





ETASHA

Enabling and Training Adolescents for Successful and Healthy Adulthood



CAREER GUIDANCE

Giving 'em reasons to hope

Meenakshi, the president of Etasha, a Delhi-based NGO working for the disadvantaged groups was in the city recently





ANNUAL REPORT 2009—2010

www.etashasociety.org



Dressing up for a cause

Walking the ramp to better the lives of underprivileged brethren



president of Etasha Society, Dr Meenakshi Nayar, said they plan to provide career and vocational guidance and employment prospects to youth from underprivileged sections.

Supporting the cause, the trainees of Etasha took to the ramp with Femina Miss India Ekta Choudhary to exemplify the show's inspiring theme 'I believe I can'. Verma's collection exhibited a contemporary and elegant collection underlining the sense of style of the times. And together with the sparkle of crystallised -Swarovski elements, the sense of adventure reflected in all the lines displayed. The collection was presented in categories like 'Colour My World', 'Call Of the Wild', 'Preppy Argyle', 'The Bold and the Beautiful' and 'Pucchi prints'.

'Colour My World' was a burst of neon, psychedelic, bright and cheerful hues and the line offered long transparent chiffon coats, tunics with stoles and draped dresses as short sarongs that could be worn with edgy tights.

While keeping the style retro, Verma tantalised his fans with belts in large crystal stones and handcrafted metallic accessories in the form of arm bands and coil necklaces helping to convert patrons to Etasha's cause.

Other than this, animal prints, motifs and textures inspired from the jungle were used in fitted and draped long evening dresses with minimal embroideries in dark, crystallised Swarovski elements in peridot and topaz. Experimenting with different dyeing processes like tie dye, shibori and ombre, the collection also included sequenced turbans and gold and bronze armbands.

Verma said, "I am delighted to support Etasha. Good quality vocational training is crucial to India's development. I have watched this organisation growing in a short space of time. They are really making a difference to the lives of young people. More importantly they are making a great difference to the lives of the young people of India." ■ FARAH DEEBA















ETASHA
www.etashasociety.org

Vision	3
Foreword	3
About Us	4
The Year 2009-10	5
Programs	8
Milestones & Achievements	9
Future Plans	10
Governing Council	11
Audit Report	13
Statement of Accounts	16
Why We Exist	23



Old students and new meet at our monthly Alumni events, where placement activity is shared and friendships made

ETASHA
www.etashasociety.org

OUR VISION

For every young Indian to be employable, have self-worth and lead a dignified and productive life.

FOREWORD *by Meenakshi Nayar*



Dr Meenakshi Nayar

I am delighted to publish our fourth Annual Report.

When Ritu Motwani and I first conceived the idea of what was to become ETASHA, neither of us could have imagined how far we would reach in such a short space of time. **In 2009/10 we ran almost 50 programs at our own 2 Career Development Centres and at our partners' organisations in Delhi and across India; over 1100 young people have benefited from our career guidance, employability skills courses, vocational training programs and placement in the same period**. We started in 2006 with just one part time paid faculty member and three volunteers; today ETASHA operates with twelve full time and four part time staff and faculty plus four regular, committed volunteers. This year we launched our website, www.etashasociety.org, and our monthly newsletter, Koshish, both of which help to keep us in touch with our fast growing network of supporters around the world. **We are increasingly the preferred training organisation for our state government and NGO partners and our interventions are no longer limited to the capital, but now extend to five other states across the country.**

As our reach and reputation grow, we are constantly mindful of our responsibilities to those who have placed their trust in us; our funders, donors, volunteers, supporters, the young people with whom we work, and their families. Through the standing and reputation of our governing council and faculty, the constant monitoring and evaluation of our performance and an openness to review and strengthen our processes and systems, ETASHA is committed to good governance. We are accountable to all our stakeholders and it is crucial that we get the best value for money and use our resources efficiently in order to maximise the impact of our work with disadvantaged young Indians.

We believe that our transparency as an organisation empowers us; it empowers us to develop trust with those who support us, to enable us to influence those with influence, to build confidence in the communities which we serve and to make us an organisation that is sustainable, credible and respected. It is in this spirit of openness that we present to you this Annual Report for 2009/10 as we look forward to our continued success through 2010/11.

With very warm wishes,



ETASHA
www.etashasociety.org

ABOUT US



What Next?

Background

For too many young Indians, the country's economic success story means little.

Bright, ambitious, talented teenagers from socio-economically disadvantaged backgrounds drop out or struggle to complete school only to find themselves ill-equipped for the fast-moving world beyond the school gates. Sub-standard education, outdated career information and unrealistic aspirations leave them unprepared and without the basic skills necessary to find work in a modern economy.

