

Tapasi 

ANNUAL REPORT 2024-2025



Table of Contents

| | |
|------------------------------------------|-----------|
| Letter from the Founder | 2 |
| Our Mission | 3 |
| Our Interventions | 4 |
| Roots Across India | 5 |
| Naye Iraadon ka Daur | 11 |
| Sarvah: Health Awareness Campaign | 16 |
| Children Library Program | 20 |
| Upcycling the Legacy Waste | 24 |
| Our Partners | 28 |

LETTER FROM THE FOUNDER

2024 has been a year of remarkable growth, learning, and progress. As we continue our journey towards addressing deep-rooted social injustices in India, we draw strength from the power of collaboration and the resilience of the communities we work with. Together, we strive to create a more equitable, inclusive, and sustainable future for all.

Through our initiatives focused on combating deforestation, mitigating climate change, promoting health insurance awareness, expanding access to holistic education, and advancing sustainable waste management, we continue to address the multifaceted dimensions of social inequality. Our Roots Across India campaign expanded its footprint nationwide, fostering awareness of afforestation, climate justice, and biodiversity while simultaneously generating employment opportunities. Likewise, our Children Library Program continues to cultivate holistic learning environments that inspire curiosity and growth among young learners.

At the heart of our work lies a belief in the transformative power of innovation and storytelling. To dispel misconceptions



VIPUL SINGH

Founder, Tapas Foundation

surrounding health insurance, we launched a series of Nukkad Nataks (street plays) designed to challenge cultural perceptions and make essential information more accessible to all.

This year also marked the development of a proof of concept to convert construction and demolition waste into eco-friendly bricks and pavers—an initiative that not only mitigates waste but also reduces reliance on natural resources.

We extend our deepest gratitude to all who have supported and believed in our mission as we continue to drive social change through collaboration and creativity.



OUR MISSION

We strive to be the voice for those who often find themselves silenced and powerless, shedding light on the pressing social issues that plague marginalized communities. Our mission is to garner attention and support for these critical issues through inclusive grassroots campaigns, with a primary focus on tier 2 and tier 3 cities.

OUR INTERVENTIONS

Roots Across India

Addressing the pressing challenges of deforestation, climate change, and urban pollution while fostering a culture of environmental responsibility.

Naye Iraadon ka Daur

Raising awareness on preventive health practices and the importance of health insurance.

Sarvah - Health Awareness Campaign

Promoting financial preparedness in the face of unexpected medical events to communities in Bhopal, Madhya Pradesh.

