



## **Annual Report 2020: 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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### Annexes

Annual Report 2020

Business Plan 2021

**Janwaar.** *Beyond Skateboarding*

Out-of-the-Box Newsletter #3, #4 und #5

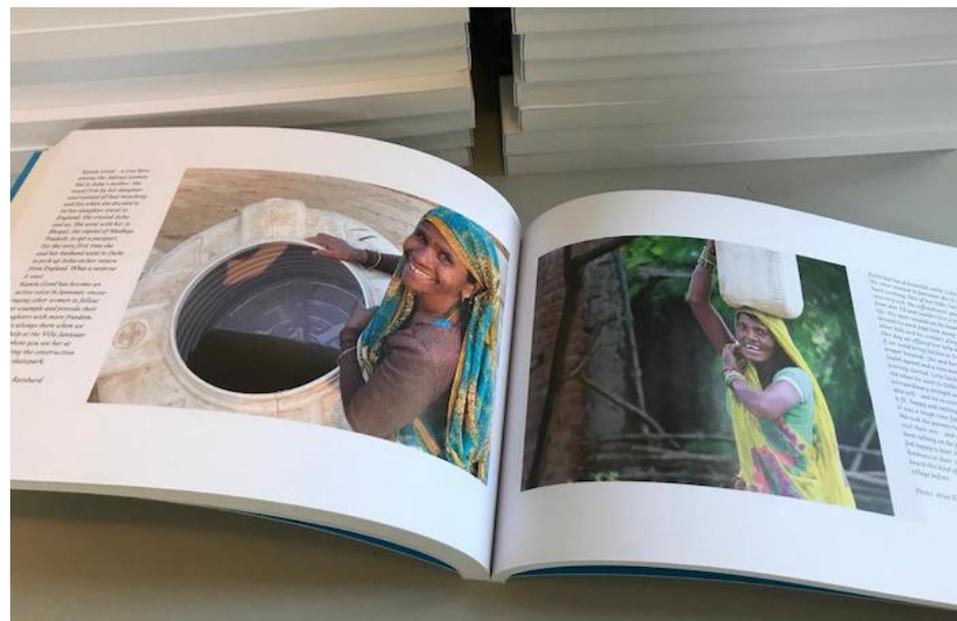
## Preamble

The year 2020 was dominated by Corona and the worldwide lockdown. Ulrike Reinhard, who usually spends most of her time in India, left India at the beginning of April 2020 and could not return until the end of the year. Despite Corona, our previous activities continued and measures were taken to mitigate the effects of Corona in the village. One project planned for 2020, the playground / kitchen garden, could not be carried out because Ulrike Reinhard was not on site.

It is gratifying to report that donations exceeded last year's level by almost 10% - we did not suffer a drop in our funding. It is also gratifying that there is still national (Indian) and international media interest in our activities.

The fiscal year 2020 was largely characterised by the continuation and adaptation of our Open School project, the installation of a solar system on Villa Janwaar, support for the Barefoot Skateboarders Organization (BSO), and activities to mitigate the impact of Corona in the village.

An absolute highlight was the publication of our book **Janwaar. Beyond Skateboarding** — a German and an Indian journalist edited and summarised the impact of our work in the village in two lengthy articles. The book is **TRILINGUAL** – German, English and Hindi. A comprehensive picture section, accompanied by short stories, complements the articles and gives a picture of everyday life in the village.



**Janwaar. Beyond Skateboarding**

## Membership details

The association has a total of seven members.

