



CALL FOR SPONSORSHIP

As CEQUIN is poised to take on greater challenges in its pursuit for women's empowerment and scale up our work, we request support from you. Please find set out below banking details of our organization.

BANKING DETAILS:	FOR CONTRIBUTION IN INR	FOR FOREIGN REMITTANCE
Account Name	CEQUIN – Centre for Equity and Inclusion (A Unit of Jai Jawan Jai Kisan Trust)	JAI JAWAN JAI KISAN TRUST
Account No	307801010918053	307801010917919
Bank:	Union Bank of India	Union Bank of India
Bank Branch	14/15-F , Connaught Place, New Delhi -110 001	14/15-F , Connaught Place, New Delhi -110 001
IFSC Code:	UBIN0530786	UBIN0530786
MICR Code:	110026006	110026006
SWIFT Code:	--	UBININBBNDL

Please note that contribution made to CEQUIN in INR are entitled to tax rebate u/s 80g (5) of the Income Tax Act,1961.

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KICKSTART EQUALITY

STORIES OF CHANGE

About CEQUIN

Established in 2009, the Centre for Equity and Inclusion (CEQUIN) is an NGO that promotes equal rights for women and girls, to enable them to lead a violence-free life, develop their capabilities, have ownership and control over resources and participate in decision-making. To accomplish its objectives, CEQUIN works with not only adolescent girls and women, but also with other stakeholders such as men and boys, local community and institutions.

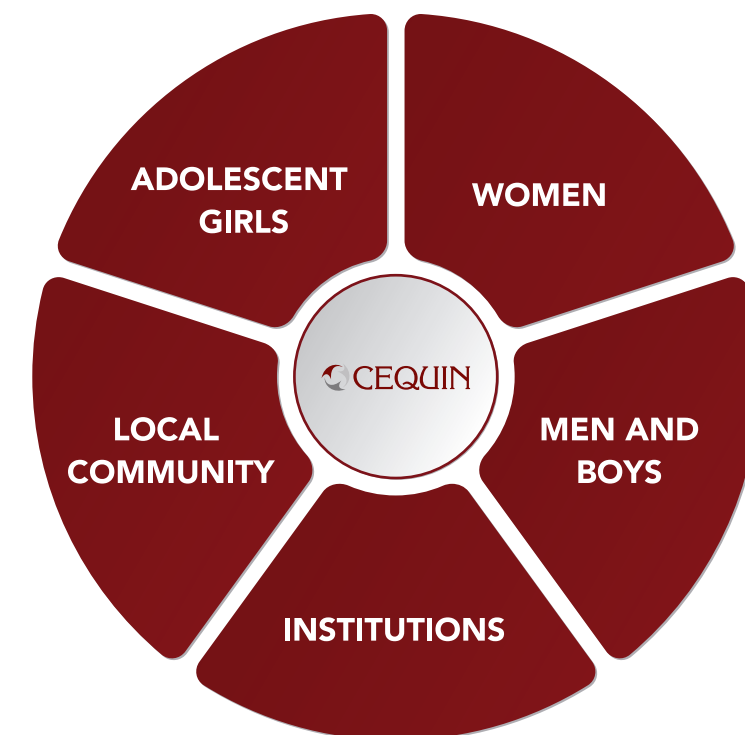
A flagship initiative of CEQUIN is Kickstart Equality which uses football as a tool to build girls' leadership.

