



Blink Foundation

Activity Report

November - 2014 to December - 2015

ACTIVITIES UNDERTAKEN by the Blink Foundation so far:

Orientation Program:



- Creating awareness about how Blink works amongst the students through various orientation programs by visiting colleges.
- We visited colleges like Loyola College, Stella Maris College, Ethiraj College and MOP Vaishnav College.
- These students were further oriented about the school's CHANGE CLASSES and called in for interview.

- The interviewed students based on their strengths, weaknesses and willingness took up the intensive training sessions as detailed below.

Academic council meeting:



- A council meeting of all knowledge experts from various fields to propose the syllabus units for the Change Class.
- 4 topics were decided which are:
 1. Social Concern
 2. Morals and Ethics
 3. Religion and Culture
 4. Environment and health
- Under the main topics 3 sub-topics were chosen.
- In the meeting, the teaching hours and worksheet specifics were also discussed.

Capacity Building Programs:



Training programs for change agents (college students) was conducted on various topics viz.

- ✓ Theatre
 - ✓ Public Speaking
 - ✓ Possible Self
 - ✓ Class Dynamics
 - ✓ Psychodrama
 - ✓ Team Dynamics
 - ✓ Story-telling
 - ✓ Social Concern
-
- The trainers were experts from the respective fields.
 - Students were trained in 2 batches each with 17 and 30 students respectively.
 - The timings of the training were 10 am to 12. 30 pm in the forenoon and 2.00 pm to 4.30 pm in the afternoon.
 - The topics were covered for 5 sessions to a single session depending upon the requirements and the intensity of the topic.
 - The training spanned for duration of 18 days, 9 days for each batch.
 - A Class Dynamics class which was a special session took place at the end to enhance the capability of the change agents to teach in schools.
 - A demo class was taken by the change agents and evaluated by our expert panel grading them based on the various qualities required for teaching.

Charity:

Every Smile Counts:



- The day following the Website Launch, a campaign with the objective to bring in smiles on everyone was held which was named Every Smile Counts.
- The blinkers distributed snacks to the general public of the Marina Beach.
- The same took place in a few schools in and around Nungambakkam and Choolaimedu.
- The campaign was also spread through a few charitable trusts, hospital and hostels for the poor.
- Streets of Anna Nagar and Nungambakkam (near Loyola College) was also covered.

Awareness Program:

Celebrating Difference:

A video on Celebrating Difference which talks about how different we are and the slogan "Come on – Let's celebrate the difference" primarily conveys the vision of the organisation which is acceptance and celebration of differences in society.

- As the main objective of Blink Foundation aims to nurture a society that celebrates every dignity of difference, this video too emphasizes on the same fact.
- Many of us would agree that we have evolved as a society – we have grown to become more inclusive. We have to give a lot of credit to the new generations of the time for their open-mindedness.
- We keep hearing – almost on a daily basis - about someone being discriminated against based on their gender, religion, and orientation amongst other factors. Blink knows that discriminating anyone on any basis is wrong, and that we need to not just accept differences amongst each other, but also to celebrate them. Every single one of us is different, and that's what makes us unique. It is time for us to stop dividing ourselves over these differences, and instead, celebrate them. This is the mindset we need to inculcate in the youth.
- **This video tells that whichever language we speak, no matter where we hail from, or which god we worship, the colour of our skin tone is not the deciding factor for any relationship. We are bound by the only factor which is "human being". "Come on let's celebrate the difference, vaavithyasaththaikondadalam."**

Campaign Castaway:



- 'Campaign Castaway' an initiative taken to eradicate social evils, by painting social messages on garbage bins. The idea behind this was to paint messages that highlight several social issues, and how such regressive thoughts that lead to these issues belong in the trash bins.
- Before the launch of our website on 1st June 2015, we at the Blink Foundation started with a pre-campaign – 'Campaign Castaway'. We associated with Agsar Paints (with whom we are also collaborating on a long-term basis for future projects) for this initiative. 'Campaign Castaway' consisted of student volunteers from various colleges and which was initiated to paint trash bins in and around the city.
- The objective of 'Campaign Castaway' was to dispel regressive thoughts, and telling people that trash bins are where such thoughts belong. Our volunteers painted messages on social issues – for example, 'Stop gender bias', 'Stop inequality' and 'Stop infanticide', amongst others. We believe that trash cans are a unique medium which would make people stop and read what's written and help get our message across. We believe that when dustbins are made attractive, people will be motivated to throw waste in them.

