

ANNUAL REPORT 2022



Our mission

To empower under-served communities by leveraging the strength of their social capital to promote better livelihoods, education, healthcare, and sustainable development.



From our president



Dear Friends of Asia Initiatives,

“To take ownership and leadership of tomorrow, you have to widen your vision as a global citizen.” – Ban Ki-Moon

We take this advice from our mentor H.E. Ban Ki-moon seriously, and are promoting a global sense of responsibility among our team as well as among all the people we serve. This is important at this time when the crises of climate change and inequality are becoming increasingly more critical in the countries we work in, namely India, where most of our projects are, and also Kenya, Taiwan and the USA, where we are poised to increase our outreach.

I am pleased to report that 2022 saw an unprecedented expansion of Asia Initiatives’ work, both in the number and scope of our projects. We now serve over 50,000 people per year, mostly in severely under-served remote villages and urban slums. As per our mission, all our projects are pro-poor, pro-women and pro-environment. Two of our key programs are the **Cascade of Learning**, which transforms educational achievements for children. The other is the **Cascade of Upskilling**, for which we received a major grant from the Caterpillar Foundation/Assist International for our Maker Labs in Rajasthan, where we teach young people 21st century work skills. Many of our projects in these two categories, as well as our environmental projects, are described on the pages of this report.

Among the highlights of 2022 was that three of our team members went to Taiwan to work alongside Taiwan Agricultural Research Institute (TARI) to implement our SoCCs methodology to promote biodiversity conservation among indigenous populations in two provinces. Our focus on sustainability and food security also helped us to expand our Rural Backyard Vegetable Garden Programs in Odisha and Maharashtra to serve 8,000 women and their families. The Clinton Global Initiative (CGI) will showcase our work to connect these women entrepreneurs to urban supply chains that will enhance their incomes and their lives. We are also grateful to have received the Reimagine grant from PricewaterhouseCoopers for the second time, as well as pro-bono support and expertise which greatly enhanced our app and web platform.

We were thrilled to return to in-person gala format this year to celebrate the magic of what we can accomplish together. For the sixth year in a row, UN Secretary General H.E. Ban Ki-moon conferred the Ban Ki-moon Award upon Pat Mitchell, Ricky Kej, as well as presenting our first Young Leaders Award to Zuriel Oduwole.

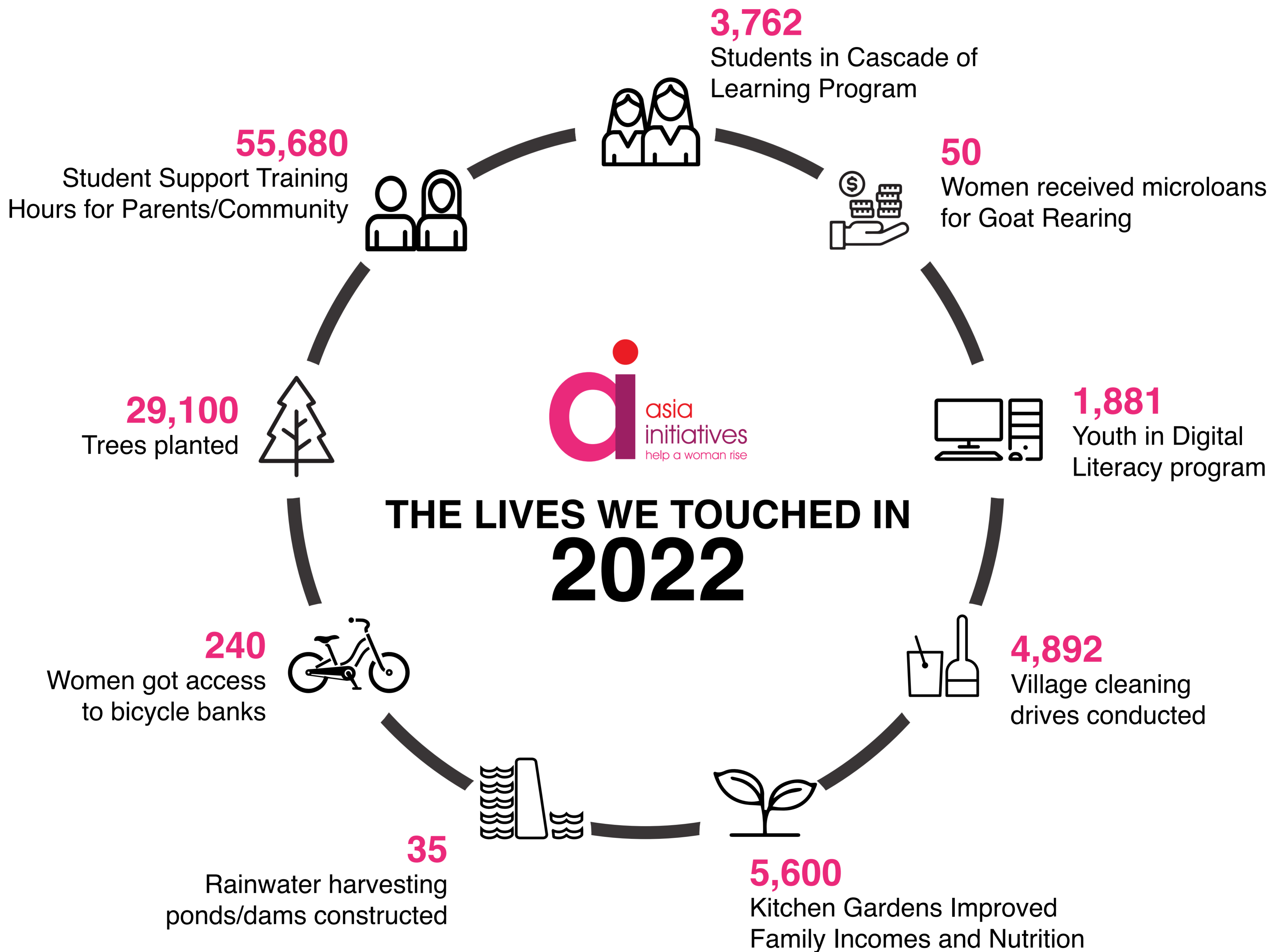
The wonderful support that we have received from our generous donors has allowed us to leverage the social capital of all of our 28 communities, and set them on the road out of poverty and towards sustainable development. All our work is accomplished through our partnerships with local NGOs, the hard work and resilience of the people we serve, our staff, and our volunteers who give so freely of their time and talents. I am deeply thankful to each and every one of them, and Asia Initiatives will strive to continue deserving this support in the future.