OUR STRATEGY #1

CREATING A SUPPORTIVE AND ENABLING ENVIRONMENT FOR GIRLS

- Co-opting and empowering mothers, sisters and relatives:
Women's collectives, health camps, *Nari ki Choupal*
- Sensitising and engaging fathers, brothers and relatives:
Mardo Wali Baat campaign with men and boys, agents of change workshops
- Working closely, creating links and ensuring buy-in of community:
RWAs, Panchayat leaders, local stakeholders, school principals and teachers, government officials

WHO WE WORK WITH

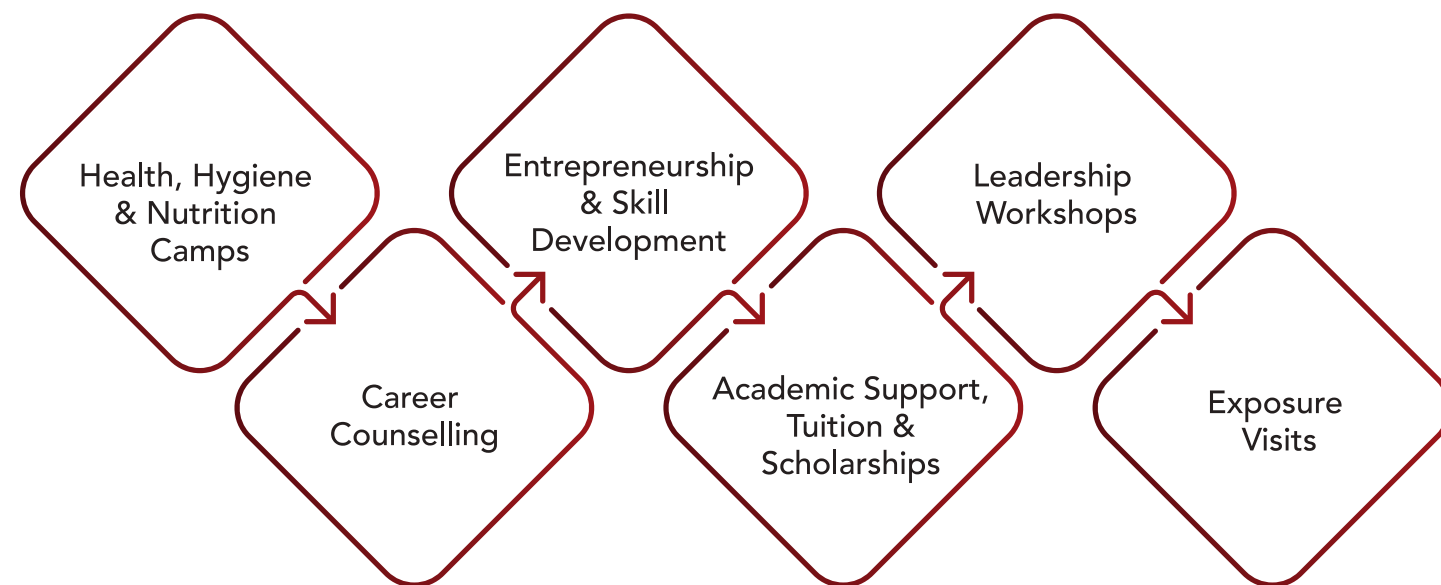


- Government
- CSR
- Multilateral Organisations
- Bilateral Organisations
- Industries

OUR STRATEGY #2

ADOPTING A HOLISTIC APPROACH

Multiple interventions feed into CEQUIN's football programme.



