



Addressing the Unaddressed



A happy resident of Chetla slum, Kolkata, West Bengal (April 2014)

Annual Update Report to Donors and Supporters January 2018

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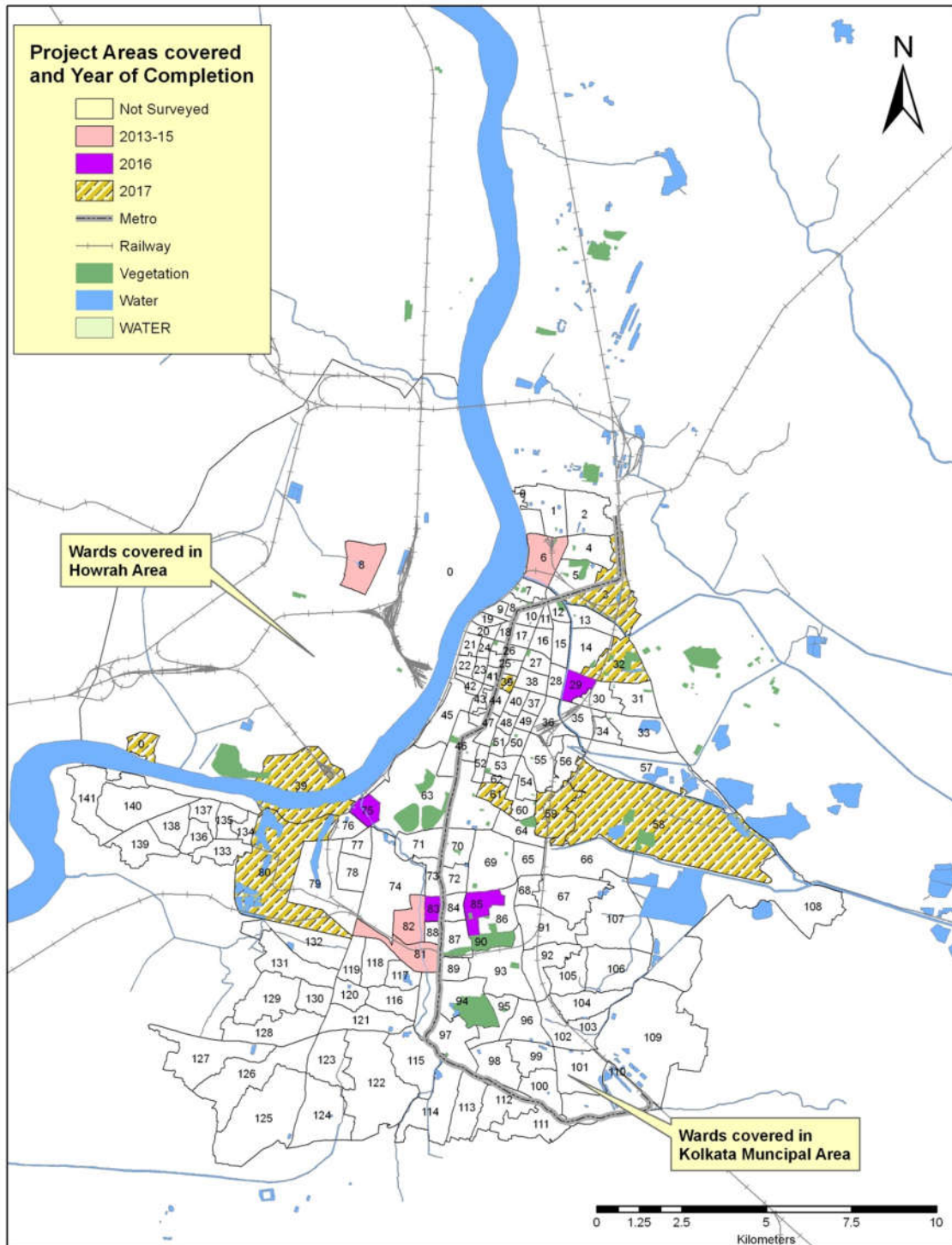
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Chetla slum, Kolkata, West Bengal (circa 2013)

OVERVIEW OF OUR WORK TO DATE

Since 2013 we have given postal addresses to over 30,000 dwellings positively affecting the lives of over 120,000 in 14 wards across Kolkata:



