



Contact us:

Kolkata Initiatives is being promoted by the Centre for Health and Social Justice (CHSJ: www.chsj.org), a reputed national voluntary (non-profit) organisation which works on various social issues in different states, including West Bengal. Over the last year, the idea of Kolkata Initiatives has received the endorsement of over a hundred supporters through face-to-face meetings, email conversations and an internet-based poll. A Facebook page has been established and people who have some association with Kolkata have signed up in support. Kolkata Initiatives also includes an advisory board of prominent citizens of Kolkata.

We request you to give back to the city that gave you so much. A small initiative on your part today could go a long way in helping another Kolkatan tomorrow.

Address:

Kolkata Initiatives 38/J/8 Maharaja Tagore Road

Kolkata 700033. Phone: 033-24236848

Email - parichiti@gmail.com

Website – www.kolkatainitiatives.net

Facebook – <https://www.facebook.com/groups/KolkataInitiatives/>



“ LET’S HELP
EACH OTHER
FOR A
BETTER TODAY
AND A SECURE
TOMORROW



Kolkataans for Kolkata

Once the capital of India, the 'City of Joy' has many faces, many moods. Like every metropolis, it too has its quirks and its charms with music and theatre, pujo and adda, films and food... And it continues to be home to millions who live in, and love, their city. Even though many Kolkataans may have migrated to other cities and countries, a strong emotional chord still exists. A spirit that calls them back to support their home in any way they can. It is not for nothing that they say, "You can take a person out of Kolkata but you can't take Kolkata out of a person."

Not all Kolkataans however, have been fortunate enough to improve their life and there are many today who survive in more constrained circumstances and with far fewer opportunities than others have.

To bridge this gulf, Kolkata Initiatives has been set up as a platform to find ways in which those who can will reach out and help those who need more opportunities. The intent is to facilitate this in a manner that both can benefit from it.

The 'Bridge' of Opportunities

Kolkata Initiatives is being promoted as a city-specific citizen's initiative for community development. The fundamental objective is to create a group of concerned citizens who will engage with community and with social development issues, contribute whatever they can to support small-scale, community-based interventions. Kolkata Initiatives builds upon the fact that, in the last 20 years, there have been substantive social and economic changes in India as well as in the city. We now have substantial numbers of what we can call an 'educated and aware middle class' who are not only interested in their own affairs but are acutely conscious of the broader social issues that affect people.

They are aware that while India's economic growth story has helped many in Kolkata, there are still others among the youth who have been left behind, not for effort or aspiration but for lack of adequate opportunities. They know that while personal effort and initiative are important, it is equally vital to receive that one important break. Also, there are many who require extra help to get around the rapidly changing reality of contemporary India. These include senior citizens who live alone and need additional care and support. Girls, too, need a helping hand while they negotiate the changing times as not only equal bread winners but potential leaders in what they choose to do, as they aspire for lives beyond housekeeping and child-rearing.

Building from this understanding, Kolkata Initiatives is partnering with existing community-based organisations and helping set up Community Centres with underprivileged groups that include the following:

1. Care of the elderly/seniors: as the social structure of families and communities undergo rapid changes, there is an immediate need to create opportunities for the elderly so that they are able to live lives of self-respect as well as secure the care that they need.
2. Opportunities for empowerment of young girls and women.
3. Educational and employment opportunities for adolescents and young people to develop positive values, sound knowledge as well as employable skills.

Through these Community Centres, Kolkata Initiatives will be able to support areas where underprivileged urban populations today receive the least amount of support. A community centre has been set up in partnership with Parichiti at Shahid Smriti, a neighbourhood in South Kolkata, off the EM Bypass, near Peerless Hospital.

As we set out on this mission, we are aware that what lies ahead is a daunting task, one that requires support of anyone who still calls Kolkata "home". This is why Kolkata Initiatives is being envisioned as a volunteer-led and donation/subscription-driven effort where one group of Kolkataans helps out another group. We urge you to join Kolkata Initiatives and support us in any of the following ways:

Volunteer your time: Join us as a volunteer and

- a) support activities at the Community Centre – with the elderly, with young girls, with youth
- b) build our social media presence
- c) act as office support

Gifts: Our activities will need materials for running our Community Centres. From old furniture and books for the library to computers for the computer centre being planned for the youth... if you have these lying unused at home or in your workplace, why not put it to good use?

Donations: Financial contributions are more than welcome...

1. Monthly subscription for day-care support for one senior :Rs 750/month
2. Annual subscription support for day-care support for one senior: Rs 9000/year
3. Monthly subscription support for empowerment of one girl: Rs 1000/month
4. Annual subscription support for empowerment of one girl: Rs 12,000/year
5. Subscription for one day's snacks for 50 seniors every month: Rs 750/month
6. Donation to purchase necessary Equipment and Materials for Community Centre: Rs 1000 or more
7. Contribution to Kolkata Initiatives General Pool: Rs 1000 or more

(All donations will be eligible for deductions under Sec 80G of the Income Tax Act 1961)

