



Annual Report 2021: The Rural Changemakers - Association for the Promotion of Youth, Education and Development Aid

Date of foundation

Berlin, 29 April 2018

Purpose

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

Non-profit status Responsible tax
office: Tax Office for Corporations
I Bredtschneiderstrasse 5
14057 Berlin
Tax number: 27/678/57308

Content

Preamble	3
Member details	4
Association structure	4
Memberships of associations/interest groups	4
Financial report	4
Public relations	5
Projects in 2021	6
Travel and competitions	12
Outlook 2022	14
Membership development	15

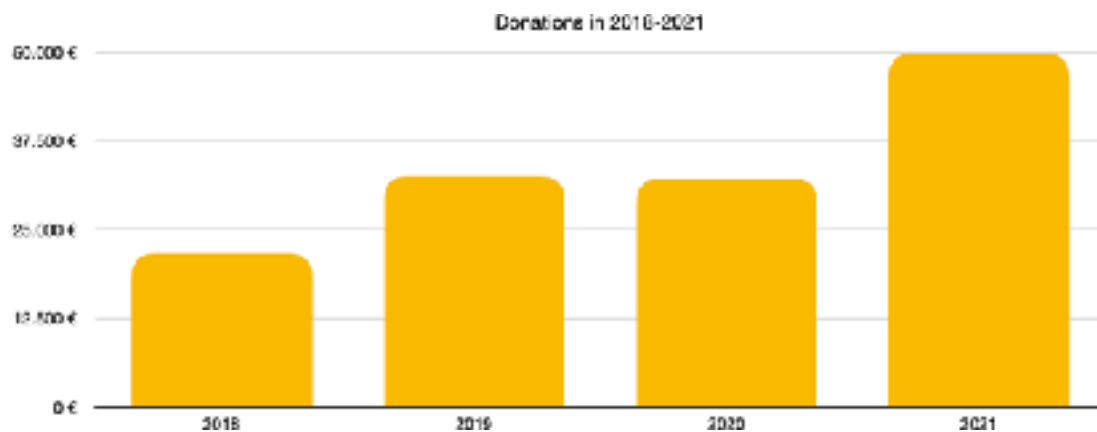
Annexes Annual Financial
Statements 2021
Economic plan 2022

I Am Kamla Gond. A Portrait.
Out-of-the-Box Newsletter #9 and #10

Preamble

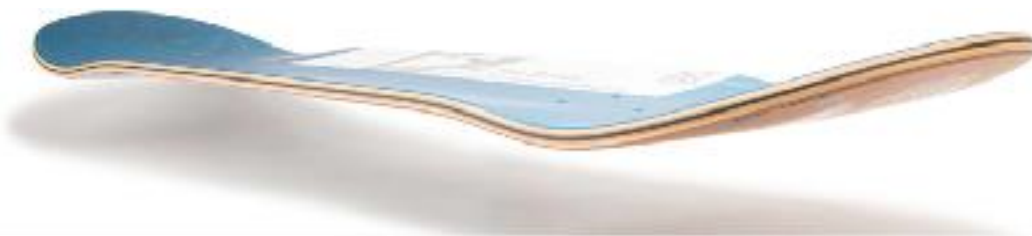
The year 2021 was still marked by Corona - exorbitant price increases for the villagers and still no entry for Ulrike Reinhard to India. Nevertheless, the project did not lose momentum and new initiatives were started. This shows us that the focus on the independence of the Janwaar Kids, who carry out all our measures on site, is clearly bearing fruit. It proves that our chosen approach of empowering the children to actually take action is working!

It is gratifying that the income from donations clearly exceeds the level of the previous year. It is also pleasing that there is still national (Indian) and international media interest in our activities.



The 2021 financial year was largely characterised by the continuation, adaptation and expansion of our Open School project, support for the Barefoot Skateboarders Organisation (BSO), the launch of our Kitchen Garden and other measures to alleviate the impact of Corona in the village.

The highlight from a "brand point of view" was definitely the introduction of our own series of skateboarding decks at Decathlon: The TRC_Decks_120. More about this in this report on page 7.



Member details

The association has a total of six members.

