

WAYMARK IMPACT

India is one of the growing economies in the world today. However, it is also pertinent to mention that the country still has one the largest marked gap in poverty index. “Vasant Desai (1988) observed that the development, by definition, is the act or process of developing growth evolution with in framework of available resources. Its primary aim in India is the removal of poverty and all the socio-economic evils which are interlinked with it.

Rural development is therefore, a consciences effort at raising the standard of living of the people in 6, 38,596 villages in that 5, 93,731 are in habited villages and 44,865 are inhabited villages in India.”

However, as we find more often, than not, even after more than seventy years of independence, India still has one of the largest loads of migrant population. Added to this, the number of environment refugees are getting higher and higher. An unprecedented influx of unskilled and /or semiskilled labours in the metros are challenging the resources for growth and development.

It has been observed, over the years, that since institutions have been developed to address, localized issues with local resources, at times they have often felt challenged. Most find the challenges revolving around needs and goals, financial constraints, maintaining credible data, creating learning documents based on monitoring and evaluation and an overall program management cycle. These organization’s also find it difficult to overcome the challenges faced during advocacy, strategy planning, behaviour change communications.

Keeping these above-mentioned issues in mind, Waymark has come up with a unique intervention process of supporting these needs. Waymark, has a pool of resource persons with extensive experience on aspects of business planning, strategy development and program management.

Since communities are very organic in their existence and are constantly changing, the community-based organization’s also feel the need to change in strategies and requirements to achieve the vision mission of the organization. This is where Waymark find their mission to enrich lives and find ways to solve some of the existing problems by seeking to help those who are doing meaningful work to bring change at the grassroot.

BRIEF REPORT ON FOOD AND SANITARY KIT DISTRIBUTION

ORGANISED BY WAYMARK INVINCIBLE FOUNDATION

Supported by DHAHRAN INDIAN GROUP



A food and sanitary kit distribution were organised by Waymark Invincible Foundation and supported by Dhahran Indian Group in Entally area on 30th May 2020. The food and sanitary kit were distributed among children and youth of the said locality. These children and youth were mostly from the slums of Chatu Babu Lane, Kathal Bagan, and also some street children residing near Philips Bus stop area. The distribution took place from a local club called “Entally Nabarun Bhatri

Sangha” situated at Kathal Bagan near Anandapalit area.

The dry food included 500 gms of Chana dal, 180 gms of Soya nuggets, 50 gms of Turmeric powder, 100 gms of Sattu and one Perk chocolate. The sanitary kit included 500 gm of detergent powder, 1 bar of soap, 1 mask, 1 hand sanitizer, 1 sanitary napkin and pair of gloves. The food and sanitary kit were distributed to 94 heads. It included 85 children and 9 youths.



BRIEF REPORT ON FOOD AND SANITARY KIT DISTRIBUTION

ORGANISED BY WAYMARK INVINCIBLE FOUNDATION

AND

Supported by DHAHRAN INDIAN GROUP at Gadkhali, Sundarban. W.B.



A food and sanitary kit distribution by Waymark Invincible Foundation, supported by Dhahran Indian Group, at Gadkhali, Sundarban area on 2nd June 2020. The food and sanitary kit were distributed among children and youth of the said locality. The distribution took place at Gadkhali Jetty Ghat , Gadkhali, Sundarban area with the help of West Bengal forest department.

The hygiene kit & dry food included face mask, soap bar, detergent powder, gloves, Sanitary napkins, biscuits, Muri, Chira, Chana Chur etc. The Hygiene kit & food were distributed to more than 300 heads.