With gratitude,

A handwritten signature in black ink that reads "Geeta Mehta". The signature is fluid and cursive.

Geeta Mehta

Our impact in 2022



2022 Annual Asia Initiatives Gala



“During my tenure as Secretary-General, I always worked to make women’s empowerment a top priority, and I can see that Asia Initiatives is carrying on that legacy.”

—Ban Ki-moon, Eighth Secretary-General of the United Nations



Zuriel Oduwole
Gala Honoree 2021



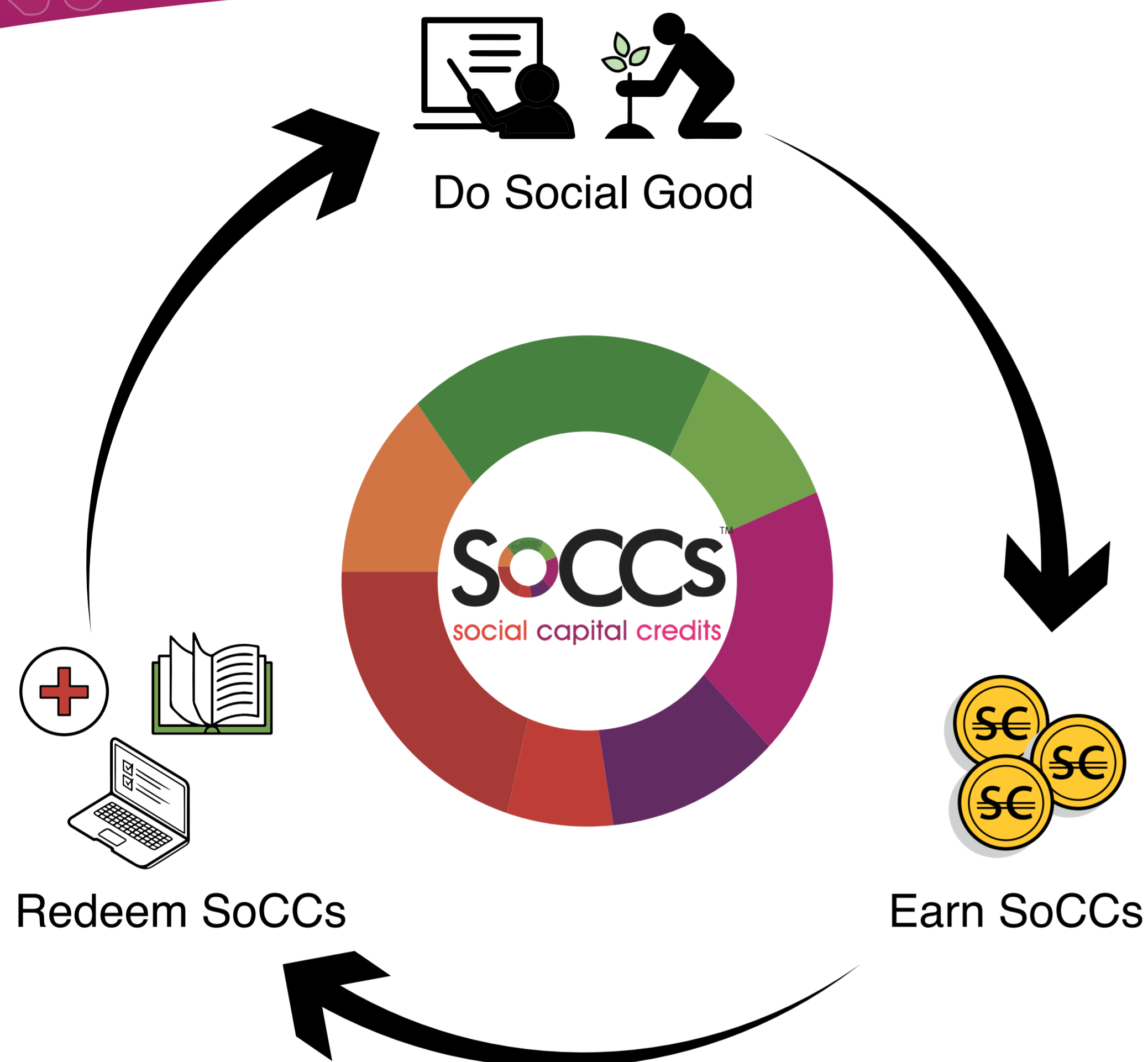
Pat Mitchell
Gala Honoree 2021



Ricky Kej
AI Goodwill Ambassador

Social Capital Credits

Our community currency for social good



SoCCs (Social Capital Credits) is an award winning community currency created by Asia Initiatives that helps people take charge of developing their own communities and improving their lives. SoCCs are earned for performing acts of social good, such as waste management, planting trees, rainwater harvesting, and tutoring or mentoring youth.

