



# ANNUAL REPORT

2018-19

## LOCATION

### CAREER DEVELOPMENT INSTITUTE

E-48, Greater Kailash Enclave II, New Delhi-110048

### CAREER DEVELOPMENT CENTRE 1

D-141-142, II Floor, JJ Colony, Madanpur Khadar,  
New Delhi-110076

### CAREER DEVELOPMENT CENTRE 2

B-195, Duggal Colony, Devli Road, Khanpur,  
New Delhi-110062

### CAREER DEVELOPMENT CENTRE 3

L-1246, 3rd Floor above Kamal Band,  
Opposite Rain Basera, Mangolpuri  
New Delhi-110083


### CAREER DEVELOPMENT CENTRE 4

Sher Singh Tewatia House, Near Syndicate Bank,  
Thalua Mohalla, Main Road  
Janouli, Palwal, Haryana.

### CAREER DEVELOPMENT CENTRE 5

C - 455, 4th Floor, Vyapar Marg, Sector-10, Noida  
(Near Noida Sector-16 Metro Station)

 [etasha@etashasociety.org](mailto:etasha@etashasociety.org)

 +91 11 29221320/21/22

 +91-966716569



# ETASHA SOCIETY

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## PRESIDENT'S NOTE



“Strengthening, systematisation and codification of internal processes and increased use of technology for internal communication, monitoring and evaluation in all areas of work done this year will allow us to scale up much faster in the coming years.”

### **2018-19 was a year of consolidation, codification and co-creation.**

By the end of March 2019, we conducted many projects relevant for employment and income-generation: Providing Life Skills Training to 3,407 adolescents; Career Guidance to 1,372 High school students; Placement linked training to 748 young adults; Employability skills training to 571 youth; Training of Trainers to 20 ITI Trainers; Entrepreneurship Training to 56 women while also helping 2 women's groups set up new enterprises, and supporting 5 functioning women's enterprises. The projects were conducted across four ETASHA run Career Development Centres, three NGO Partner Centres and 21 Government Schools in Delhi and Haryana.

We consolidated our learnings of the last 13 years to deepen our engagement with communities to be able to impact their mindsets about work, employment & income generation to enable them to break

out of the cycle of poverty and emerge as successful, productive citizens of our country.

Large number of community engagement programs, like Career Melas, Skill Competitions, Certificate Ceremonies, Awareness Rallies and Family Days were conducted in each of the 3 urban and 1 rural community we work with.

Strengthening, systematisation and codification of internal processes and increased use of technology for internal communication, monitoring and evaluation in all areas of work done this year will allow us to scale up much faster in the coming years.

Immediate impact of the community-oriented approach has been visible in the increased acceptance of job offers by the trainees as well as their improved performance at jobs. Several trainees have earned recognition as 'Employee of the Month' within a few months of joining,

“Encouragement for all our efforts has come from many old and new donors, project funders, supporters & recruiters. We are immensely thankful for the support we have received from wonderful people in funding organisations like MSC Agency, Accenture, IDFC First, Flextronics Technologies, Asha For Education, Futures First Info Services, Emerging Securities...”

others have got promoted within the first year of work, and many more come back to help orient current trainees to the realities of the workplace and for continuing and growing at work. In times of spiralling unemployment of youth in the country, our placement ratio of recent alumni stands at 80%. Even as the Women's Enterprises set up and supported by us in Mangolpuri are growing and moving towards self-reliance and sustainability, two more groups of women in our project in Janouli village in Palwal, Haryana have set up group-owned enterprises to manufacture and sell Namkeen (Indian savouries) and Agarbatti (incense sticks).

We have also been engaging school children to enjoy learning while improving their basic reading, writing and number skills, developing their confidence in themselves, their social skills as well as helping them develop a vision and goals for the future. We believe that these are critical building blocks in developing a productive citizenry.