The potential of these young people to contribute to India's growth is still largely untapped. Industry leaders lament the lack of skilled people needed to fill jobs and help sustain development in growth areas particularly the emerging Service Sector. The government has made skill development a major priority ***yet we still have growing rates of unemployment and a shortage of skilled people to fill new jobs.***

ETASHA Is

Founded by Dr Meenakshi Nayar in 2006, **ETASHA works in socio-economically deprived communities to provide 21st century career guidance, short term market oriented vocational and employability skills training to young school leavers and drop outs. We then place young people into entry level jobs in reputable companies in the organised sector**. Jobs with regular salaries, scheduled hours, safe working conditions and most importantly, the opportunity for career development. ***For many it is a step out of low paid, dead-end exploitative jobs and the beginning of a career.***

ETASHA works with two models of delivery. One is to design and then deliver programs for partners at their sites and the other is to run them from our two Career Development Centres (CDCs), dynamic hubs of learning in the deprived areas of Madanpur Khadar Extension and Zakir Nagar, South Delhi. From those centres our community mobilisation team works with local young people, their families and local leaders to understand the needs, aspirations and problems of that community. The locations have been chosen for their convenience and accessibility and the centres are each equipped with a computer room and power back up, essential considering the frequent power outages in the areas.

Our placement team builds relationships with reputable businesses in our target sectors to place our trainees into jobs with growth prospects and operate from both the CDCs and at partner sites.



Registered under Societies Registration Act, 1860 and covered under provisions 12A & 80G of the Income Tax Act, ETASHA is governed by a council headed by Dr Meenakshi Nayar.



ETASHA
www.etashasociety.org

THE YEAR 2009-10



Rahul makes use of the computer during the CSWC program. Electricity courtesy of the inverter supplied by donations from staff of the Training, Learning & Development team at Barclays Shared Services, NOIDA.

The year '09-10 has been a major watershed year for ETASHA. From being dependent financially on grants we graduated to being an organisation that continued to run core operations at the two CDCs while implementing several projects for other NGOs, corporates, state governments and multilateral organisations.

The support provided by the Tech Mahindra Foundation in setting up the CDI and the two CDCs as fully functioning centres was indeed critical in establishing ETASHA. Reduction of the grant to 75% of operating requirement in the year 2008-'09 had already set us on the path of widening our reach. Concerted efforts in the year 2009-10 have helped sustain operations in the two centres while expanding operations in partner locations.

The operating model that has emerged involves Placement oriented vocational training, employability skills training and career guidance for

- **Young people living in the communities around our Career Development Centres in low income areas in Delhi.**
- **Disadvantaged youth anywhere in India in partnership with other NGOs, corporates, central or state governments as well as multilateral Organizations.**



A trainee's first day at work

Collaborations

In the process, we have conducted many projects in collaboration with others alongside many training programs in our centres. Among the NGOs working with youth, a very fruitful partnership emerged with CASP-PLAN. We conducted 4 'Career Highway Workshops', 5 'Confidence in English Speaking Programs' and 1 'Confidence in Data Entry with Introduction to Tally Program' entirely for CASP-PLAN, while they sponsored over 10 girls and 20 boys in our various 'Customer Service and Work Culture Programs'. We also conducted Career Highway Workshops exclusively for Alamb and Vidya & Child.

A good relationship has been built up with the HRD & CSR wings of JCB, a large corporate manufacturing earth moving equipment. In the last two years, we have conducted several Career Highway Workshops and Life skills development programs for children of employees of JCB as well as students of secondary schools adopted by JCB under their CSR programs. ETASHA also collaborated on with programs with UNODC, All People Be Happy, and Don Bosco.

THE YEAR 2009-10 *continued*

Project Disha

Under Project Disha sponsored by All People Be Happy Foundation, USA, we had received a grant of $10,000 at the end of the previous year. **The Project benefited orphans and street children and coverage of 100 such youth in Career Highway, 40 youth in employability skills program, and 20 youth in vocational training followed by placement.** The search for orphanages with such large numbers of youth of the right age and education profile proved to be difficult. Finally, the Don Bosco Aashalayam in Dwarka was identified and in 2009-10 we conducted Career Highway for 41 youth and initiated Employability Skills Program for 26 youth. This has proved to be a very successful experience, with outstanding feedback from the youth and the Don Bosco Management.