SoCCs can be redeemed for critical resources like very low interest micro-credit, digital and financial skills training, healthcare and livelihood support. Since 2015, SoCCs have been implemented successfully in over 26 sites across India, Ghana, Kenya and the United States.

SoCCs Are ONLINE!

social capital credits

We welcome you to join our SoCCs community

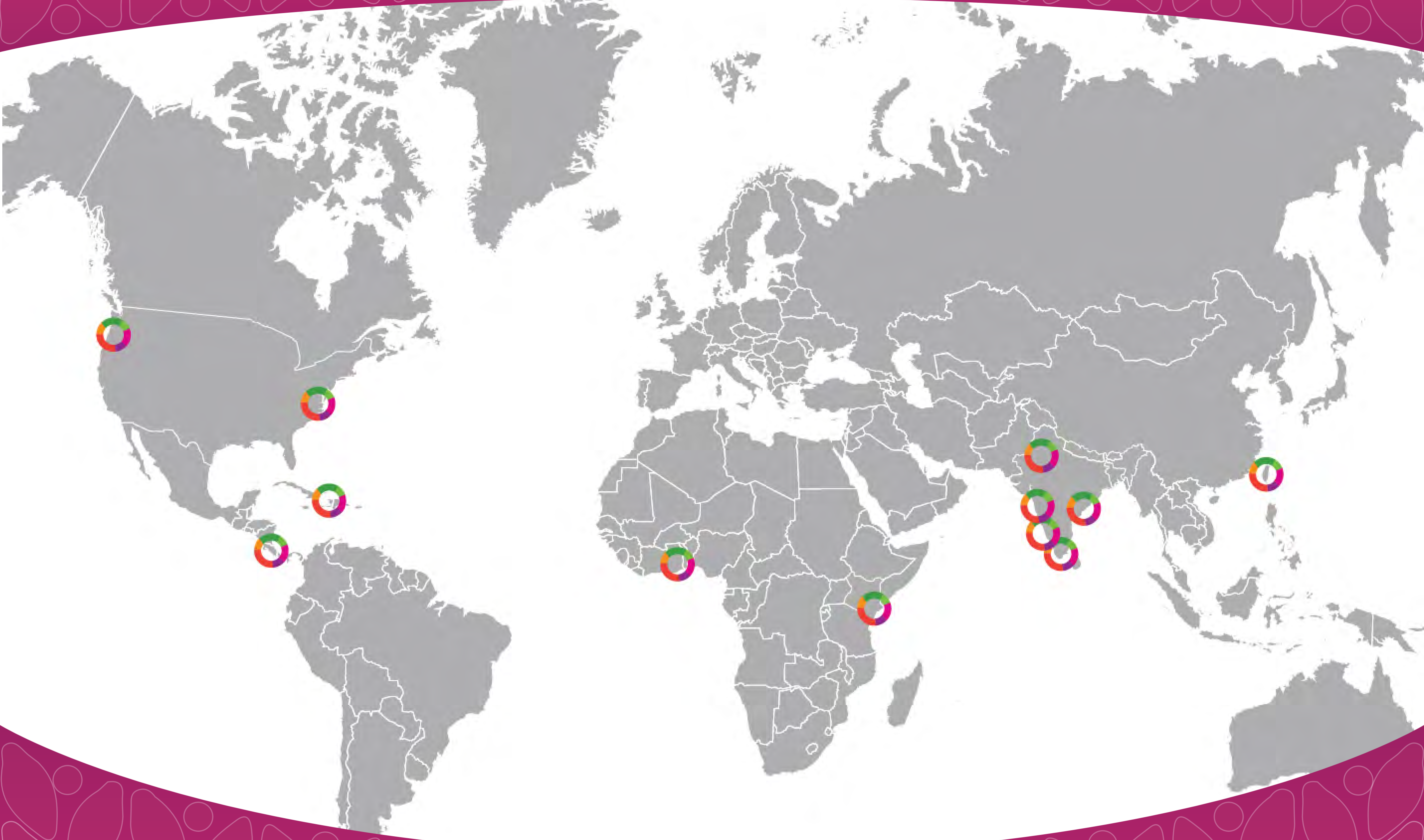
Click [HERE](#) to register on the SoCCs web platform.



The SoCCs App and Platform facilitates all steps of the SoCCs process.

SoCCratic dialogues help our communities develop their own SoCC Earning and Redeeming menus. SoCC data collection methods range from completely online to hybrid versions. This data is carefully analyzed to ensure that communities are making progress towards the goals they have set, or to make modifications in the nature or number of activities. It also allows our key funders to get transparent reports on how their donations have a multiplier effect with SoCCs.

SoCCs Projects & Recognition



Initiatives & Projects

Poverty is the result of an interlocking set of circumstances. To counteract this, Asia Initiatives' projects take a multifaceted approach for sustainable development.