Encouragement for all our efforts has come from many old and new donors,

project funders, supporters and recruiters. We are immensely thankful for the support we have received from wonderful people in funding organisations like MSC Agency, Accenture, IDFC First, Flextronics technologies, Asha For Education, Futures First Info Services, Emerging Securities, Littelfuse, Shri RatanLal Foundation and Tex Corp Private Limited. Our grateful thanks also go to all large-hearted individual donors who have helped us in our journey towards scaling our impact.

With the resounding success of our work in rural Haryana, we look forward to working with more village communities alongside our work in urban slum communities, taking job-linked vocational training, individual focused Career Guidance, Counselling, Employability and Life Skills development for Adolescents, Women's Enterprise creation and incubation, as well as, Teacher Training in many new locations in the future.

**Meenakshi Nayar**  
**President**  
**ETASHA Society**



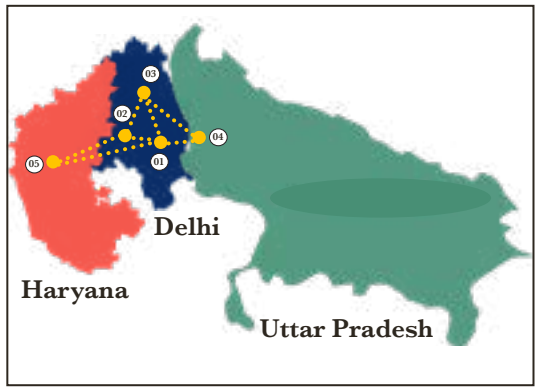
Every Indian  
to be skilled for income  
generation to lead a life  
of self-respect and  
dignity.



To Provide Training  
and Mentoring for  
Employment &  
Income Generation  
to low income  
communities.

# OUR PROGRAMMES

Currently we have 5 centres!



ETASHA LOCATIONS

- 01 CDC 1-Madanpur Khadar, New Delhi
- 02 CDC 2 – Tigri, New Delhi
- 03 CDC 3 – Mangolpuri, New Delhi
- 04 CDC 4 – Janouli, Palwal, New Delhi
- 05 CDC 5 — Noida, UP

## VOCATIONAL TRAINING & PLACEMENT



ETASHA connects 12th pass girls & boys with employment opportunities through short duration programs. The focus is on developing a mindset & work-ethic necessary for success in modern work environment.

## COUNSELLING & GUIDANCE IN SCHOOLS



ETASHA's counsellors help build confidence and self-respect through soft skills development and counselling, and help create focus and vision through systematic career guidance.

## EMPLOYABILITY SKILLS DEVELOPMENT AND PLACEMENT



ETASHA provides training and placement support to Engineering as well as Non-Engineering students.

## TRAINING OF EMPLOYABILITY SKILLS TRAINERS



ETASHA mentors the trainers to update their existing knowledge with requirements of modern-day work environments, and develops their skills for mentoring students for success in modern industry to help them train the trainees in the best possible way

## DEVELOPMENT OF WOMEN ENTREPRENEURS - INCUBATION OF ENTERPRISES



ETASHA trains & develops underprivileged women to come together in small groups to set-up and efficiently run jointly-owned enterprises. ETASHA enables them to gain self-respect, dignity and co-create economic progress.

