



**UMEED**  
Agents Of Hope

# UMEED

Umeed Social And Economic  
Development

## Annual Report 2020-21





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# ANUBHUTI SCHOOL FOR DEAF

In the year 2020-2021, Umeed Social and Economic Development, took a remarkable step towards promoting inclusivity and empowering the deaf community by establishing the Anubhuti School for Deaf in Bangalore. This visionary initiative aimed to address the unique challenges faced by deaf children, aged 8 to 16, in accessing education and opportunities. The school provided a safe and supportive environment where children could thrive and learn without any barriers



At the heart of Anubhuti School's approach was the belief in holistic development, and to achieve this, the organization organized a wide array of events and activities. The school held captivating magic shows and exciting coloring competitions, creating moments of joy and laughter for the children. These events not only served as recreational activities but also allowed the students to showcase their talents and abilities, instilling in them a sense of confidence and self-worth.



Furthermore, Umeed recognized the importance of preparing these young individuals for their future careers. Career advice sessions were regularly conducted, offering the children invaluable guidance and insights into various professions and career paths. These sessions aimed to equip the children with the necessary information and motivation to pursue their dreams and aspirations, empowering them to break barriers and realize their full potential.







# COVID FOOD DISTRIBUTION

Umeed Social and Economic Development, in a meaningful collaboration with ISKCON, embarked on an impactful food distribution campaign to support vulnerable families across multiple cities, including Varanasi, Prayagraj, Mirzapur, Pune, Bangalore, and Hyderabad.

The campaign's primary goal was to address the pressing issue of food insecurity exacerbated by the COVID-19 pandemic, which left many families struggling to meet their basic nutritional needs. Over the course of the campaign, an awe-inspiring one lakh food plates were distributed, bringing much-needed relief and sustenance to more than 100 vulnerable families in these cities.

The success of the food distribution campaign was not only due to the sheer quantity of food plates distributed but also because of the meticulous attention paid to hygiene and safety. Understanding the importance of adhering to COVID-19 protocols, the food was prepared under strict hygienic conditions, ensuring that the recipients received safe and nutritious meals.

Lasting from April 2020 to August 2021, the campaign showcased the dedication and compassion of Umeed Social and Economic Development and ISKCON in reaching out to those in dire need during unprecedented times. Beyond just fulfilling immediate hunger, the initiative aimed to bring hope and assurance to vulnerable families, letting them know that they were not alone in their struggles and that the community stood in solidarity with them during these challenging times.







# IMMUNITY KIT DISTRIBUTION

In response to the challenging circumstances faced by daily wage workers during the COVID-19 pandemic, Umeed, a renowned social welfare organization, launched an Immunity Distribution Kit Campaign in Varanasi. This thoughtful initiative aimed to provide support and essential resources to those whose livelihoods were severely impacted by the pandemic.

The campaign distributed 250 Immunity Booster Kits, aptly named "Ayurcoro-3," to daily wage workers, equipping them with the tools they needed to enhance their immune systems and protect their health during these trying times.

The impact of the Immunity Distribution Kit Campaign was profound and far-reaching. For the 250 daily wage workers in Varanasi, the kits provided a ray of hope amid the uncertainty of the pandemic. Umeed's efforts not only addressed their immediate health concerns but also provided them with the reassurance that they were not forgotten during these challenging times. The organization's commitment to the welfare of the most vulnerable members of society was evident in the thoughtful and comprehensive approach of the campaign.





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# HAPPINESS KIT DISTRIBUTION

Umeed, in collaboration with Hindustan Unilever, embarked on a heartwarming initiative to spread joy and support to vulnerable communities in Varanasi and Prayagraj. The organization launched the "Happiness Kit Distribution Campaign," targeting orphanages in these cities. Recognizing the need to ensure the well-being and hygiene of the children living in these facilities.



