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With virtually the same number of staff, we again reached around 90 colleges this year but only half the number of students (21k this year compared to 44k last year). This was due to the amazing response last year of the Mangalore colleges to fill their auditoriums with multiple programs and SRM university asking us last year to do their whole university, (we did 7000 in 1 college). We came up with 4 new strategies this year.

Due to the Kaveri water dispute leading to multiple strikes much education time was lost and so many of our programs were cancelled. In Bangalore alone out of 100 colleges visited only 30 ran our program. Whatever is not in the syllabus is the lowest priority for the colleges, showing how we need to bring these essential topics into the (non-core) compulsory subjects at degree level. In this regard combining with another NGO who do similar social work, we met dozens of principals where we have repeatedly conducted programs over the year to request that they bring up the issue of promiscuity, youth abortions, porn addiction, HIV, and sexual abuse in their meeting with their Vice Chancellors and suggest an increase in the attention to these subjects with in the syllabus. We had a good response and will use this avenue to keep pressing toward this goal. This was new strategy number **one.**

This year we concentrated on training and hoped to increase our number of staff. We did multiple training in NGO’s and special training camps but ¾ of even the selected personnel dropped out within a few months as the support we were hoping would come in from company CSR funds failed to materialize. We are only paying 4000 – 7000 Rupees pcm from new staff to top leader!

We were inspired to try a **second** new strategy to reach out en-masse. Right at the start of the financial year we were invited to address 150 principals in the Mangalore University’s annual meeting and gave them all DVD’s with our program professionally edited and produced in recording studios. How many of them actually will use it as an orientation program at the start of their academic year remains to be seen. We now try to give these DVDs in every college in which we do programs if we are not able to raise up a team to go back to that city / college the following year. (If this is what they request.)

In the Bangalore press meeting we covered the implications of unhealthy sexual relationship very graphically. The press staff said only 30 mins max but the reporters sat for 1.5 hours!

The **third** new strategy was to visit multiple schools to distribute letters advising parents how they can protect their children from porn and other dangers online with free parental software. We want to regularly include this in our non-college teaching months.

We went back again to Hubli and Belgaum as we have free accommodation in these cities , however we are running out of new places with such facilities so we need to raise funds so that we can budget in accommodation for our travelling teams.

The **forth** new strategy was to reach all the medical shop owners / pharmacists to speak to them about female foeticide and youth illegal abortions. It is an easy way to reduce these illegal activities quickly however they shared that this was the most promoted tablet by whole sellers, that is the MTP kit.

For the first time we joined with other anti-female foeticide NGO’s and all organized a protest on the same day in 5 different cities in across India. All had good press coverage and we decided to have an annual meeting with these NGO’s to see how we can continue to cooperate to maximize our impact.

It was a unique and enlightening year!

Avith Anand President Rescue Charitable Trust. April 17th 2017