

Addressing



the Unaddressed



*A happy resident of a bustee (slum) shows off her new address, Kolkata, West Bengal (June 2018)*

**Annual Update Report  
to Donors and Supporters  
January 2019**

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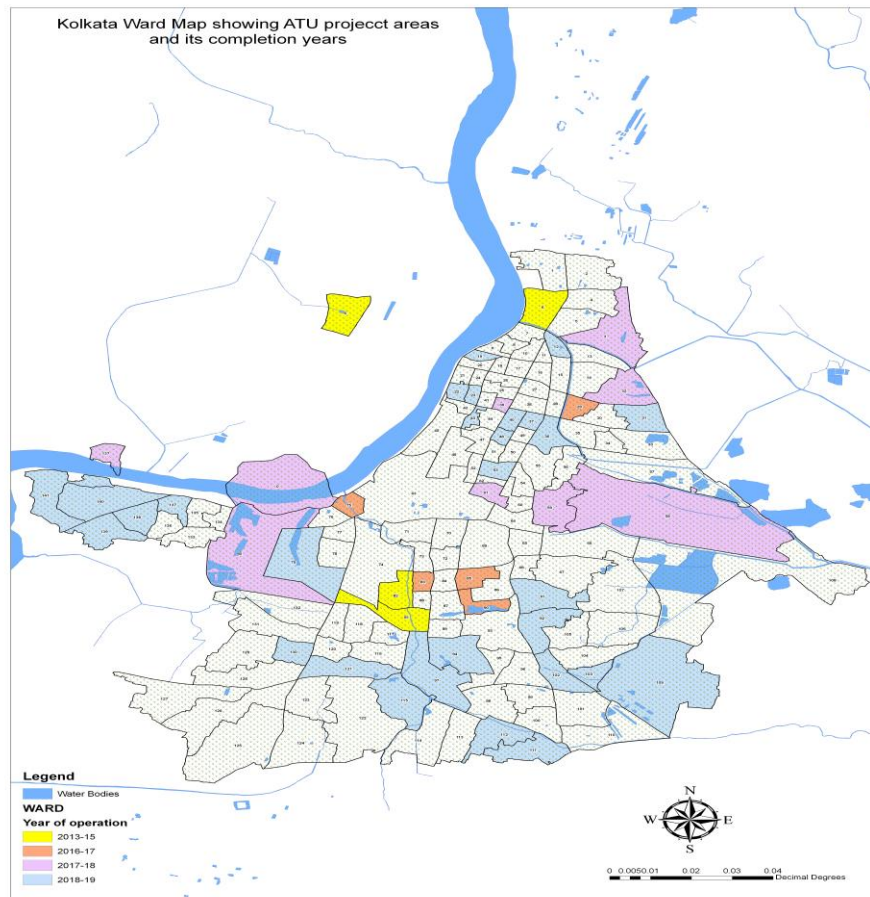
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Washing facilities at Bhagar dump slum, Kolkata (August 2015)





THE CITY OF KOLKATA, WEST BENGAL, INDIA

## OVERVIEW OF OUR WORK TO DATE

Since 2013 we have given postal addresses to over 75,000 dwellings positively affecting the lives of over 250,000 in 18 wards across Kolkata. We are currently working in or have finished a further 29 wards. Here is how we work:



*Before we start work we hold community meetings such as this one, Chetla, Kolkata, West Bengal, April 2014. This is the sensitisation process whereby we explain and gain acceptance from the slum dwellers for what we are about to do.*



***Then we go from door to door assigning codes and erecting door signs and building a database of the names, sexes, ages and social rights of the people in the houses, including access to water and sanitation. We only employ staff who are Kolkata residents to carry out the work and where possible employ staff from the slums for work there.***



***The signs we erect are like the ones in the pictures to the left .***

***Here a slumdweller proudly shows her new address and her post office savings book registered at her new address.***



***We invite the India Post savings account team to visit the slums with us and set up a savings account opening event, at which slum dwellers can open an account using their new address.***

***Slum dwellers, because they have an address, can now more easily open bank accounts with government owned banks such as Bank of Baroda or savings accounts with India Post.***





*We create wall maps and erect them at the entrance to slum pockets and on community centre walls, which enable visitors to find a dwelling within the slum pocket.*

*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 (Unique Identification Authority of India)*