## Association structure

Board of Directors

Chair: Ulrike Reinhard

Vice-Chairman: Andreas Schulten

Treasurer: Axel Pfennigschmidt

Cash auditor

Astrid Ramge

Recording Secretary

Axel Pfennigschmidt

## Memberships of associations/interest groups

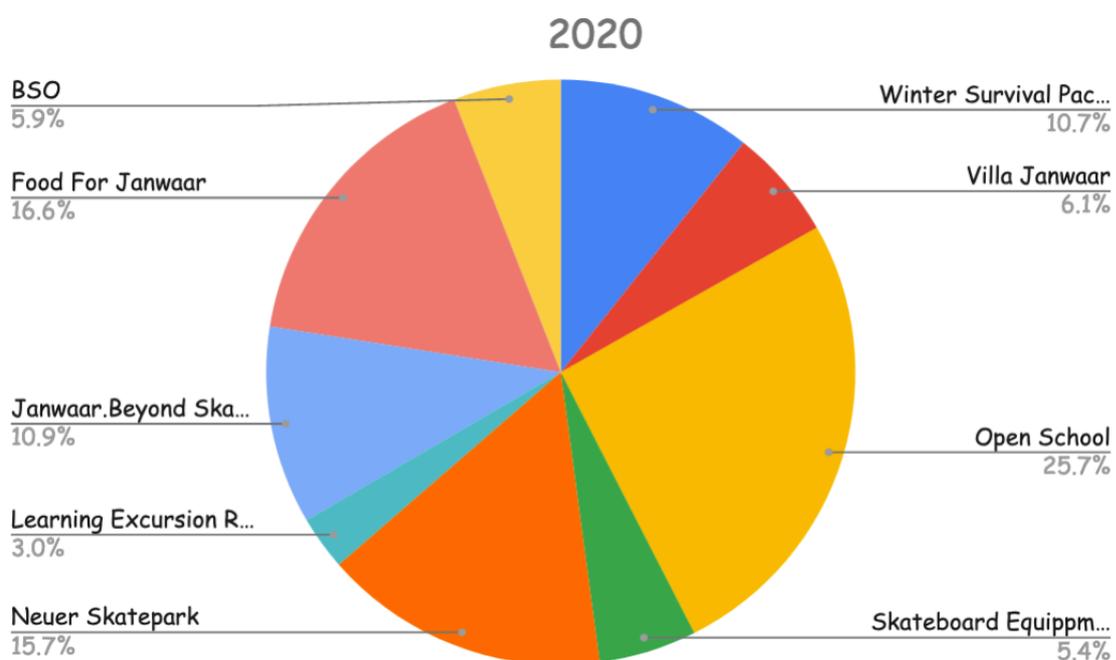
None.

## Annual Financial Report 2020

See attachment.

We have collected donations in 2020 in the amount of € 31,180.

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



## Public Relations

### Association Publications

**Janwaar.** *Beyond Skateboarding.* (siehe Anlage)

The Second Turns First (qualitativ hochwertiges Booklet zur Entstehungsgeschichte unseres 2. Skateparks)

Out-of-the-Box Newsletter #3, #4 und #5

Unchanged from previous year Postcards / Book / Stickers

Publications via The Barefoot Skateboarders Organization (BSO) in India:

Asha's Learning Journey in 2020

Anil's Learning Journey in 2020

The Barefoot Skateboarders from A-Z

A Folk Tale – by Anil Kumar (Teilnehmer im Open School Projekt)



*Layout of Anil's book.*

More: <https://rural-changemakers.com/a-folk-tale>

### Presentations and Talks

All presentations scheduled after March 2020 have been cancelled until further notice.

Selected dates in 2020

January 2020, One week workshop at a school in rural Gujarat

January 2020, Keynote Havard University and MIT Konferenz in Mumbai

January 2020, Jaipur, India: Jaipur Litfest – Presentation at different schools and on the main stage

April 2020, MIT India Covid Initiative – Ulrike Reinhard mentored students during a 3-days-hackathon

### Awards

Asha received two local awards in Panna.

Ulrike Reinhard was named a "Giving Economy Rural Changemaker" for contributing to the achievement of the United Nations' 17 Sustainable Development Goals.

### Websites

[www.rural-changemakers.com](http://www.rural-changemakers.com)

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

Auf Facebook: <https://www.facebook.com/BarefootSkateboarders/>

### Media contacts and publications:

Publications can be found in detail here: <https://rural-changemakers.com/media>

The greatest attention was generated by a report in The Guardian, UK in March 2020: "No school, no skating": the Indian skate park bringing children together, text by Jamie Fullerton, photos by Matjaž Tančič. This report resulted in donations.

Our project also resonated in the academic world. In the university magazine Konturen, Benjamin Fritz reported on his experience. Benni was in Janwaar for two months and helped us build our 2nd skatepark and also contributed to the funding himself. In the October issue of ManagerSeminare, the Musterbrecher Stefan Kaduk and Dirk Osmetz reported on what companies can learn from our experiment.

Throughout the year, one of India's largest daily newspapers, Patrika Madhya Pradesh, regularly reported on the activities of the children in Janwaar.

### Online Shop

A loyal friend of our NGO, Maria Pelzer, has set up an online store for us at Spreadshirt. From now on, you can buy a wide variety of merchandising products there. When ordering through this store, a donation of five euros will be made to us for each product purchased.



Mehr: <https://shop.spreadshirt.de/RuralChangemakersGoodsShop/>

## Our Projects in 2020

The most important projects / project results are summarised below. Details can be found on our homepage or our blog.

