



Annual Report 2018: The Rural Changemakers -. Association for the promotion of youth, education and development aid.

Founding date

Berlin, April 29, 2018

Purpose

Promotion of youth welfare, education, popular and vocational training and the development cooperation as well as the promotion of international spirit, tolerance in all areas of culture and international understanding.

Non-profit status

Responsible tax office:

Tax Office for Corporations I

Bredtschneiderstrasse 5

14057 Berlin

Tax number: 27/678/57308

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Attachments

Annual report 2018
Business plan 2019

The Rural Changemaker #1 (newspaper)
REMOTE: The Rural Changemakers of Janwaar (book)
1 set of postcards
1 set of stickers

Preamble

Ulrike Reinhard has been active in Janwaar, Madhya Pradesh, central India since 2014. With the help of 12 volunteers from seven different countries, she built the first skatepark in a rural village in India. The project was defined as an experiment and the central question was: does this skatepark have the power to "disrupt" the village in a way that its inhabitants, especially the children "move" and change becomes possible?



Panoramic view of the skatepark

Like any remote village in India, Janwaar seemed resistant to change. Strangers were not welcome. Four years after construction, it can be said that the experiment is successful and the first changes are visible and tangible. The project has an economic, social and cultural impact on the village.

Ulrike's activities in India have found support in Germany and her wish to found an NGO was put into action in May 2018.

Details about Janwaar

The village of Janwaar has approx. 1,000 inhabitants, including 300 children. There is a government school that goes up to 8th grade; however, the educational level of the graduates leaves much to be desired. The children can barely read and write when they finish school, and their knowledge of mathematics, social sciences and Hindi is rudimentary.

Janwaar is located in the eastern buffer zone of the Panna Tiger National Park, Panna, in Madhya Pradesh. The village is not connected to the public transport network. It's located about 4 km from the nearest main road. It is 8 km to the next larger town, Panna. There are no stores in Janwaar. Electricity is available for a maximum of 8 hours per day. A maximum of 10% of the 149 households have a toilet. There is no doctor.

Membership Details

Seven members in total.

Seven founding members, one leaving, one new member.