Striking a Pose: Don Bosco Trainees



Career Guidance Workshop in Kerala

Project Saksham

Project Saksham, involving conduct of Career Highway Workshops in Government-run children's homes in Kerala and Tamil Nadu, was sponsored by the United Nations Office on Drugs and Crime (UNODC). The content and process of Career Highway was translated into Malayalam and Tamil and bilingual facilitators with equal fluency in English and the local language were trained in the Career Highway process. **Workshops were conducted for 95 youth in Kerala and 125 youth in Tamil Nadu during the year. The project is continuing in 2010-11.**

The year 2009 began with operations in the two CDCs in Madanpur Khadar Extension and NOIDA. While the centre in NOIDA found a good location in school premises, with respect to operations we had several concerns right from the beginning, some of which are:

- Enrollment per program was low,
- The center never worked to full capacity of 4 programs per quarter.
- Program completion rate ranged from 90% to 39%.
- With plenty of jobs available in NOIDA in retail, hospitality and call centre sectors, actual placement of youth in NOIDA was also below expectation, with the best for a quarter being 43% and the overall percentage being at 31%.

The main reason appeared to be that families of a fair number of youth owned land and had gained substantially from the increase in property values in NOIDA. While continuing to declare low incomes and the desire for training for employment, the youth were really not interested in getting employment in the near term.

THE YEAR 2009-10 *continued*

In view of the community around Sadarpur, NOIDA having inadequate representation of our target segment of youth, the CDC at NOIDA was shut down in October 2009. The search for an alternative location took us to Zakir Nagar.

One trial program was conducted in Zakir Nagar from temporary premises to become acquainted with the community and to ascertain the presence of our target segment of youth in sufficient numbers. The new CDC in Zakir Nagar began operations in the October-December quarter.

Study of Perceptions and Aspirations of Youth

While grappling with problems in NOIDA, a two-part survey of youth in the communities around Madanpur Khadar, NOIDA and Jamia Milia was undertaken to identify and understand the perceptions of youth on

a) employability in general ***and***
b) about Etasha programs in particular from the youth who were directly or indirectly part of our programs.

A professional agency, with expertise in conducting surveys in low income areas, Association for Stimulating Knowledge (ASK), was engaged by ETASHA to facilitate and support this study and help us to develop/modify strategies for further strengthening of our programs.



In the Community

The results of the first part of the study and the discussions on strategies proved invaluable and we have significantly changed our processes of engagement with the communities around our CDCs. The community mobilisation team has been strengthened and door-to-door surveys and visits have resulted in ETASHA becoming well-known in the community as an organisation with caring professionals.

In the second part of the study feedback was taken about ETASHA from youth who had registered, enrolled, completed the programs and / or got placed in jobs through ETASHA. The highlights are:

- "**ETASHA, in general, is perceived as a quality skill building organisation by the ex-students.** The diversity in the age, academic background, religion, professional background, class and gender of the staff & faculty of ETASHA was regarded as one of the major strengths of the organization……. The helpfulness and friendliness of the course teachers was also appreciated by all the 37 youth who completed the ETASHA course. Qualification and quality of the trainers were highly appreciated by all the students interviewed. "
- "The non hierarchical, inclusive, non evaluative, self evaluative, flat, open and flexible organization culture in ETASHA is highly facilitative for working in a team and providing good quality inputs to the youth."
- "**ETASHA has a good placement facility for the youth who successfully complete their courses**, show interest in taking up jobs and are mentally ready to do the jobs as per the terms and conditions of the employing authorities."

PROGRAMS

In this year, we have also expanded our program repertoire from just CSWC – Customer Service and Work Culture - to include CODE- Computerized Office and Data Entry, CES - Confidence in English Speaking, MUPSE- Microsoft Unlimited Potential and Spoken English, CDET - Confidence in Data Entry with Introduction to Tally, ESP – Employability Skills Program and CH - Career Highway Workshop. While, all other programs were designed in-house, the content and process of Career Highway Workshops have been made available to ETASHA by EduServe Consultants, a firm in which Dr. Meenakshi Nayar is a partner.

Thus, one new Vocational Training Programs, three Employability Skills Programs and one Career Guidance Program were added to ETASHA's repertoire to address the diverse needs of youth in the target communities.