Umeed distributed 25,000 sanitization kits as part of this campaign. The kits comprised essential items such as masks, sanitizers, soaps, and other hygiene products, ensuring that the children had access to the necessary tools to protect themselves during the ongoing pandemic.



More than 25 dedicated volunteers from Umeed participated in this uplifting event. These selfless individuals came together with a shared purpose: to make a positive difference in the lives of the orphaned children. Their efforts were fueled by a deep desire to bring smiles to the faces of these young souls and to provide them with the support they needed during challenging times.



The happiness kit distribution campaign had a profound impact on the orphanages in Varanasi and Prayagraj. The children, who often lacked stable familial support, were deeply moved by the caring gesture of Umeed and Hindustan Unilever. The distribution of the sanitization kits not only ensured their safety and health but also conveyed the message that they were not alone in their journey. The volunteers' presence and compassion left a





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# SANITIZATION KIT DISTRIBUTION

Umeed, in a collaborative effort with Hindustan Unilever, demonstrated its commitment to public health and hygiene by launching a crucial sanitization kit distribution campaign. This initiative targeted 12 slum areas in Hyderabad and Bangalore, where access to sanitization resources was limited, and the risk of disease transmission was heightened. In these areas, over 50,000 sanitization kits were distributed to the residents, providing them with essential items to maintain cleanliness and protect themselves during the challenging times of the COVID-19 pandemic.



Recognizing the importance of extending the reach of this initiative, Umeed also extended the distribution of sanitization kits to the city of Varanasi. This expansion ensured that even more vulnerable communities could benefit from the campaign and strengthen their defenses against the pandemic.



The success of the sanitization kit distribution campaign can be attributed in part to the dedication and active involvement of 150 volunteers from Umeed. These individuals selflessly devoted their time and efforts to ensure the smooth execution of the campaign and the distribution of the kits to those who needed them the most.



The campaign ran in two phases, with the first phase taking place from April to September 2020, and the second phase being conducted from January to March 2021. The two phases allowed for sustained support to the communities over an extended period, emphasizing the importance of continuity and consistency in promoting public health practices.





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# SCHOLARSHIPS



UMEED demonstrated its commitment to supporting education and empowering students by providing scholarships to deserving individuals to pursue their studies. These scholarships were designed to alleviate the financial burden that often accompanies higher education and enable students to focus on their academic pursuits without financial constraints. UMEED's scholarship program was open to students from diverse backgrounds, ensuring that talented individuals from all walks of life had equal opportunities to access quality education and realize their full potential.

Through a rigorous and transparent selection process, UMEED identified and awarded scholarships to students who displayed exceptional academic achievements, dedication to their chosen field of study, and a strong commitment to making a positive impact in their communities. By recognizing and supporting these promising students, UMEED aimed to foster a generation of future leaders and change-makers who would contribute to the betterment of society.

The impact of UMEED's scholarship program extended beyond financial assistance. Recipients of the scholarships were also provided with mentorship and guidance throughout their academic journey. This holistic approach aimed to empower students with the necessary tools and support to thrive academically, professionally, and personally.