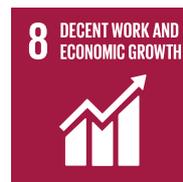
Children Library Program

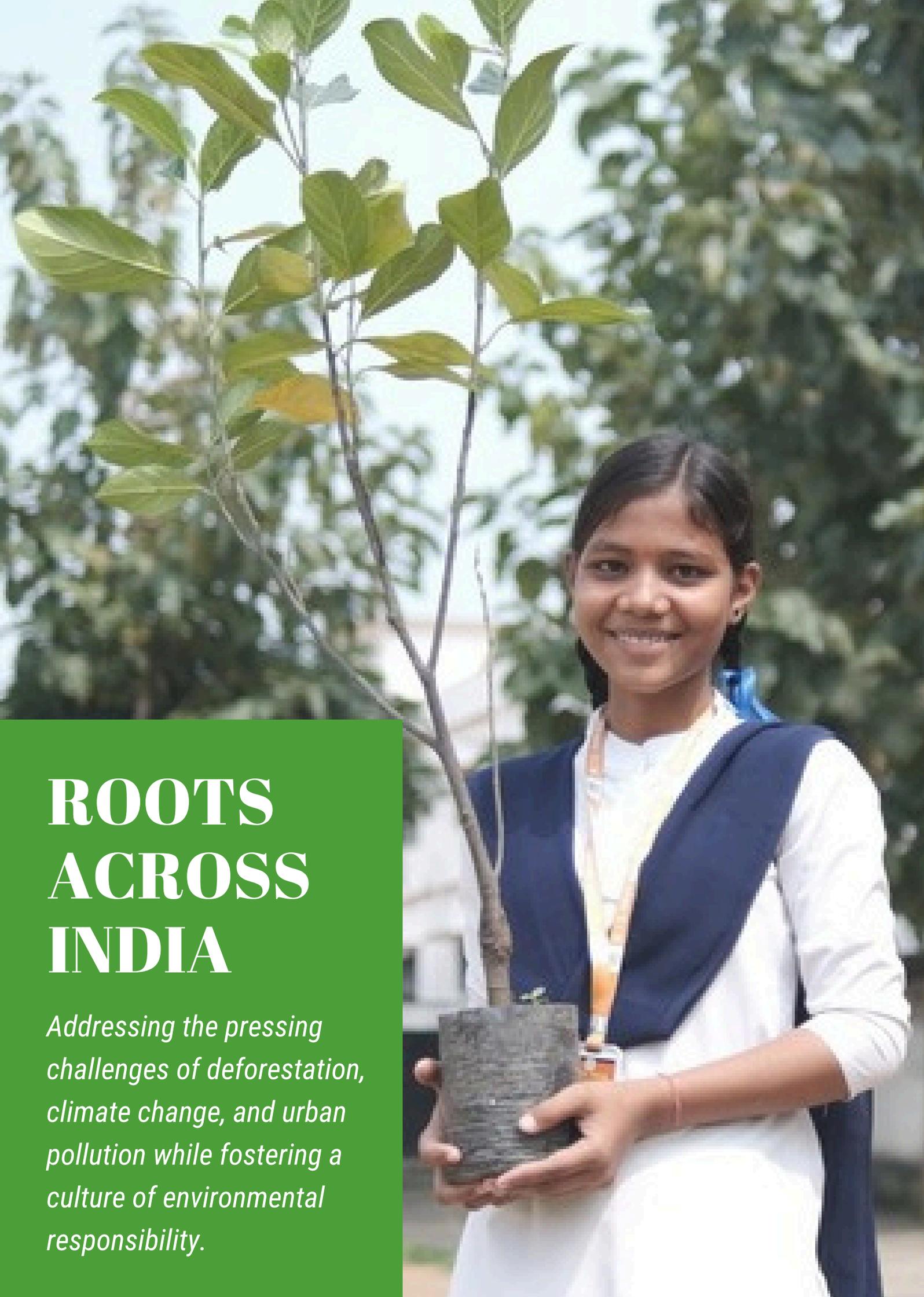
Creating inclusive learning spaces that empower young learners through access to books, storytelling, and creative engagement.

Upcycling the Legacy Waste

Transforming hazardous landfill sites into productive spaces that not only mitigate pollution but also foster a circular economy by recovering valuable resources from waste.

Our work aligns with the following Sustainable Development Goals:



A young girl with dark hair, wearing a white school uniform with a blue vest and a yellow lanyard, is smiling and holding a small tree sapling in a black plastic nursery container. The background is a blurred outdoor setting with green trees.

ROOTS ACROSS INDIA

Addressing the pressing challenges of deforestation, climate change, and urban pollution while fostering a culture of environmental responsibility.

THE ISSUE

India faces pressing environmental challenges – deforestation, rising pollution levels, and the impacts of climate change continue to threaten both rural and urban ecosystems. Rapid urbanisation has led to the loss of green spaces, while rural communities often struggle to balance environmental restoration with livelihood needs. There is also a growing disconnect between people and nature, making collective action for the planet more urgent than ever.

OUR INTERVENTION

Roots Across India, an afforestation initiative by Tapas Foundation in collaboration with Bajaj Finserv, successfully conducted a plantation drive of over 2,00,000 saplings across more than 50 cities in 23 states and union territories. This project was a movement that brought together thousands of individuals across the nation. From corporate employees and students to farmers, environmentalists, and volunteers—people from all walks of life came together to take collective action for the planet. Schools, hospitals, and local organisations played a crucial role in building awareness and driving participation, making the restoration of green cover a truly community-led effort.

A key goal of the initiative was to create inclusive opportunities for public engagement and rural empowerment through the plantation drive in diverse settings, including farming communities, government schools and colleges, hospitals, public parks, and other public institutions. A significant focus was placed on working directly with farmers to integrate fruit-bearing and soil-enriching trees into their agricultural lands, supporting both environmental restoration and livelihood resilience. These efforts were designed not only to improve air quality and biodiversity, but also to transform everyday spaces—both urban and rural—into healthier, more vibrant environments.



Turning Vision into Reality: The Approach

The project was implemented in a structured, multi-phase approach to maximise impact and sustainability.



Plantation sites were carefully selected based on their environmental and social significance, ranging from urban parks and school campuses to industrial zones, riverbanks, and degraded forest lands.



Awareness sessions were conducted in schools, hospitals, and communities to educate people on afforestation, climate resilience, and the importance of biodiversity.



