



UJALA – The Light Project

Final Impact Report 2024–2025

Blossom Group – Change Can Only Happen From Within



Before There Was Light: Listening First

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"We don't know what help is even out there."

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"The help we've tried didn't feel made for us."

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"No one ever asks us. We just cope."

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Before UJALA had a name, we sat with 450 South Asian women in kitchens, mosques, gurdwaras, and living rooms. We didn't ask what they needed from a "project" – we asked what hadn't worked and why.

This truth shaped everything: we can't solve today without understanding yesterday. Historical exclusion, cultural disconnection, and lack of trust weren't side issues – they were *the* issue.

The A.R.T. Framework: Our Foundation

Accessible

Services must meet people where they are, not where institutions expect them to be.

Relevant

Support must reflect lived realities – language, culture, time, trust.

Trusted

Healing can only happen when it's built on relational, not transactional trust.

UJALA is the ART Framework in action. It proves what's possible when equity is not a lens – but the foundation. Out of these conversations came our core understanding: we must shift power, not just provide services.

Our Ethos: Light Rising From Within

"I never realised I could be a hero... On this project, I became important. Someone shone a light on me."

— Fauzia, UJALA Volunteer

UJALA wasn't created *for* the community. It was created *by* it. Mental health wasn't placed in a service silo – it was woven into life: market stalls, prayer halls, festivals, walking groups, radio dials, conversations with aunties.

This was care on South Asian women's terms. Because healing can't be outsourced – it has to be owned.



Outreach: Making Mental Health Ordinary

731

Direct Interactions

Across homes, shops, events, and markets



Mental Health Moved

Out of clinics and into kitchens where real conversations happen



Trust Built Face-to-Face

Slowly, respectfully, through consistent presence



Therapy Normalized

Became a normal topic, not a last resort or source of shame

This wasn't outreach. This was everyday presence. Mental health stopped being invisible and became part of the community's daily rhythm.

Community Events: Where Healing Met Joy

1,348

Total Attendees

Across 15 culturally anchored events

Date	Event	Attendees
14/04/2025	Dill Seiy Dill Takk	214
05/01/2025	Ramgarhia Sikh Gurdwara	181
14/03/2025	Holi Celebration	171
31/12/2024	Minhaj Ul Quran Talk	156
24/01/2025	Bollywood Time Machine	121
20/04/2025	Vaisakhi	111

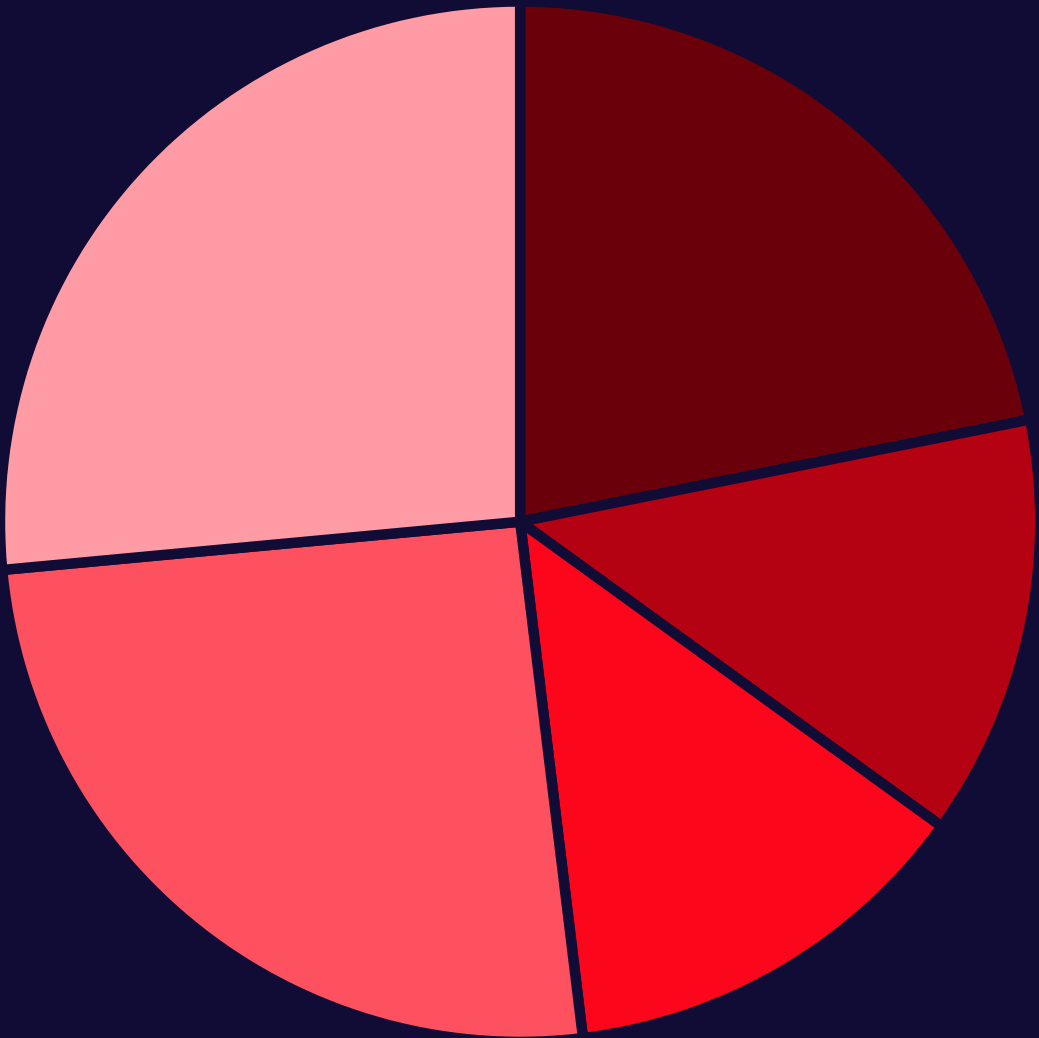
These weren't "mental health events." These were community moments where mental health belonged naturally. Laughter and healing sat side by side. Cultural context wasn't branding – it was delivery.