The totals are as follows:

WARD NO.	AREA NAME	DWELLINGS
06 NO. WARD	CHITPUR	205
08 NO. WARD (HMC)	BHAGAR & CMDA	648
29 NO. WARD	NARKELDANGA	1,064
32 NO. WARD	ULTADANGA	3,074
39 NO. WARD(HMC)	SHALIMAR	1,895
58 NO. WARD	TANGRA	6,795
75 NO. WARD	WATGUNGE & HASTINGS	3,848
80 NO. WARD	BRACE BRIDGE	5,427
82 NO. WARD	CHETLA	2,427
83 NO. WARD	KALIGHAT	1,634
85 NO. WARD	PANDITIYA	3,278
90 NO. WARD	PANCHANANTALA	2,115
90 NO. WARD	PANCHANANTALA (pockets)	513
TOTAL		32,923



Before we start work we hold community meetings such as this one, Chetla, Kolkata, West Bengal, April 2014. Then we go from door to door assigning codes and erecting door signs and building a database (see below)





Slum dwellers can now more easily open bank accounts with nationalised banks such as Bank of Baroda or savings accounts with India Post.

Slum Dwellers can more easily identify themselves politically facilitating the issuing of a voting card



Slum Dwellers can more easily confirm their unique address to the UIDAI



Slum Dwellers can now receive post directly to their home delivered by India Post postman (rather than as before where all post was left as a communal location for collection)

NEWS SINCE OUR LAST REPORT

UN Habitat

In October 2016 ATU presented at Habitat III, Quito Ecuador October 2016, showing the delegates there what we had done to date in India and our offer to everyone in the world to come see what we do in India and take away not only our methods and procedures but also our technology.



ATU present our work with support from, [Farouk Braimah](#), CEO at Peoples Dialogue on Human Settlements (and representing SDI), [Alex Pigot](#), CEO, Addressing the Unaddressed, Hon. [Professor Anna Kajumulo Tibaijuka](#), Member of Parliament for Muleba South, Tanzania, Retired UN Under-Secretary-General and Former Chief of the United Nations Human Settlements Programme, UN-HABITAT (2000-2010), Special Envoy for the UPU worldwide initiative "Addressing the World – An Address for Everyone" and Dr [Graham Alabaster](#), Urban Basic Services Branch United Nations Human Settlements Programme

Further to this presentation UN Habitat have written to us to propose that we collaborate in addressing slums should we be successful in finding the funding for such collaboration.

UPU Congress – Istanbul Turkey 2016 – Resolution C16



Alex Pigot, co-founder, Addressing the Unaddressed and Bishar Hussein, Director General of the Universal Postal Union

At the Congress in Istanbul, Turkey in October 2016, a resolution which ATU was instrumental in drafting was passed. This resolution commits the UPU to study further, promote and create a knowledge source for addressing using geo based systems like our GO Code.

Indian Ministry for Communications

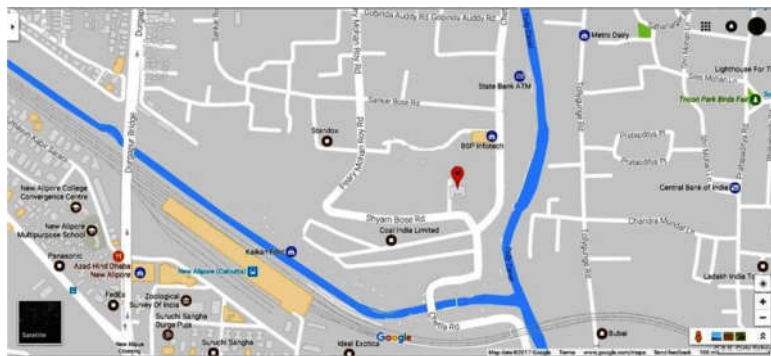
At the UPU Congress, ATU met the Minister and he agreed that he would support our work. After an exchange of letters between ATU and the Minister his department officially recommended to the India Post Postmaster General in Kolkata to investigate collaborating with us to improve postal deliveries to the slums.