The following table gives a picture of the programs conducted and youth covered in the Career Development Centers as well as at Partner sites:

Program	Program in CDCs		Program for Collaborators			Total	
	No. of Pro-grams	No. of Trainees	Name of Collaborator	No. of Programs	No. of Trainees	No. of Programs	No. of Trainees
Vocational Programs							
CSWC	5	59					
CODE	2	18					
Total	**7**	**77**				**7**	**77**
Employability Skills Program							
CES	6	81	CASP-PLAN	5	107		
CDET			CASP-PLAN	1	10		
ESP			APBH–Don Bosco	1	26		
Total	**6**	**81**		**7**	**143**	**13**	**224**
Career Guidance Workshops							
CH	4	114	CASP-PLAN	4	129		
			JCB	2	106		
			Vidya & Child	1	11		
			Alamb	1	32		
			APBH–Don Bosco	1	41		
			UNODC	4	220		
Total	**4**	**114**		**13**	**539**	**17**	**653**
Gr. Total	**17**	**272**		**20**	**682**	**37**	**954**

Thus a total of 954 young people benefited from ETASHA's programs in 2009-10

MILESTONES & ACHIEVEMENTS

Several other significant milestones and achievements this year were:

- **Our website www.etashasociety.org was launched in February 2010** providing information on ETASHA's programs, faculty, governing council members, and trainees and providing a secure option for online donations. This has helped to increase awareness of our work, add credibility to our image as an organisation and build our brand. In addition ETASHA registered and is using its own domain name for e-mail@etashasociety.org
- **A short video was produced** by our web developers, PagedUp, outlining the raison d'être of our work.
- **Our monthly newsletter, Koshish, was launched**, reaching a database of 4000 stakeholders



Charity starts with the ramp for Suneet Varma

By **Deepti Jakhar**

IT WASN'T your average fashion show, nor was it an average Saturday night. 'I believe I can' was the theme for the resort wear collection designed by couturier Suneet Varma for a cause that resonated with the same. The collection was showcased at the Grand Hotel to raise funds for a not-for-profit organisation named ETASHA, which provides career guidance, vocational training and employment opportunities to young people from disadvantaged communities in the country. The NGO is run by Dr Meenakshi Nayar who also ran the show on Sunday.

The highlight of the show was when ETASHA's young trainees took to the runway prior to the show with Miss India Ekta Chaudhary and performed small skits around the show's theme. They spoke about having learnt English speaking skills that set them free from their conservative backgrounds.

The fashion show was signature Varma collection with kaftans, jumpsuits, sari gowns and dresses heavy on feather, net, crystals and colourful embroidery. He also experimented with a burst of neon and psychedelic colours, Pucci inspired prints, animal prints, motifs and textures, before returning to classic Hollywood glamour of the '70s and '80s towards the end.

A model in a Suneet Varma dress, themed around, 'I believe I can'

- We are attempting to harness the power of social networking sites by engaging with our supporters through our active presence on **Facebook, Twitter, Causes, YouTube and through our blog www.etashasociety.org/blog**
- **In January 2010 ETASHA was adopted by the Training, Learning and Development team of Barclays Shared Services (BSS),** NOIDA as the designated charity for employee fundraising. To date over Rs 1.2 lakh has been raised for equipment including one industrial inverter and 2 computers.
- **Further endorsement was shown by fashion designer Suneet Varma**, who organised a fashion show in March in support of our work. The show was designed to raise ETASHA's profile and to build our brand in facilitation of future fund raising efforts. The event was covered fairly extensively in print and electronic media.



Our trainees take to the stage with supporting models



Suneet Varma with Meenakshi Nayar, at "I Believe I Can' the designer's show in support of ETASHA in March 2010

FUTURE PLANS

Plans for 2010/11

There are several projects in the pipeline:



A 'handprint' for success

- **Project Saksham continued through till July** 2010, with further work undertaken in Kerala and Andhra Pradesh.
- Following the successful delivery of **Project Vayu**, a Pilot Project on Employability and Placement for youth in the Draftsmen (Mechanical), Draftsmen (Civil) and COPA courses in July, Maruti has asked ETASHA to submit a proposal to extend the program on Employability and Placement to an estimated 300 students at ITI Gurgaon including a year-long program of Spoken English. The model is highly scalable as Maruti is already working with ITI Rohtak and ITI Jajjhar, and plans to adopt further ITIs in other states.



ETASHA trainees from Amar Jyoti

- **We are currently mid way through a 3 month pilot project with NGO Amar Jyoti** to train and place 20 disadvantaged young people into roles in the service sector. 10 of these young people are physically challenged. ETASHA has designed and delivered the content, with Amar Jyoti providing the infrastructure and trainees. Successful completion of the pilot would lead to conduct of one program every year.