Volunteers: Healing From Within

389

Volunteers Trained

On topics from therapy to menopause, anxiety to breastfeeding

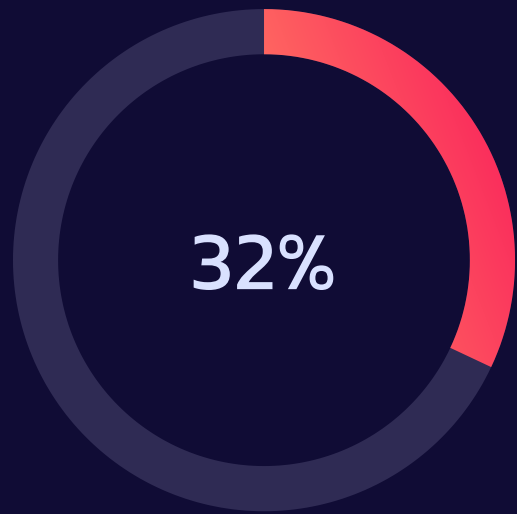


- Volunteer Preparation
- Talking Therapies
- Managing Stress
- Reflection Sessions
- Specialized Topics

"I thought only educated people could lead... now people ask me what therapy means."

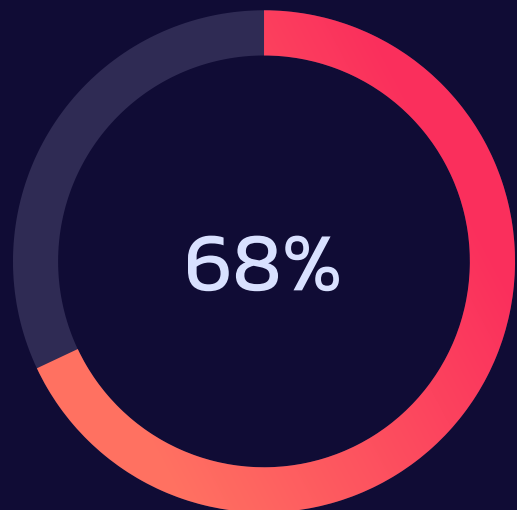
These weren't "helpers." They were ambassadors of trust – women who became catalysts, translators of healing, and proof that leadership comes from lived experience, not credentials.

Wellness in Motion: Walking and Breathing Into Healing



Walking Groups

247 participants found healing in movement



Yoga 4 All

274 participants discovered breath and community



No therapy room needed – just breath, movement, and space. Elders, mothers, and carers released stress together. Healing became physical, visible, and communal. These weren't classes – they were release valves for women under chronic stress.

Radio: The Voice of Belonging

40+

Radio Broadcasts

Covering anxiety, grief, domestic violence, autism, therapy

70K+

Cumulative Listeners

Voices that felt like home, in languages that matter

"I heard about Dessa on the radio... now she's my therapist."

NuSound Radio became a bridge between isolation and connection. Episodes were delivered in Urdu, Punjabi, and Gujarati – with humor, heart, and respect. People didn't hear advice; they heard themselves reflected back, giving them permission to seek support without shame.

This wasn't broadcasting – it was relationship-building through sound, turning strangers into trusted voices in kitchens and cars across the community.



The Light Continues

We Built a Village

"Where's my daughter Dessa?" – when therapists feel like family, healing becomes relationship, not referral.

The Community Became the Light

UJALA didn't impose change – it walked with it through doorways, festivals, prayer halls, and morning walks.

Why Blossom Must Continue

This model proves that embedded, relational, culturally grounded care works. The community has tasted what's possible – we cannot let this light dim.

The light didn't shine *on* the community.
The community *became* the light.