

Our Interventions are:

- **Web site dedicated for female foeticide.**
www.indiafemalefoeticide.org was launched voluntarily. The site has:
 - **Complaint lodging process against the medical community & citizens indulging in this crime.**
 - **Hyper-linked the indiafemalefoeticide.org site to other relevant sites world-wide. Emphasis was on to link site with other human rights, violence against women & female job opportunity sites.**
 - **Dissemination of the complaints to regional authorities for tracking complaints.**
 - **Net based pledge & support enlistment from the community in favour of stopping the female foeticide.**



- **Email broadcasts (Over 10 million homes & medical professionals , bureaucrats, law makers were reached.**
- **Active lobbying for the Girl Child in social media.**
- **Developing & implementing ICT based pilots for the field work, counseling & capacity building of the self-help group[(SHGs), volunteers & counselors.**
- **Web-casting of films on female foeticide & dissemination from the site.**



Datamation Social Responsibility Initiatives : Maternal Child Health through Mobile Technology

Database of pregnant

New mothers gets

Established through

Field survey by Health

Volunteers in 560 villages

*Customized messages

immunization,

child care, maternal care,

immunization,

pre & post-natal care are delivered

Entry level handsets.



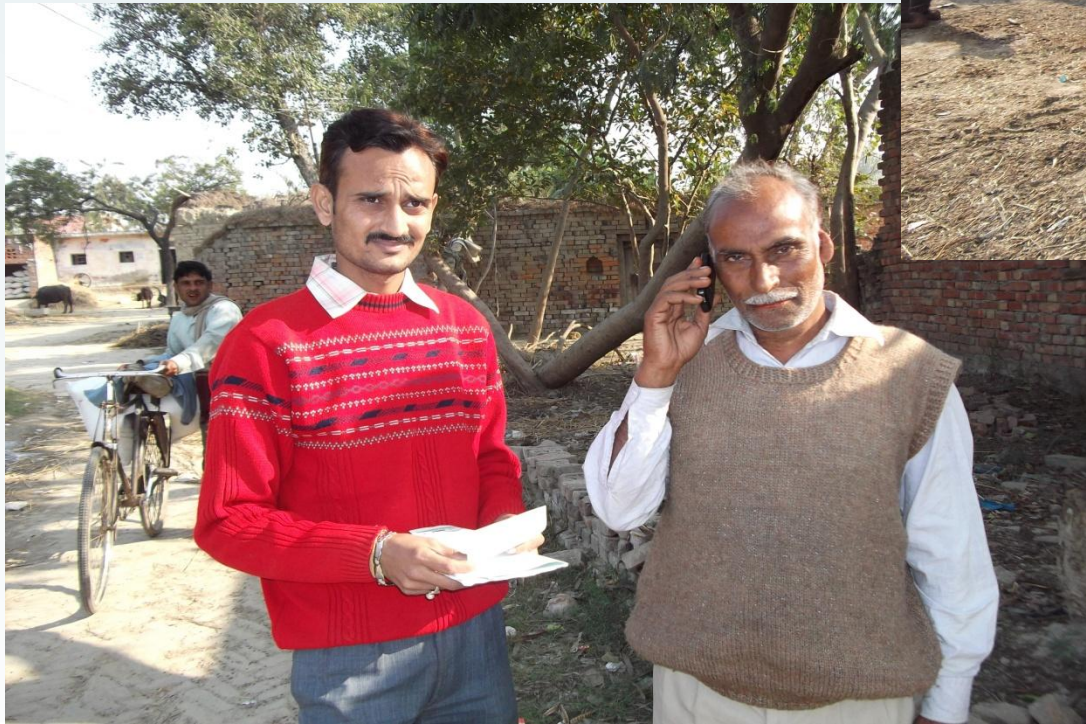
Datamation Social Responsibility Initiatives: Capacity Building of Rural Communities in Water & Natural Resources Management



Datamation Social Responsibility Initiatives: Restoration of Water Bodies and Watershed

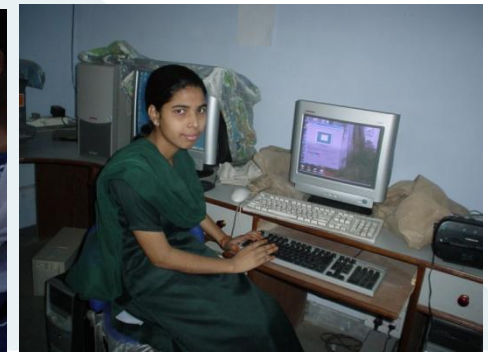


Datamation Social Responsibility Initiatives: M-Information for Dairy Management



Delhi Govt. Gender Resource Centre (GRC)

- GRC in North-East Delhi has reached out to more than 250,000 disadvantaged illiterate, literate women & young girls in last 13 years of inception.
- Empowerment, Rights based approach to life, Skills Training and Economic empowerment are the goals.
- Functional literacy and basic numeracy imparted.
- Rated UN Best Practice & Govt. of India Silver Icon award for exemplary leadership.



Capacity Building of the marginalized women from GRC

- More than 40 self-paced, self-modulated e-learning modules in local languages in vocational and income-generation, skills enrichment have been deployed.