*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 LAST REPORT



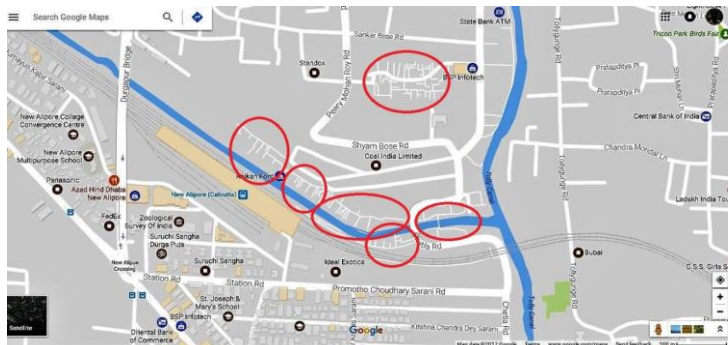
### Google and Addressing the Unaddressed deepen their cooperation

When 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



Building on this work together, Google initiated discussions with ATU, resulting in a formal co-marketing agreement being signed between us. This agreement sees Google support ATU's work in Kolkata to a much larger extent.

Google has supported our work more closely and built software which has improved the assignment of addresses on the ground and provided back office support, quadrupling the speed at which we are working. ATU now use Google's plus codes (a global open source code see [www.plus.codes](http://www.plus.codes)) for addressing purposes and are committed to finishing the addressing of the slums of Kolkata by 2020 - some 6 years earlier than we planned!

Google and ATU hope to create manuals and training support materials that together with the apps developed will enable others, anywhere in the world, to replicate the work we are doing in Kolkata - creating addresses that will instantly work on Google Maps and other platforms that recognize the open source codes.

A video of our collaboration can be seen here: [www://www.youtube.com/watch?v=HPT5LU9ZyME](http://www://www.youtube.com/watch?v=HPT5LU9ZyME)

## NEWS SINCE OUR LAST REPORT (Contd.)



### UPU Mission to Kolkata

Affiliated to the United Nations, and established in 1874, the Universal Postal Union (UPU, [www.upu.int](http://www.upu.int)), with its headquarters in the Swiss capital Berne, is the second oldest international organization worldwide.

With its 192 member countries, the UPU is the primary forum for cooperation between postal sector players. It helps to ensure a truly universal network of up-to-date products and services across the planet.

Because of their mission, Addressing the Unaddressed is interested in the UPU being closely involved in our work as we believe that the UPU can help promote it.

And so in October 2018, the UPU sent a 2 man team to Kolkata for a week to study ATU's methods and the tools we are using.

It is hoped by both sides that the UPU will then use ATU's work in promoting their initiative 'Addressing the World: an Address for Everyone', and when countries look to the UPU for addressing assistance that the UPU will recommend that countries study ATU's methods as part of their research, and if suitable copy those methods.



The Addressing the Unaddressed Bread Crumb Assigning, Address Board Fixing and Social Impact Survey teams with the delegation (Jerry Pawsey and Pierre Roussow) from the Universal Postal Union in Kolkata October 2018



## **BUSINESS AS USUAL**

During 2018 ATU have increased the number of dwellings addressed from 30,000 to over 75,000. We have surveyed all wards of Kolkata and hope to have addressed all of them by 2020.

We have increased our permanent staff numbers from 6 to 20 to align with the work being done by the 30 or so staff which are contracted by Google to support our work.

Our office in Panditiya Terrace ([7MJCG9C5+QVFF](#)) has become too small for us, but we will stay there and are renting space when required (for meetings, training sessions etc) on an intermittent basis from The Hope Foundation.

## **Staff and Other Human Resources**

In addition to our 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 are graduates and previous relevant experience), and our 14 social survey collectors, 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 again in discussions (January 2019) 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 Hope Foundation.



Alex with India Post PMG Kolkata Mrs J Charukesi



Alex and Linga with Shri Swapan Samaddar, KMC Councillor with Responsibility for Bustees

## **Fund Raising**

Our fund raising activities are carried out by Tina Roche ([tina.roche@addressingtheunaddressed.org](mailto:tina.roche@addressingtheunaddressed.org), mobile: +353-87-8598196) and Richard Mason ([richard.mason@addressingtheunaddressed.org](mailto:richard.mason@addressingtheunaddressed.org) +44-7957-741715)

## **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 3,500 slum pockets in Kolkata – the 1.4m people there living in 350,000 dwellings (these numbers are from the KMC Census of 2013).
- (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 we intend will be re-collected on a bi-annual 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.