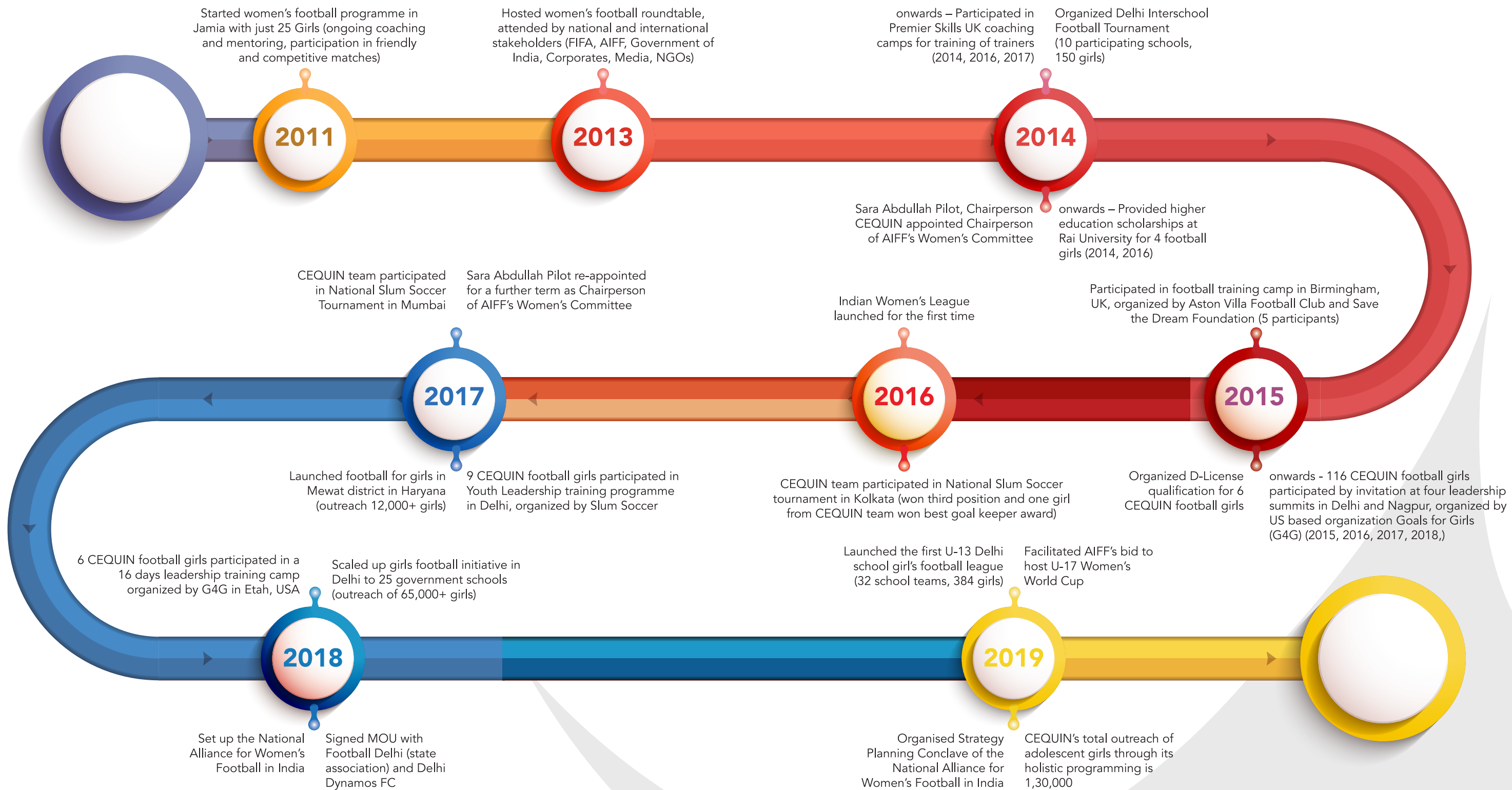
IMPACT OF OUR GRASSROOTS INTERVENTION

CEQUIN, through its girls' football programme 'Kickstart Equality', seeks to achieve the following outcomes for girls

- Enhanced Confidence, Decision-making and Leadership Qualities
- Increased Mobility
- Engendered Public Spaces, i.e. Parks
- Better Social Networks/Awareness
- Increased Focus on Health and Well-being
- Enhanced Academic Performance
- Improved School Retention
- Enhanced Employability Skills
- Delayed Marriage of Girls
- Improved Gender Norms and Reduction of Gender Discrimination



MILESTONES IN CEQUIN'S JOURNEY



LEADING BY EXAMPLE

Anne joined CEQUIN at the young age of 13 when she enrolled in the Kickstart Equality programme. There was a lot of resistance from her family, especially her brothers, relatives and the community. She would often have to sneak out of her home to come for football practices. When she first came to us, Anne was a very shy and quiet girl, physically unfit and weak and had no access to public spaces such as parks, in the congested area of Jamia. Slowly and gradually, her football skills started skyrocketing, leading to an improved confidence level, fitness and stamina.

