



## Empowering communities: Nehru Nagar Community Centre opens its doors

On 24th February 2025, Abhyudaya-SPJIMR and Apnalaya jointly hosted an Advocacy Event and Awareness Camp to mark the inauguration of the Nehru Nagar Community Resource Centre in K-West Ward. The event saw active participation from 209 attendees, including community members, staff, and PGDM students from SPJIMR.

The inauguration commenced with a ribbon-cutting ceremony led by Arati Nagaraj, Director, Abhyudaya and Praveen Singh, CEO, Apnalaya, alongside dedicated Nehru Nagar volunteers—a true testament to collective action for community empowerment.

### Key highlights

- ✓ 82 women registered for Stree Mukti Sangathana
- ✓ 37 individuals enrolled for E-Shram and Ayushman Bharat health cards
- ✓ 18 residents updated their Aadhar cards
- ✓ 20 attendees enquired about general insurance schemes
- ✓ 56 individuals benefited from a medical camp, conducted by the Health Centre, Larsen & Toubro Ltd.



We were honoured to host police inspectors Subhangi and Shweta from Juhu Police Station, who raised awareness on cybersecurity and fraud prevention. Prem Raaj (JVI) provided guidance on legal rights and support, while an Indian Constitution Awareness desk engaged attendees through interactive learning activities.

Special thanks to the PGDM students from SPJIMR, who contributed significantly to community engagement, documentation, and facilitation, playing a key role in the event's success. We are also deeply grateful to our partners—Bright Future, Vipla Foundation, Stree Mukti Sanghatana (Family Counseling Centre), and NGO Talent Acquisition – Jan Sahas—for their invaluable support in providing essential resources and spreading awareness.

## Understanding the shifting landscape of urban poverty



The Abhyudaya Team conducted extensive home visits across the community, meeting 90 Sitara families to ensure their homes are safe and accessible for the programme. This critical step supports the PGDM mentors who conduct home visits as part of their coursework.

Urban poverty in K-West Ward has seen a significant transformation over the past few years. With redevelopment projects and increasing land scarcity, many Sitara families—both current and prospective—have been displaced or have had to build upwards. These changes have heightened safety concerns for both our team and mentors, reinforcing the importance of these home visits.

## Sitara bonding at BNAC



In the early hours of a Sunday morning, 185 Sitaras from Grades 7 and 8, representing 60 different K-West Ward aided and BMC schools (Marathi, Hindi, English, Urdu, etc.), embarked on a day of adventure at Bhavan's Nature and Adventure Centre (BNAC).

The children stepped out of their comfort zones, engaging in zip-lining, rock climbing, and environmental learning activities. It was a morning of fun, adventure, and bonding—creating lasting memories and building confidence among the young participants.

## Chamakta Sitara

### Manisha's spark: A Sitara story of success

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*I believe every student is a scholar with hidden talents. They just need support and a little push to shine. I was lucky to receive that push from Abhyudaya.*

Manisha, the daughter of auto-rickshaw driver and a domestic worker, is a shining example of resilience and determination.

Initially a shy child, hesitant to speak in public, Manisha gradually build her confidence through weekend classes in English, mathematics, science, and computers. Extracurricular activities such as sports, Kathak, and drawing helped her connect with peers and mentors, allowing her to flourish both academically and socially.

*“At crucial stages—during my 10th and 12th boards, and graduation—the Abhyudaya team stood like a shield to help me. Abhyudaya is like Doremon's pocket... when there's a problem, there's always a solution!”*

Today, Manisha thrives as an Assistant manager at RBL Bank.

*“This is just the beginning. I promise not to stop here... the journey continues, and the destination is still ahead.”*

### Manisha Jadhav

A Sitara since 2008, our very first batch

Current role: Assistant Manager, RBL Bank

Aligned with the UN SDG 4 (Quality Education) and SDG 17 (Partnership for the Goals), SPJIMR's Abhyudaya is a community-based organisation that provides mentoring and holistic after-school education to bright, underprivileged children (Sitaras = Stars), from low-income neighbourhoods in Mumbai's K-West ward so that they become independent and the schools and community around them improve.

To donate to Abhyudaya, write to [abhyudaya@spjimr.org](mailto:abhyudaya@spjimr.org) or visit our website [www.spjimr.org](http://www.spjimr.org)