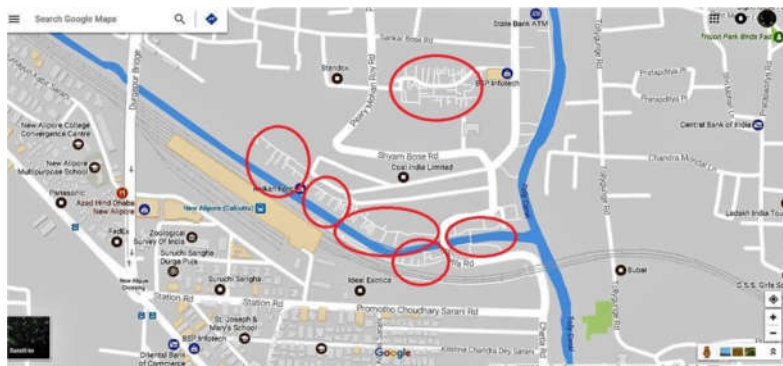
Google

ATU met Google in 2017 and after explaining our needs, Google instructed their mapping teams to work with us to include slum lanes on their maps resulting in this (slum lanes circled in red):

Before



After



BUSINESS AS USUAL

Since October 2016 ATU have increased the number of dwellings addressed from 16,000 to over 30,000. We are currently survey all wards of Kolkata and planning to have addressed all areas by then end of 2010.



Staff Training Session February 2017

We have moved office to Panditiya Terrace ([NM44XQJYG](#)). This office is larger than our previous office and can seat all six staff. It is also close to one of the slums we have addressed.

Staff and Other Human Resources

We have six permanent highly qualified staff (Subhashis Nath (Assistant Project Manager), Sayan Guha, Suman Das, Jhumur Majhi, Pratik Maji and Amitabh Tay) and our very highly qualified and brilliant volunteer/project manager Lingaraja Sahu (all of whom have excellent university degrees and previous relevant experience), we have recruited a number of slum dwellers to help with the work in their own slums. In addition we have a steady supply of volunteers (both Indian and international) who come to us from The Hope Foundation (NGO which has been working in Kolkata since 1999.). And finally we are supported by the Bachelor of Social Work and Master of Social Work degree classes at the Jayprakash Institute and at the Rabindra Bharati University.



Suman explains what we do to Rabindra Bharati University Master of Social Work degree class



Lingaraja Sahu (Volunteer/Project Manager) at work

Other Supporters/Resources

We are in discussions (January 2018) with a number of commercial organisations to assist us in our work as part of their internal Corporate Social Responsibility programs.

Furthermore we have the support of city councillors, bank managers, India Post postmasters and the management at The Hope Foundation.

GOVERNANCE

Our financial reports are available on our website. Addressing the Unaddressed is a member of Dochas – the Irish Association of Non-Governmental Organisations. Addressing the Unaddressed follows the Dochas “Code of Conduct on Images and Messages”.

Our Mission

ATU's main objective is that everyone in the world has a postal address (to enable a citizen to identify him/herself more easily). It is reckoned that 4 billion people have no unique address, and that 1 billion of these live in urban slums. Our focus is on those living in urban slums.

ATU's sub objectives are twofold:

- (a) to address all slums in Kolkata – the 1.4m people there living in 350,000 dwellings.
- (b) to create a training centre in Kolkata to show others anywhere in the world how carry out this work.
- (c) to maintain the data collected in (a) above

The reasons for (a) are – firstly to provide identities to the slum dwellers to help them achieve a better economic and social existence and secondly to provide a large scale case study for anyone who wishes to replicate our work in slums elsewhere. The reasons for (b) are that we do not have the resources or time to scale up to cover the 1 billion slum dwellers worldwide and therefore we believe it will need many actors (governments, NGOs, grassroots organisations, UN etc.) to help carry out the work independently of us.

The data we collect will be re-collected on an annual (and then perhaps bi-annual to reduce costs) basis so that the change in circumstances (due to our work or to others) can be accurately monitored, and the data we collect should enable any interested party identify whether or not SDG 11.1 is being achieved. The reason for this (item (c) above) is to prove regularly that our work is having a positive effect on the populations we help.

Budget and funds required

The budgets for the above are

- (a) €227,000 (16m Rs)
- (b) €16,000 p.a. (1.12m Rs)
- (c) €22,700 p.a.(1.6m Rs)

(To achieve (c) above will require an extra staff member who is an expert in analysing data, and who has used databases and database tools such as MS Access, SQL, Oracle, MYSQL etc. The expected salary for such a person will be about €6,000 per annum. The cost of re-collecting the data will be about 60c (40Rs) per dwelling and so a further €10,000 (700,000Rs) for the 16,000 dwellings collected to date.)