**Education &
Technology
Initiative**



**Microcredit
and Livelihood
Initiative**



**Environmental
Sustainability
Initiative**



**Health
Initiative**



**Community
Initiative**

EDUCATION & TECHNOLOGY INITIATIVE



Technology has become synonymous with opportunity. Our digitally linked Learning Centers provide under-served communities access to cutting edge educational and digital learning opportunities that lead to better livelihoods.

Cascades of Learning: Design Thinking and Entrepreneurship Training through Maker Labs

Location: Rajasthan, India

Partner: Mantra Social Services, Vidhyalay Udhyam

The 6 Maker Labs supported by Asia Initiatives are currently serving 1000+ young children from vulnerable socioeconomic groups who are at great risk of being forced into child labor. SoCCs are earned by each participant by peer-mentoring 2 younger children, and redeemed to attend Maker Labs, where they learn design thinking, entrepreneurship and get seed grants to develop prototypes for their innovations. An electronic robot-driven toy car powered by solar, a digital security lock, and smart street lights are some of the exciting innovations that are emerging from this program.



Cascades of Learning: Nurturing Village Changemakers through SoCCs

Location: Ujjain, India

Partner: Mera Gaon Meri Duniya

Asia Initiatives is transforming primary education in villages through the SPARSH project. Youth leaders in the Ujjain district in India are incentivized to teach primary school children through Social Capital Credits (SoCCs), which can be redeemed for various skill development workshops and study kits for Math and English. These youth leaders are also creating peer-learning spaces in villages and organizing community visits to engage parents in their children's education. SoCCs is integrated with school activities and community participation for a sustainable approach to promoting education and strengthening the grassroots government education system to upscale democratic values.



Cascades of Learning: Digital Literacy in Public Schools

Location: Bihar, India

Partner: Karunodaya Foundation and KidsWhoKode

Asia Initiatives has established a program in 14 government schools with Karunodaya, Bihar whereby children can earn Social Capital Credits (SoCCs) by participating in library activities such as: storytelling, paired reading, shared reading, and library management. On the redemption menu participants may then select from offerings such as a year-long KidsWhoKode course, introductory computer courses, Microsoft Office training, computer language instruction in HTML, QBASIC, SCRATCH, or English language classes.



Cascades of Learning: Enhancing Digital Literacy in Schools and Colleges

Location: Yavatmal, India

Partner: Deendayal Bahuuddeshiya Prasarak Mandal

Asia Initiatives has established a project to support young girls in improving their livelihood potential by providing opportunities for earning Social Capital Credits (SoCCs) through mentoring or tutoring two younger children thrice a week. The SoCCs can later be redeemed for modules provided by Grow with Google. In collaboration with local schools and colleges, six digital literacy centers have been erected, equipped with laptops and low-cost tech solutions like Raspberry Pis. The project not only ensures that the girls stay and succeed in school, but also equips them with life skills necessary to address the challenges they face.



Cascades of Learning: Bridging the Digital Divide

Location: Bhubaneswar, India

Partner: KidsWhoKode

In this program, adolescent girls who are enrolled, earn SoCCs by mentoring or tutoring two younger children, thrice a week, and can redeem them for KidsWhoKode Digital Literacy classes. Classes take place at the Asia Initiatives sponsored digital learning centers, that are equipped with laptops and low-cost tech solutions such as the Raspberry Pi, libraries and digital literacy trainers. Each learning center runs weekly sessions in groups where the children receive access to and learn on digital devices. In this way, Asia Initiatives is striving to bridge the digital divide and empower adolescent girls in all communities.



Cascades of Learning: Empowering Adolescents through Digital Literacy and Life Skills Education

Location: Patarpur, India

Partner: KidsWhoKode

In this program, adolescent girls who are enrolled, earn SoCCs by mentoring or tutoring two younger children, thrice a week, and can redeem them for KidsWhoKode Digital Literacy classes. Classes take place at the Asia Initiatives sponsored digital learning centers, that are equipped with laptops and low-cost tech solutions such as the Raspberry Pi, libraries and digital literacy trainers. Each learning center runs weekly sessions in groups where the children receive access to and learn on digital devices. In this way, Asia Initiatives is striving to bridge the digital divide and empower adolescent girls in all communities.



Empowering Adolescents through Digital Literacy and Life Skills Education

Location: Boxipalli, India

Partner: KidsWhoKode

Asia Initiatives is dedicated to empowering adolescent girls by bridging the digital divide through the SoCC program. By mentoring or tutoring younger children, girls earn SoCCs that can be redeemed for Kids Who Kode Digital Literacy classes. The learning centers, equipped with laptops, Raspberry Pis, and digital literacy trainers, provide weekly sessions for children to access and learn from digital devices. Through this program, Asia Initiatives is working towards empowering girls and promoting digital literacy in all communities.



Cascades of Learning: Learning Centers Bring Digital Learning Within Underserved Communities

Location: Lucknow, India

Partner: SES (Shohratgarh Environmental Society)

Asia Initiatives' SoCCs Lucknow Mentoring Project for Girls is a transformative project aimed at empowering young girls who are often marginalized due to gender inequality, poverty, and early marriages. The girls live in informal settlements and have limited access to education and development resources. By earning SoCCs through mentoring and tutoring, the girls then redeem them for KidsWhoKode Digital Literacy classes, which equip them with the skills necessary to succeed in the digital age. The project not only supports the girls in their education and development, but benefits from the ripple effect on their families and communities, creating a positive impact on society as a whole. By bridging the digital divide and empowering young girls, Asia Initiatives is making a significant contribution to a more equitable and just world.