Plantation drives were carried out, with more than 2,00,000 saplings planted, including native trees, fruit-bearing plants, and climate-resilient species.



For post-plantation care, local communities played an active role in monitoring and maintaining the saplings to ensure their long-term survival and growth.



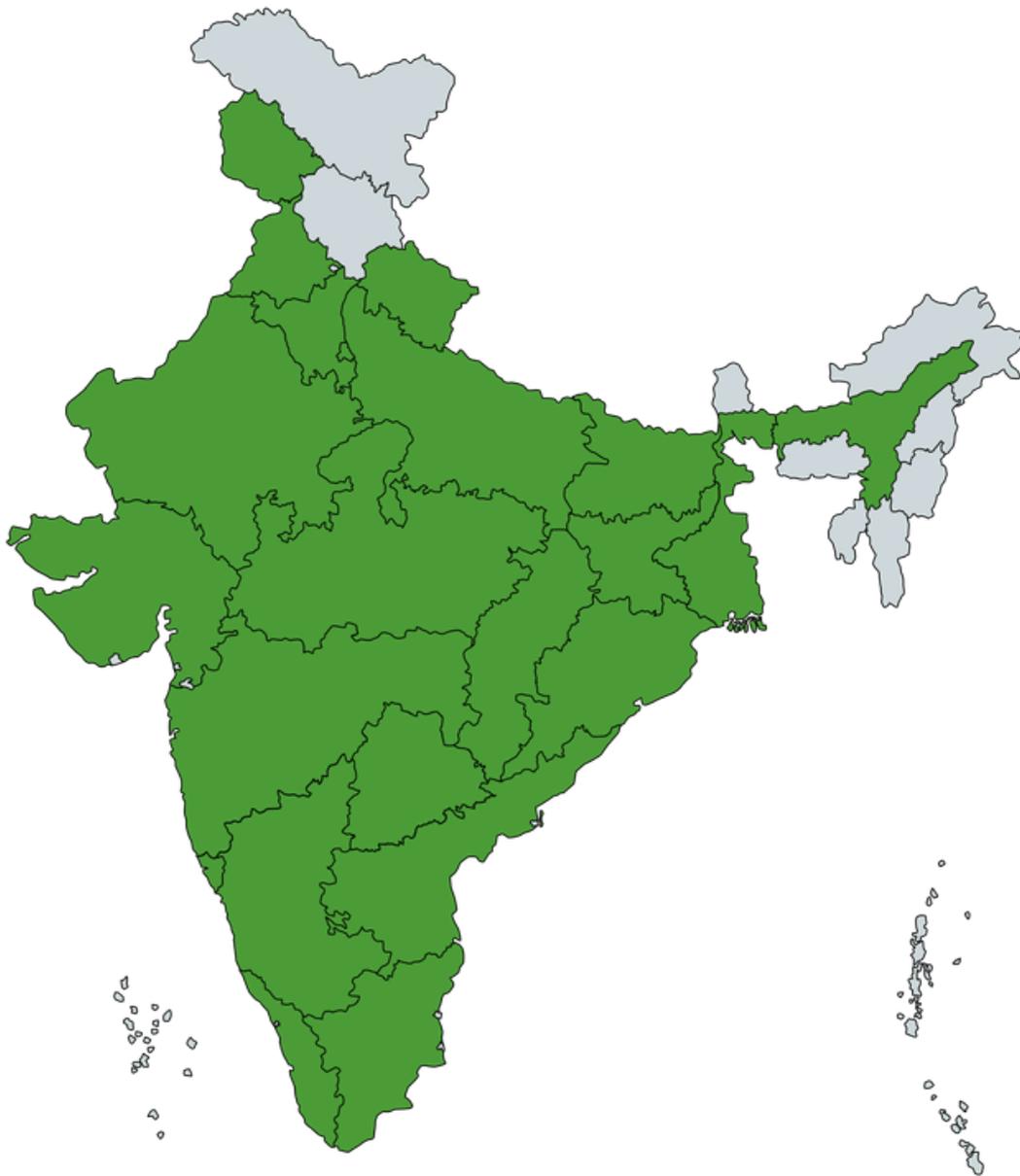
This project also emphasised agroforestry—a sustainable land-use approach that combines agriculture and tree cultivation to benefit both people and the planet. Recognising the vital role of farmers in environmental stewardship, we worked closely with communities to integrate tree plantations into their agricultural landscapes. Farmers received comprehensive support, from the provision of saplings to technical guidance and on-ground

assistance, ensuring that plantations were well-suited to local conditions and needs. This approach helped build climate-resilient ecosystems while strengthening rural livelihoods, making the environmental impact deeply rooted in community well-being. In doing so, the project transformed afforestation, a conservation activity, into a tool for empowerment and sustainable development.