Between now and 31st December 2020 the above requirement adds to €343,000 (24m Rs). Therefore our target annual budget for fundraising is €115,000 (8m Rs).



Founders – Alex Pigot and Tina Roche

ABOUT THE FOUNDERS

Alex Pigot, in 2013, with Tina Roche founded the organisation, Addressing the Unaddressed, a not-for-profit registered charity to provide addresses to slum dwellers and others who live in unplanned settlements. He sits on the Universal Postal Union's Addressing Group as member of the Consultative Committee. He was a member of the Irish government's Post Codes Working Group and its Postcode Project Board. He put together and chaired the team which won the Irish government tender for dissemination and maintenance of the new Irish Postcode system. He was a founding member and past chairman of the Irish Direct Marketing Association as well as their Regulatory Affairs committee from 2003 until 2008. He was a board member of FEDMA until 2007, and chaired their Environment Committee (2006-2008). Alex Pigot founded in 1985, and still owns and chairs the board of TICo Group Ltd – one of Ireland's largest and oldest bulk mail production companies - based in Dublin, Ireland. He donated to Addressing The Unaddressed the geo location based code and address design company, GO Code International which he founded and which provides Addressing the Unaddressed with the technology it needs to do its work.

Tina Roche was appointed Chief Executive of The Foundation for Investing in Communities in January 2000. She established two organisations – Business in the Community Ireland and The Community Foundation for Ireland and both now employ over 70 staff. Business in the Community Ireland is the country's only business network dedicated to corporate social responsibility. The Community Foundation is an organisation dedicated to tackle social justice issues through philanthropy.

Tina has a MBA from IMI/Fordham and has many years business experience prior to moving to the NGO sector.

Her main interest is in human rights, education, community activism, philanthropy, corporate responsibility, and social capital. Tina won Tatler's Public Life Award in 2008 and was shortlisted for a Women Mean Business award the same year. In 2011, she was named in the Top 100 Thought Leaders in Trustworthy Business Behaviour by Trust Across America™. The list recognises individuals representing the private sector, academia and non-profit entities who are making outstanding contributions in championing business, social and environmental change, in a transparent and justifiable way.

Appendix 1 - Case Studies

(as described by the residents themselves who live in the slums in Kolkata India)

Note: Each resident has given written permission to publish the freely given information below.

Case Study 1

My name is Anima Kayal and I am living a long time, about 12 years at Plot 114 Chetla Lock Gate. Many times I have tried to open a bank account but I have failed. I am working as a house maid and my monthly income is about Rs. 2500/- (about €35) but I have no option to save any money safely. Recently all slum houses have got a house number and so I got a proper address NM4C1-W0NC, 114 Chetla Lock Gate, Kolkata – 700027

After that I open a bank account through Addressing the Unaddressed with Bank of Baroda. Presently I can save my money without any worry and I also applied for my voter ID card using this bank passbook as an address proof.