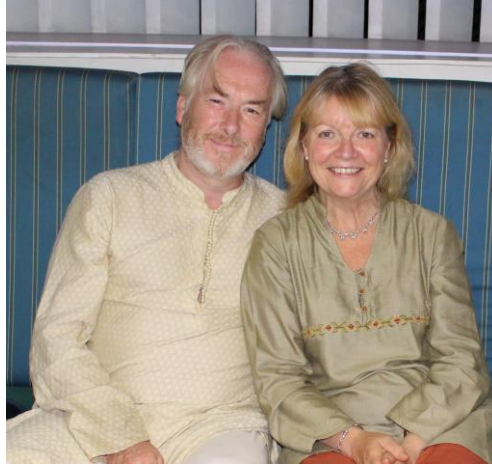
## **Budget and Funds Required (as of January 2019)**

The budgets for the above are

- (a) €107,000 (8.56m Rs) – needed in 2019
- (b) €50,000 p.a. (4m Rs) – needed in 2020 and beyond
- (c) €16,000 p.a. (1.28m Rs) – needed in 2021 and beyond

(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 (45Rs) per dwelling)

Between now (January 2019) and 31<sup>st</sup> December 2021 the above requirement adds to €173,000 (13.84m 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. (Note: ATU now use Google's open source code PlusCode for all our addressing activities in Kolkata).

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



**Namaste,**

My name is Ritika,

I received my Plus code address in July 2018 and have gained many benefits in my life since then.

I have a granddaughter aged 5 years that myself, son and daughter in-law can save money safely in a bank account for her to go to school that we could only open with an address.

Before our savings were kept at home which was very unsafe. Along with this I now have access to a voting card that enables me to vote in government elections that I believe slum dwellers should receive.

Addressing the Unaddressed is doing marvellous work and I am very grateful to them.



## **Rupa Mondal**

**Hello,**

I am 26 years old and living with my mother, father and younger brother. We received a PLUS code In November 2018 and have benefited hugely from an address.



I completed my studies in a Master of philosophy which is rare to have such a qualification coming from my neighbourhood, however I got a scholarship from having high grades. When I was studying I found it embarrassing with my peers that I didn't have an address that I couldn't identify where I lived like other people in my class could. Now I have pride, feel like myself and family have a true identity that is recognised by the government.

Along with this when I attend interviews or training days for developing my career we need proof of an address and I can easily display this with in all honesty and huge delight. I have gained more confidence in moving forward with my career as I have an identity which is better from having a PLUS code. Myself and my family are recognised as individuals in Kolkata government rather than before, I did not feel we were taken seriously as the address we shared with 350 people was not recognised.

We are hopeful for our future and can benefit from many schemes that currently being implemented to improve the lives of people like us.

## **Sabirtri Ray**

I am 32 years old and have two children aged 14 and 12 years. I received a Plus code in December 2018.

Myself and my children are excited that we now have an address and I am very hopeful for their future.



We can receive letters from their school directly to our home that before I was afraid the letter would be lost in the post as there was only one address that I shared with 300 other homes which made it difficult for the post man to deliver personal post.

I own a shop from my home and now I can inform friends and family that live in other areas of Kolkata to visit more easily as I have a location on Google Maps. This will benefit my business greatly.

My family are from a disadvantaged area and having access to many government benefits, bank accounts and voting card from having a Pluscode gives me so much hope and confidence in the future for my children, that we will benefit from greatly.



## **Shadhana Halder**

I am 37 years old and there are 7 people that live in my house.

My daughter she has 2 children, my husband and son.

We received a Plus code in November 2018. I have a big family and am very happy that we have received an address.

We can now open a bank account that allows us to save money safely and take a loan in the future if we need too. We feel more secure with our finances.



Another benefit is if one of us were to become ill we phone the ambulance service that can come directly to our home.

Rather than before it would have been very difficult to find a dwelling in such a large slum.

As a mother and grandmother, this makes me very happy that my family can live with access to such services easily. This has improved the quality in the standard of living for all of us.

\*\*\*\*\*

**We wish to acknowledge the generosity of our donors over the last 5 years who have contributed to date in excess of €160,000 to our work.**



# Addressing the Unaddressed



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

## Ireland

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**Dochas**

The Irish Association of Non-Governmental  
Development Organisations