OUR REACH

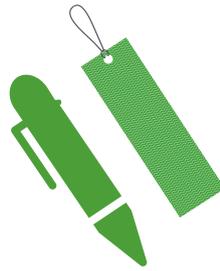
The project covered diverse landscapes, reaching urban, rural, and ecologically sensitive regions across India, including northern states like Uttar Pradesh, Uttarakhand, Delhi, Haryana, Punjab, and Jammu; western states like Rajasthan, Gujarat, and Maharashtra; eastern and central states like Bihar, Jharkhand, Chhattisgarh, Madhya Pradesh, West Bengal, and Odisha; southern states like Karnataka, Andhra Pradesh, Tamil Nadu, Telangana, Kerala, and Puducherry; and northeastern India with Assam.



OUR IMPACT



2,00,000
TREES PLANTED



30,000+
SEED PENS & BOOKMARKS
DISTRIBUTED

3,00,000
PEOPLE REACHED



700+
BENEFICIARIES



8,000+
EMPLOYEES REACHED



5,000+
EMPLOYMENT GENERATED

52
CITIES COVERED



23
STATES COVERED



The impact of Roots Across India is already taking shape. The newly planted saplings are contributing to carbon sequestration, air purification, soil conservation, and the revival of local biodiversity. In many regions, the initiative has also sparked a rise in community-led environmental action, reflecting a gradual but growing shift toward an ecologically conscious mindset.

NAYE IRAADON KA DAUR

Raising awareness on preventive health practices and the importance of health insurance.



THE ISSUE

With its growing population and diverse socio-economic landscape, India faces significant challenges in raising awareness about health insurance. Unlike motor insurance, which is mandatory by law, health insurance remains largely optional and often overlooked. As a result, many individuals are forced to bear medical expenses out of their own pockets, putting their financial stability at risk. The low level of health insurance awareness stems from several factors – including limited literacy, widespread misconceptions about its necessity, inadequate public healthcare infrastructure, the perceived high cost of premiums, and deep-rooted cultural attitudes toward health and financial planning.

OUR INTERVENTION

Naye Iraadon ka Daur is an initiative by SBI Life Insurance, in collaboration with Tapas Foundation, aimed at raising awareness about preventive health practices and the importance of health insurance. Through our interventions, we reached more than 8,000 people across 9 states in India. The campaign was designed to highlight the importance of maintaining good health and the crucial role insurance plays in mitigating financial risks associated with unexpected events, offering protection against potential losses, and providing peace of mind.