Association structure

Board of Directors

Chairperson: Ulrike Reinhard

Vice-Chairman: Andreas Schulten Treasurer: Axel Pfennig Schmidt

Auditor Astrid

Ramge

Recording Secretary

Axel Pfennig Schmidt

Association memberships / Interest groups

None.

Annual financial statement 2021

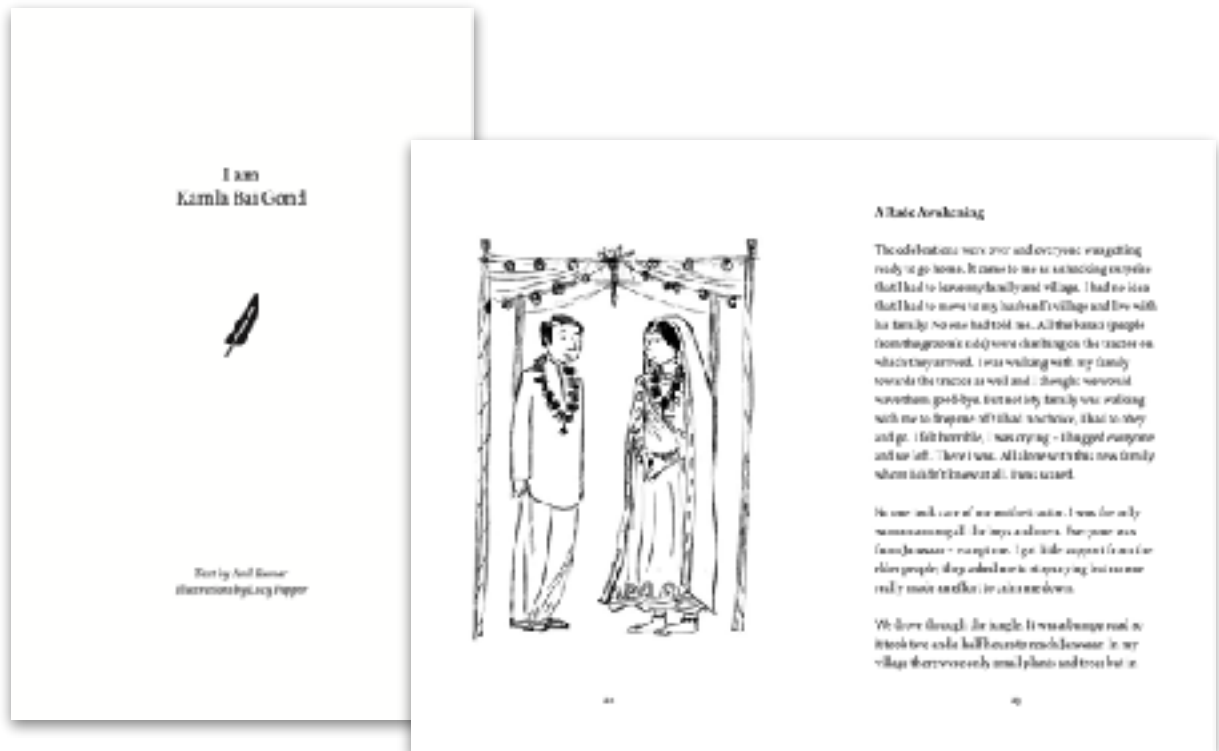
See attachment.

Public relations

Association publications

Kamla Gond. A Portrait. (High quality booklet "I am Kamla Bai Gond" - Portrait of Asha's mother written by Anil).
Out-of-the-Box Newsletter #6, #7, #8, #9 and #10

Unchanged compared to previous years Postcards / Stickers



Lectures (online)

7 Rules for Productive Disruption, Musterbrecher Seminar, January
2021 5 Rules for Sustainable Change, Pforzheim University, May 2021

Internet: www.rural-changemakers.com

Social media platforms

Facebook: <https://www.facebook.com/RuralChangemakers/>
and <https://www.facebook.com/BarefootSkateboarders/>
Instagram: https://www.instagram.com/janwaar_beyond_skateboarding/

Media contacts and publications:

You can find the publications in detail here: <https://rural-changemakers.com/media>.

The Netflix film **Skater Girl** achieved by far the greatest attention. Far more than 10,000 messages from all over the world spread across all channels reached our board member Ulrike Reinhard (for details see page 9/10 of the report).