# IMPACT STATISTICS

### VOCATIONAL TRAINING & PLACEMENT



### COUNSELLING & GUIDANCE IN SCHOOLS



### EMPLOYABILITY SKILLS TRAINING AND PLACEMENT



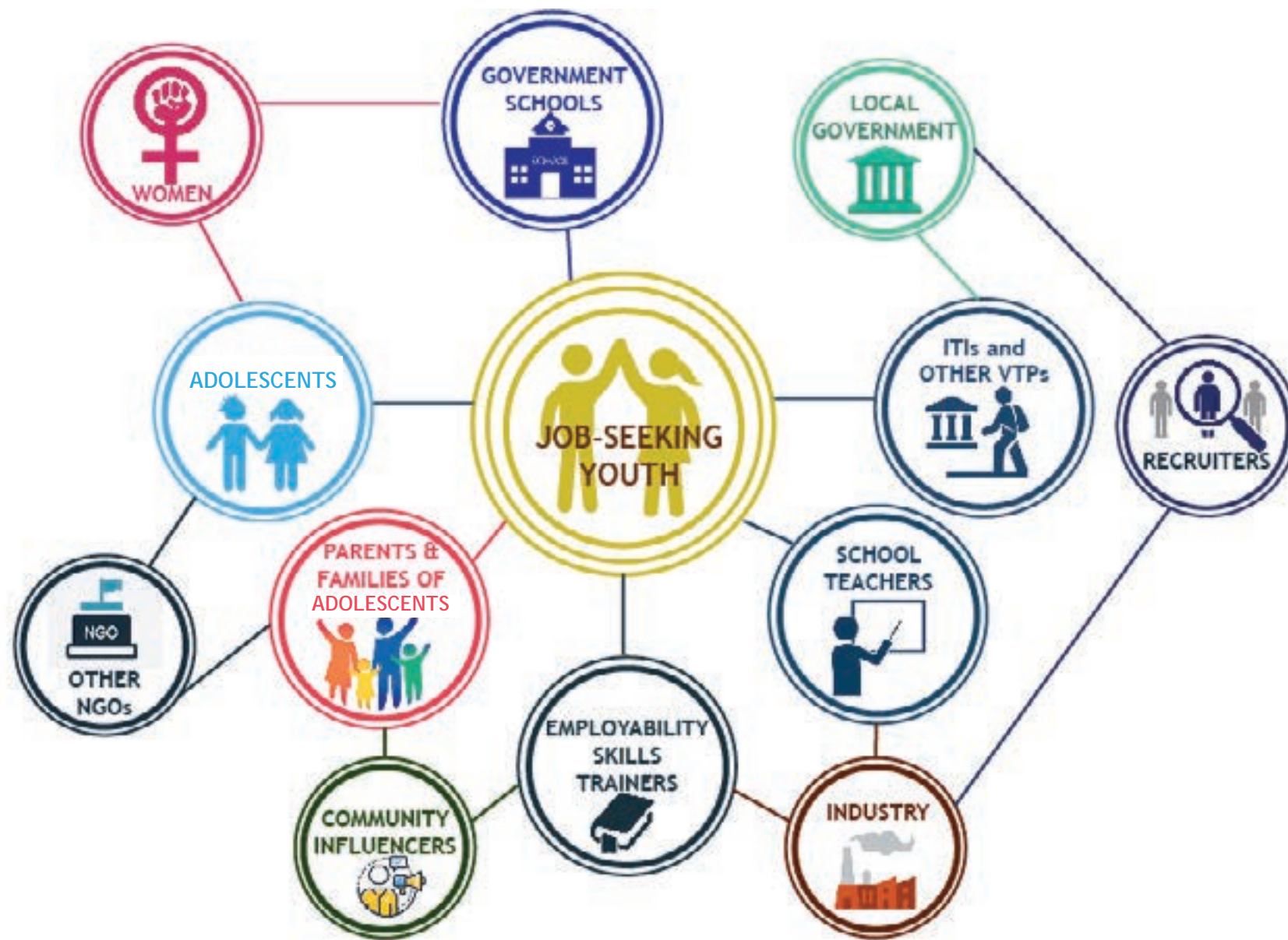
### TRAINING OF EMPLOYABILITY SKILL TRAINERS



### DEVELOPMENT OF WOMEN ENTREPRENEURS



- 2016-17
- 2017-18
- 2018-19



**ETASHA values its volunteers for their diverse and creative inputs, enthusiasm and the value addition that they bring. And that's what also brings us closer to achieving our goals. Our volunteers come from universities from across the globe to corporate organisations to individuals. And we value each of their efforts and time.**



Genpact Social Impact Fellowship volunteers conducting a Design Thinking workshop for ETASHA staff.



Laura from Glen, Germany worked on remedial English and communication programmes (Summer programme of 2018).

### BUILDING A CAREER GRAPH - VIKASH



Vikash is the youngest among six brothers, and his parents just about earn a living to sustain the family.