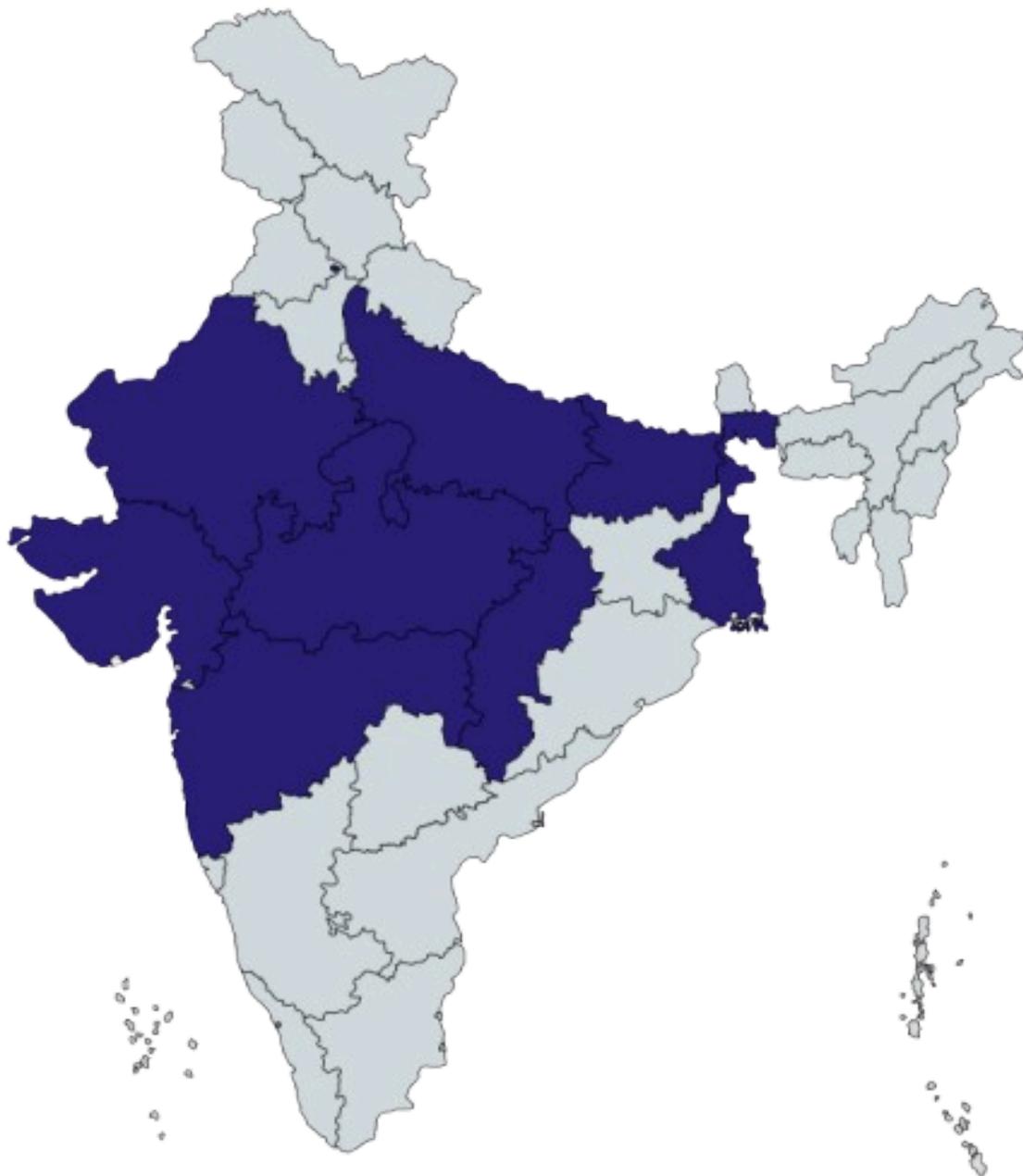
Our team of professionally trained theatre artists developed a Nukkad Natak around the issues of staying healthy and the importance of insurance. The Nukkad Natak was scripted and acted by Tapas's team of theatre artists. Our team travelled across 14 cities in 9 states, spreading the message of staying healthy, the benefits of insurance and being the agent of change as SBI's Life Mitra. By performing in public spaces, we reached a wider audience while sparking important conversations around the issues.

One of our key performances was held at Babu Sabhagar, Patna, where more than 5,000 people attended to engage in meaningful conversations on health, family well-being, and economic empowerment. The awareness campaign not only sparked critical conversations about health and financial preparedness but also encouraged community members to consider employment opportunities through SBI's Life Mitra program, empowering individuals to become health and insurance ambassadors within their communities.



OUR REACH

The project covered diverse regions, reaching nine states across India: Uttar Pradesh, Rajasthan, Gujarat, Maharashtra, Bihar, Chhattisgarh, Madhya Pradesh, West Bengal, and Chandigarh. We covered the following cities in nine states: Nashik, Aurangabad, Raipur, Bhilai, Durg, Prayagraj, Jhansi, Bhopal, Surat, Mathura, Jaipur, Chandigarh, Patna, and Kolkata.