Projects in 2021

The most important projects / project results are summarised below. The Open School Project, on which we have commented in detail in all previous reports, has continued and the participants have successfully passed their 10th grade exams. The project itself has been further expanded and seven younger children are now participating. This started in December 2021. Also, Villa Janwaar continues to be the hub of many activities; it is 100% run and kept in order by the children alone. The same applies to the skate park. Details can be found on our website or blog.

<https://rural-changemakers.com>

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

TRC Deck in the Decathlon Online Store

Since September 2021, the TRC deck is available in two colours and two sizes in Decathlon online store. For each copy sold, the association receives 5 euros. For 2021 we were able to invoice 515 euros in 2022

100 decks were delivered free to the village.

From an American sponsor, Impala Skates, we got all the accessories for the 100 decks: Griptapes, trucks, wheels and screws. That was a donation in kind worth about 6,000 euros.



The Skater Girls are very happy about the new decks.

Details are here: https://rural-changemakers.com/trc_deck_120/

Passports for three ladies from Janwaar

Good things come to those who wait. For almost two years we collected birth certificates and other papers and prepared them in such a way that the passport officials in Satna finally issued the passports to the three ladies.



. Jalsa Bai, Kamla Gond and Siya Bai and their passports (from left to right)

Kamla Gond (Asha's mother), Siya Bai (Ramkesh's mother) and Jalsa Bai (Anil's mother) are now proud passport holders. They had expressed the wish to come to Heidelberg to see where Ulrike Reinhard is from. The travel preparations were already in full swing, but then Covid threw a spanner in the works. But postponed is not abandoned. In 2022, the three ladies will travel!

Corona Awareness Campaign

The images that reached us from India at the beginning of 2021 were horrific. Lack of O₂, insufficient hospital beds and dying people everywhere. In Panna, too, the hospital was overcrowded and fear was going around the village.

We donated oxygen to the local hospital and together with graphic designer Lucy Pepper from Lisbon, Portugal, we set up a Covid campaign (cartoons). We told short stories about why it's necessary to wash your hands, wear a mask, etc. We did the whole thing in English. The whole thing was available in English, in Hindi and we produced a blank version which was then translated into other local dialects. We reached about 20 million young people through various NGOs in India.

There were posters, individual stories and it was also widely shared on social media. For details see here:

<https://rural-changemakers.com/blog/2021/06/10/corona-awareness-campaign/>

And here: <https://rural-changemakers.com/be-special/>

New water filters

Besides covid, typhoid came to the village. The cause is the poor quality of the drinking water in Janwaar. In a "hair-pulling action" we collected enough donations to renew the water filters and buy new buckets for every household in Janwaar. The children assembled and distributed these together with Pappu, our staff member on site.

The Sawyer water filters come from the USA and are also used by the American military in foreign missions. They are a bit expensive (about 50 euros each), but they last a long time.

Kitchen Garden / First Harvest / Food for Janwaar

The newly created Kitchen Garden, right next to the new skate park, is just a joy. Pappu and Kamla Gond (Asha's mother) have planted it and Kamla works there every day; i.e. we have created another job in Janwaar. The children water the garden 1-2 times a week, which was difficult in the beginning, but now it works well and the harvest of the Kitchen Garden is enough to provide the single old people in the village with fresh vegetables throughout the year. And now and then the children cook in the villa.

Besides the Kitchen garden, we have also planted about 100 trees.