Further projects that are likely for 2000/2011 include:

- **United Way Delhi** supported by the Wadhwani Foundation – project to train 100 physically challenged young people for employment and placement in NCR n 2010
- **State Government of Kerala** – project to deliver Career Highway for 20,000 young people under ICDS (Integrated Child Development Scheme) across the state
- **UNODC** – project to provide vocational training and placement for 20 young people, and employability skills training for a further 20 in Andhra Pradesh
- **SIFE** (Students in Free Enterprise) - SRCC – pilot to train 20 cycle rickshaw walas in Spoken English prior to the Commonwealth Games. A further 80 rickshaw walas to undergo training following successful completion of the pilot.
- Discussions are on with several other organizations for projects focusing on different segments of the urban poor in Delhi, smaller cities as well as in rural communities.



Raja: He KNOWS he CAN!

ETASHA
www.etashasociety.org

GOVERNING COUNCIL

"Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has!"
- Margaret Mead

Dr Meenakshi Nayar — Founder and President
Meenakshi followed a Doctorate (FPM) in Organisational Behaviour from IIM Ahmedabad and a Masters in Industrial Psychology with over 2 decades in HRD, research, training and consultancy in the corporate world. Her last assignment was Executive Vice President, HR. Meenakshi wanted to make a difference to the lives of the less fortunate because of her belief that success and achievement should be an outcome of nurture rather than social class. It was this conviction that gave birth to ETASHA which was conceived while she was working with adolescents (as Founder Director of Eduserve Consultants). Constant effort to enhance the outreach of ETASHA's programmes Meenakshi's mission, "***My ultimate 'high' comes each time a student finds good placement. We celebrate such success stories since we treat that as a true validation of our work as a team***."

Ritu Motwani
A self-employed professional, Ritu is a Founder-Member of ETASHA and truly its moving spirit. Zealously committed to the society's cause, Ritu volunteers her time in conducting sales training classes to equip the youngsters for positions in retail. Additionally she is a very hands-on governing council member steering the organisation in its desired directions.

Usha Jumani
A Management Consultant for over twenty five years, Usha has worked on a host of development issues to bring about sustainable change. Her major interest and concern is to strengthen people organisations and enable them to represent themselves at all levels from grassroots to global.

Hemant Bharat Ram
With a Masters in Industrial Administration from Carnegie Mellon University, Hemant is the COO of DCM and also the Vice Chairman of DCM Engineering Ltd, the industry leader in its field in India. Previously he was responsible for running DCM's information technology business, devising and implementing strategy and raising venture capital. He was formerly President of the Manufacturers Associated of Information Technology (MAIT) India.

Anita Aneja
A self-employed professional, Anita's core expertise is in the domain of market research wherein she takes on assignments on a Consultancy basis. Anita is also a career guidance specialist and trainer with EduServe Consultants in their work with Kendriya Vidyalayas in the area of sexuality and adolescence with special reference to AIDS awareness - a Central Government project of Ministry of HRD.

GOVERNING COUNCIL continued

Shikha Gupta
Ex-banker (executive with a PSU bank for 17 years); corporate lawyer (partner at KMP Partners International); independent consultant (training, content development; media relations) are a few of the hats worn by Shikha over an interesting, multi-disciplinary work experience spanning over 26 years. With a savoir faire for communications, she is associated with ETASHA since inception, in the domain of advocacy and networking.

Suruchi Kasliwal Multani
A practicing lawyer in the field of civil law, banking & financial Institutions, consumer protection, corporate law, arbitration & conciliation and family law.

Pramod Patni
A practicing Chartered Accountant in the field of auditing, direct taxes, FEMA, and service tax, Pramod has a rich track record of 27 years professional work at Jaipur and Delhi. He has been involved with ETASHA since inception.

Rohit Khaitan
Rohit Khaitan is an entrepreneur who keeps reinventing himself. He is currently leading projects related to holistic community living, telemedicine and home care for senior citizens and the physically challenged. He has in the past run an automobile dealership, a logistics company, provided design consultancy services for designing and rolling out outbound logistics systems, and has also been associated with software and other industry verticals.

VK Verma
A geophysicist who joined Oil & Natural Gas Corporation (ONGC) at the time of inception, Mr Verma held senior positions including stints abroad. He retired as Group General Manager (HR) and continues as a guest lecturer in training programs at ONGC and the Petroleum Institute.

Freda J Swaminathan
An alumnus of IIM Ahmedabad with specialisation in marketing and 25 years of rich experience with top notch corporate entities, she uses her expertise in management consultancy & teaching. Her love for academics sees to Professor Swaminathan at FORE School of Management where she teaches marketing. Freda is also a guest faculty with many other business schools.

Maullika Sharma
A seasoned professional with 13 years of training and marketing experience in the IT industry; Maullika is now a counsellor and trainer in soft skills and life skills.