OUR IMPACT



18

STREET PLAYS
PERFORMED



14

CITIES
COVERED



9

STATES
COVERED

8,000

PEOPLE REACHED



1,500

LIFE MITRA
ENGAGED





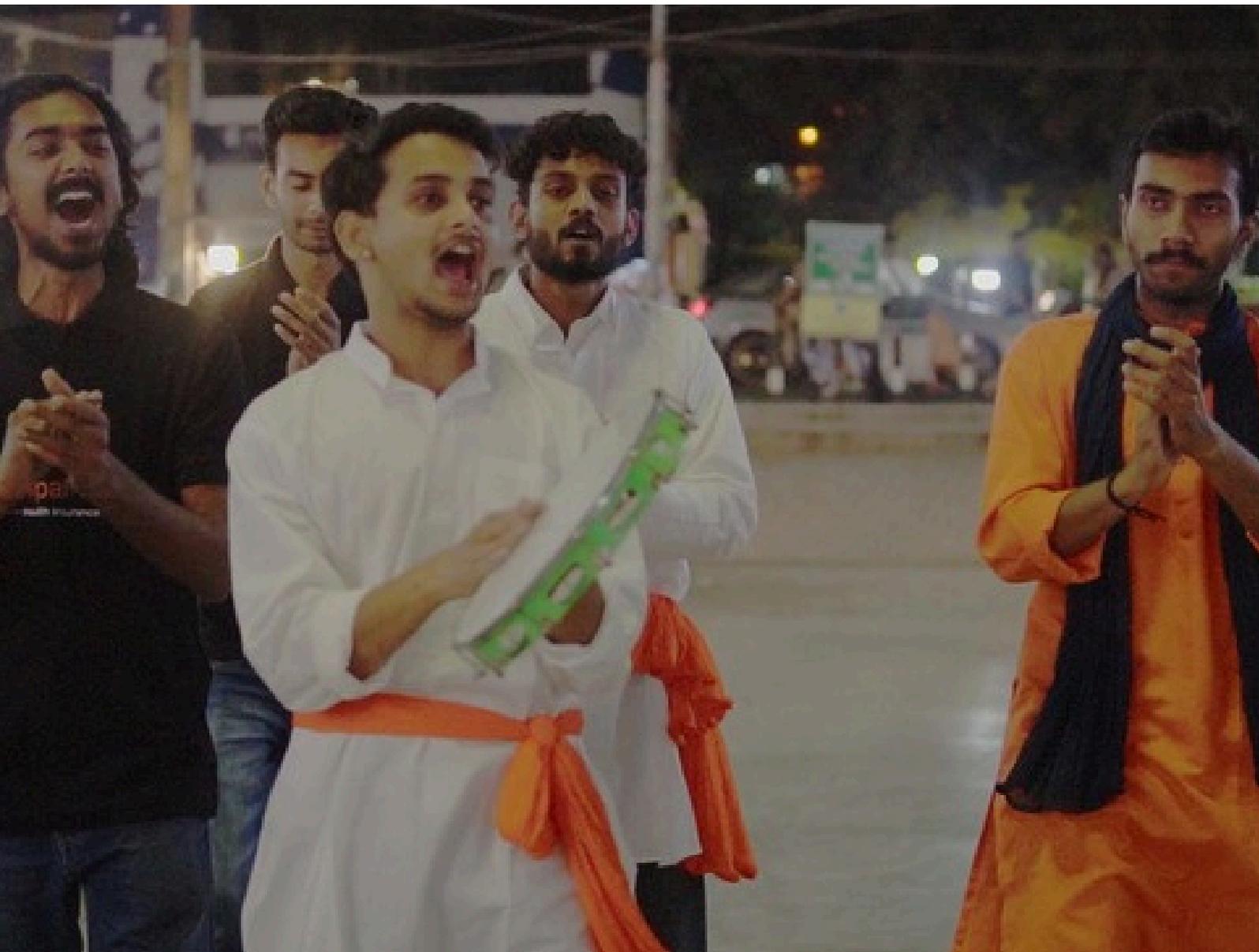
SARVAH: HEALTH AWARENESS CAMPAIGN

Promoting financial preparedness in the face of unexpected medical events to communities in Bhopal, Madhya Pradesh.

THE ISSUE

Health-related financial stress remains one of the biggest causes of poverty in India. Many Indian households rely on personal savings or family support to cover their medical expenses. This cultural mindset and societal belief prevent them from investing in health insurance. Another reason for the low adoption of health insurance in India is the lack of awareness about schemes that are tailored to personal or family needs.

Many people also avoid health insurance as it does not provide immediate benefits as compared to other investments. It provides financial protection only upon hospitalisation due to an ailment, planned procedure or emergency hospitalisation. Creating awareness about health insurance and its benefits empowers people to make informed financial choices for their personal and family safety.



OUR INTERVENTION

Sarvah: Health Awareness Campaign is ManipalCigna’s initiative to provide comprehensive protection and promote financial preparedness in the face of unexpected medical events. To build awareness about the scheme and the importance of health insurance, ManipalCigna partnered with Tapas Foundation to engage communities in Bhopal, Madhya Pradesh.

As part of the awareness drive, Tapas Foundation utilised Nukkad Natak—a street theatre format—as its medium of communication. A major theme of the campaign was the rising cost of healthcare in India. The Nukkad Natak highlighted how healthcare expenses are increasing by 10–15% annually and how nearly 60% of medical costs are paid out-of-pocket. The audience also learned that each year, 5.5 crore Indians are pushed into poverty due to health-related expenses, especially in the absence of insurance. These insights created a sense of urgency for communities to consider insurance as a necessary form of financial protection.