# VIRTUAL ACADEMIC MENTORSHIP SESSIONS

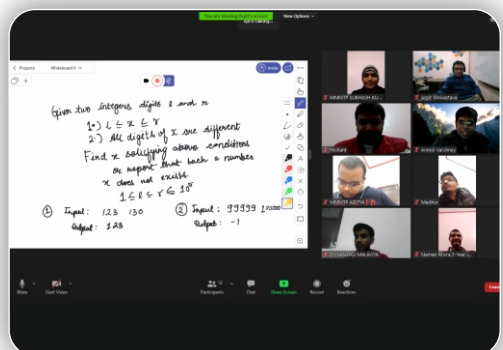
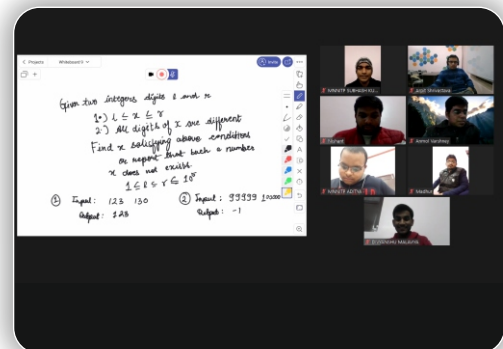
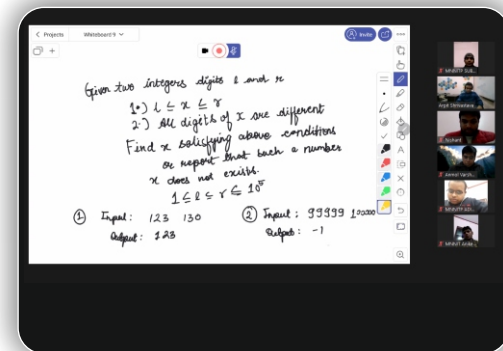
In the wake of ever-evolving job market dynamics and the increasing need for a skilled workforce, UMEED proved its commitment to empowering the youth by organizing a groundbreaking virtual academic mentorship session. With a vision to prepare students for the challenges of job interviews, this innovative initiative provided 150 students with systematic and structured training from industry mentors, ensuring they are well-equipped to excel in their professional endeavors.

Recognizing the significance of proper guidance and mentorship during this critical phase of job search, UMEED took a bold step in bridging the gap between academia and industry requirements. The virtual academic mentorship session aimed to instill the necessary skills, confidence, and know-how for students to ace job interviews and secure promising career opportunities.

The virtual format of the mentorship session allowed for inclusivity and accessibility to students from various regions and backgrounds. From resume building and interview etiquette to mock interview sessions and feedback, the students underwent a comprehensive training experience that transformed their approach to job interviews.

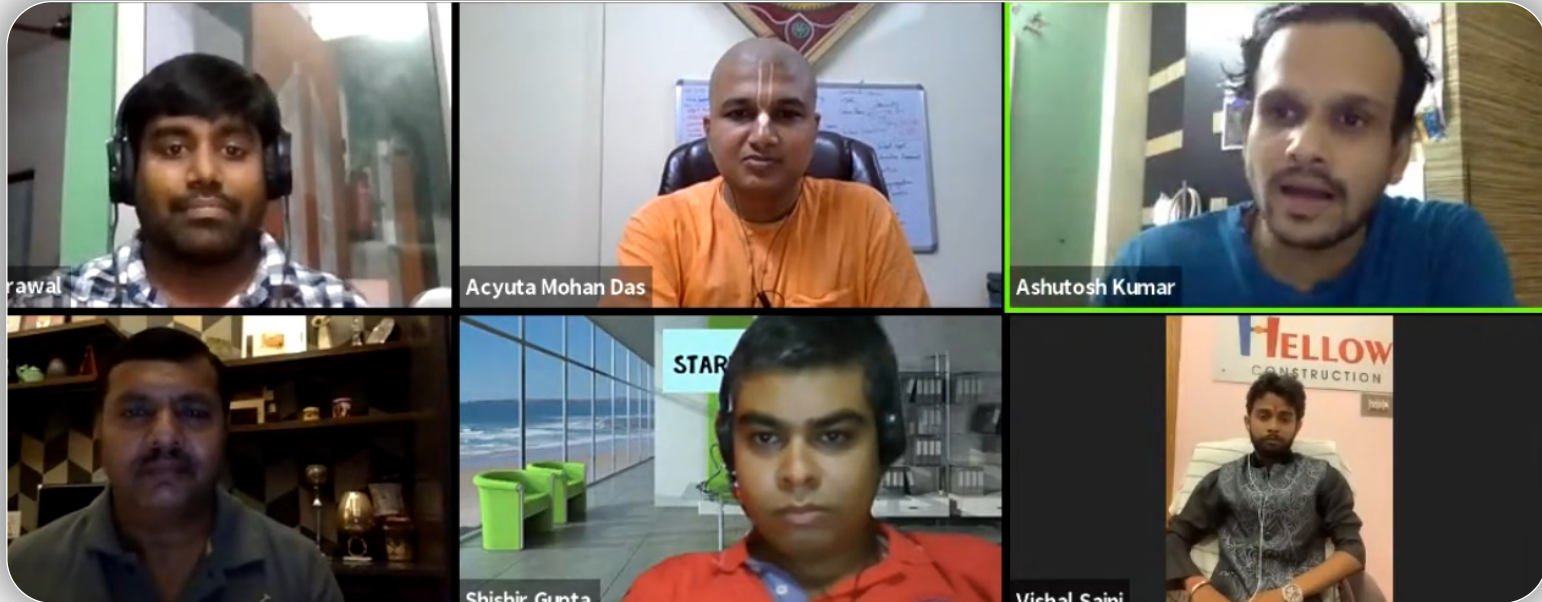
The highlight of the mentorship session was the involvement of seasoned industry mentors who generously shared their expertise and insights. These mentors, with extensive experience in various fields, provided invaluable guidance to the students, helping them understand industry expectations and demands. The personalized mentoring approach allowed students to receive targeted advice based on their career aspirations and individual strengths.