Vikas Varma
A Chartered Accountant by qualification with almost two decades of Industry experience in the world of Finance, Vikas is a man who has dared to change hats with verve and panache! He is currently the CEO and Managing Director of Nirvana corporate Institute Pvt Ltd which prides itself in Consultancy and Training programmes in diverse segments like corporate Governance; Effective TEAM functioning ; Values & Ethics; Personal Effectiveness etc

ETASHA
www.etashasociety.org

AUDIT REPORT —2009/2010

FORM NO. 10B

[See Rule 17B]

Audit Report under section 12A (b) of the Income-tax Act, 1961 in the case of Charitable or religious trusts or institutions

We have examined the balance sheet of ***Etasha* Society**E-48, Greater Kailash Enclave-Part 2, New Delhi-110048 as at 31st March 2010 and the profit and loss account for the year ended on that date which are in agreement with the books of account maintained by the said trust or institution.

We have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of the audit. In our opinion, proper books of account have been kept by the head office and the branches of the above-named *trust/institution visited by us so far as appears from our examination of the books, and proper returns adequate for the purposes of audit have been received from branches not visited by us, subject to the comments given below:

In our opinion and to the best of our information, and according to information given to us the said accounts give a true and fair view:-
1) In the case of the balance sheet of the state of affairs of the above-named *trust/institution as at 31st March 2010and
2) In the case of the profit and loss account, of the or loss of its accounting year ending on 31st March 2010
The prescribed particulars are annexed hereto.

AHUJA & AHUJA
Chartered Accountants
Ashish Ahuja
Partner
M. No0 97851

Place ***New Delhi***
Date 30th June, 2010

Notes:
1. *Strike out whichever is not applicable.
2. !This Report has to be given by--
   i. a chartered accountant within the meaning of the chartered Accountants Act, 1949 (38 of 1949); or
   ii. any person who, in relation to any State, is, by virtue of the provisions of sub-section (2) of section 226 of the Companies Act, 1956 (1 to 1956), entitled to be appointed to act as an auditor of the company registered in that State.
3. Where any of the matters stated in this Report is answered in the negative, or with a qualification the report shall state the reasons for the same.

AUDIT REPORT —2009/2010 *continued*

ANNEXURE
STATEMENT OF PARTICULARS
I Application of income for charitable or religious purposes.

1.	Amount of income of the previous year applied to charitable or religious purposes in India during that year.	Income Rs 5236842/- Less income Applied Rs 4719648/- Surplus/Deficit Rs 517793/-
2.	Whether the trust/institution* has exercised the option under clause (2) of the Explanation to section 11 (1)? If so, the details of the amount of income deemed to have been applied to charitable or religious purposes in India during the previous year.	No
3.	Amount of income accumulated or set apart*/finally set apart for application to charitable or religious purposes, to the extent it does not exceed 15 per cent of the income derived from property held under trust wholly*/in part only for such purposes.	Rs. 517793/-
4.	Amount of income eligible for exemption under section 11(1)(c) [Give details]	Nil
5.	Amount of income, in addition to the amount referred to in item 3 above, accumulated or set apart for specified purposes under section 11(2)	Nil
6.	Whether the amount of income mentioned in item 5 above has been invested or deposited in the manner laid down in section 11(2)(b)? If so, the details thereof.	**NA**
7.	Whether any part of the income in respect of which an option was exercised under clause (2) of the Explanation to section 11(1) in any earlier year is deemed to be income of the previous year under section 11(B)? If so, the details thereof.	**NA**
8.	Whether, during the previous year, any part of income accumulated or set apart for specified purposes under section 11(2) in any earlier year :-	
a.	has been applied for purposes other than charitable or religious purposes or has ceased to be accumulated or set apart for application thereto, or	**NA**
b.	has ceased to remain invested in any security referred to in section 11(2)(b)(i) or deposited in any account referred to in section 11(2)(b)(ii) or section 11(2) (b) (iii), or	**NA**
c.	has not been utilised for purpose for which it was accumulated or set apart during the period for which it was to be accumulated or set apart, or in the year immediately following the expiry thereof? If so, the details thereof	**NA**