MICROCREDIT & LIVELIHOOD INITIATIVE



Women in Asia Initiatives projects are using the SoCCs program to secure low-interest loans to develop or expand their businesses, ensuring financial security for their families whilst advancing their sense of confidence and personal empowerment.

Economic empowerment of women through drumstick cultivation (Moringa plantation)

Location: Aurangabad, India

Partner: Dilasa Janvikas Pratishthan

Asia Initiatives' livelihood project with Dilasa Janvikas Pratishthan is revolutionizing economic empowerment and sustainable livelihoods for women through drumstick cultivation. This innovative project allows participants to earn SoCCs by composting, extracting neem seeds for natural pesticides, and participating in a moringa recipe competition to improve women's health. The SoCCs can be redeemed for Drumstick seed and trichoderma, micro-nutrients, and bio-fertilizers. By empowering women as farmer leaders, economic actors, and change agents, this project drives poverty alleviation and showcases the power of appropriate technology and capacity building.



Microcredit Cooperative Consolidation and Strengthening

Location: Satara Maharashtra, India

Partner: SJSM (Shramjivi Janata Sahayyak Mandal)

Asia Initiatives, through its SoCC program, has enabled the establishment of the Savitri Microcredit Society in Maharashtra, which is empowering tribal communities to lift themselves out of poverty. The community members have raised capital, set up micro poultry farms, and acquired fishing nets, making them financially independent. SoCCs are earned through attending school regularly, participating in microcredit meetings, and contributing to shared capital. These SoCCs can then be redeemed for low-interest loans that can be used for income-generating assets, healthcare, education, and smokeless stoves that mitigate the risk of respiratory disease, which is prevalent in the area. The Savitri Microcredit Society has a transformative impact on the lives of women and their families, enabling them to improve their standard of living and positively contribute to their communities.



Rural Backyard Vegetable Garden Program

Location: Yavatmal, India

Partner: Deendayal Bahuuddeshiya Prasarak Mandal

Asia Initiatives partnered with Deendayal Bahuuddeshiya Prasarak Mandal, an NGO that works to address the agrarian crisis in Yavatmal, to launch a program aimed at empowering underserved women by teaching them low-cost organic farming techniques, thereby helping them avoid the debt cycle. Through the program, more than 3000 women earned SoCCs by attending regular meetings on organic farming, financial literacy, reproductive health, and hygiene. They also earned SoCCs for investing in savings accounts and preparing herbal pesticides, among other activities. These SoCCs could be redeemed for attending health camps, promoting sustainable farming practices, and more. This program not only uplifts women by providing them with economic opportunities but also creates positive social impact within the community.



Rural Backyard Vegetable Garden Program

Location: Ganjam & Gajapati, India

Partner: VIEWS

Asia Initiatives, in collaboration with VIEWS, launched a project aimed at enhancing the nutrition and livelihood security of communities through sustainable management of farm-based resources. The project focused on promoting model kitchen gardens and training women farmers on organic gardening techniques in village-level sessions with Self-Help Groups (SHG) members. To further support sustainable practices, training on producing vermicompost at the household level was also conducted. The project encouraged the adoption of the SoCCs model by incentivizing good deeds and promoting the use of SoCCs as a means of redeeming rewards. Through this initiative, communities are empowered to improve their nutritional outcomes and livelihoods while promoting sustainable practices.



Seedless Lemon Tree Plantation

Location: Assam, India

Partner: Sankalptaru Foundation

Asia Initiatives, in collaboration with Sankalptaru Foundation, is taking significant steps to empower women farmers in Assam, India through a seedless lemon tree plantation program. The program is a response to the low crop yields, inadequate waste management and limited income generation faced by women farmers in the region. By supporting the program, the women farmers will gain financial security and a sense of community. They earn SoCCs by participating in community cleaning activities, segregating waste, and contributing to organic compost. These SoCCs can be redeemed for seedless lemon tree saplings, training support for the care and management of seedless lemon trees, and marketing assistance. The program is expected to provide over a decade of significant increases in annual income for participants once the trees bear fruit, in approximately 3–5 years.



Rural Backyard Vegetable Garden Program

Location: Jharkhand, India

Partner: Savera Foundation

The people of Dhargaon Panchayat in Koderma district, Jharkhand, India have long struggled with anemia and malnutrition due to a lack of green cover and low crop yields, forcing them to live on the fringes of the forest. To combat this issue, Asia Initiatives has partnered with Savera Foundation to provide food security and improved livelihood opportunities through the establishment of Kitchen Gardens. By implementing cost-effective and sustainable resource use, the program aims to enhance agricultural productivity and improve access to nutritious food. Community members earn SoCCs by planting fruit trees, preparing and throwing seed balls, cleaning streets, and attending meetings. SoCCs can be redeemed for organic compost, vegetable seeds, kitchen garden equipment, training, and market linkages to sell their produce. This program promotes crop diversification and ensures better health and nutrition for the community.



COMMUNITY INITIATIVE



This initiative encourages people in rural and urban communities to actively participate in improving their neighborhoods.

Zuri Initiative

Location: Kenya

Partner: FrauenPower e.V. and The Zuri Trust

Asia Initiatives, through its partner, FrauenPower e.V, has created a program in which women can earn SoCCs by performing good deeds that benefit society as a whole. These can range from keeping their surrounding environment clean to ensuring their children are vaccinated and attending school regularly. By earning SoCCs, women can redeem them for courses and training offered by FrauenPower e.V and its partners, or to meet personal needs such as paying for school fees, books, uniforms, solar lamps, and water filters. This program empowers women to make decisions that positively impact themselves and their families, while also building their confidence and encouraging them to become more active and engaged members of their community.