Kickstart Equality programme enabled Anne to be selected as a member of the football team representing India at the Homeless World Cup in Oslo, Norway in 2016. She received her D-Licence for coaching in 2015. She trained as a coach for Under-23 State level Boys Football Team for STAIRS NGO in 2016. She performed as a referee in National Inclusion Slum Soccer Cup and won the 'best referee award' in Mumbai in 2017. In 2018, she led a team of CEQUIN football players on a learning visit to the US. She has also been invited to come onboard as a coach and selector for Football Delhi. Anne is working as a football coach in Delhi's prestigious British School, Hindustan Academy and CEQUIN. Anne has given back to her community by opening her own NGO 'Fairy Fari Foundation' in Jamia, which she runs with her sister, educating children for free and teaching them football. Despite being the youngest, Anne earns the highest in her family and is looked up to by all. She is today an articulate, ambitious, efficient and dynamic young leader.

HEALTH AND EXCELLENCE

Mala is the eldest of three sisters and a brother, belonging to a conservative migrant family from Bihar. Living in precarious dwellings in shacks along railway tracks, even access to proper toilets was a challenge while growing up. She would frequently fall sick. Although she diligently pursued her education, her life felt constricted. In 2011, she joined CEQUIN's football programme, and her life took a sudden turn. She had something to look forward to, and the positivity led to her becoming conscious of her health. The training she received made her aware of healthy nutrition, an integral part for being a sports person. Having a glass of milk and fruits everyday, made all the difference to her diet. These simple dietary plans increased her stamina level leading to a healthy body and mind. She was able to play better and her concentration level increased. She performed well in academics and won a fully paid scholarship from CEQUIN to pursue her BBA at Rai University Ahmedabad.

Today Mala has come a long way, with a BBA and MBA in her kitty. She continues her passion for football and is a successful coach in various organisations like Delhi Dynamos FC, Football Delhi and CEQUIN. She received her D-Licence for coaching in 2015. While at Rai University, Mala had initiated the formation of a girls football team in her college. They played and won several inter-college tournaments. She was selected in the team for Slum Soccer International Tournament. She has participated in various state level matches and won 3rd position in Gujarat State level tournament in 2016. She scaled the heights when she played at the national level Under-18 and Under-19 girls team. As a coach, her team participated in National Football Gujarat Tournament Under-16 girls team. Mala is the symbol of excellence, leading by example.

I have learnt that leadership means giving back to the community. I have opened my own NGO that works with children. I want to share my story and promote football, making it popular amongst girls rather than just a boy's game.

Name- Anne

Age- 22 years
Father- Unemployed
Mother- Passed away
Siblings- 4
Family Income-
INR 1,00,000 per month

One glass of milk and fruits everyday could make so much difference in my diet. I felt active and energetic and could feel the difference in my performance as a football player. Girls should not neglect their health and they deserve to be healthy and strong.

Name- Mala

Age- 22 years
Father- Factory Worker
Mother- Factory Worker
Siblings- 4
Family Income-
INR 20,000-25,000 per month



DARE TO DREAM

Anjali's dream was to become a lawyer and fight for justice. Her dreams could not be fulfilled as her parents could not afford her college fees. She came to know about CEQUIN through her sister and joined Kickstart Equality programme in 2015. She was clueless about football and started playing the sports only after 12th grade. Despite a late start, she took to the game quickly. She started enjoying a sense of empowerment just dribbling the ball in the streets, challenging stereotypes of football being considered a boys game. From being invisible, she felt her identity emerging, as she started being recognized through her game and expanding her social circle. Earlier her movement was mostly confined to her house and immediate neighbourhood, but football gave her an opportunity to expand her circle of influence. People now know her as 'a girl who plays football' which is a rare sight in her surroundings in Jamia.