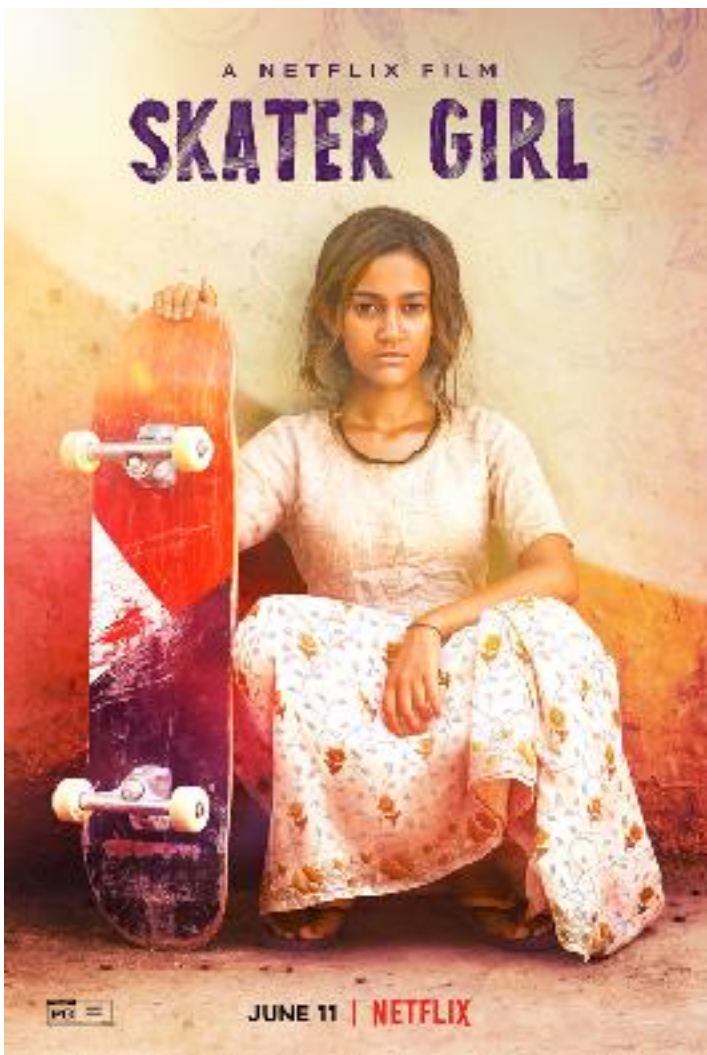


Kamla Gond at work

Skater Girl on Netflix

The release of the Netflix film Skater Girl has triggered a stampede of messages, calls and reports. After Netflix and the film director/producers released the film WITHOUT reference to Janwaar, a shitstorm started on the internet. Ulrike's phone could not stand still. She gave - together with Asha, whose story the Netflix film tells - two interviews (npr India and a Hindi-language newspaper) clearly stating our position on the film and then limited herself to answering individual queries.

We streamed the film in the villa and the kids all watched it with joy. Asha must have had tears in her eyes from time to time. After reacting very rationally in the first few days after the release, Asha became increasingly emotional and responded to media queries on her own, claiming that the filmmakers stole her story. Which is true in principle, however Asha did NOT understand that no one has a copyright on their own story. Her act of defiance drew lawyers and the producers threatened to sue her. The whole thing led to a 6-week "off air" between Asha and Ulrike. Asha disappeared to Delhi and started a job at Decathlon and it was only when Ulrike told Asha's mother that Asha is not in Delhi for us or BSO and we cannot take responsibility for her stay there that Asha's mother understood what was going on. She urged Asha to contact Ulrike and a conversation got back on track. After three weeks at Decathlon, Asha got in touch and said she wanted to go back to Janwaar. Ulrike tried to convince her to hold out longer in Delhi and at the job to really understand what she wanted, but Asha was determined to go back.



All in all, Skater Girl was a PR success for us and brought us about 1500 Euros in donations.

Asha has understood that running away and a job at Decathlon in Delhi are NOT alternatives for her.

And it has spurred Danny Schmidt, filmmaker from Utah/ USA, to finally work on his Janwaar documentary material and produce a short film. The release is planned for 2022.

Details here:

<https://rural-changemakers.com/blog/2021/06/13/skatergirl-on-netflix/>

And here: <https://rural-changemakers.com/blog/2021/06/29/real-reel/>

Visit to the MLA

The buzz around Skater Girl has brought the MLA (Member of Legislative Assembly) in charge of Janwaar, Brajendra Pratab Singh, to Janwaar. With his entourage, his own chairs and desks, he came to Janwaar in June 2021 and "took a seat" at the new skate park. The children had to "line up" and report back - on their activities and skateboarding achievements. The whole village was in an uproar, all the villagers were proud. Asha and Anil "ran" the whole thing from the children's side. Besides the "honour of the visit", all the children who had ever won a medal at a championship received one, 10,000 INR, which is just under 120 euros. After some internal friction and small attempts at fraud by some families, we handed over a list to the MLA and the money was paid out to the families at the beginning of 2022.

