



Deviprasad Goenka  
management college of media studies  
INDIA'S PREMIER MEDIA SCHOOL



District 3141  
**Rotaract**



Club of  
**DGMCMS**  
Rotary Club of Bombay Airport  
Club ID: 218546

# THE EXPEDITION

FROM DONATION DRIVE TO BECOMING TRIBAL LITERATE



A group of children, mostly of South Asian descent, are gathered together. Many of them are holding up brightly colored rectangular blocks in shades of green, yellow, red, and blue. The children are looking in various directions, some towards the camera. The background is slightly blurred, showing what appears to be an indoor setting with a yellow banner or wall. The overall atmosphere is one of a group activity or a classroom exercise.

“Be the  
change you  
want to see  
in the  
world”

MAHATMA GANDHI

# FROM PRES-SEC 2021-22

## AN IDEA TURNED INTO REALITY

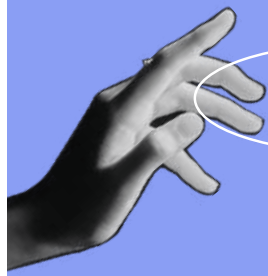
'Donation Drive' and 'Becoming Tribal Literate' are projects that were undertaken to help the Rotaractors understand the importance of giving back to the society and tribal communities around the world.

In the Donation project our Community Service team worked diligently to help people in the affected areas. As many clubs and NGOs were already on their way to donate to the cause, we decided to research and ask the people there what they need rather than sending them stuff which we think they might need. Through this project, we learned the importance of research and also learned a lesson of how different the reality can be from our imagination. The donation drive began on 30th July, 2021 and concluded on 6th August, 2021. RCDGMC collaborated with Khushiyan foundation and on 16th September, 2021 the volunteers of RCDGMC completed the distribution process at a village in Karjat.

The hurdle we faced during the Donation Drive was the lack of direct communication with the affected victims, we could only talk through a channel and it left us wondering that many people out there may be going through the same phase and we might never know. We already had plans on adopting a village and through vigorous research done by our Principal Dr. Ameer Vora and Club Advisor Prof. Selvi S., we learnt that a village in Palghar was in need of such assistance. On 9th August, 2021, on the occasion of International Day of the World's Indigenous Peoples, the project of 'Becoming Tribal Literate' was inaugurated and on 19th August, 2021, which marks the World Humanitarian Day, a team from the club was set on a journey to Palghar to carry out this intensive research project.

The project came to life when there was no barrier acting between us and the people we wanted to help. We could talk to them directly, hear their stories, share wisdom and experiences, learn their traditional way of living and knowledge, and delve deeply into their problems and come up with traditional solutions by working alongside them.

# DONATION DRIVE POSTER & CAPTION



## DESIGNING TEAM



## CONTENT TEAM



The DIGICOM team prepared several designs for the Flood Relief Donation Drive comprising all the details about the goods to be donated and contact details, Prof. Shalu Balan selected one of the designs which suited the vision of the donation the best.

The content team gave an ideal quote for the poster and with the help of Prof. Selvi S. Rtr. Sania Merchant came up with the perfect caption, "Here's how you can help rebuild the lives of those affected! For monetary donations you can DM us for details."

# KHUSHIYAAN FOUNDATION REPORT & LETTER

A series of unfortunate incidence took place across the Indian state of Maharashtra in 2021. As of 28 July 2021, around 1000s of families of are affected due to pandemic, cyclone and floods. Many places in the outskirts of Mumbai like Karjat, Palghar, Murbad, Atgaon, Kharbao are the worst affected region. Donation needed for families - Good condition clothes for Male, Female and Kids, Ration, Hygiene kits, Sanitary napkins, Toiletries, Umbrella.



Reg. Number: MAH/2170/2018/THANE

F-39175-Thane

[www.khushiyaanfoundation.org](http://www.khushiyaanfoundation.org)

Date: 08.09.2021

**To,**  
The Rotaract Club,  
Devi Prasad Goenka management college of Media studies,  
Mumbai, Malad,

**Sub:** Thank you so much

**Respected Sir,**

We would like to express our deepest gratitude for your unselfish contribution for Khushiyaan Foundation. Your donation is very important to us. With the generous support of people like you, we will be able to help many of the families and individuals not only with the essential daily needs but to also work towards the brighter future.

Thank you for the donation of the below mentioned items!

1. Clothes
2. Blankets & Raincoats
3. First Aid
4. Medicines
5. Masks
6. Packaged drinking water
7. Rice
8. Sanitary Napkins



Rajasthani Sammelan Education Trust



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Be the change you  
want to see in the  
world.