Empowerment of Women Through System of Rice Intensification

Location: Maharashtra, India

Partner: Dilasa Janvikas Pratishthan

Asia Initiatives is promoting the System of Rice Intensification, a nature-based farming system that enhances rice production with reduced efforts in the field through technology and integrated pest management methods. The organization empowers women farmers to adopt this system to minimize pollution, incorporate organic farming practices and reduce the laboriousness of rice cultivation. Women earn SoCCs for establishing bird perches and sticky traps for natural pest control, installing structures to reduce firewood usage, constructing vanarai bunds to reduce water run-off, and planting native trees in their farmlands. These SoCCs can be redeemed for seed and farm input, demo-plot training, and Cono-weeders, which reduces the physical effort of deweeding their farms. This sustainable method results in increased rice production with minimal environmental damage. The program empowers women to take charge of their farms and make sustainable choices, resulting in better livelihoods and a healthier environment.



Hour Working Women Job Re-entry Program

Location: New York

Partner: Hour Working Women

Asia Initiatives has teamed up with Hour Working Women (HWW) to offer computer courses for women in the HWW community, aimed at equipping them with computer literacy to enhance their employability. The HWW program comprises a diverse group of women, including mothers, college students, former inmates, and high school level students. Many of these women aspire to acquire advanced education, such as passing the General Education Development (GED) tests and obtaining an English Language certificate. Through the program, the women gain valuable computer skills through interactive and engaging courses, which not only benefit them in their daily lives but also make them more confident about their employability in today's workforce.



ENVIRONMENTAL SUSTAINABILITY INITIATIVE



SoCCs promote economic and environmental sustainability in communities through improved farming techniques, water conservation, reforestation and waste management.

Water Conservation – Earthen Nala Bunds

Location: Maharashtra, India

Partner: Dilasa Janvikas Pratishthan

Asia Initiatives is partnering with Dilasa Janvikas Pratishthan to implement an innovative solution for water conservation in the Babra and Sonari villages of Maharashtra, India. The project involves the construction of earthen nala bunds that will help in percolation of water, thereby increasing the water levels in borewells and other collection structures, ensuring that households have a dependable source of water for personal and agricultural use. The participants in the program earn SoCCs through various activities such as planting trees and seeds around the tanks, cleaning the water tanks, and assisting during the structures' construction. They can redeem their SoCCs for funding the construction of earthen nala bunds. This program not only ensures water conservation, but also provides an opportunity for community members to come together and work towards a common goal while earning benefits for their efforts.



Water Conservation – Rainwater Harvesting / Storage Tanks

Location: Jharkhand, India

Partner: Savera Foundation

Asia Initiatives collaborating with local organizations to improve water conservation and accessibility in rural communities. One such initiative involves the construction of rainwater harvesting cum storage tanks to ensure a reliable source of water for personal and agricultural purposes. This innovative approach will benefit households in the region by increasing access to clean water and reducing water scarcity. Participants are incentivized with SoCCs, which they can earn by contributing to the cleaning and maintenance of water tanks and assisting with the construction of rainwater harvesting structures. The SoCCs can be redeemed for funding the construction of rainwater harvesting cum storage tanks, empowering the community to take ownership of this sustainable solution.



Ponds for Water Conservation, Irrigation and Fishing

Location: Jharkhand, India

Partner: Savera Foundation

Asia Initiatives has taken a holistic approach to improving the lives of rural farmers by constructing and maintaining farm pond water structures. With over 380 direct beneficiaries, this initiative enables farmers to cultivate Rabi and Kharif crops, increase their income through fisheries, and have access to dependable water sources for personal and agricultural use. These water conservation structures provide financial stability through soil and water conservation, improving the water depth level in nearby water storage structures, and increasing crop yields. Participants are encouraged to contribute to the project by earning SoCCs through cleaning water tanks, forming a community management group and attending monthly meetings, and assisting in the construction of water conservation structures. These SoCCs can be redeemed for funding the construction of the farm pond structure, empowering the community to take ownership of this sustainable solution.