Through engaging analogies and examples, the campaign demonstrated the role of health insurance as a safety net in medical emergencies. Audiences were shown how paying affordable premiums is far less

burdensome than managing sudden hospital bills. To make the concept relatable, performers explained: *“Just like locks secure homes and the army secures the nation, health insurance secures families in medical crises.”* This messaging helped audiences view insurance not as a luxury but as an essential safeguard for family well-being.

The campaign successfully raised awareness about the importance of health insurance, educated communities on the features and benefits of Sarvah plans, and built trust by openly addressing common fears and myths. It inspired families to think about long-term financial security and proactive health planning.

“Sahi health insurance chuno, sada secure raho. ManipalCigna sang, har sapna sakaar karo.”

OUR IMPACT



2

STREET PLAYS
PERFORMED



CITY
COVERED:
BHOPAL,
MADHYA
PRADESH



500

PEOPLE
ENGAGED





CHILDREN LIBRARY PROGRAM

Creating inclusive learning spaces that empower young learners through access to books, storytelling, and creative engagement.

THE ISSUE

Access to education, particularly in semi-urban areas, continues to face challenges despite progress in literacy and school enrolment. In semi-urban Haryana, while schools are relatively better equipped than in rural regions, gaps in access to quality educational resources persist. Many students continue to rely primarily on traditional classroom teaching, with limited opportunities to engage with libraries,

digital learning tools, or experiential learning methods. This lack of exposure to diverse learning materials can limit their ability to think critically, explore creatively, and connect academic knowledge with real-world contexts. Enhancing access to varied and interactive educational resources is key to fostering holistic learning and preparing students for the demands of an evolving and diverse world.

OUR INTERVENTION

To improve the exposure to diverse learning materials, Tapas Foundation, in collaboration with KAI India, launched the Children Library Program at GSSS Islampur School, Gurugram, Haryana. The school, situated in a semi-urban belt of Haryana, was chosen due to its limited access to extracurricular learning resources. This program aims to create inclusive learning spaces that empower young learners through access to books, storytelling, and creative engagement.

Through our interventions, we:



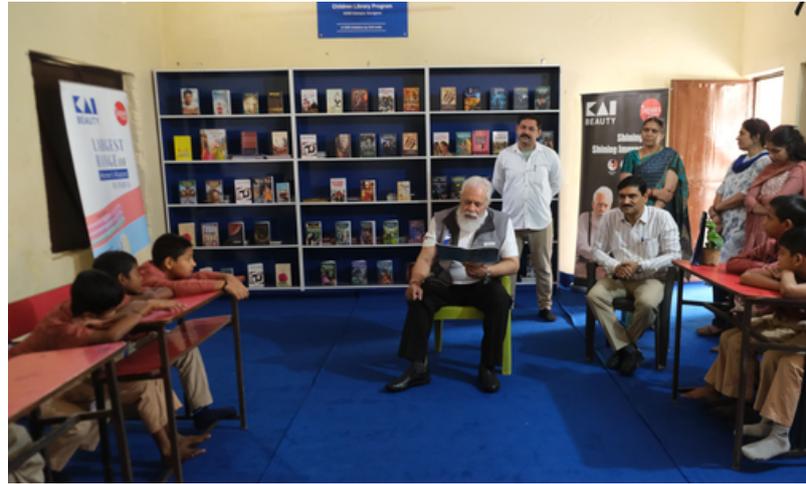
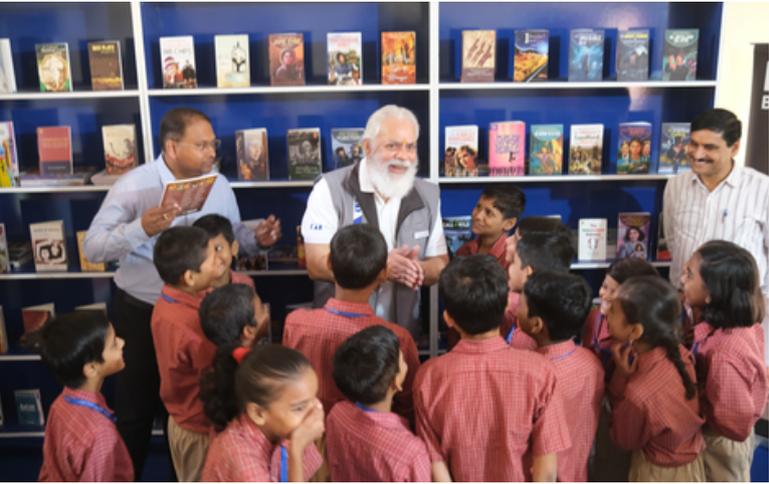
Conducted reading sessions where students explored stories and interacted with volunteers and educators