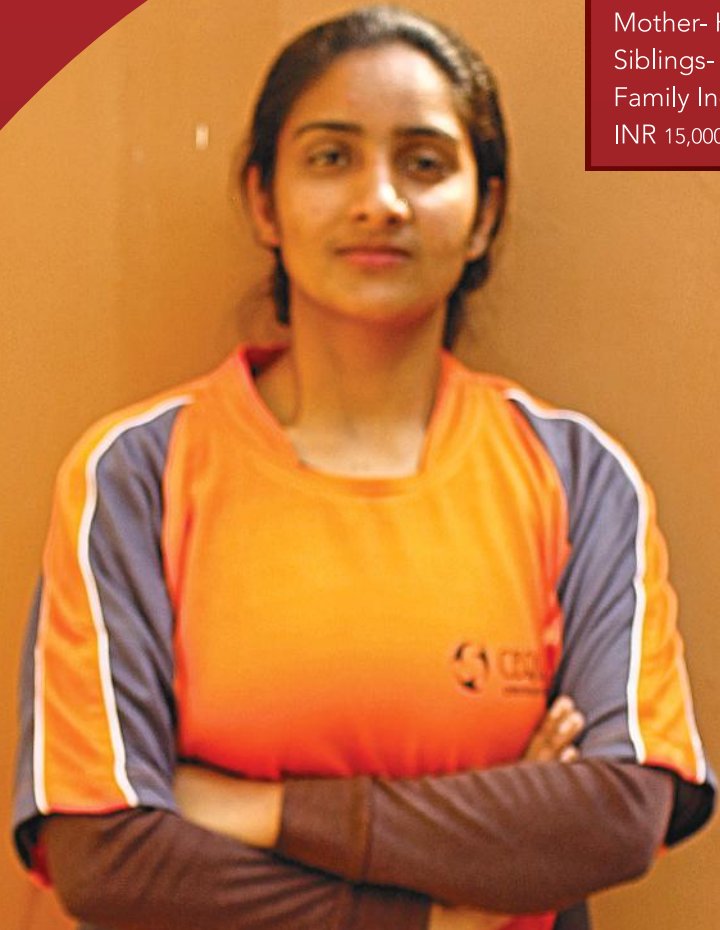
Today, Anjali walks with confidence in the streets of her community. Her timid nature is replaced by fearlessness. She has completed Premium Skill Coach Education Training Phase 1 from Bombay. She now works as a coach in Neev school where she loves interacting with young girls and share her own story of change. She is currently working as a coach at Delhi Dynamos FC and at CEQUIN and provides football training. Her football teams has won various inter-school matches. Anjali has emerged as an excellent coach and effective orator.

ACTIVE BODY, ACTIVE MIND

Somi lives in the crowded, conservative community of Jamia. Belonging to a low socio-economic background, she has faced a lot of financial constraints at home. In 2012, when Somi joined CEQUIN's football programme, she lacked focus, was disinterested in studies and was not performing well academically. After joining the Kickstart Equality programme, Somi experienced a transformational change in her attitude and focus. The discipline of sports directly impacted her attention levels, leading to a spike in academic grades and admission for B.A. at the prestigious Lady Sriram College (LSR), one of the top women's colleges in the country.

Somi sustained her love for football in college. She was instrumental in forming the first ever women's football team at LSR. They played inter-university tournaments and won 1st and 2nd position in several matches. She won 3rd position at the Kolkata Slum Soccer Tournament and has played and won various state level matches. She has completed Premium Skill Coach Education Training Phase 1 from Bombay. She feels great pride while talking about her college life and sporting feats. Somi has decided to pursue a career in sports, hence has enrolled for a second degree in Bachelors of Physical Education. She helps coach and mentor girls football teams in the backward district of Mewat as part of CEQUIN's project. Somi is a confident, determined and ambitious girl, ready to scale great heights.

From dreaming to become a lawyer to a football player, life has completely changed for me. My background cannot hold back my dreams. I want to prepare for C-license coach and train Senior National Women Football Team. I have once again become ambitious in life.