- Mahatma Gandhi

THE ROTARACT CLUB  
OF DEVIPRASAD  
GOENKA  
MANAGEMENT  
COLLEGE  
STUDENT





# FLOOD RELIEF DONATION DRIVE

After reaching Hatnoli Wadi village half past 10, we met up with the founder of Mohar Foundation who briefed us about all the important details of the village. As we explored the village, all the local residents were called to Samaj Mandir, their assembly area. After a while, the Khushiyan Foundation member showed up with our donation materials and we got to work by dividing the goods to be delivered to each family and we also

put together multiple hygiene kits. We thoroughly explained to them how to use each product in kit and the importance behind making proper use of the products provided.

The hygiene kit consisted of various necessary goods like Dettol antiseptic, soap, packaged water, sanitary napkins, Colgate toothbrush and toothpaste, Soframycin, mask and a cleaning cloth. We made sure to distribute the kit to every household present in the village.





We also ensured to distribute blankets to households in the village who had elder members residing there.

We also visited another Wadi in the same village, following the same routine as earlier as we distributed the required goods.

Fortunately, it was not raining heavily during the time of our visit, and hence we were able to conduct this donation in an open area.

We moved on distributing variety of clothes to the men, women and children that were present in the village. We also distributed all the good bought by Khushiyan Foundation, who were donating rice and packets of Masoor dal.

To collect the edible goods provided by Khushiyan Foundation, the locals were asked to bring along a vessel with them, which with the help of our measuring bowl, we used to distribute of 1kg of rice equally to every family that showed up.

Throughout the donation process, we made sure to socialize with the local residents, who were kind enough to happily converse with us with a smile present on their face the whole time, making us feel welcomed.



Throughout the whole donation drive, the residents proceeded to express their joy towards us for organizing this donation drive.

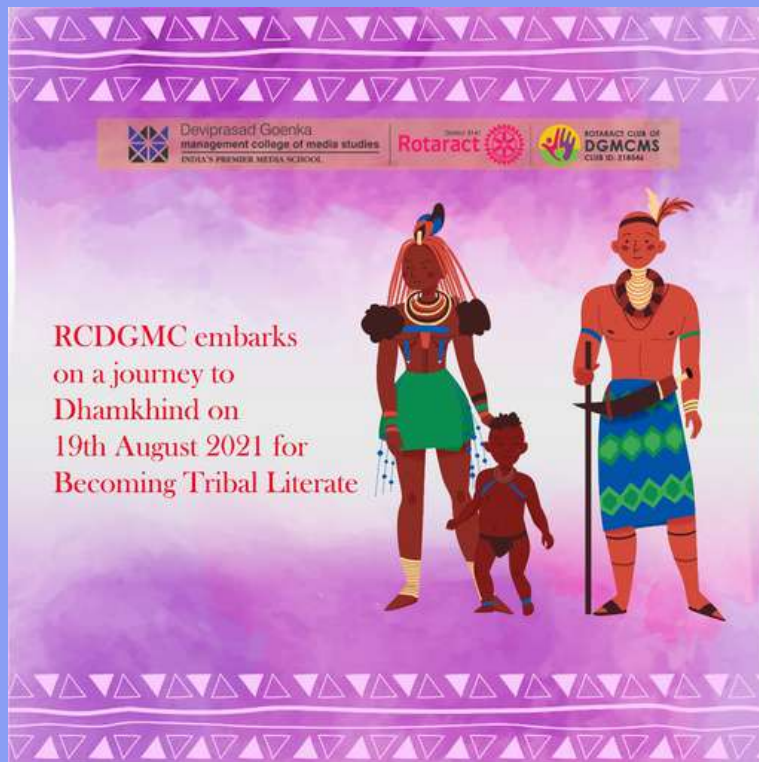
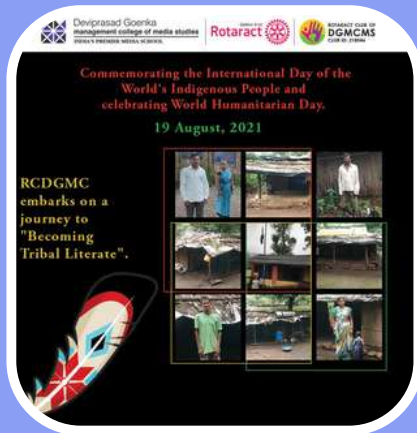
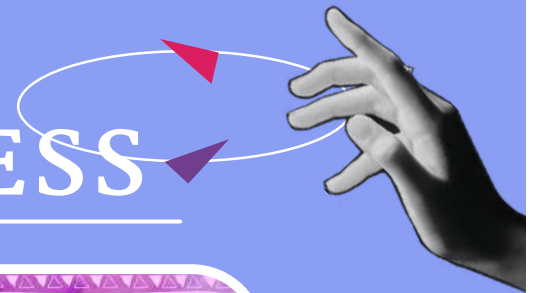
Even after the donation process were over, the residents chatted with the volunteers cheerfully which made the experience of donation drive feel even more fruitful.

