

Society for Welfare & Advancement of Rural Generations

About the organization

Society For Welfare and Advancement of Rural Generations is a non-governmental organization established in 1995. The organization is operational in Uttar Pradesh, India. Society For Welfare and Advancement of Rural Generations works in the areas of Art & Culture, Disaster Management, Health & Nutrition, HIV/AIDS, etc. The NGO works towards the promotion of sustainable development.

The Grow Fund's impact:

- Capacitated us to assess the Core issues (through Baseline Assessment) requiring immediate attention and action required for Organization Development.
- Enhanced Capacities of Artists as Workshops under GROW Program improved Skills and Capacities of Artists. GROW provided us an opportunity to organize Regular Training Programmes, otherwise Training of Artists is an expensive affair.
- Enabled us to undertake Broader Planning, Framework and to develop a Checklist for Risk Mitigation.
- Developed Fundraising and Communication Capabilities aimed at Future Readiness and Financial Sustainability.
- Capacitated us to develop a Financial Checklist system and consistently working towards maintaining the Statuary Compliance tracker.
- Undertake Technological Implementations and updated us through procuring required Hardware & Software for Effective and Efficient working. It also helped us develop the Website and by inculcating GROW's input of Website Audit Report we initiated and updated the Content, Images, Internal links and navigations of our Website.
- Build our Capacity on HR based on which we have Revised & Adopted - Induction Checklist, Job Description for each position and Annual Appraisal of each staff.
- Provided us an opportunity to establish Linkages and build a Network to explore and expand the possibilities of Collaborations and joint ventures. Ministry of Culture, Govt. of India and National School of Drama have given programmes and Grants for further productions. We have rolled on and are positively moving towards a bright future.
- Projected us in a way that Ministry of Culture, Govt of India and National School of Drama, New Delhi has pledged almost 50,00,000 (Fifty Lacs) in 2022-2023 & 2023-2024 as Grant. Out of which almost 50% we have received and had also participated at International Bharat Rang Mahotsav at Bhopal on 16th Feb 2023.
- Brought us in the notices of Hon'ble Governor of Uttar Pradesh Smt. Anandi Ben Patel Ji, Deputy Secretary Sangeet Natak Akademi-New Delhi Shri Suman Kumar Ji, Shri Ramesh Chandra -Director International Institute of Disaster Management, USA, and Shri Rajesh Bansal Ji Eminent Advocate & Solicitor - Supreme Court of India who all have sent us an Appreciation Letter for our Initiative of Reviving the Dying Art Form - Nautanki.
- Provided an opportunity through 'Celebrating Nautanki' Festival that has drawn the attention of Major National Print & Electronic Media which has taken cognizance to our initiative of Protecting, Preserving & Promoting our Intangible Cultural Heritage.
- GROW has contributed immensely to maximizing our initiative of '**Celebrating Nautanki**' to reach out across the country. The activities planned aimed at establishing Linkages with various National Art & Cultural Organizations and with Corporate Houses has moved with the '**Right**

Pace in The Right Direction' well otherwise which would have not been possible without the active support of GROW. The immense impact of ***'Celebrating Nautanki' Festival at Delhi & Chandigarh/Panchkula*** helped the organization to:

- Establish itself as a pioneer organization actively involved in the Protection, Preservation and Promotion of Indigenous Art Forms re-emphasized our presence at the National level.
- Undoubtedly these events have secured us some grant and assurance for more in the future at the same time with the increased visibility and exposure we are expecting much awaited support from the corporate organizations and National/State Ministries of Culture.
- Now Artists were active round the year and organization Swarg Repertory was buzzing with activities.
- Greater Outreach and visibility of Our Group through the Website courtesy The GROW FUND.

Testimonial 1

Atul Yadavanshi, Program Director

I am writing this testimonial to express my deepest gratitude and admiration for the outstanding support provided by our Funders ***'The Grow Fund'*** in the revival of ***'The Great Indian Theatre - Nautanki'***. As the Artistic Director & Secretary of the organization ***'SWARG'*** spearheading this endeavor, I have been profoundly moved by the impact that their commitment breathed new life into a dying art form.

When we embarked on the mission to revive ***'Nautanki'***, the challenges seemed daunting, and the future of this cultural gem appeared uncertain. However, the unwavering support we received from our Funders not only rekindled hope but also served as the driving force behind a remarkable transformation.