Case Study 2

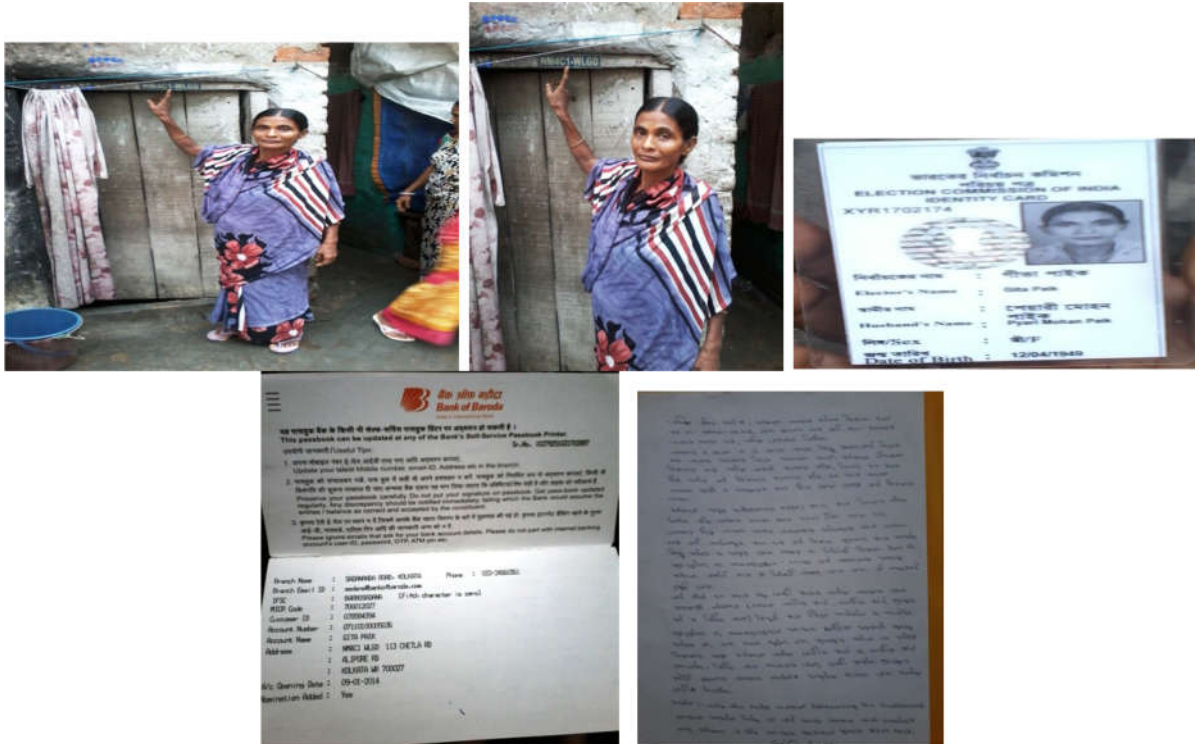
My name is Gita Paik and my age is 65. At present my address is: house no.-NM4C1-WLGD, 113 no. Chetla Lock Gate, Kol-700027. I have one son and five daughters but after marriage they all are living separately. Now I live here alone. 20 years ago I came here with my husband and family. I am now a widow. I am working as a house maid (Bengali term is BABUR-BARI).

My monthly earnings are about 2000/- (about €30). I can live on these small earnings.

About 600 households including me used to have the same address Plot 114 Chetla Lock Gate, Kolkata 700027. So we used to not have any proper address. Then Addressing the Unaddressed organization gave us a nine digit GO Code number with a number plate in every house.

Though I tried many time in last 20 years I did not get any Government documents (like-voter card, Aardhar card or widow pension)

Now by the help of Addressing the Unaddressed organization, I opened a bank account with my GO Code house number and used by new address to open my bank account. Now government provide me voter card, Aardhar card with the help of the bank account. I am currently trying to get a widow pension. After opening the bank account I can save my money securely. And I used my democratic right to vote for the first time.