We had an immense pleasure organizing and contributing for this donation drive with the help of Mohar and Khushiyan Foundation.

This drive helped the locals get access to necessary resources and goods during tough times, and also giving us an opportunity to lend a helping part, encouraging us to make use of our platform and resources to contribute to causes leading to valuable impact.

The joy and smile of the locals at the end of the drive, made this whole journey worth it.

# BTL POSTER DESIGNING PROCESS



**DESIGNING TEAM**



**CONTENT TEAM**



The DIGICOM team started the designing process of the poster with the inspiration of including tribal people from all over the world.

Prof. Shalu Balan helped during the entire process and suggested changes that helped represent the ideology behind our project better and so the final poster was created.

Club advisor, Prof Selvi S. gave a befitting caption - "Celebrating World Humanitarian Day & commemorating the International Day of the World's Indigenous Peoples, we aim to launch a social contract with the ones left behind. And for that, we are going to a tribal landscape to make ourselves tribal literate..."

# TRAVEL DIARIES

I HAVE NEVER BEEN TO A TRIBE BEFORE, THIS JOURNEY MIGHT OPEN MY SIGHT TO A NEW WORLD



ARE WE GOING TO BE ABLE TO STAND UP TO THEIR EXPECTATIONS?



I WANT TO SEE HOW THEY LIVE, WHAT THEY GROW, WHAT THEY EAT, AND HOW THEY TREAT AN ILLNESS.

*ZINDAGI EK SAFAR HAI SUHANA...*



I WISH I CAN LEARN SOMETHING FROM THEM WHICH WILL HELP ME OUT IN ENVIRONMENT CONSERVATION

WILL OUR TEAM SUCCEED IN BECOMING ONE WITH THE TRIBE?



# PEOPLE MOBILISATION

Considering the environmentally exploitative situations around, we made a decision to visit a village which practices sustainability with a genuine interest for conserving the forests and keeping their traditions alive.

Damkhind is a village isolated from the uncertainties of fast-moving cities and development of infrastructure and technology. Education is a scarce resource to the people living there, either assuring the safety of the environment or depriving the residents of basic necessities. To understand the experiences of these ethically rich people, we planned a visit to the beautiful place.

The first step towards success was a step in the mud. Development in the village is very poor, they do not have access to good roads and rain is not exactly an ally. A teacher offered all the volunteers some tea and breakfast to get warm. She let the volunteers rest in her house. Everything done free of costs, regardless of the lack of stable income. Later, to get started with the planned activities, each house had to be visited to ask people to join and be a part. It was probably either an unusual or a very usual thing they would come across, i.e., people coming around and doing some activities. The storm ridden village couldn't be any more



polite with their attendance at the place they were asked them to gather.

The schools in the area provide education till grade four, after which only the people with enough resources would send their children to study or you have to help your parents with the ground work and farming.

appreciated and had to keep them entertained. One of the volunteers was a pretty good singer so he did his magic and the people seemed to like it. To talk to individuals by gaining their trust, we had to visit each house separately. It was a digestive walk through mud and clay.



While situating in themselves in the place, the residents said that they made sure that there was no harm done to the forests around, and built shelter in the places which wouldn't bother the natural setting. Rice is the essential staple grown there and consumed at the same time, leading to a decrease in the sellable produced quantity, resulting in lesser revenue.

We wanted to make the residents feel

It would be an understatement to say that we learned and understood their lives, considering how we live a life with capitalistic ideologies. They are investing their time and health to conserve, and sacrificing their earnings and opportunities of living a more comfortable life.

The village provided meals to every volunteer for free. Nature inculcates kindness.