Bicycle Banks Program

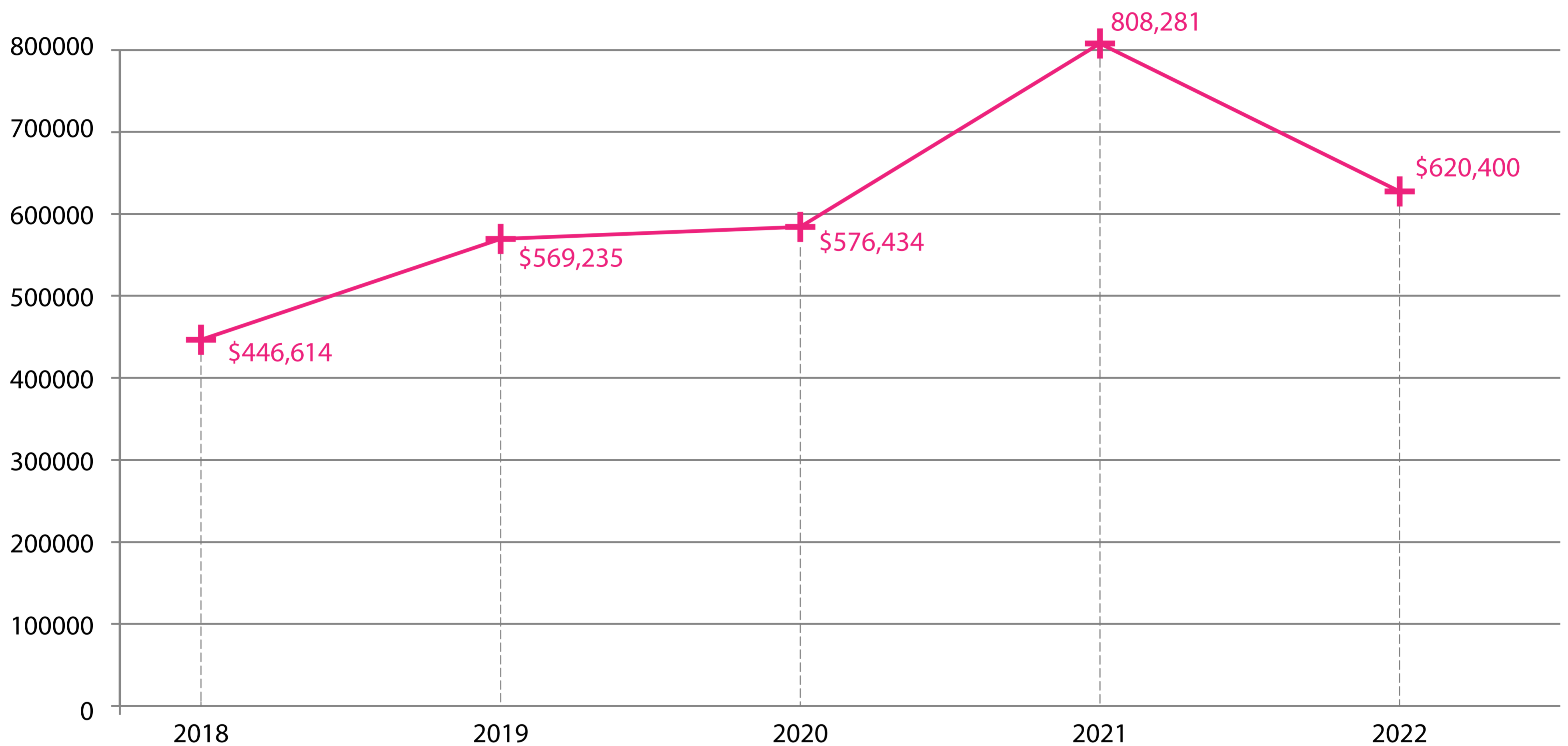
Location: Yavatmal, India

Partner: Deendayal Bahuudeshiya Prasarak Mandal

Asia Initiatives is proud to support the work of our local partners, Deendayal Bahuudeshiya Prasarak Mandal, in empowering women across 32 remote villages in rural Maharashtra. Thanks to our joint efforts, over 600 women now have the freedom to commute and expand their horizons. Women in these villages earn SoCCs by conducting village cleanliness drives, planting native trees, and discontinuing the use of chemical pesticides and preparing their own organic pesticide and fertilizers. By earning SoCCs, these women have been able to establish bicycle banks in their communities, which has further improved their mobility and independence. We believe that by providing opportunities for women to engage in these initiatives and earn SoCCs, we can create positive social impact and help build more sustainable communities.



Financial Statement



2022 Revenue

Net Revenue: \$620,400

- 71% Gala Donations
- 21% General Donations
- 6% Grants
- 2% Art Sales and Other Revenue

2022 Expenditure

Total: \$612,055

- Operational Costs: \$80,787
- Program Funding: \$531,101

Thank you to our 2022 supporters

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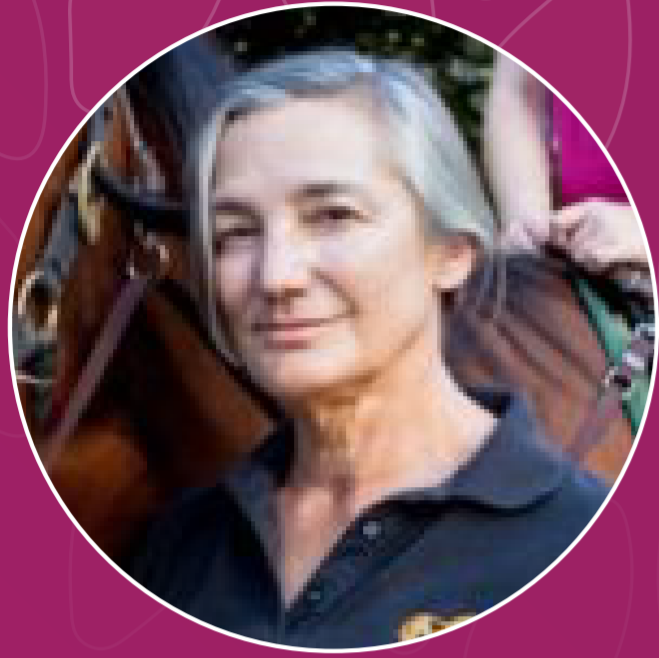