AUDIT REPORT —2009/2010 *continued*

II. Application or use of income or property for the benefit of persons referred to in section 13 [3].

1.	Whether any land, building or other property of the *trust/institution was made, or continued to be made, available for the use of any such person during the previous year ? If so, give details of the property and the amount of rent or compensation charged, if any.	**NO**
2.	Whether any payment was made to any such person during the previous year by way of salary allowance or otherwise? If so, give details.	**NO**
3.	Whether the services of the *trust/institution were made available to any such person during the previous year? If so, give details thereof together with remuneration or compensation received, if any.	**NO**
4.	Whether any share, security, or other property was purchased by or on behalf of the *trust/institution during the previous year from any such person? If so, give details thereof together with the consideration paid.	NO
5.	Whether any share, security, or other property was sold by or on behalf of the *trust/institution during the previous year to any such person? If so, the details thereof together with the consideration received.	**NO**
6.	Whether any income or property of the *trust/institution was diverted during the previous year in favour of any such person? If so, give details thereof together with the amount of income or value of property so diverted.	**NO**
7.	Whether the income or property of the *trust/institution was used or applied during the previous year for the benefit of any such person in any other manner? If so, give details.	**Rs. 190450/- is paid to Eduserve Consultants towards payment of professional fees in which Mrs. Meenakshi Nayar (President) is partner.**

III. Investment held at any time during the previous year(s) in concerns in which Persons referred to in section 13(3) have a substantial interest.

Sl. No	Name and address of the concern	Where the concern is a company No. and class of shares held	Nominal value of the investment	Income from the investment	Whether the amount in Col. 4 exceeded 5% of the capital of the concern during the previous year-say. Yes/No
1	2	3	4	5	6
		NIL			
Total					

ETASHA
www.etashasociety.org

STATEMENT OF ACCOUNTS —2009/2010

Balance Sheet

ETASHA SOCIETY
BALANCE SHEET AS AT 31st MARCH, 2010

LIABILITIES		AMOUNT	ASSETS		AMOUNT
GENERAL FUND			**FIXED ASSETS**		
Income & Expenditure Account			(As per Schedule attached)		
Balance as per last year	232,728		WDV as on 1.4.09	338,657.70	
Add : Surplus for the year	(311,002)	(78,273.73)	Add: Additions	29,922.00	
			Less : Depreciation	110,426.48	
			WDV as on 31.3.10		258,153.23
UNSECURED LOANS					
Anil Nayar		75,000.00	**CURRENT ASSETS**		
Meenakshi Nayar		830,280.00			
Urmil Nayar		225,000.00	Tax Deducted At Source		60,207.15
RESTRICTED FUNDS			CASH & BANK BALANCES:		
(As per separate Receipt & Payment Accounts Annexed)			Cash in Hand		26,670.00
			Balance with Scheduled Banks		
All People Be Happy	206,967		In Savings Accounts :-		
UNODC-I	333,855		Bank of India- FCRA	13,199	
UNODC-II	197,480	738,301.67	Bank of India- Etasha I	(6,873)	
			Bank of India - Etasha II	(133,199)	
			HDFC Bank - Etasha	25,590	
			HDFC Bank - Lakshaya	19,544	
				(81,739)	
CURRENT LIABILITIES					
Paged Up Web Solutions		12,350.00	In Fixed Deposit Accounts	755,000.00	673,260.84
Casp Plan		10,000.00			
TDS Payable		45,733.27	SUNDRY DEBTOR :		
			Amount Recoverable from Parties		1,100.00
SECURITY DEPOSIT			(On Account of TDS)		
Ian Mc Bride		80,000.00			
			LOANS AND ADVANCES		919,000.00
		1,938,391.22			1,938,391.22