Details see here: <https://rural-changemakers.com/blog/2021/06/08/mla-came-to-janwaar/>

Durgha

Durgha, Ramkesh's little sister, is a multiple Indian skateboarding champion. She is now 10 years old and more than attractive to all Janwaar visitors. Queen Charming. This was also the case for a film crew that came to the village in February/March 2021 for a CSR (Corporate Social Responsibility) film. Durgha was selected and starred in the spot. The 3-minute spot shows how skateboarding has changed life in Janwaar, especially that of Durgha. Even the village school agreed to have "No school, no skateboarding" written on the wall of their house!

The village was a filming location for one week. The Barefoot Skateboarders Organisation made a contract with the company, the equivalent of about 2500 Euros was paid and 20 villagers had a week's work. The new skate park got paint and the fence that was used for filming purposes is now the fence of the Kitchen Garden. Durgha and her family received a small contribution. And Anil and Pappu, who provided advice and support, were also paid.

Everyone was satisfied. A farewell party with a joint meal was the crowning finale. Scenes from the

film:



Happy Shoe Day

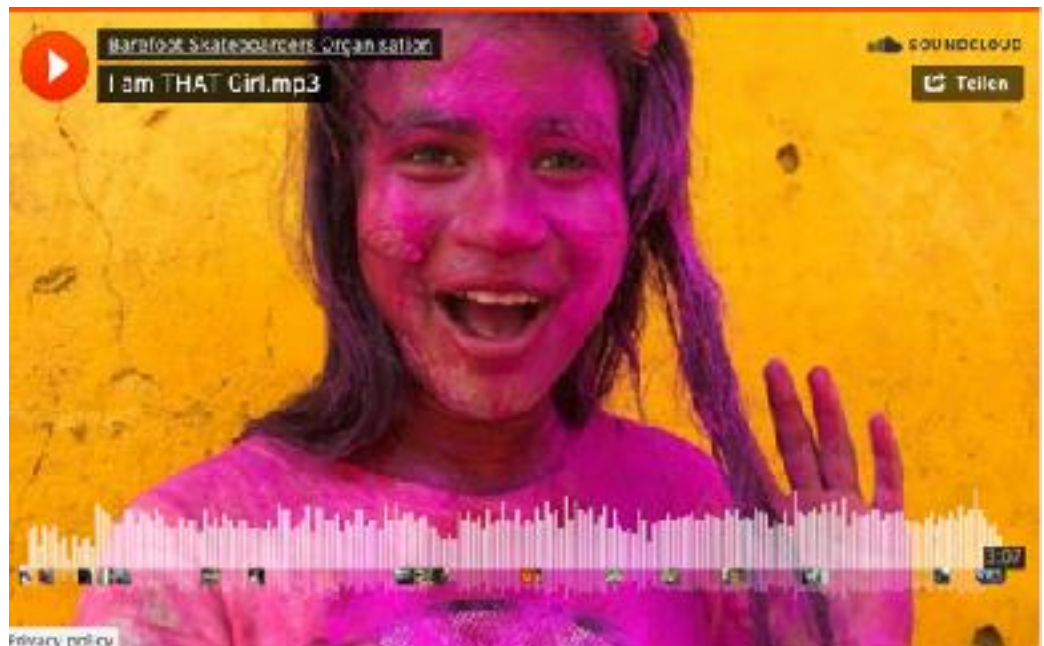
2021 was the year of shoes in Janwaar. Maria Pelzer, a regular supporter of Rural Changemakers e.V., has been busy collecting shoes in the neighbourhood. Tim Reinhard, a member of the association, delivered shoes to Janwaar through his customers and another 70 pairs of shoes came to Janwaar through the above-mentioned film shoot. More than 400 pairs of shoes - a celebration for the Barefoot Skateboarders!



I am THAT Girl!

In February 2021, Asha published her first rap song - "I am that girl! In it, she describes the situation of women in Janwaar and Panna and how she has nevertheless made her way. She provided the first thoughts on the lyrics, then Ulrike Reinhard and Rijul Katariain transformed it into a rhyming format.