Vikash joined ETASHA at a time when he didn't know what to do in life. However, with ETASHA's four-month rigorous vocational skills training, vision and mission orientation classes, confidence building and grooming and etiquette sessions, he chiselled into a fine professional.

He joined McDonald's food chain and within the first two months, won the Employee of the Month Award. "I like to be a part of a team and enjoy work-

ing with my co-workers. The award has made me a hero for my five brothers. I am the youngest and they all are very proud of me. I will treat my family to a dinner."

"At ETASHA, I learnt how to be punctual as that was a big issue with me initially. ETASHA's Vision and Goal classes helped me realize that retail and hospitality could be possible fields for me to explore. I also learnt the value of grooming, etiquette and how to dress up formally. The grooming sessions attended at ETASHA are really helping me at my workplace now," says Vikash.



**A BOLD ADVANCE - SONALI**



and computer skills and gradually started to open up to her class as well. Her teachers encouraged her to give small presentations to the class and soon she was making small impromptu speeches too. And most of all, Sonali was making friends! “The biggest change I saw in myself was that I could initiate a conversation and had started to think about my life and future,” says Sonali.

She got placed with Spencer India Technology, Dwarka and is handling data entry, accounts, and staff attendance and has to do a lot of staff and customer interaction. “It’s our attitude and confidence that matters in any job”, she adds. She is now a role model for her family and neighbourhood.



Sonali’s life was nestled in Sangam Vihar. The only people she had ever comfortably interacted with were her parents and school friends. So, when she was told about ETASHA’s course, she didn’t quite understand why she needs to attend a ‘confidence class’ or what would ETASHA’s ‘vision and goals classes’ really teach her.

She reluctantly joined and quite liked the computer training sessions (it didn’t require any talking!) She strengthened her typing

**SHINING BRIGHT WITH CONFIDENCE BY HER SIDE - PURNIMA**



saviour’. The vision and goals class at ETASHA helped Purnima realise her potential. ‘I started dreaming again, something I had stopped doing long ago’.

On the day of her interview, Purnima’s friends told her that she would get fired within a month. Demotivated, she gave the interview half-heartedly, already expecting a rejection. To her surprise, she immediately bagged the job as an office assistant at ETASHA. She tells us how overwhelming a moment it was for her, and one that she will never forget. ‘If it hadn’t been for ETASHA and the people that make its environment humble and supportive, I don’t think I would have been able to come out of my depression. I have cried and ranted in front of my mentors here and they haven’t complained even once’. ETASHA played a monumental role in not only improving Purnima’s mental health, but also helped her tackle her anger management issues.

Repeatedly told by friends that she is up to no good, Purnima stayed home all day long, fighting persistent depressing thoughts, and seeing life go by one day after another. She had no hopes, no mission, no goal. One day she stumbled upon ETASHA’s training centre and saw how it offered vocational skills and training, she saw it as a ray of hope. She tells us, ‘*Mai ghar se Bahar nahi jaati thi, or agar jaati the toh kisi se baat nahi karpaati thi*’. ETASHA not only helped her gain confidence, but the facilitators counselled her through her rough times and told her something that she remembers till date. They said, ‘the world will always try to put you down, you are your own



## PROJECT FUNDERS IN 18-19

## SOME OF OUR RECRUITERS





**ETASHA SOCIETY**

E-48, Basement, Greater Kailash Enclave-2, New Delhi-110048

Statement of Affairs as on March 31, 2019

PARTICULARS	SCH.	AMOUNT (Rs.)
<b>SOURCES OF FUNDS</b>		
Corpus Fund	1	3,234,799
General Fund	2	2,757,342
<b>TOTAL</b>		<b>5,992,141</b>
<b>APPLICATION OF FUNDS</b>		
<b>Fixed Assets</b>		
	3	1,137,007
		<b>1,137,007</b>
<b>Non Current Investments</b>		
	4	728,726
		<b>728,726</b>
<b>Current Assets :</b>		
(a) Cash & Bank Balances	5	3,348,620
(b) Current Investments		50,000
(c) Other Current Assets	6	1,114,176
		<b>4,512,796</b>
<b>Less: Current Liabilities :</b>		
(a) Dues and Taxes	7	54,162
(b) Other Current Liabilities	8	332,226
		<b>386,388</b>
<b>Net Current Assets</b>		<b>4,126,408</b>
<b>TOTAL</b>		<b>5,992,141</b>