Encouraged students to think beyond boundaries, express ideas, and develop a love for books



Facilitated interactive discussions to promote active learning



Key Highlights

1

Setting up a functional library space at GSSS Islampur School

2

Active participation from students in reading sessions and activities

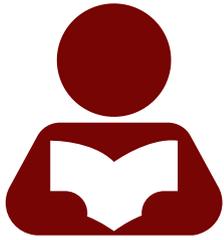
3

Direct collaboration with KAI India leadership to promote access to education

4

Introducing curated books spanning multiple genres and reading levels

OUR IMPACT



Access to
diverse books

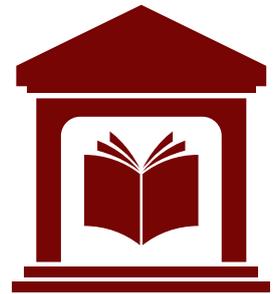


Participation in
reading-related
activities, thereby
cultivating curiosity
and self-expression

Teachers
reported
increased
engagement
and motivation
among learners



The library is
helping shift
the learning
culture from
passive to
proactive



Access to books empowers children to dream, be curious, and explore opportunities. The Children Library Program is a step towards democratising learning opportunities, one library at a time. This initiative aims to ensure that every child has the tools to imagine, grow, and thrive.





UPCYCLING THE LEGACY WASTE

Transforming hazardous landfill sites into productive spaces that not only mitigate pollution but also foster a circular economy by recovering valuable resources from waste.

THE ISSUE

As population and consumption levels rise, India faces mounting challenges in managing waste responsibly. Across many cities, decades of unmanaged waste have led to a growing legacy waste crisis – massive dumpsites that pollute air, soil, and water. These landfills, often near residential areas, release harmful gases and toxic leachate, posing severe risks to both public health and the environment.



OUR INTERVENTION

Upcycling the Legacy Waste campaign is a pioneering initiative led by Tapas Foundation in collaboration with Ramboll India, tackling one of New Delhi's most pressing environmental challenges: legacy waste in landfills. Through scientific waste remediation, community engagement, and policy-driven solutions, this initiative aims to reclaim land, restore environmental balance, and promote sustainable waste management practices. By transforming construction and demolition debris into eco-friendly bricks and pavers, the campaign is not just minimising waste but also reducing the demand for fresh natural resources.

By processing legacy waste at Bhalswa landfill, New Delhi, this campaign aimed to:

1. Reduce landfill size and free up land for other sustainable uses
2. Minimise pollution by cutting down emissions from decomposing waste
3. Improve community health by reducing exposure to hazardous waste
4. Set a replicable model for other landfill sites across India



The Process

The process revolves around recycling construction & demolition waste, as well as landfill deposits, to create eco-friendly products such as bricks, pavers, and dumpcrete blocks.

Collection and Segregation: Waste is carefully sourced and segregated from the Bhalswa site.

Processing: Recycled aggregates and sand are extracted after thorough cleaning and sieving.

Mixing: Materials are proportionally combined to prepare a concrete mix using: Cement: 10%, Recycled Aggregates: 50% and Recycled Sand & Ash: 40%.

Moulding & Vibration: The mix is placed into moulds and compacted using vibration tables to eliminate air bubbles.

Demolding and Curing: Products are demolded after a few days and then water-cured for up to 28 days to ensure strength and durability.

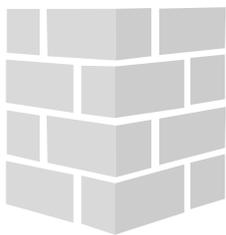
This closed-loop method not only reduces the use of virgin resources but also prevents recyclable materials from being sent to landfills.



OUR IMPACT

60

TONS OF
LEGACY WASTE
REPURPOSED



30,000

BRICKS
MANUFACTURED
FROM RECYCLED
MATERIALS



6

NEW
JOBS
CREATED

Upcycling Legacy Waste is more than a recycling initiative – it is a proof of concept for how landfill waste can be transformed into valuable construction materials. This project sets a precedent for future initiatives in sustainable urban development by diverting 60 tons of waste from landfills and producing 30,000 eco-friendly bricks. Beyond waste reduction, the campaign has created employment opportunities, promoted circular economy practices, and provided a scalable model for landfill remediation.

OUR PARTNERS





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Towards a socially reformed world.