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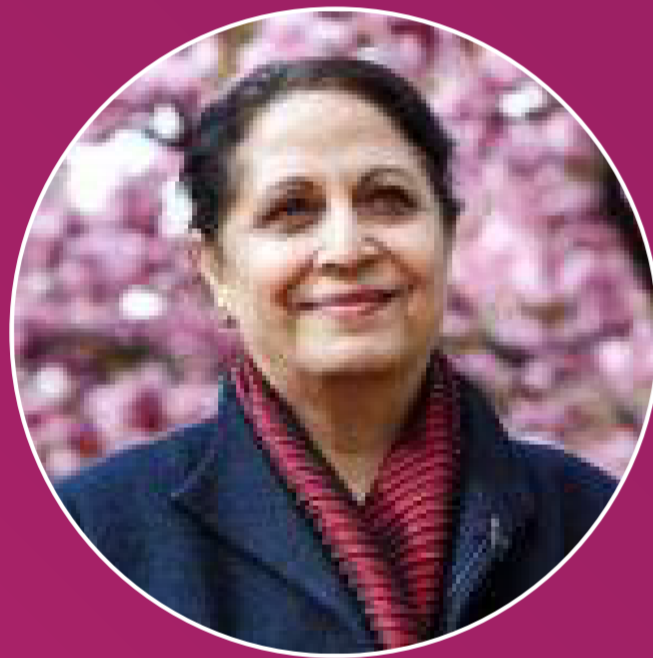
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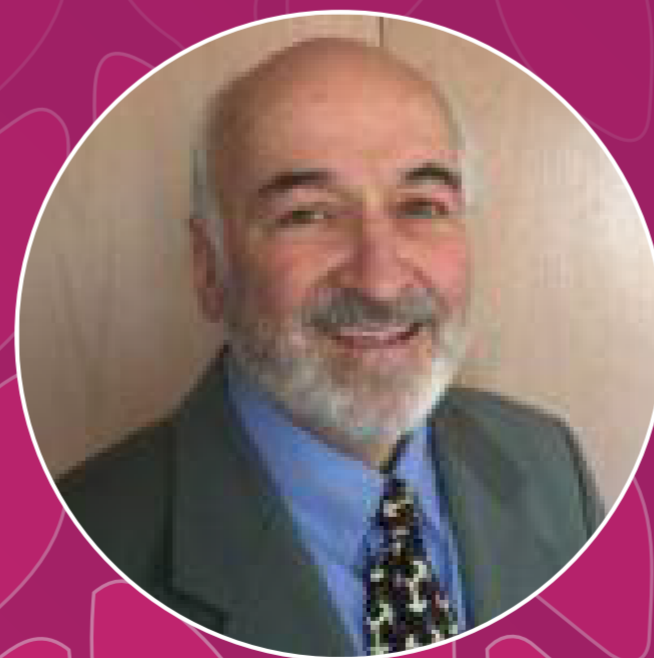
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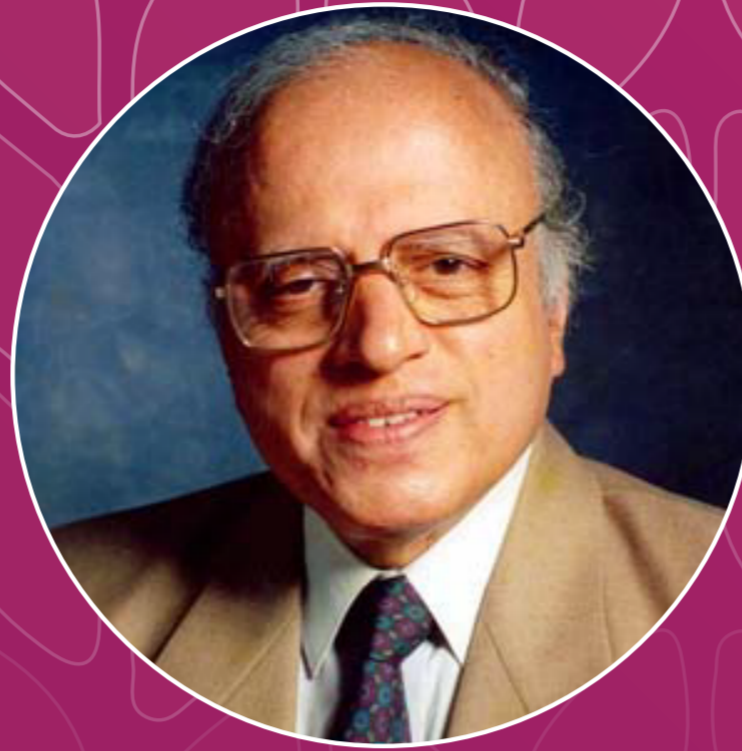
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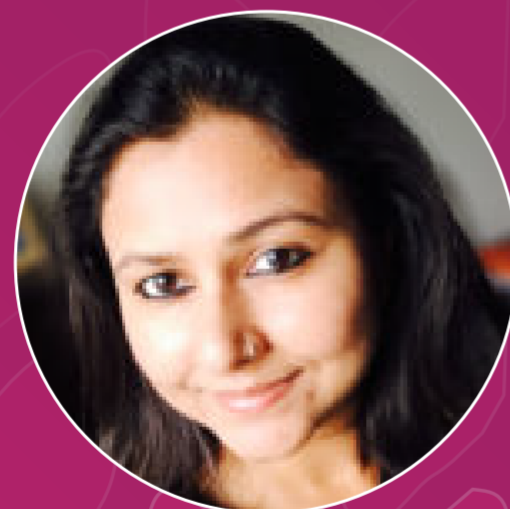


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