7-27  
PH2  
28/5/22



# VILLAGE TIMELINE

To learn more about the history of the village & educate ourselves, Rtr. Sakshi Kesarkar proceeded to course through the village to interview the elder residents with her making multiple discoveries like:



- **Temple:** The villagers stated that the temple has been there for as long as they remember with its history dating back to it being centuries old.
- **Community Hall:** Instead of having a community hall, the villagers still follow the age-old practice of having their meeting at the front yard of their houses.
- **Independence-** The villagers experienced almost little-to-no impact from the Independence of India since they still the prevalent issue of poverty.
- **Electricity -** Even after years of technological advancement, the locals still don't have access to reliable due electricity due to load shedding and climate problems like rains, storms, etc being a major cause of the problem.
- **Disasters:** They often face the issue of storms due to rainfall. Due to them enforcing rigid rules for outsiders during the pandemic, they were not affected by coronavirus breakout,, hence the locals can go around mask-free.
- **Network -** Although they received access to mobile phones about 20 years back, they haven't been able to make valuable use of it due to lack of stable internet connection, which is also causing negatively affecting their access to education in this era where online classes have become the norm.
- **Police Station -** Due to the police station being far away, they have to travel to register any complaint. Their other problems are also not acknowledged due to political parties not visiting them often to understand them better.
- **Hospitals -** They lack access to proper healthcare due to hospitals being far away, which is a big cause of concern for them during times of emergency.
- **Schools -** They have had access to education for the past 20-25 years along with the expectation that the education system will get better later. However, girls above the age of 18 are expected to get married instead of studying.



# SEASON MAPPING

Season mapping is a valuable tool that can help one understand about the crops that grow in a region during a particular month. We organized this activity with the intention of gaining knowledge about the villagers cropping patterns and to also get a better understanding about their yield and incomes.

Every single person in the community offered their input after encouragement, sharing their helpful input. They explained that during the season of Aashad, the main crops they grow, in the local language, are Buri Kudai, Hemdi, Jhini, Kali Kudai, Chawli, Bhendi, and Shirad. During summer they proceed to grow Mogra and Chilibi, while in December they typically grow tomatoes. During July they only grow rice since during other months there are various problems that makes it difficult to crops.



After they explained us everything in detail and answered our queries, we went ahead with the season mapping activity.

As it was raining heavily, we decided to conduct the activity on the teacher's patio. We started by making a huge Rangoli on the ground in the shape of a circle that was divided into 12 parts. Each part of the circle represented each month of the year. We proceeded to fill in the colors in each part of the circled based on the type of crop that they grew during that particular month. Each crop was assigned a unique color. to help us differentiate between them easily. Once we had collected all the necessary information, we continued to fill the Rangoli colors to match the month with the crop type. This was an extremely interactive session which helped us learn a lot about the lifestyle of the residents.

This session also helped us understand the value of the resources we often take for granted due to one's ignorance about the existence of one's who work hard to grow and consumer those resources.

# PROBLEM TREE

Problem tree analysis (also called Situational analysis or just Problem analysis) uses pictorial representation of an existing problem, its causes and effects which aims to get a clear and shared understanding of the issue.

There are three stages in this analytic process: (1) the identification of the negative aspects of an existing situation with their “causes and effects”

in a problem tree, (2) the inversion of the problems into objectives leading into an objective tree, and (3) the decision of the scope of the project in an analysis of strategies.

To understand the difficulties they face regularly, we made problem tree where everyone came forth to share the issues they face collectively. Some problems we learned about were:



- They can grow main crops like rice only during monsoon season, which they end up consuming themselves often, and they still face a lack of crops harvest and hence also have to think twice before spending money on food.
- There is a lack of jobs in the village. And even though they travel to Poisar in search of jobs, they still face rejection since they are deemed underqualified due to lack of education.
- Traveling costs are too expensive for them to bear which stops them from having new opportunities one can get through traveling.
- Population explosion is a big issue due to them having access to only a little piece of land to live on.
- During the monsoon, water leaks through the roof which destroys their crops and houses.
- School fees are very expensive for them (Rs. 1,200) and secondary schools are private, and they to have government secondary school built one day.
- Due to a lack of security against loans, they are denied access to loans often.
- There is only one well in the village that is shared by 63 families which is mainly used for baths and other similar activities.
- They only celebrate Diwali privately in their own homes, they also celebrate Ganesh Chaturthi but they bring only one idol in their sector.
- Pads are expensive (Rs.40/pad) because of which they can only use it when absolutely necessary. Typically ,they use cloth on normal, uneventful days which is very dangerous to health.
- They are also isolated for 4 days during their periods and the topic is considered taboo with only middle-aged adults knowing about menstruation.
- Hospitals are very far away, and the scarce amount of clinics nearby are managed by the government. Due to this they often give birth at home and in case of critical cases, they have to go to Thane or Mumbai..
- They have to think before eating due to lack of money.
- They lack access to basic hygiene necessities like not having toilets in their homes.