Case Study 3

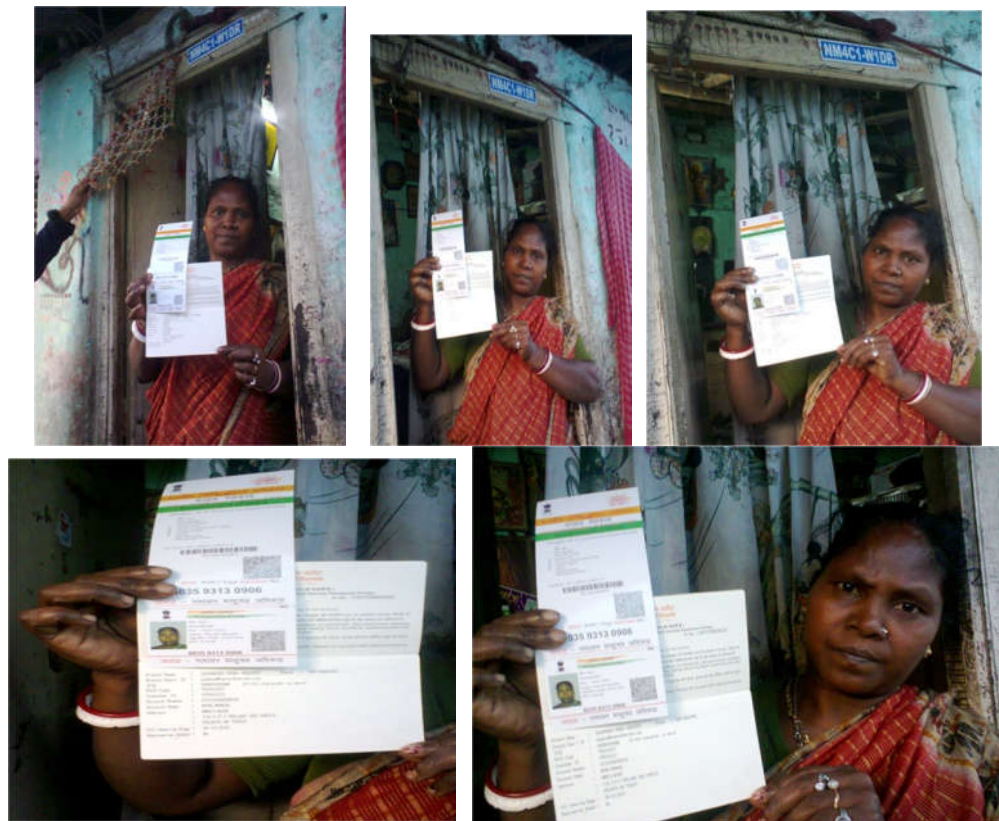
My name is Anima Mina Mondal and I am living a long time, about 22 years, at Plot 114 Chetla Lock Gate. Many time I tried to open a bank account but I failed.

I am working as a house made and monthly income about Rs. 3000/- (€45) but I have no option to save my money safely.

Recently all slum dwellings got a house number and I got a proper address NM4C1-W1DR, Plot 114 Chetla Lock Gates, Kolkata – 700027.

After that I opened a Bank account through Addressing the Unaddressed at Bank of Baroda.

Now I can save my money without any worries and I got my **Andhra** card using this bank passbook as an address proof.



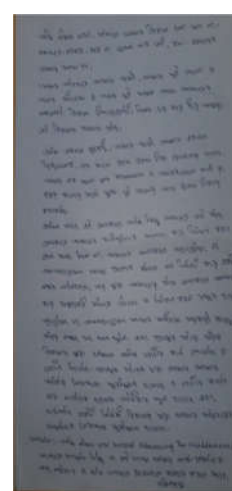
Case Study 4

I, Namita Das and my age is 44. At present my address is: house no.-NM4C1-W0HZ, Plot 114 no. Chetla Lock Gate, Kol-700027.

I am living with my husband, two son, two daughter in law and two grandsons. We and about 600 households use the same address Plot 114 no. Chetla Lock Gate, Kol-700027 for over 25 years. I am a house wife. My husband's occupation is rickshaw puller and he earn nearly 5000 (€70) every month. One of my sons works in a factory and the other one work in car company. They both earn nearly 9000 (€130) per month.

I live here about 25 years but in our slum area there was no way to identify every house. Then Addressing the Unaddressed organization gave a nine (9) digit house number plate to every household by which now it is possible for anyone to find and identify any house.

By the help of Addressing the Unaddressed organisation I open a bank account with my GO Code house number and also by the correct address in my bank account Government provide me voter card with my GO Code house number in the address. With the opening of bank account my economic security is complete as I can save money. After getting a proper address and address proof we can feel proud as Indian citizen.



Case Study 5

I am Sibani Adhikary and my age is 32. At present my address is: house no. - NM4C1-Q41B, 22 no. Panchanantala, Kol-700029. I live in a joint family with my husband, two sons and my father-in-law and mother-in-law. At the age of 17, after completing secondary education, when I started as a student of class 11 in arts, then my father arrange my marriage. Occupationally my husband is a mason. At that time he earns 3000 (€45) now it is nearly 8000 (€111) per month.

I gave birth of my first baby at the age of 19. Now my elder son age is 13 and he reads at class 8. And another son age is 11, he reads at class 7. They both study in same school called Jagabandhu Institution.

I am attached as a volunteer in an NGO named HOPE Foundation. And I personally like to work on social problems. In our locality there is a problem that we don't have any proper address or house identification or house number. Like 22 no. Panchanantala, Kolkata-700029 this same address is used many houses (about 700 families). Addressing The Unaddressed organisation has given a nine digit GO Code number to every house and erected a number plate on each house also.