Name- Anjali

Age- 20 years
Father- Gardner
Mother- House wife
Siblings- 2
Family Income-
INR 15,000 - 20,000 per month

For a few hours I forget my personal problems and as a girl just want to enjoy playing football in the streets of my neighbourhood, not feeling conscious of the stares.



Name- Somi

Age- 23 years
Father- Security Guard
Mother- Security Guard
Siblings- 5
Family Income-
INR 15,000-20,000 per month

BREAKING THE BARRIERS

Afreen belongs to a very conservative Muslim family from Jamia. She was 15 years old when she joined CEQUIN. Her father expired while she was in 10th grade, leading to an acute financial crisis for the family. Her father had been very supportive of her interest in sports, but after his demise, she faced stiff resistance from her brother. He disapproved of her football attire stating, "girls from decent families do not play football and roam around in shorts". It was overwhelming for her to change her brother's perceptions, but she found the courage to voice her opinion and establish her identity. She felt truly empowered as a sportswoman when she dressed in her football gear, ready for the game. Seeing her succeed in football and her drive for excellence, her brother slowly but surely came around and allowed her to follow her passion. She was selected for a fully funded scholarship for BBA at Rai University in Ahmedabad. She became the first girl in her community to leave home for higher studies.

In college, Afreen actively set up a girls football team, participating and winning several inter-college tournaments. Today Afreen is a confident young woman who dresses as per her own wishes. Armed with a D-license accreditation Afreen has chosen to pursue football as a matter of choice. She is successfully working as a coach in Delhi Dynamos FC, Hindustan Club, CEQUIN and Good Samaritan School. Afreen's family is proud of her achievements and supportive of her life decisions.

From salwar kameez to jeans and pants, I have come a long way and broken the social and cultural discourse in my community. I feel a sense of liberation walking confidently in the streets of Jamia and people knowing me as a footballer.



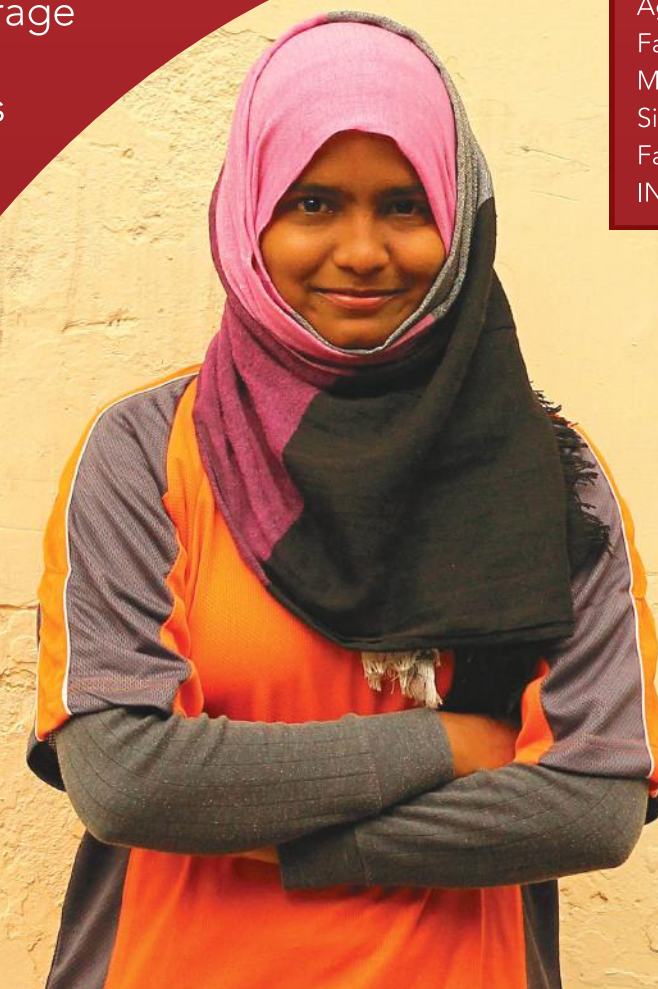
Name- Afreen
Age- 23 years
Father- Expired
Mother- House wife
Siblings- 9
Family Income-
INR 15,000 - 20,000 per month