Association Structure

Board of Directors

Chairwoman: Ulrike Reinhard

Vice-Chairman: Andreas Schulten

Treasurer: Axel Pfennigschmidt

Cash auditor

Astrid Ramge

Recording Secretary

Axel Pfennigschmidt

Memberships of associations/interest groups

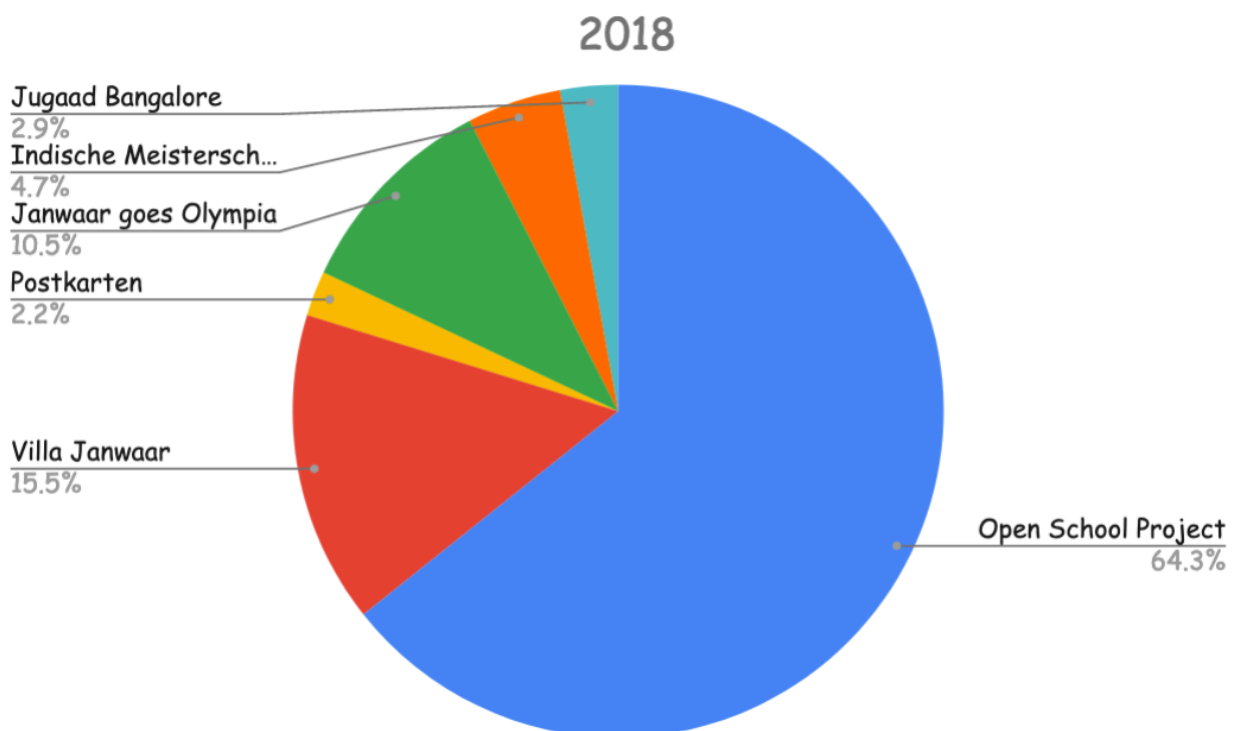
None.

Annual Financial Report 2018

See attachment.

We have collected donations in 2018 in the amount of € 21,610.

And we have distributed them to the projects (description see below) as follows:



Public Relations

Publications of the Association

The Rural Changemaker, 12-page newspaper (see attached).

REMOTE. The Rural Changemakers of Janwaar. Book, 200 pages (see attachment)

Postcards (see attachment)

Stickers (see attachment)



"No school, no skateboarding" sticker on a wall in Heidelberg.

Event in Berlin Mitte

On 10/10/2018, the association held its first public event. Almost 80 people accepted our invitation to the Heckmann-Höfe in Oranienburger Strasse – a colourful mix of people from our members' networks. We invited volunteers who had visited Janwaar in 2018. They reported from their experiences on site. The three young Berlin students, who were present at our event, spent three weeks in Janwaar in March 2018. They've built a life-size tiger together with the children and villagers. The main workload was undoubtedly on the three volunteers, but the locals provided more than helpful advice, e.g. on mixing the clay needed for the project and how to process it.

Prof. Eku Wand, Interactive Media at the Braunschweig University of the Arts, shared outcomes of his 360-degree video workshop he held in Janwaar in September 2018. His learning was: forget formal structures and "go with the flow," learning by doing instead of learning by preaching. The challenge for Eku: letting go his "usual learning path" was greater than introducing the kids to the 360 degree video cameras.

The event opened with a 12-minute video about Ulrike's work in Janwaar. The video was produced by students of the University of Bristol. They submitted it to several international short film festivals. The video stream was followed by a panel discussion in which Ulrike Reinhard, chair of the association, and Frank Röbers, CEO of

Synaxon AG, discussed the "open approach" of our work in Janwaar. Röbers follows a similar approach in his company.

During the event we sold project-related merchandise (book, newspaper, postcards, photos, small clay skateboards, embroidered tigers, stickers) – the proceeds were almost 250 euros.



Panel discussion



Merchandising stand

Lectures

Meanwhile Ulrike Reinhard has held seven TEDx Talks on the activities in Janwaar and has been present at a variety of events, often in schools and universities internationally. Sometimes the children from Janwaar also participate in the events and share their experiences and adventures or respond directly to questions from the audience.

Selected dates in 2018

February 2018, TEDx Lucknow, Utter Pradesh, India.