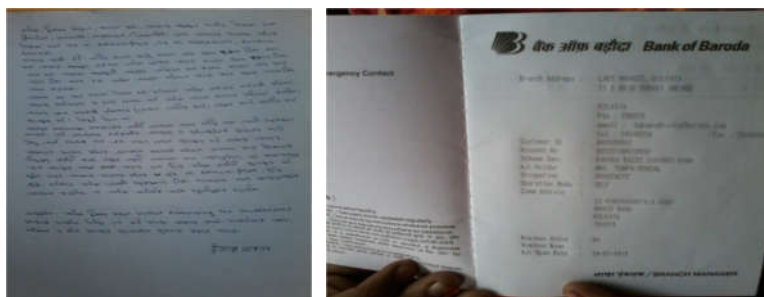
By the help of Addressing the Unaddressed organisation me and my two sons open bank account with GO Code house number NM4C4-Q41B. By registering our house number in Government bank pass book, we can show our address properly. And with the opening of bank account I & my family feel we have financial security as our savings are safe.



Case Study 6

I am Tumpa Mondal and my age is 19. My father in law’s house address is: Kaikhali, Joynagar, Panchayat-Nimpith. And my father’s house address is house no.-NM4C1-Q46H, 22 no. Panchanantala, Kol-700029.

My husband is a daily labourer and he earns nearly 7500 (€107) per month. My father-in law is a daily labourer also and he earn nearly 7500 (€107) per month. My mother-in law is a farm labourer and she earns nearly 3000 (€45) per month. I worked as a house keeper I earn nearly 3000 (€45) per month. I married at the age of 18 years. At present I am pregnant. My pregnancy period is 9 month. For that I am now in my father’s house. Up until recently I have not any Government documents like voter card, Aardhar card, or even a bank account. I am going find out about a Government scheme named as Janani Suraksha Yojna. This scheme is providing financial facility at pregnancy time and at other benefit for institutional delivery. And to get this facility I need a bank account. In my father’s house Addressing the Unaddressed organisation give a nine digit go-code number plate in every house for proper addressing. By the help of Addressing the Unaddressed organisation I open a bank account with my GO Code house number NM4C4-Q46H. Now I have applied to the Government Health Department for the financial support under the Janani Suraksha Yojna scheme.



Appendix 2 - Testimonial from the Hope Foundation (2014)

Identities for Change

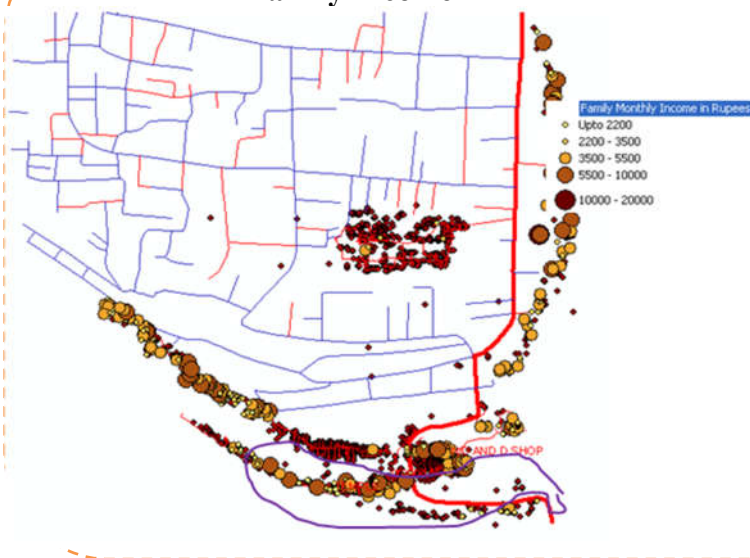
The Hope Foundation has partnered with Irish NGO Addressing the Unaddressed to provide unique identities to the slum populations of Kolkata, enabling and empowering whole communities to access Government support services, which were previously unattainable. Slum dwellers across Kolkata will be provided with a unique address through GIS-mapping technology. The health, educational and social status of the families within these newly addressed areas will also be recorded and monitored. Thus ensuring the effective delivery of sustainable projects reaching the root causes of poverty. This information will not only be used to strengthen access to essential services in slum communities but utilised as an advocacy tool to fight injustices faced by such communities, particularly in terms of education and healthcare.