Significant Accounting Policies and Notes on Accounts

14

As per our report of even date

For Nitin Khundelwal & Associates  
Chartered Accountants  
Firm Registration No. 020850N

For and on behalf of the Board of  
ETASHA Society

CA Nitin K Khundelwal  
Partner  
Membership No. 099286



ETASHA Society  
Dr. Mamukshi Nayar  
President

ETASHA SOCIETY ETASHA SOCIETY  
Mukesh Aggarwal  
Secretary  
Sangeeta Sharma  
Treasurer

Date: 24.09.2019  
Place: New Delhi

**ETASHA SOCIETY**

E-48, Basement, Greater Kailash Enclave-2, New Delhi-110048

Income & Expenditure Account for the year ended March 31, 2019

PARTICULARS	SCH.	AMOUNT (Rs.)
<b>A. INCOME</b>		
(i) Donation Receipts		
-General Donation	9	1,009,879
-Project Donations		16,599,754
(ii) Training Fees	10	528,231
(iii) Bank Interest and Other Income	11	267,296
		<b>18,405,151</b>
<b>B. EXPENDITURE</b>		
Expenses on the Objects of the Society	12	16,891,790
Establishment and Administrative Expenses	13	2,754,124
Depreciation	3	460,130
		<b>20,106,034</b>
<b>Excess of expenditure over income for the year</b>		<b>(1,700,483)</b>

Significant Accounting Policies and Notes on Accounts

14

As per our report of even date

For Nitin Khundelwal & Associates  
Chartered Accountants  
Firm Registration No. 020850N

For and on behalf of the Board of  
ETASHA Society

CA Nitin K Khundelwal  
Partner  
Membership No. 099286



ETASHA Society  
Dr. Mamukshi Nayar  
President

ETASHA SOCIETY  
Mukesh Aggarwal  
Secretary

ETASHA SOCIETY  
Sangeeta Sharma  
Treasurer

Date: 24.09.2019  
Place: New Delhi

**ETASHA SOCIETY**  
F-10, Basement, Greater Kailash I, New Delhi 110048  
Receipt & Payment Account for the year ended March 31, 2018

PARTICULARS	AMOUNT (IN ₹)	PARTICULARS	AMOUNT (IN ₹)
<b>A Opening Balance</b>		<b>A Expenses</b>	24,17,441
a) Cash in hand	42,075	a) Interest given	325,214
b) Bank balances	40,1,091	b) Staff and other Advances	41,000
<b>B Donations and Contribution</b>	179,745	c) Payment for opening volunteering team	
Donation Individual	123,522	d) Appliance expenses	149,219
Project Donations	46,214,089	e) Payment against acquisition of Fixed Assets	274,428
Others	70,075	<b>C Deposits and Advances</b>	
<b>C Interest Received</b>		a) Fixed Deposits	1,99,000
a) Bank Deposits	222,428	b) Security Deposits	11,000
b) Saving Bank	28,409	<b>D Closing Balance</b>	
<b>D Receipt from Investments</b>	4,444,200	a) Cash in hand	52,823
a) IPO Mutual		b) Bank balances	4,791,607
<b>E Other Receipts</b>			
a) Fees from Students	20,400		
b) Income Tax Refund	492,740		
c) Other Income	12,812		
d) Sale of Fixed Assets	176,200		
<b>F Interest Received</b>	248,294		
<b>Total</b>	<b>44,792,843</b>	<b>Total</b>	<b>44,792,843</b>