The study material UMEED covered essential topics, including interview preparation techniques, effective communication skills, body language, and the art of answering challenging questions confidently. The virtual academic mentorship session also facilitated peer-to-peer learning, creating a supportive environment where students could share their experiences, challenges, and success stories.





# VIRTUAL CAMPUS RELATED SEMINARS



Umeed, organized a highly beneficial virtual campus-related seminar for students pursuing diverse fields of study such as medical, engineering, law, and more. The three-day seminar featured an impressive lineup of 20 sessions, each designed to equip the students with essential skills and knowledge to handle job interviews with confidence and efficiency. The objective of the seminar was to prepare the students for the competitive job market and help them shape successful careers.

Eminent speakers from various industries graced the virtual event with their wisdom and insights. Mr. Anurag Pandey, a representative from Microsoft, shared valuable tips and suggestions for excelling in job interviews, providing students with a glimpse of the corporate world's expectations. Avatar Lila Prabhu, a renowned trainer, motivational speaker, and life coach, inspired the participants with his motivational teachings and encouraged them to strive for greatness in their chosen fields.

The seminar also featured B. Sandeep Kumar, an expert trainer, speaker, and life coach from IIT BHU, who shared his expertise in personal and professional development. His guidance proved invaluable in empowering students to overcome obstacles and achieve their career goals. Shri Acyut Mohan Das from ISKCON Varanasi enriched the sessions with his unique insights, emphasizing the importance of inner strength and resilience in navigating the challenges of the professional world.





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# CREMATORIUM FOOD DISTRIBUTION



During the unprecedented times of the COVID-19 pandemic, Umeed, launched a heartfelt and compassionate initiative to alleviate the suffering of those affected in Varanasi. UMEED initiated a crematorium food distribution campaign to extend support and solace to grieving families during their most challenging moments. The sacred Harishchandra and Manikarnika Ghats, where last rites are performed, became the focal points of this noble endeavor.

Going above and beyond, UMEED's food distribution campaign extended its reach to various hospitals in Varanasi, where frontline healthcare workers were tirelessly battling the pandemic. Amidst the pressures of combating the virus and tending to patients, healthcare heroes often found little time for themselves. In a heartwarming show of appreciation, Umeed's volunteers visited hospitals, delivering food plates to the exhausted staff as a token of gratitude for their unwavering dedication.