Experience from the Ground: Chetla Slum, Kolkata

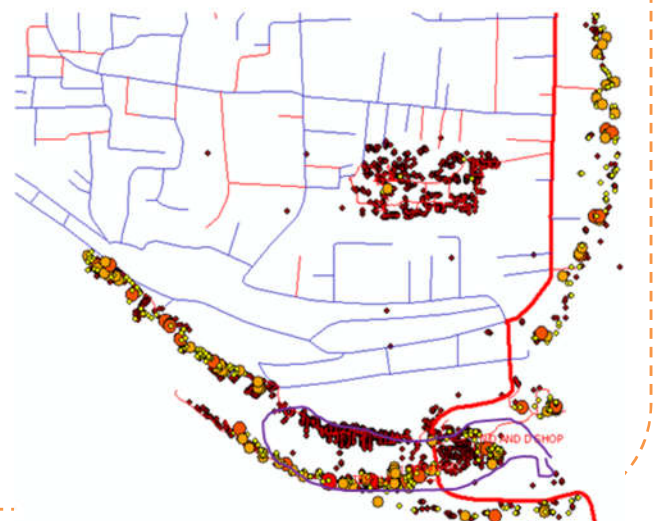
In 2013, both organisations came together to launch the pilot project of Addressing the Unaddressed. As with any start-up project, there were unforeseen obstacles, technical issues and time delays, but the energy and enthusiasm from the Chetla community continued to drive the almost year-long pilot. HOPE has been implementing its healthcare programme in Chetla over the past 8 years, and in this time has built up a trustworthy rapport with the locals. Although apprehensive at first with the arrival of laptops, mapping tools and hand-held GPS monitors, through awareness camps and training's with the local community and information meetings with the community leaders, the population of Chetla became as immersed in the pilot project as we did! A number of HOPE health volunteers assisted in the mapping, data capture and surveying of the area, ensuring the project was driven by the community itself, with just some guidance and technical support from both organisations. The results? Well see you for yourself!

Through the pilot project, dwellers in Chetla slum were provided with a unique 9 digit Go Code, the exact location of their dwelling. HOPE was enabled to record specific data from each household, allowing us to get a true picture of the daily lives within this slum. Using the data collected, HOPE was able to analyze the health and education programs implemented in the area. By transforming the data into visual maps (see below), children and families who have not yet received support were easily identified, allowing HOPE to concentrate further on these families.

Family Income



School Drop-Outs



Since the successful pilot project, Addressing the Unaddressed have continued to map over four slum areas. On a recent field visit to Pananchatala, HOPE had the opportunity to meet with the local councilors and various community members to discover the attitudes of this new community towards their Go Codes. The response was amazing! The local councilors revealed that on all documents submitted by the slum dwellers in Pananchatala, they have made it compulsory for their Go Codes to be present, ensuring their exact location is easy to find. The councilors also requested the project be undertaken in the neighboring slum, as they saw the real benefit those living in Pananchatala received from their new addresses. While visiting the area, a number of community members showed HOPE staff their identity documents featuring their Go Codes and spoke highly of the increased access to Government services they hope now to avail of. It was enriching to discover from the ground level how this project is making a difference in the lives of those otherwise forgotten by the Government.

Here at HOPE, we are excited to continue our partnership with Addressing the Unaddressed, adding a new and innovative element to our work, which continues to secure the rights and entitlements of Kolkata's most underprivileged societies and fights for the injustices they are faced due to abject poverty.

*The Hope Foundation C-533 lake Garden Near S.B.I Lake Garden Branch Kolkata 700045, West Bengal India
tel: 091 33 4064 5851 www.hope-foundation.in*



Washing facilities at Bhagar dump slum, Kolkata (August 2015)



Addressing the Unaddressed



Children of Chitpur slum, Kolkata, India (August 2015)

Ireland

Addressing The Unaddressed
[L6G 56LP](#),
8 Maple Avenue,
Stillorgan/Sandyford Industrial Park,
Co Dublin, A94 RT20
Ireland

India

Addressing the Unaddressed (India)
[NM44XQJYG](#),
Ground Floor, 14 Panditiya Terrace,
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West Bengal,
India

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Dochas

The Irish Association of Non-Governmental
Development Organisations