April 2018, Green Hub Festival. Tezpur University, Assam, India

April 2018, iTeam annual event in Dresden, Germany.

August 2018, Satna University, Madhya Pradesh, India

September 2018, Pushing Borders, London, England.

Website

www.rural-changemakers.com

On Facebook: <https://www.facebook.com/RuralChangemakers/>

Media contacts and publications:

April 13, 2018, The Hindu Business Line: Skateboarding: Rebels with an Olympic Cause. Author: Sree Sen

May 2018, article in Vogue India. Author: Cindy Whitehead

August 2, 2018: Decathlon Sports, online: Rural Changemakers - How skateboarding can change a life.

August 8, 2018: scroll.in, online: Villagers in this Madhya Pradesh village are getting immortalised by a teenager's lens. Author: Yashraj Sharma.

24 September 2018: in Uth, online platform of the Indian Express newspaper: Janwaar Castle - Inside India's First Rural Skatepark. Author: Madhuli Trivedi.

October 25, 2018: in The Vibe Asia online magazine: High Rollers and Little Hearts - Meet the Indian teens who are all set to star at the 2018 World Skate Park World Championships in China. Author: Kartik Rao.

October 30, 2018: Article in the daily newspaper Mannheimer Morgen: No skateboarding, no school. Author: Heike Dürr

October/November 2018: Various articles in the regional newspaper Patrika, Madhya Pradesh about the World Skateboarding Championships.

November 21, 2018: Interview with Ulrike Reinhard in Qiio Magazine: Revolution on Wheels.

Author: Fanny Zschau

December 20, 2018: Interview with Ulrike Reinhard by Goethe Institute Delhi: A New Identity.

Author: Holger Schäfer

A special form of public relations has emerged over the years with our partner Decathlon Skateboarding. In their Indian headquarters in Bangalore (store and office, Airport Road) the different videos about our Rural Changemakers are running on the in-store screens and in the outdoor area our story is told on the board of their skatepark.



Advertising in the outdoor area of Decathlon India Headquarters

Competitions

Skateboarding competitions are very popular with our kids. From our point of view, they serve several purposes:

1. Traveling educates, this is indisputable. The children get to know the country and its people.
2. Travel promotes social skills. Within their own peer- group but also in the interaction with new children they learn to adjust and adapt.
3. These competitions promote the children's sense of community and help them to better understand the concept of "competition".
4. The experience gained at the competitions is carried back by the children. It has "opened" the village and its people to strangers.
5. It makes the children proud and strengthens their self-confidence.

In 2018, skateboarders from Janwaar participated in three major competitions.

World Skate - World Championships in Skateboarding in Nanjing, China (28.10-2.11.2018).

Janwaar goes Olympics. Skateboarding will be Olympic discipline from 2020 onwards. In the run-up to the Tokyo Olympics, the first official World Championships in Skateboarding were held in Nanjing, China. The participation of Asha Gond (19) and Arun Kumar Adivasi (17) from Janwaar was the most outstanding event for the entire village last year. And also - at least in terms of preparation for the event - the most chaotic. Together with an athlete from Delhi, they embarked on the journey to China. It was their second ever trip abroad. Their arrival at one of the world's largest skateboarding bowls was overwhelming. Never before had they seen such a skatepark, let alone dropping into such a bowl. The energy of 180 other athletes from 32 countries helped them to lose respect for the depth of the bowl and with each practice session they became more confident.



Asha and Arun leave the skateboarding stadium in the evening.

The Indian Skateboarding Federation has no coaches or training facilities yet. There is no medical care or preparation. Asha's and Arun's participation was completely financed by donations. The Indian government only provided the visa, it was paid by us. Of course, these are not optimal conditions. So it is no wonder that there is a big gap between the Indian athletes and the world's top athletes, but according to the Olympic motto "To be there is everything!" these world championships were an important step in the personal development of Asha and Arun. Asha finished last and Arun third last in Nanjing.