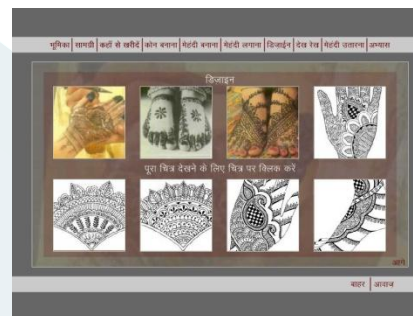
Candle Making

Mehndi

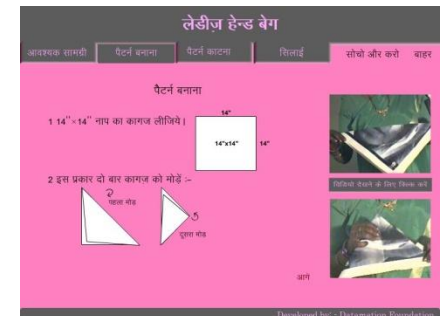
Handbag



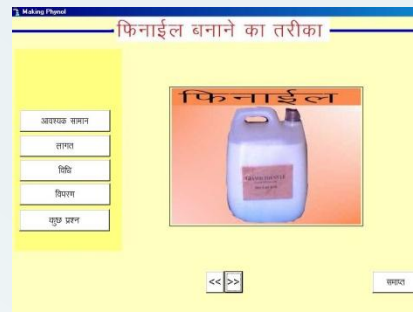
Tailoring



Phenyle



Soft Toys



Integrated Gender Development: Empowerment, Literacy, Skills Training & Income Generation

- Integrated focus on life skills, empowerment—women's rights in home at workplace and health care—common remedies, Yoga & meditation; for which multi-media modules have been developed.

Health

स्वास्थ्य ही धन

एक व्यापक चिकित्सा एवं स्वास्थ्य परिचर्या प्रणाली विकसित करने के लिए अभी हमें बहुत कुछ करना है। स्वास्थ्य की स्थिति निर्धारित करने वाले तीन मुख्य तत्व निम्नलिखित हैं:

- जन स्वच्छता, जलवायु एवं चिकित्सा सुविधाओं की उपलब्धता।
- स्वास्थ्य-विज्ञान और पोषण के बारे में लोगों की जानकारी एवं समझ।
- जनता की क्रय शक्ति।

स्रोत: "युद्ध" (विश्वस्त से प्रकाश - महिला सशक्तिकरण के माध्यम से)

Nikah

निकाह

निकाह शादी-शुदा जिन्दगी की शुरुआत है। लड़का और लड़की जब निकाह के जरिए शादी के पक्का रिस्ते में बंधते हैं, तो समाज में एक नया परिवार आता है। उसी और आरजूओं से भरी जिन्दगी की शुरुआत होती है। निस्स, रिस्तेदार भी उनकी शुभागुला और कामयाबी की दुआएं करते हैं।

इस रिस्ते को कामयाब बनाने के लिए जरूरी है कि हम उसे समझे, पढ़ें।

Forward-Backward Market Linkages for Micro-Insurance, Micro-Credit & Micro-Enterprise development



Designs made from Chikan CAD, Corel Draw, CorelDrawings and PhotoShop are printed on the fabrics.



DATAMATION SOCIAL RESPONSIBILITY INITIATIVES: WIDOW UPLIFTMENT PROGRAM

CHALLENGE

- **Over 33 million widows in India –10% of the overall female population**
- **Every 4th household has a widow, 50% of the widows are over 50 years**
- **Over 8500 widows live in Brij region of Northern India—a spiritual destination for most owing to the birth place of Lord Krishna.**



- **Religious institutions mandated to take care of the widows have become defunct & impassive to the plight of the widows**
- **Local administration in collusion with the police misappropriates donations.**
- **A large number of young widows are exploited into prostitution**
- **Older ones lead a pitiable life of neglect, mal-nutrition and health-care.**
- **Ongoing need, hence charity/donation based model is unsustainable**



INTERVENTION

- **Photo ID Cards with smart card chip for releasing entitlement for the widows have been issued.**
- **Set up a database containing widow's history, current contact details**
- **Shared the database with the local administration & police**
- **Database/Photo Id Cards project have the support of the local religious trusts/Govt. agencies**
- **Few emergency relief programs**
 - **Delivery of snack packets .**
 - **Tea vending machines.**
 - **Ration distribution.**
 - **Health care**
 - **Improved shelter & distribution of woolen blankets.**

ISSUED BY : DATAMATION FOUNDATION (A CHARITABLE TRUST)
B/12, SWASTHYA VIHAR, NEW DELHI-92. PH : 011-2212161

WIDOW IDENTIFICATION CARD

CARD NO: 29

NAME: ANNPURNA BASAK

AGE: 66 (As in the Yr. 2001)

WIDOW SINCE: 14 YEARS BACK

PERMANENT ADDRESS: JALPAIGURI (WEST BENGAL)

PRESENT ADDRESS: VEDIC SANATAN DHARM VRADDHA - MAHILA KALYAN SANSTHAN GOURA NAGAR PART-III GURUKUL MARG, VRINDABAN (DT. MATHURA - U.P.)

Savitri Sharma
AUTHORISED SIGNATORY