But despite all these problems, they welcomed us with open arms and kind smiles.

# FUN ACTIVITIES & TRADITIONAL FOOD



The village with the most welcoming smiles did invite us to just be united as humans and celebrate our lives together. Love and innocence won the race as we just made ourselves a tiny part of the village amidst the children of 5 to 15 years of age. The local children apart from attending school, also indulge themselves in farming and other family occupational work. Initially, they were indeed a little nervous to interact with us. But later after eliciting some conversation and comforting them, we started to engage with each other and begin to play games. Musical Chairs was something they did not know about, and so we thought of it as a wonderful idea to teach them a new game. After forming a huge group of 10 we imbued that zeal in them for the game.

One of our members, Rtr. Vipin Gupta, who is also a musician, played his guitar. For positive reinforcements, we told them that the winner would get candies and gifts. And so did the game begin with the sounds of the strings of guitar and the enthusiastic squeeks of the merry children. The winner got the reward that was promised and the game ended, but our willingness to be there among them stayed. The sweet sharing nature of the villagers was way above anything else as we were granted to have a treat of bhakri and tea which was totally delectable. It could not be emphasised enough that living in the city and not acknowledging the life in the country, how beautiful it was to connect with the people, who are in fact a part of us, and also with mother nature.





# MY TRIBAL LITERACY EXPERIENCE

"With BTL, I was able to see through the rich socio political cultural mileu from which the tribes of Damkhind descended. I felt the strong need for studying more and more such aboriginal communities as this will eventually pave way for progressive co-existence with mother nature, herself."

**PROF. SELVI S.**

"The best part about being tribal literate is learning about their self-sustenance and independency to tackle all problems on their own and flourish their tribes with the resources they have. Their commitment to be one as a community and sharing all the problems and joy with each other teaches a lesson of strength in unity."

**RTR. CHETNA SHASTRI**

"Being a tribal literate helped in understanding the astounding benefits of their traditional knowledge and opened up a new realm of solving problems. From their eco-friendly management of infrastructure to traditional medicine and a sense of belongingness as a community, their knowledge can become the key to many major problems faced today"

**RTR. TAIYABA SHAIKH**

The best part about being tribal literate was the loving and welcoming nature of the tribals, their eagerness to work with us encouraged me to sing my heart out to them and bring a smile on their faces.

**RTR. VIPIN GUPTA**

"The best part about my experience would be the realisation of how important it is to contribute what you have be it knowledge or creating an opportunity for others to share and have the same privilege as you do."

**RTR. ASMITA HADKAR**

"I learnt a lot through the analysis of that village, it was an experience to remember as we could interact and understand various issues of the tribe."

**RTR. SARTHAK BABAR**

"By the initiative of researching about the village, I experienced and learned about the various aspects of working on field. While working together as a team, I realised the importance of team work. The people of the village made me understand how to work even with so much of difficulties. Overall, it was a wholesome experience."

**RTR. SAKSHI KESARKAR**

"The first thing I learnt through this programme was that the issues faced by the rural people are more severe than what we were expecting. They were seeking a way to have their issues raised and voices heard and we are trying our best to help them out in whatever way we can."

**SAMEERAN GHOSH**

"People there at the tribe were deprived of basic knowledge and necessity, education being one of them. As a Rotaractor I could feel the spark which encouraged me to help them."

**RTR. AADITI PARAB**

"It was a great experience how the people there were connecting with us and sharing their thoughts with us. I enjoyed interacting with the students there and creating a friendly bond by trying to understand them. With the beautiful nature and the people of the village, it was a joyful and mesmerizing trip for all of us."

**RTR. KRUPA TANDEL**

"It was one of the best feelings when we reached that village. The people there were very kind and sweet. I learnt many life lessons from them and also about their daily difficulties. Their main goal is to "struggle a lot for a better future for their kids". It taught me a lot and looking ahead for more such projects."

**RTR. NEHA JUDE**

"The best part for me about being a tribal literate is the lesson that I learnt, which is to be grateful and happy with what life gives us."

**RTR. ISHA SHRIVASTAV**

"I feel that I was lucky enough because I got a chance to be a part of this event. I got to learn many things which I never knew about. I was not aware about how tribals exactly are until I visited that village. It will forever be a memorable day for me."

**RTR. SHUBHAM GOSAI**

"I will be forever grateful for being a part of this team and being responsible for the visual documentation. Through the lens, I felt every emotion and lived every aspect of the tribe's life."

**RTR. AMAR JAIN**



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