The success of Umeed's crematorium food distribution campaign was a testament to the dedication of its volunteers. More than 20 individuals from diverse backgrounds came forward, united by the common goal of providing aid and compassion to those in need. Their selfless efforts demonstrated the profound impact that a collective and empathetic response can have on society during times of crisis. Through their commitment, Umeed's volunteers touched the lives of numerous individuals, spreading hope and unity in the face of adversity.



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# MENTAL WELLNESS PROGRAM



UMEED demonstrated its commitment to mental wellness by launching a groundbreaking Mental Wellness Program during the challenging times of the COVID-19 pandemic. Through innovative online sessions, UMEED reached out to 500 participants, offering them the tools and techniques to overcome post-COVID anxiety and stress, paving the way towards emotional well-being.

The heart of the Mental Wellness Program lay in the practice of Mantra Meditation, derived from ancient Vedic texts. This powerful meditation technique has been known for centuries to have profound effects on the mind and body, promoting inner peace and a sense of calm.

During these challenging times, many individuals found solace and support in the Mantra Meditation sessions offered by UMEED. The program not only focused on alleviating post-COVID anxiety but also helped participants cultivate resilience and mental strength to navigate through uncertainty.

The success of UMEED's Mental Wellness Program was evident as participants reported significant improvements in their emotional well-being, reduced stress levels, and enhanced overall mental clarity. Through these online sessions, UMEED succeeded in making a positive impact on the lives of 500 individuals, demonstrating the power of ancient wisdom and compassionate outreach during challenging times.

UMEED Social and Economic Development's commitment to mental wellness through the Mantra Meditation sessions during the COVID-19 pandemic showcases the organization's dedication to holistic well-being. By providing individuals with the necessary tools to cope with anxiety and stress, UMEED has played a crucial role in nurturing resilience and fostering mental strength, paving the way for a healthier and happier community.

From January to March 2021, Umeed's food distribution campaign ran with unwavering dedication and compassion. During these crucial months, the initiative made a significant difference in the lives of countless people in Varanasi. By providing nourishment and care to grieving families at the ghats and acknowledging the dedication of healthcare workers,



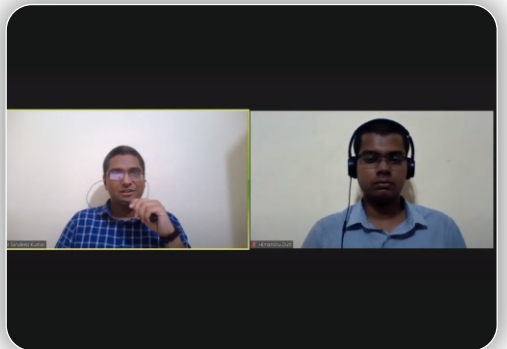
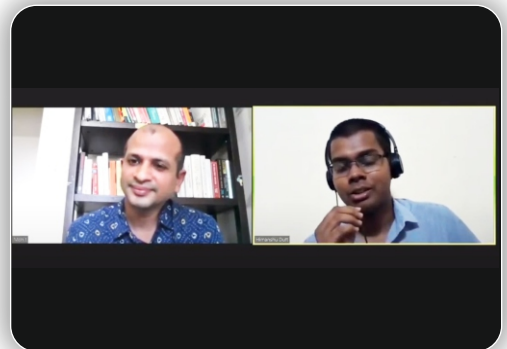
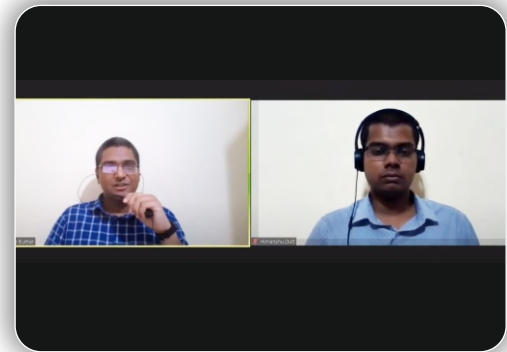
# VIRTUAL ONE- ONE COUNSELLING

Umeed Social and Economic Development, recently organized a groundbreaking initiative to address the mental health challenges faced by students from prestigious educational institutions in the Varanasi-Allahabad region. The organization hosted a virtual one-on-one counseling session, which proved to be a transformative experience for 80 students hailing from BHU, IIT BHU Varanasi, AU, and MNNIT Allahabad.

