bridge the educational divide.

Our multifaceted approach encompasses:

- Summer camps that foster holistic development
- Distribution of essential materials like notebooks, bags, and tool kits
- Scholarships to deserving students, ensuring financial constraints don't hinder their aspirations

These programs have transformed lives, providing opportunities for marginalized youth to access quality education. By addressing the unique challenges faced by underprivileged students, we've created a supportive ecosystem that encourages academic excellence.

BENEFICIARIES STUDENTS

8500



PRAVESOTSAV KIT DISTRIBUTION



34,141
NOTEBOOK
DISTRIBUTED

6,871
STUDENTS
BENEFITED

58
SCHOOL
COVERED

"Ashapura Foundation's Pravesh Utsav sparks excitement in vulnerable village school children as the new academic year begins. Essential supplies - school bags, notebooks, pencils - are distributed, encouraging attendance and a love for learning.

This annual initiative supports underprivileged students, bridging educational gaps and empowering futures. Pravesh Utsav means "New Academic Year Entry Celebration."



CHILDRENS CAMP

735 STUDENTS

17 VILLAGES



Meditation on Deep dhyam for mental health



Engaging activities in schools at Atalnagar, KNT Colony, Ler, Gada, Chapredi, Mota reha, Nana Reha

QUIZ COMPETITION FOR MANDVI TALUKA STUDENTS



1ST RANK HAMLAS SCHOOL



1ST RANK FARADI SCHOOL



1ST RANK VANDH SCHOOL



DONATIONS

TIME TO GIVE, TIME TO CARE



GRASS DONATION

Kutch's arid landscape poses annual fodder challenges for Cattles. Ashapura Foundation addresses this critical need, consistently supplying fodder to numerous villages, supporting the livelihood of rural communities and ensuring the well-being of their cattle.

VILLAGES COVERED 26

DONATED FODDER WORTH RS 20,00,000/-



DONATED
20 TAILORING MACHINE

MASS MARRIAGE OF RABARI COMMUNITY



WHEEL CHAIR DONATION

Ashapura Foundation enhances lives by donating wheelchairs to needy individuals in Faradi, Viklang Vidhya Vihar, and Madhapar villages. This noble initiative empowers persons with disabilities, promoting mobility, independence, and dignity. By bridging accessibility gaps, Ashapura Foundation fosters inclusive communities and transforms lives, one wheelchair at a time, ensuring equal opportunities for all.



FOOD PACKET DISTRIBUTION DURING BIPORJOY CYCLONE





Blood Donation Camp on the occasion of Bapuji's 97th Janmjayanti



Garba, Aarti Thal, Dandiya decoration competition



Sanskrit Garba Competition



Mataji Swaroop Competition by unit staff members children



**ASHAPURA
FOUNDATION**

WWW.VMM.ASHAPURA.COM WWW.HMCRAFTPARK.CO.IN WWW.ASHAPURAFUNDATION.ORG.IN

श्री आशादेवी परमलिंग स्मृति
ता. २०००-२००१-२००२