For Nitin Khundwala & Associates Chartered Accountants Firm Registration No. 02585208  
For and on behalf of the Board of ETASHA Society  
Date: 24.05.2018 Place: New Delhi

**GOVERNING COUNCIL**

- Dr. Meenakshi Nayar - President
- Ms. Vimala Ramachandran – Vice President
- Mr. Mukesh Aggarwal – Secretary
- Ms. Sangeeta Sharma, Staff Representative – Treasurer
- Ms. Ritu Motwani
- Dr. Usha Jumani
- Ms. Anita Aneja
- Mr. Pramod Patni
- Dr. Cherian Joseph
- Dr. Freda J Swaminathan
- Mr. Munish Kanchan
- Ms. Ratna Mangala Sudarshan

**CERTIFICATIONS**



AWARDED TO GSN275 ETASHA Society



**EMPLOYEE DATA**

Slabs of gross montly ( in Rs.) Plus benefits psid to staff	Male staff	Female Staff	Total Staff
<5000	0	2	2
5001-7000	0	2	2
7001-10000	3	9	12
10001-25000	9	15	24
25001-50000	3	6	9
50001-100000	0	3	3
>100001			
<b>Total Staff</b>	<b>15</b>	<b>37</b>	<b>52</b>

## PHOTO GALLERY



ETASHA trainees being felicitated at the Certificate Ceremony.



ETASHA Alumni at work at Cafe Coffee Day.

## PHOTO GALLERY



Proud Woman Entrepreneur showcases her products at a corporate office.



Sexuality and AIDS Awareness Session: Counselling & Guidance in Schools.



Life Skills Session for adolescents: instilling confidence at the right age.



A confident trainee makes a presentation on marketing and selling.



Value-adding comprehensive employability skills for ITI students.



World of Work - exposure to work environment even before joining work.



Women Entrepreneurs go digital for their day-to-day work.



ETASHA alumni working with PVR.



Training of ITI Trainers to impart mentoring and effective training skills.



ETASHA at Airtel Delhi Half Marathon, 2018 - Let's Together #Fightberozgaari

## ONLINE PAYMENTS



### A) VIA ETASHA'S WEBSITE :

<https://www.etashasociety.org/donate-now.html>

### B) VIA PARTNERING CHARITY PLATFORMS :

#### 1. FOR DOMESTIC DONORS -

<https://www.giveindia.org/nonprofit/etasha>

#### 2. FROM THE US FOR TAX EXEMPTION THROUGH 501(C) (3)

**DONATE** - <https://www.giveindia.org/m-926-etasha.aspx>

## OFFLINE PAYMENTS



### A) YOU MAY MAIL/SEND CHEQUES AT:

#### ETASHA SOCIETY

E 48 LOWER GROUND FLOOR, GREATER KAILASH ENCLAVE 2,  
NEW DELHI-110048

### B) CALL AT 011-29221320,21 & 22

FOR CHEQUE COLLECTION FROM YOUR DOORSTEP.

1. **CORPUS FUND** – To strengthen ETASHA: **Rs.10,000 & above**
2. **GENERAL FUND** – To support non-project expenditure for streamlining systems: **Rs. 250 & above**
3. **CAPACITY BUILDING FUND** – For training and development of team: **Rs. 5,000 AND ABOVE**

## SUPPORT REQUIREMENTS FOR EACH CANDIDATE/TRAINEE



### VOCATIONAL TRAINING & PLACEMENT

**Vocational Training and Placement**  
(Per Trainee) - **Rs. 14,000**



### COUNSELLING & GUIDANCE IN SCHOOLS

**Career Guidance(Per student) - Rs. 850**



### EMPLOYABILITY SKILLS TRAINING AND PLACEMENT

**Employability Skills Development and Placement - Rs. 6,250**



### TRAINING OF EMPLOYABILITY SKILL TRAINERS

**Training of Trainers in Employability Skills (Per Candidate) - Rs. 17,600**



### DEVELOPMENT OF WOMEN ENTREPRENEURS

**Women's Enterprises Incubation Fund**  
**Rs. 1,000**