Asha practiced diligently and then recorded the song with a ZOOM device, the music was put under it by a friend in Delhi.



Details see here: <https://rural-changemakers.com/blog/2021/02/14/im-that-girl-interview/>

Travel / Competitions

Travel was limited in 2020/21 due to Corona. The Indian Skateboarding Championships were postponed from December 2020 to April 2021 and then held regularly again in December 2021. Both events were preceded by the Madhya Pradesh (MP) state championships, which were held in Janwar itself. Barefoot Skateboarders make up 90% of the MP team - more than 10 skateboarders qualified for the national tournament each time, led by our girls.



The Skater Girls Durgha, Priyanka and Poorti - all became MP national champion in their age group

A bus then took them to the national championships, which were held again in Chandigarh, Punjab, as in the previous year. On the outward journey, the team stopped at the Taj Mahal and stayed overnight twice in Agra. On the return journey, the Barefoot Skateboarders visited the friendly Prakriti School in Noida and had a full programme there for 1.5 days, including a visit to the Natural History and Technology Museum.



"Handwork" @Prakriti

At the two national championships, our boys came up "empty", they did not win any medals. That hit them hard, of course - but being THERE is everything. The boys' competition has really improved in quality in recent years and more and more boys are taking part in the championships.

It's a very different story for the girls. The competition is much "thinner" and the Janwaar girls are represented in the medal positions in all age groups. And of course the girls are happy about that and they don't miss the opportunity to annoy the boys a bit :-). In the truest sense of the word "Girls First!"

This trip strengthens the cohesion between the children immensely and creates new friendships every year.



The Janwaar team in December 2021

Besides skateboarding, a 3-person team from Janwaar travelled to Noida and worked on the new Prakriti School for three weeks. They designed various elements in the garden and were paid accordingly. The team enjoyed this and they are already looking forward to the next trip.

Outlook 2022

After Ulrike Reinhard's business visa was rejected in November 2021, it is still unclear when Ulrike will be able to travel to India again. The new application is planned for the 2nd quarter of 2022.

Continuation of the Open School Project

The first "round" of the Open School project has been completed and four of the five Open Schoolers have passed the 10th grade exam. We plan to continue the project for the OpenSchoolers of the first round (grade 12 exams) and to expand it for the children of the second round.

Barefoot Skateboarders Organization (BSO)

BSO was established in 2019 in Bhopal, Madhya Pradesh, India with the aim of building an organisation - led by the Janwaar youth - in the village itself. We will continue to work to ensure that BSO is recognised and used as a potential employer in the village and will try to define new job opportunities with the children. More and more, we will prepare the older children to actually take over BSO activities.

Construction of a small guest house in cooperation with KVL Group, Berlin real estate project managers

At the end of the year, we received a generous donation of Euro 15,000 from one of the founders of the KVL Group. The aim is to use this money to build the wooden house pictured below directly at the new skate park. The roof is a small "Kitchen Garden" that keeps the interior cool. The "house" provides sleeping space for 6-8 children. The project is supported not only by the KVL group but also by abrd architects from Delhi, who do the testing of local materials and also the "translation" to the local staff.

With the "leftover money" it is planned to make Villa Janwaar "smarter" - for example water collection and -drainage, insulation, etc.



Cooperation with Decathlon

Ulrike Reinhard will have the opportunity to present our project as a partner project to the Decathlon Foundation in March 2022 - this would mean that we would receive a fixed amount from the foundation over 3-5 years. This amount is earmarked.

SkateStatS

A maths and statistics exhibition, based on a playful approach, will use 5-7 exhibits to introduce children to these two subjects. The project is in collaboration with Antonietta Mira, Professor of Statistics at the University of Lugano, Switzerland. Two of the exhibits will be displayed in the courtyard of the villa under a small pavilion.

Merger with skate-aid

Titus Dittmann, founder and front man of skate-aid, has made the proposal to "brand" Janwaar as a skate-aid project and in return the association will receive financial support. Talks are planned for the first half of 2022.

Planned association activities in Germany and India We will

also be active in 2022:

- intensify our conversations with major donors,
- continue our out-of-the-box newsletters,
- Participate in pattern-breaking events and other conferences; and
- Continue to develop new donors.

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.