"The objective of this campaign is to dispose the social evils from our minds and redeem ourselves," - Jayam Ravi, actor and brand ambassador of Blink Foundation.

"When we heard of this campaign, we thought there couldn't be a better initiative we would want to associate ourselves with." - N.R.K. GnananandaGiriMoorthy, MD, Agsar Paints

Flash Mob performance:



As a part of the pre-campaign events, we also had flash mobs across different locations in Chennai. Our Title Sponsor Agsar Paints and RAACK Academy of Dance were tied up with us for the same. The theme was set to emphasize on gender equality. We aimed to make people realize that all genders are equal, and no gender is superior because equality is what Blink believes in. Equality is human right. All of us deserve to be treated equally. And very critical is the premise of gender equality. At Blink Foundation, we believe that, as a society, we are collectively capable of accepting gender equality and casting away all the discriminatory practices that have made lives difficult for many. Now is the time. Let's understand and celebrate the differences that make each one of us unique. The schedule of the flash mobs is as follows.

Date	Time	Place	Location
17.05.2015	6.45 am	Marina Beach	Near Gandhi Statue
17.05.2015	2.15 pm	Chennai Central	Entrance waiting lounge
23.05.2015	3.15 pm – 4.15 pm	Satyam Cinemas	Exit Gate
23.05.2015	6 pm	Chennai City Centre	Inside the mall
24.05.2015	7 pm	Besant Nagar Beach	Sandy area in front of Costa Café

Goodbye Kuppai:



Through the Goodbye Kuppai video, a message was intended to the general public that the rag pickers are not the Kuppaikarans as termed by the people but the actual Kuppaikarans are the ones who spoil the city by disposing waste in an inappropriate manner.

- These rag pickers are not in the lookout for recognition but what they ask for is respect from us.
- We must realize that it is they who keep our environment clean which in turn helps us to lead a healthy life. But in our busy schedule, we forget to realize how important they are in contributing to our clean and green environment.
- No matter what is the dirt, they pursue towards their drive for keeping the city clean and it is FOR US. We believe that anything within the boundaries of our home is what we should care about. But for them, it's the entire city that matters for them.
- **Eventually we want to tell that "They too are human beings – ivargalummanithargal".**

Mr. A. P. J. Abdul Kalam Courtesy Meeting:



- As part of a courtesy meeting, we met Mr. Abdul Kalam to invite him to be a part of our organisation as a Knowledge Patron.
- The meeting was devised to invite him to be our chief guest for a Youth Summit which will be the organisation's next youth event.
- The youth summit will target college and school students and focus on the topic of "Accepting Differences".

Chennai Live Radio Program:



- Blink Foundation went on air and spoke about the organisation. The program was held as an initiative to promote the launch of Blink's web portal.
- The existing social evils were discussed during the program.
- The program focussed on the importance for youth to come forward for such initiatives and the importance to break stereotypes.

Conversations to Inspire:



- There was a talk given by Jayam Ravi with the young volunteers of the organisation.
- Being the brand ambassador of Blink Foundation, he spoke about why he wanted to be a part of the organisation and associated with the youth.
- He highlighted the importance of today's youth being the present and future and how they are the primary agents of change.

Rural Camp:



Blink had also organised a Rural Camp for all its team members and the Change Agents at Mount Senario School in Sivagangai district, to facilitate the team's understanding of rural issues and the rural-urban landscape in order to make sense of the social issues one comes across.

Cooperate Orientation:



Blink organised its first orientation for the corporate, for the employees of Expo Freight Logistics in Chennai, where 29 staff members were introduced to the vision of Blink and the promising web portal, which they promised to use and also share it

One Year Annivzersary:



Blink, partnering with India Reigns Magazine again, launched the APJ Abdul Kalam Student Federation on its first anniversary in the presence of Honourable Governor of Tamil Nadu, Dr K Rosaiah that brings together contributions of student community to support the education of students from poor socio-economic backgrounds.