<https://rural-changemakers.com>

<https://rural-changemakers.com/blog>

### The Barefoot Skateboarders Organisation (BSO)

2020 was the first full fiscal year for BSO. While the children are aware that this organisation exists, they are not yet fully aware of what this might mean for themselves (jobs, etc.). This still takes time. They have done their first successful crowdfunding campaign and have understood that money can be raised through the organisation. They understood that the organisation can acquire jobs for the villagers. For example, three villagers went to Satna (a larger town, 70 km from Janwaar) and built skateboarding ramps for a school there. They earned significantly more money there than from their regular day jobs. Another example is Asharam, a village musician, who now gives flute lessons to the children and gets paid for it. These actions create approval in the village for our activities, help the population and enrich our project.



*Asharam teaching the kids how to play the flute*

At the end of 2020, we created a presentation that included all the Barefoot Skateboarders we have a photo of: The Barefoot Skateboarders from A-Z. Of the 250 kids we have in the village, we have contact with more than half.

We support the BSO partly financially but mainly through coaching. The coaching mainly includes communication with donors, accounting, fundraisers and presentations.

More: <https://rural-changemakers.com/the-barefoot-skateboarders>

## Solar for Villa Janwaar

Our Community Center, Villa Janwaar, is now the only place in the entire village where there is 24/7 electricity. Thanks to a generous donation from an Indian - the donation went directly to BSO - we were able to complete the installation of the solar system. The system provides electricity for the whole villa. Unfortunately we can't feed anything back into the grid, the plant is too small for that.

Now our Open School kids and of course all the other kids can use the new computer room. Anil gives introductions how to use a computer and builds robotic sets with the kids. In these rooms the Open Schoolers have a place where they can work in peace and quiet.

Thanks to a generous private donation, we now also have two iMacs and internet connectivity in the villa.



*Computer working space at Villa Janwaar*

More: <https://rural-changemakers.com/villa-janwaar-goes-solar>

Maker-Space: <https://rural-changemakers.com/a-hackerspace-in-the-making>

## Food for Janwaar

The pandemic and the lockdown hit the poorest of the poor the hardest. The lockdown in India started in the middle of the harvest season, with half the harvest left in the fields. Most villagers in Janwaar are day labourers - they immediately ran out of jobs. Food prices were rising on the markets - hunger was thus only a question of time.

Therefore, Ulrike Reinhard organised all necessary permits before her departure from India to ensure a smooth flow of food deliveries. Thanks to numerous donations, we were able to deliver 120-150 kg of fruits, vegetables and other food to Janwaar twice a week from mid-March to the end of November 2020. The food came to Janwaar from Panna, the next largest town via TukTuk. The Open School children, Asha and Arun, as well as Pappu, our "Man for Everything", successfully carried it all out.

We provided food for the poorest 30 families including the single old people. All in all 100 people were helped. The feeding of the single old people is still going on, also we are feeding fruit to the children when they come to our Community Center. This is ongoing.

More: <https://rural-changemakers.com/sukarti-a-grandmother-in-janwaar>

## Winter Survival Package

For exactly this same group of families, we put together a "Winter Survival Package" – once again carried out by the Open School children. We provided warm clothes to 100 children and old people. Everyone received a pair of shoes, a jacket or sweater, tights for the girls and pants for the boys, scarves, gloves, hats and blankets to survive this year's very cold winter. The joy was great, all were warm.



*The kids receiving their Winter Survival Package*

More: <https://rural-changemakers.com/getting-ready-for-winter>  
Open School Projekt

The Open School project is our largest single project. The first phase of the project ended in December 2020. Currently, all five Open Schoolers are back in Janwaar and preparing for their exams in April / May 2021. In parallel, they are working with the younger children in the village.

We have just completed an interim report detailing the key findings/achievements of the project (see here: <https://rural-changemakers.com/open-school>). In summary, the following accomplishments stand out:

- The establishment of a school at Villa Janwaar, our community center.
- The establishment of the Barefoot Skateboarders Organization.
- The children now have a better understanding of the problems in the village and are more likely to find solutions.
- The children's self-confidence to bring about change has grown enormously and an awareness for awareness of learning has spread throughout the village.

We will continue the project in the coming year (see page 12 of this report) and gradually involve more children.

Two of the Open Schoolers, Asha and Anil, have put together a presentation on their learning journey in 2020. You can find it here:

Asha: <https://rural-changemakers.com/ashas-learning-journey-2020>

Anil: <https://rural-changemakers.com/anils-learning-journey-in-2020>

## **Travel / Competitions**

Skateboarding competitions have not taken place in 2020 due to Corona. The Indian Skateboarding Championships were postponed from December 2020 to April 2021. However, two excursions still took place at the beginning of 2020.

