



Association For Stimulating Know How

SAMVAD

ask@askindia.org

Fostering inclusivity at the bottom of the pyramid.



Our work aligns with



Our Vision

ASK envisions an inclusive society where communities at the bottom of the pyramid realize their rights, entitlements, and social and economic well-being.

Our Mission

Empowering marginalized communities and strengthening the local ecosystem to enable our target groups to make informed choices, avail themselves of emerging opportunities, and achieve significant improvements in their social and economic well-being.

Association for Stimulating Know-How (ASK) is a not-for-profit organization registered under the Societies Registration Act, 1860. ASK is dedicated to fostering inclusivity at the bottom of the pyramid. We focus on four thematic areas: child rights and protection, health inclusion, access to entitlements and livelihoods, and safe migration. ASK is committed to promoting inclusivity by advancing gender equality, empowering marginalized groups, and ensuring equitable opportunities for all.

Child Rights and Protection

Transforming the Future of Children Through Education and Child Protection



What began as a small satellite centre in 1997 to provide an alternative to child labor in Moradabad has grown into a full-fledged child protection and education program.

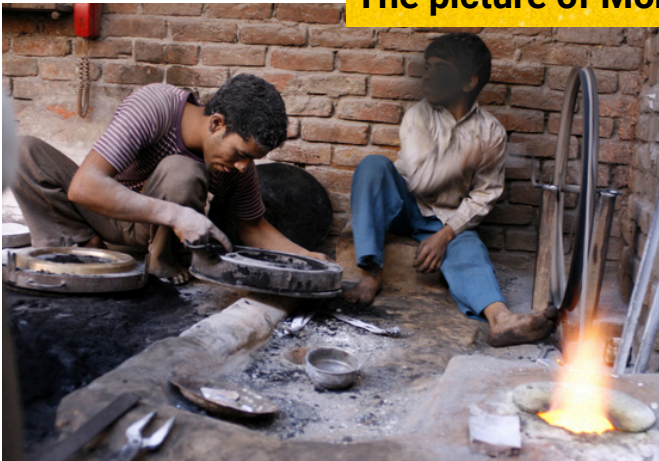


Initially aimed at offering out-of-school children a safe space to learn.

Over **5,000** children were weaned out of work and mainstreamed into formal education, 65% of whom were girls.

Empowering first-generation of learners through education

The picture of Moradabad has changed



Back then, we found hundreds of children working in the domestic brass manufacturing units.



Today, those same children hold books and pencils, casting their dreams into reality.

Key Results Achieved

- Child leadership has been developed to empower them to raise their voices.
- Children from the artisan community of Rehmat Nagar are now 90% free from child labor.
- Among the 800 children who completed their formal education, have also secured employment.
- Children who secured livelihoods in other sectors have prioritized their children's education over sending them to work.
- Engagement with government officials has empowered them to understand the implications of child labor and take action against it in factories and household units.
- Linked 1,500 women and men with credit support to start sustainable livelihoods.

Swastha Sankalp

Our Commitment to providing Affordable and prompt Healthcare Services



How we support?

- Quick Online Counselling & Telemedicine
- Awareness & Preventive Care
- Healthcare Inclusion & Resilience
- Quality and Affordable Healthcare



Beneficiaries availing healthcare services from our ASK Health Centre



Swaleha
52-year-old

I've lived in Moradabad for 30 years with my two daughters, working as a domestic worker. For years, we struggled with health issues and didn't know where to turn.

A year and a half ago, I received my Swasthya Card from ASK and it's been a game-changer. We know receive immediate counselling and telemedicine and I do not have to worry about medical costs anymore.

Key Results Achieved

- ↑ awareness on health and hygiene among children, adolescents, and women.
- 3,000+ households accessed affordable telemedicine services and insurance, covering recurring expenses up to INR 90,000.
- 737 households enrolled in government health insurance with INR 5 lakh coverage.
- 500 households received direct insurance claims between INR 5,000 to INR 15,000.

Safe Migration

Helping Migrants Make Informed Decisions and Prevent Exploitation



We worked for the mobilization of youth who aspired to work in blue-collar jobs in Gulf countries, particularly in professions like electrical work, construction, and building. However, the workers faced risks like exploitation, fraud, illegal immigration, and forced labor.

We partnered with Protector of Emigrants (PoE), District Legal Services Authority (DLSA), and Panchayati Raj Institutions (PRIs) to prevent worker exploitation.

We adopted the following approach!

Our Approach

Mobilization

Education

Prevention



One-stop solution for all migration-related queries facilitated by our Vikas Mitras. **Watch the video to learn more about our initiative.**



Key Results Achieved

- 2,558 migrants insisted on work visas and contracts, avoiding illegal routes.
- 450 returned tourist visas to agents and refused unsafe travel to the Gulf.
- 87 migrants traveled to the Gulf with valid passports, work visas, and job contracts, reporting positive outcomes.
- 44 forced labor victims were reintegrated into their communities. 118 fraud cases were resolved by the PoEs.
- 3,100 Pravasi Mitras emerged as grassroots change agents, supporting migration awareness.
- 2,466 migrants accessed socio-economic government schemes.

Access to Entitlements

Our commitment to strengthen communities and empower them with social security and economic schemes.



(Empowering communities to access government schemes)

In collaboration with the village development authorities, our **Vikas Mitras** mobilized communities and informed them about various government schemes.

ASK identified gaps in information accessing government schemes providing social security, economic benefits, and job guarantees, particularly affecting women, the elderly, children, Dalits, and persons with disabilities.

To address this, we provided counseling, mobilized communities, and hired **Vikas Mitras** (50% women) to bridge the gap and ensure access to accurate information.



(Our Vikas Mitras maintaining social distancing while helping communities fill out applications for social security schemes)

Key Results Achieved

- 20,467 people became aware of various rights and entitlements (state and nation flagship schemes).
- 4,465 people were benefitted with various government schemes.
- Benefits provided amounting to INR 1.50 Cr. (Contributed an average of households income of INR 3750).
- 737 households received government health insurance worth INR 5 Lakh.

Will you join us in our journey of transformation?



Join us in addressing the vulnerabilities of children and women in the urban slums of Moradabad, Uttar Pradesh.



Bushra is an avid science lover. Would you support her in pursuing her dream of higher education to become a doctor?

We would be delighted to facilitate your visit to our project in Moradabad and share the impactful work we are doing.


As an individual, you can make a meaningful difference by supporting the education of children through our child sponsorship program.


A contribution of just ₹9,500 per year for education can help transform a child's future.

We also welcome CSR grants to further our initiatives and amplify our impact.

(Please Note that all donations are eligible for exemption under Section 80G of the Income Tax Act.)

Please write to us at  ask@askindia.org

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