'The Grow Fund' demonstrated a genuine passion for the Arts and a keen understanding of the importance of Preserving and Revitalizing Cultural Heritage. Their financial contributions were instrumental in providing the necessary resources for Training, Performances, and Outreach Initiatives.

Key aspects of the Funders' support that have been particularly impactful include:

- **Financial Commitment:** provided substantial financial support, enabling us to hire skilled instructors, organize high-quality performances, and reach a wider audience through targeted marketing efforts.
- **Strategic Partnerships:** The sponsors actively engaged in forging strategic partnerships with other organizations, amplifying our reach and influence within the cultural community. This collaborative approach has fostered a supportive network dedicated to the revival of ***'Nautanki'***.
- **Community Engagements:** ***'The Grow Fund'*** demonstrated a genuine interest in engaging with the Artist Community. Their involvement in Workshops, Seminars, and Public Events not only raised awareness about ***'Nautanki'*** but also fostered a sense of ownership and pride.
- **Long Term Vision:** The sponsors exhibited a forward-thinking approach, recognizing that the revival of ***'Nautanki'*** is not a short-term project but a sustained effort. Their commitment to a long-term vision has been crucial in establishing a solid foundation for the continued growth and sustainability of ***'Nautanki'***.

- **Flexibility & Understanding:** Throughout the journey, *'The Grow Fund'* displayed flexibility and understanding, adapting to the evolving needs and challenges of the project. This adaptability has been pivotal in overcoming obstacles and steering the revival in the right direction.

To sum up, the support of *'The Grow Fund'* has been crucial for the revival of *'Nautanki'*. Their dedication to the arts and cultural heritage has not only preserved a dying art form but has also fostered a vibrant and thriving cultural renaissance.

I extend my deepest appreciation to *'The Grow Fund'* and look forward towards continued collaboration as we carry the torch of Protecting, Preserving and Promoting *'Nautanki'* into a brighter and more promising future.

Testimonial 2

Devendra Kumar Singh, Accountant

I, Devendra Kumar Singh, the Accountant of the organization **'SWARG'**, am writing this testimonial to express my sincere appreciation for the exceptional organizational support we have received throughout the duration of the Program. The unwavering commitment and resourceful assistance provided by **'The GROW FUND'** has played a pivotal role in the success of our endeavor.

From the Program's inception, 'THE GROW' showed a strong commitment to our goals. The comprehensive support extended to us went beyond our expectations and significantly contributed to the smooth execution of the Program. The collaborative and proactive approach exhibited by the 'THE GROW' Support Team was instrumental in overcoming challenges and ensuring timely Program milestones.

Key aspects of the organizational support that we would like to highlight include:

1. **Resource Allocation:** 'SWARG' consistently ensured that we had the necessary resources, both human and material, to meet Program requirements. This proactive approach saved us valuable time and allowed us to focus on our core responsibilities.
2. **Timely Communication:** Effective and transparent communication channels were established, facilitating seamless information flow between the 'SWARG' and 'THE GROW' Team. This played a crucial role in keeping everyone aligned with Program objectives and timelines.
3. **Flexibility and Adaptability:** The dynamic nature of our Program required a high degree of flexibility, and 'THE GROW' Team demonstrated a commendable ability to adapt to evolving needs. This flexibility was a key factor in our ability to navigate changes and challenges efficiently.
4. **Expert Guidance:** The wealth of expertise within 'SWARG' was evident in the guidance and advice provided to our team by the Director and Secretary. Their insights were instrumental in decision-making processes and contributed to the overall success of the Program.
5. **Problem Resolution:** Challenges are inevitable in any Program, and The Grow Team showcased a proactive approach to problem resolution. Issues were addressed promptly, minimizing disruptions to our workflow.

I affirm that the support and collaboration with 'THE GROW' has been invaluable to the success of ***Protecting, Preserving and Promoting Nautanki through 'Celebrating Nautanki Festivals'***. I extend

my heartfelt gratitude to the entire Support Team for their dedication, professionalism, and commitment to excellence.

Snapshots

TRAINING/WORKSHOPS OF ARTISTS:



Society for Welfare & Advancement of Rural Generation (SWARG)

Swarg Presents

Celebrating Nautanki
Experience the Nautanki that leads your opinion.

TRAINING OF ARTISTS

ROBBI KARI SAUROOPYA Photo-Book Night

Supported By: **THE GROW** NGO
Growth Through Rural Generation

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