### Jaipur Literature Festival, Rajasthan

Once again, this year five children from Janwaar traveled to the Jaipur Literature Festival under the leadership of Asha. The children love the festival's outreach program. Together with 30 children from schools in Jaipur, they spent 10 days working on small theatre sequences telling stories, anecdotes and experiences from their lives at home. The dialogues were written by the children themselves, rehearsed and then - during the festival - performed daily at two schools in Jaipur. The final performance was on the festival big stage in front of international guests. An experience that no one would want to miss.

Asha had the role of a mentor this year, she accompanied our five children and stood by them with advice and "evaluated" their approach and performances.

## Barefoot College and the Learning Societies unConference (LSuC), Rajasthan

In March, three of our Open Schoolers - Asha, Arun and Anil - went on a learning excursion to Rajasthan. They visited Barefoot College and the Learning Societies unConference (LSuC). They were accompanied by Rachael Hammerlein, an American. Rachael is a friend of the Barefoot Skateboarders with many years of experience in India.

The Barefoot College is an "institution" in India. Ulrike Reinhard has been there several times and has also held workshops. There are considerations to build a skatepark there as well. The goal of the Barefoot College is to offer education for the poor of the world, to help them to get ahead in their everyday life. For this purpose, especially workshops and programs for women are offered. Our mini-group visited the college for three days. They got a general tour/introduction and then delved further into individual topics in workshops held especially for them. Anil and Arun worked on the topic of "waste management"; Asha took the more creative workshops such as puppet theatre and jewelry making – all topics that are also reflected in her work in Janwaar.



*Anil, Arun and Asha at The Barefoot College in Rajasthan*

The Learning Societies unConference (LSuC) is held every two years and is the most important and largest conference on Unschooling / Home Schooling in India. Attending this conference was important for our kids. There they saw and understood for the first time how big this home schooling community is and how many people are dissatisfied with the Indian education system and are looking for new opportunities. They found themselves in "equal" company for the first time with our Open School project and that gave them a lot of confidence. They had many conversations, were able to get information and got a lot of answers to their questions. They participated in workshops and Asha, in her music and dance workshop, made it even to the big stage where she enthusiastically presented her rap song. The audience was hers and really celebrated her.

In all the activities, the focus was always on the questions, what is the relevance of this for Janwaar and how can we implement this in Janwaar. During this learning excursion, this understanding settled in the minds of the three. It "clicked."

More:

<https://rural-changemakers.com/a-learning-excursion-to-rajasthan-part-1>

<https://rural-changemakers.com/a-learning-excursion-to-rajasthan-part-2>

## Outlook 2021

The year 2021 will still be determined by the pandemic. It is not foreseeable when Ulrike Reinhard will be able to return to India. Yet our projects will continue.

### Continuation of the Open School Project

Four of the Open School children are registered for the 10th grade exams. These will take place in April / May 2021. They will be held by the National Institute for Open Schooling (NIOS).

### Barefoot Skateboarders Organization (BSO)

We will continue to work on the BSO being recognised and used as a potential employer in the village and will try to define new job opportunities for the villagers with the children.

### Cooperation with Decathlon Skateboarding, France

Decathlon Skateboarding, headquartered in Lille, France, is planning a special edition of skateboards that will benefit The Rural Changemakers. The decks are planned to be sold through Decathlon's online store from mid-2021 onwards, the first designs are available.



*Mock ups of the Decathlon Skateboard Collection*

### Indian Skateboarding Championships

The Indian Skateboarding Championships, usually held in December, have been moved to April 2021 due to Corona. 14 of our kids will participate and travel to Chandigarh, Punjab.

### Madhya Pradesh Innovation Hub

Together with Beta-I in Lisbon, Portugal, we are proposing a concept to the state government in Madhya Pradesh that leverages the region's existing resources and knowledge and bundles them into an "Innovation Hub." This hub is tailor-made for the rural region.

### Planned activities in Germany

No live events are planned for 2021 due to the Corona crisis. However, we will:

- Intensify our conversations with major donors
- Continue our out-of-the-box newsletters
- Virtual events with the Musterbrecher and other conferences

Asha, one of our Open School children, is working on a rap song about women's issues. This is to be presented in Germany and Switzerland.

### Planned activities in India

Ulrike Reinhard is in preparations with The Vibe for a documentary about our work on the ground, she is involved in various award programs and in a short documentary of OMG! Yeh Mera India with the children.

## Membership development

We have not deviated from our idea of NOT accepting new members; consequently, we have no new members. This is not due to lack of interest, but rather to the conviction that with a lean association structure we can be much more flexible and agile in our activities purely.