MAKING INFORMED CHOICES

Growing up Saiba believed that her dream was to complete her education, become a teacher and then get married, just like everyone else in her family. But, she loved playing sports and had an urge to learn new things. Life altered when she joined CEQUIN in 2014 and became part of Kickstart Equality programme. She was introduced to football for the first time. While her mother was supportive, her father considered it a waste of time. Saiba had been shy and dominated by people around her. Through football she gained confidence to assert herself. She started travelling alone for various matches with her teammates. This led to holistic development in her personality to make informed choices in her own life.

The exposure to the world outside, beyond their reserved community, has matured Saiba and gained her respect from her family. They now trust her opinion, to the extent that she is involved in the process of finding a groom for her sister. Saiba herself is in no hurry to marry. She is a D-License coach and working as a coach in Hindustan Academy, Baichung Bhutia Football Academy and CEQUIN. She won 3rd position at National Inclusion Cup for Soccer in Mumbai. She is a role model for her friends and encourages her team to play fearlessly.

People know me through football and not my religion or caste. I want to be a role model for the girls and encourage them to follow their passion, be it sports or any other profession.



Name- Saiba
Age- 23 years
Father- Shopkeeper
Mother- Housewife
Siblings- 5
Family Income-
INR 15,000-20,000 per month

MARRIAGE CAN WAIT

Sangeeta belongs to a migrant family from Bengal. Despite socio-economic constraints Sangeeta continued her education. She was always inclined towards sports rather than academics, but never got a chance to pursue it. She joined CEQUIN in 2013 and played football for the first time. Her talent and interest won her a place in the CEQUIN team as she played several competitive matches. Having a late start into the game had its challenges. Sangeeta took up football coaching and has not looked back since. Unlike her peer group and friends who are all married with children, Sangeeta is not even thinking of marriage at present, since she has several plans for herself. "Marriage could wait" she tells herself. Wanting to pursue a profession in sports as a football coach is not very common for girls of her age. She faced both criticism and appreciation for the profession she chose. Having no role models to follow can be hard, but Sangeeta has decided to go off the beaten path.

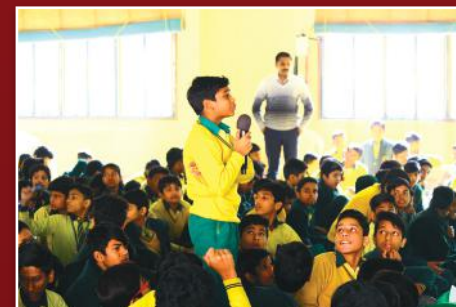
She is working as a coach in School of Soccer, Baichung Bhutia Football Academy and at CEQUIN. She is currently pursuing bachelors in Physical Education and wants to become a PE teacher in school. Sangeeta today has become a role model in her own right.

I refused marriage proposals and my father also supported me. As a woman it is very important to become financially independent. Right now marriage can wait.



Name- Sangeeta

Age- 26 years
 Father- Hawker
 Mother- House wife
 Siblings- 1
 Family Income-
 INR 15,000 - 17,000 per month



SUPPORTERS 2011-2019

All India Football Federation (AIFF)

United Nations Food and Population Trust (UNFPA)

Direct Aid Programme (DAP)

Australian High Commission

United Nations Programme (UNDP)

Ministry of Netherland

SUI (MGKS) Trust Fund

Master CHOA KOK

Jamia Milia Islamia

Aston Villa - UK

YAAP

- Coaching and Mentorship Training
- Community Service & Mobilising Other Girls
- Orientation of Girls & Overview of Importance of Football
- Enhancing Overall Fitness Levels
- Holistic Development through Life Skills Training
- Football Skills Development
- Parent Engagement & Buy-in
- Team Selection & Competitive Matches
- Enhancing Training & Providing Further Exposure