The primary focus of the counseling program was to provide much-needed support and guidance for students dealing with stress, anxiety, depression, and addiction, particularly exacerbated by the demands of academic rigor and personal pressures. Umeed recognized that these challenges could hinder students' academic performance and overall well-being. Therefore, they sought to address this critical issue by engaging a panel of expert psychological counselors who specialize in dealing with student-related concerns.

During the virtual one-on-one counseling sessions, each student had the opportunity to openly express their thoughts and emotions in a confidential and non-judgmental setting. The counselors, equipped with the necessary expertise and experience, listened attentively and offered personalized strategies to cope with their individual struggles. The goal was not only to provide immediate support but also to equip the students with practical tools for managing stress, anxiety, depression, and addiction in the long run.

The impact of this counseling initiative extended beyond the virtual sessions, as it also laid the foundation for ongoing support and awareness regarding mental health on these campuses. Umeed's efforts in organizing the counseling program served as a catalyst for discussions on mental health, reducing stigma, and fostering a more supportive and empathetic atmosphere in these esteemed institutions.







# EDU-FIESTA

UMEED, recently organized a spectacular event called "EDU-FIESTA." Spanning three days, this groundbreaking initiative aimed to empower young minds by providing a platform for comprehensive growth. The event featured a diverse range of sessions on mental wellness, physical health, skill training, career guidance, and industry-endorsed live projects handling, alongside various extra-curricular activities. With participation from 300 students representing prestigious institutions like BHU, IIT BHU Varanasi, AU, and MNNIT Allahabad, the event became a vibrant celebration of knowledge, skills, and creativity

**.Skill Training Sessions:** The event offered a plethora of skill training sessions aimed at honing the participants' abilities and broadening their horizons. Expert trainers facilitated workshops on communication, leadership, entrepreneurship, coding, and more. These skill-building endeavors were designed to enhance their employability prospects and foster a sense of confidence in their abilities.

The event featured a wide range of technical workshops, including coding, digital marketing, MS EXCEL, programming, and artificial intelligence and machine learning (AIML). With a team of more than 50 dedicated volunteers and over 10 industry mentors, the students were provided with an invaluable opportunity to delve into real-world applications and gain hands-on expertise in their chosen domains.

**Extra-Curricular Activities:** At EDU-FIESTA, the stage came alive with a vibrant display of cultural activities like music, dance, dramas, and more, creating an enchanting atmosphere of creativity and expression. Participants showcased their artistic talents and passions through soulful music performances, graceful dance showcases, and captivating drama presentations. The event provided a platform for young talents to shine, allowing them to explore and share their diverse cultural backgrounds and artistic expressions. From classical to contemporary, traditional to modern, the cultural activities at EDU-FIESTA celebrated the rich tapestry of India's cultural heritage, promoting unity and appreciation for the arts. Attendees were immersed in a world of creativity and inspiration, making EDU-FIESTA an unforgettable celebration of culture and talent.

**Sessions on Career Guidance:** Understanding the significance of making informed career choices, the event featured comprehensive career guidance sessions. Seasoned professionals from diverse industries shared valuable insights into different career paths, providing the participants with a clearer vision of their future prospects.

**Industry-Endorsed Live Projects Handling:** One of the highlights of EDU-FIESTA was the opportunity for participants to engage in industry-endorsed live projects. Collaborating with established organizations, the event facilitated hands-on experiences in real-world scenarios. This allowed the participants to apply their theoretical knowledge in practical situations, fostering experiential learning and professional development.





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# THANK YOU

Looking forward to a great  
collaboration



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