Read more here: <https://rural-changemakers.com/taking-part-is-what-really-counts>
Interview with Asha Gond aired on American TV in February 2019 can be found here: <https://www.youtube.com/watch?v=LY4CyqtPwrk>

Jugaad in Bangalore, India, November 2018

Three of our 10-12 year old boys participated in the annual Jugaad, the oldest skateboarding competition in India. It takes place in Bangalore. Unfortunately, more children could not attend the competition as the date was in the middle of exam weeks. So only three of our skateboarders participated. The three were supervised by one of our best skateboarders, Arun. He took the responsibility to travel and take care of them on site. Ulrike Reinhard, who was also on site, only took a supervisory role in the background.

According to our motto "Being there is more important than winning" we nominated two newcomers for the Jugaad, two boys who had never been out of Janwaar before. They skateboard average compared to our other kids and were totally excited to see what was in store for them in Bangalore. They were overwhelmed.

Compared to other skateboarding events, Bangalore is more for adult skateboarders and in that respect asked for little variety for the youngsters. This meant that our boys were often bored after the lunch break because they could "only" watch.

Ramkesh (11 years old), one of the three, made it to the finals in the age group up to 16 years. The experience in Bangalore was not one they would necessarily want to repeat; it lacks child-friendliness and playfulness.

Read more here: <https://rural-changemakers.com/a-visit-to-bangalore>

Indian Skateboarding Championships in Vishakhapatnam,
Andhra Pradesh, India, December 2018

In December, 21 children from Janwaar traveled to Vishakhapatnam for the Indian Skateboarding Championships. The children ranged in age from 7-18 years old, girls and boys equally represented. A bus picked them up in Janwaar and took them to the train station in Jhansi, six hours away, where they boarded the train. The group was accompanied by two adults. The older children took care of the younger ones, as is customary in India. The journey went in good spirits - each of the children had received new shoes beforehand - and everyone was eager to see what was in store for them. After a journey of all in all 48 hours, the kids reached their destination and whoever thought they were tired was mistaken. With endless energy, they went straight to the skate park and marveled at the sea. Many of them saw it for the first time.

The competition was divided into three age groups (8-12 years; 12-16 and over 16 years) and separated by boys and girls. All in all, 63 children participated and 18 medals were awarded. In all competitions in which Janwaar Kids competed, they won, i.e. they won the gold medal and 4 silver/bronze medals. A real shower of medals!



"Les Bleus" in action

In addition to the sporting success, what really jumped out at the other participants was the sense of community and the helpfulness of the Janwaar children. Many participants spoke to Mannan Gupta, one of the accompanying adults, about this. In their blue T-shirts, the Janwaar kids brought the necessary "color" into the game.

The trip surely will be remembered by all!

Read more here: <https://rural-changemakers.com/allez-les-bleus>

Projects in 2018

After only three years, Janwaar and its Rural Changemakers are known worldwide as a skateboarding hotspot. Skateboarders and filmmakers from all over the world visit. And this success story from the small village in Madhya Pradesh has now been replicated.

New skateparks in India

The kids and Ulrike are directly involved in three projects: These are new skateparks with a similar approach we've taken in Janwaar. The villages are located in Rajasthan, Odisha and Andhra Pradesh. Our involvement is primarily advisory in nature. We organise workshops in the respective villages with all those involved in the project in order to find common ground and understanding, we provide the design for the skateparks with our partner Betonlandschaften in Cologne, and with Anveer Metha, one of our first volunteers ever, we accompany the construction measures. The Janwaar kids traveled to Andhra Pradesh for three weeks and taught skateboarding to the kids there. After that, the kids from Andhra came to Janwaar. These exchange programs are also planned with the other parks. Their completion will be in the first quarter of 2019.

Our concern is NOT to run these new skateparks ourselves. We only help to realise them and support the respective resident operators to get started. The operators are institutions/NGOs or individuals independent from us.

Villa Janwaar with mini skatepark

Since November 2017 we have our own community center in Janwaar. In February 2018 it opened its doors. Located right on the main street of the village, we rented an entire villa with four rooms and a large garden for 25 euros per month. We have completely "rebuilt" the Villa and the outside area, demolished and broke through walls inside, so that we now have beautiful premises where we hold workshops and events of all kinds with and for the villagers.

For the children, the Villa - next to our skate park - is quite simply "the place to be". On average, 30-50 children come each day. Some come before/after school. The younger ones often spend the whole day here. We have toys, books, musical instruments - everything is used equally. For the children, the Villa is a safe place. It belongs to them and only them. They keep their Villa clean and are proud of it.

In the outdoor area (about 150 square meters) we have created a garden with a campfire place and various seating areas. There is also a basic kitchen area and a small garden.

Our direct neighbour is the Forest Department. When the Forest Rangers saw our activities and perceived how important the whole thing is for the children, they let us use their land/garden directly adjacent to the villa. We then broke through the wall between the two properties and built a small playground and mini-skate park. The mini-skatepark is about 100 square meters in size. A smooth concrete surface was already in place. We just added a few elements like ramps and slopes. The mini skatepark is ideal for the little ones who become "skateboard-savvy" there and then venture onto our big skatepark.



Entrance Villa Janwaar



The mini skatepark adjacent to the villa

Workshops

At the Villa Janwaar we also host workshops from external NGOs. Thus, in 2018, about 20 volunteers from all over the world came to us and worked with the children in a variety of areas.

The most important events, besides the already mentioned projects by Berlin students Eva, Fiona and David (building a life-size tiger) and Eku Wand (360 degree videos), were the workshops with the Fellows from the Green Hub in Tezpur, Assam, and the Tara Trust in Goa.

Five Fellows from the Green Hub came to Janwaar for 10 days in June 2018 and screened documentaries to the children and residents. The documentaries were about

- Animal-human conflict.
- Preservation of traditions.
- Environment

All of them were followed by discussions. The morning hours were reserved for the kids, and in the evening we held Public Screenings in the garden of the villa for all the villagers. The screenings were well attended and lively discussions took place. The workshop related to environmental issues resulted in three large trash cans at the Villa to collect and separate the trash.

Three young ladies from the Tara Trust in Goa came for a three week workshop and stayed in our home stays. They conducted a musical instruments workshop for the children. This was highly appreciated especially by the 6-14 year olds. As a farewell, they built a "music wall" in our big room in the Villa - there you can now see different musical instruments with corresponding paintings.

The home stays are bed & breakfast accommodations for visitors to the village, set up by some family as part of our on-site activities and run independently by the villagers. The same is true for a bicycle rental service newly established in the village.



The music wall is in the making

Outlook 2019

The year 2019 will be mainly characterised by three major projects: The Open School Project, a new skate park in Janwaar and the establishment of a Section 8 Company with the Janwaar Kids as initiators and directors.

One of our biggest donors organises an annual event in January. Instead of charging a fee to participate the donor asks the participants to donate their fee to us. As a result we've had a peak of incoming donations in Nov/Dec 2018. These donations will be spend directly in the new year. Thus, the 2018 surplus went directly into the Open School Project in January 2019.

Open School Project

School education in rural India continues to be a central issue. The government school in Janwaar is no guarantee for good education. The qualification of the teachers and the equipment of the school rank at the lower end of the Indian quality level. The solution - at least in our opinion - cannot be to build a private school, because even a private school does NOT have access to good teachers. This is a widespread misconception. That is why we created our own Open School Project.

In an assessment in August 2018, together with our partner, Prakriti School in Noida, Utter Pradesh, India, we selected five Janwaar children to participate in a two-year program which will start in January 2019. The program aims to

- introduce the five to new ways of learning.
- putting the individual child at the center of learning
- to fill in their gaps in Hindi, math, and social studies
- to grasp, understand, and apply the use of "digital"
- to learn for daily life (online banking, budget management, taking care of home, etc.)
- to define a set of values for themselves
- to then pass on what they have learned to the other children in Janwaar
- sports, music, literature, and art are an integral part of learning

The five live together in a rented apartment directly across the street from Prakriti School in Noida.

They keep their apartment clean and manage their monthly budget. In the mornings, they are assistant teachers at Prakriti School, where they directly experience and put into practice various forms of learning with an experienced teacher. In the afternoons they have a patchwork of sessions to achieve the above goals. We have a permanent Education Team consisting of 10 "teachers" who give very individual attention to the children. A lot of it takes place in group work, but we also have one-to-one online lessons.

By end of March, each week one of the five children will return to Janwaar and work there with the kids on topics such as clean water, water use, waste management, hygiene, etc. For this purpose, the five prepare a folder in Noida, in which they collect and select data, information, reports on the respective topic, and then put it into a form that can be communicated further.



Brajendra, Ajeet, Anil, Asha and Arun on the balcony of their apartment in Noida.

The program is designed to last two years. Next year, the five are scheduled to take the 9th grade exam under the NIOS (National Institute of Open Schooling) curriculum. This will give them an official diploma on which they can then build their future.

Skatepark in Janwaar

Janwaar gets a new skatepark! Our board member Ulrike Reinhard met the founder of SKATEROOM in Belgium, Charles-Antoine Bodson, at the Pushing Borders conference last year in London. Charles already knew Janwaar and was so enthusiastic about our story that he spontaneously agreed to support a new skatepark. The skatepark will be built in 2019. The size of the skatepark is 30 x 30 m. The area is directly behind our community centre Villa Janwaar. The implementing project partner is the Indian partnership company "the_we_consultants" in Delhi.

Section 8 Company: Rural Changemaker Community Forum

Right from the beginning of her activities, Ulrike has always said that her goal is to become obsolete. This means in other words nothing else than that the children and the villagers of Janwaar at a time X take their future into their own hands.

In 2019, we are planning to initiate this process. For this purpose, we plan to establish a kind of non-profit limited company (Section 8 company is the corporate form we are aiming for), in which the young people who are already full age will become directors and the younger ones will become members. The name of the Section 8 Company will be: Rural Changemaker Community Forum. The formation of the Company will take about 6 months.

For the five kids participating in our Open School Project, this means that some start-up sessions will be included in their learning program, such as bookkeeping, presentation making, and others.

The transition process is planned for 2-3 years.

In addition to these three major projects that will make up the lion's share of the 2019 budget, our activities continue in our communitycentre "Villa Janwaar", where 1-2 hours of programming with the youngest children is offered in the mornings and evenings. In addition, we promote in various ways the local Anganwadi (government institution that provides lunch for the poorest). Through one of the lady villagers we distribute fruits to the children on a daily basis.

Planned and already in preparation are 2-3 Medical Camps in 2019. A retired pediatrician from Gurgaon (near Delhi) has agreed to come to Janwaar every 3-4 months to not only perform basic health checks, but also to teach the mothers and children the basics of hygiene and preventive care. The first camp is scheduled for April 2019.

In addition, the exchange programs with the other skate parks will take place. The children will again participate in the Indian championships and possibly in the Jugaad in Bangalore. Also the participation in the annual Jaipur Litfest with its theatre outreach program is again an integral part of our activities.

Planned association activities in Germany

We have the following activities planned for 2019:

- Issuance of a newsletter (mailing is planned twice a year).
- Participation in the Pushing Borders conference in Malmö, Sweden in August 2019.
- Presentation of our project in various funding circles such as Let's Bridge IT, Mannheimer Morgen, Indian Embassy Berlin, etc.
- Concerts are planned together with "Der Mond scheint meist in Cis-Moll" for the benefit of our association.

Membership development

In the current year, we plan to accept no new members. Our concern is not to grow in membership, but in donations. We only accept members if they add value to our projects and contribute actively.