ETASHA
www.etashasociety.org

STATEMENT OF ACCOUNTS—2009/2010
Receipt & Payment Account

ETASHA SOCIETY
RECEIPTS AND PAYMENT ACCOUNT FOR THE YEAR ENDED 31ST MARCH, 2010

RECEIPTS	2009-10 Amount (Rs.)	PAYMENTS	2009-10 Amount (Rs.)
Opening Balance		Professional Fees Paid	354,751.00
Cash in Hand	71,101.00	Fund Raising Expenses	300,050.00
Bank	1,091,669.48	Seminar Expenses	20,300.00
		Community Mobilisation	103,977.00
Receipts		Web Design & Development Expenses	71,750.00
Donations	2,837,351.00	Local Travel	68,207.00
Training Fees	161,175.00	Tours and travel	4,866.00
Professional Fees	429,350.00	Programme Expenses-Exposure Visits Etc.	38,772.00
Miscelleneous Income	34,432.00	Certificate Ceremony	15,806.00
Interest Income	11,962.67	Admn.Support Salary	179,093.00
Grants Received from APBH	455,459.00	Salary	1,743,556.00
Interest Income of APBH	7,970.15	Rent	417,500.00
Grants Received from UNODC-I	1,121,595.00	Office Service & Maintenance	158,240.00
Grants Received from UNODC-II	197,480.00	Printing & Stationery	94,030.00
Loan from Meenakshi Nayar	32,500.00	Postage&Courier	66.00
Loan from Anil Nayar	75,000.00	Registration Expenses	14,449.30
Loan from Urmil Nayar	225,000.00	Phone & Internet	50,669.00
Increase in TDS liablity	16,380.27	Audit Fees	3,309.00
Paged Up Web Solutions	12,350.00	Legal fees	3,645.00
Casp Plan	10,000.00	Computer Repair & Maint.	4,478.00
Ian Mc Bride	80,000.00	Misc Expenses	817.27
		Electricity Expenses	18,555.00
		Honorarium	3,200.00
		Insurance	3,322.00
		Bank Charges	1,328.68
		Short & excess	109.00
		Addition in Fixed Assests	29,922.00
		Expenses of APBH	256,462.48
		Expenses of UNODC-I	787,740.00
		Expenses of UNODC-II	-
		Amount Transferred to Grant (UNO)	465,000.00
		Net Increase in Current Assets	956,874.00
		Closing Balance	
		Cash in Hand	26,670.00
		Bank	673,260.84
	6,870,775.57		**6,870,775.57**

-

ETASHA
www.etashasociety.org

STATEMENT OF ACCOUNTS—2009/2010
Income & Expenditure

ETASHA SOCIETY
INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31st MARCH, 2010

EXPENDITRE	AMOUNT	INCOME	AMOUNT
Professional Fees Paid	354,751.00	Donation	2,837,351.00
Fund Raising Expenses	300,050.00	Training Fees	161,175.00
Seminar Expenses	20,300.00	Professional Fees	429,350.00
Community Mobilisation	103,977.00	Miscelleneous Income	34,432.00
Web Design & Development Expenses	71,750.00	Interest Income	11,962.67
Local Travel	68,207.00		
Tours and travel	4,866.00		
Programme Expenses-Exposure Visits Etc.	38,772.00		
Certificate Ceremony	15,806.00		
Admn.Support Salary	179,093.00		
Salary	1,743,556.00		
Rent	417,500.00		
Office Service & Maintenance	158,240.00		
Printing & Stationery	94,030.00		
Postage&Courier	66.00		
Registration Expenses	14,449.30		
Phone & Internet	50,669.00		
Audit Fees	3,309.00		
Legal fees	3,645.00		
Computer Repair & Maint.	4,478.00		
Misc Expenses	817.27		
Electricity Expenses	18,555.00		
Honorarium	3,200.00		
Insurance	3,322.00		
Bank Charges	1,328.68		
Short & excess	109.00		
Depreciation	110,426.48		
	3,785,272.73		
To Surplus for the year carried to Balance Sheet	(311,002.06)		
	3,474,270.67		**3,474,270.67**

STATEMENT OF ACCOUNTS—2009/2010
Annexures

ETASHA SOCIETY
GROUPING FOR THE YEAR ENDED 31st MARCH, 2010

PARTICULARS	AMOUNT IN RUPEES
TAX DEDUCTED AT SOURCE	
- Assessment Year 2008-09	15,349.00
- Assessment Year 2009-10	8,084.15
- Assessment Year 2010-11 (Current)	36,774.00
	60,207.15
LOANS AND ADVANCES	
Rent	12,000.00
Advance for Project Concept	6,000.00
Advance to Suneet Verma	900,000.00
Minimum Balance with CC Avenue	1,000.00
	919,000.00
CASH IN HAND	
FCRA	1,034.00
Cash- Others	25,636.00
	26,670.00
FIXED DEPOSITS WITH BANKS	
Sweep FD's BOI - FCRA	195,000.00
Sweep FD's BOI - Etasha	250,000.00
Sweep FD's BOI - Lakshaya	230,000.00
Fixed Deposit	80,000.00
	755,000.00

ETASHA
www.etashasociety.org

STATEMENT OF ACCOUNTS—2009/2010
APBH

ETASHA SOCIETY
ALL PEOPLE BE HAPPY
BALANCE SHEET AS AT 31st MARCH, 2010

LIABILITIES	AMOUNT IN RUPEES	ASSETS	AMOUNT IN RUPEES
FUND BALANCE		CLOSING BALANCE	
As per Receipt & Payment Account	206,966.67	As per Receipt & Payment Account	206,966.67
	206,966.67		**206,966.67**

ETASHA SOCIETY
ALL PEOPLE BE HAPPY
RECEIPT AND PAYMENT ACCOUNT FOR THE PERIOD ENDED 31st MARCH, 2010

RECEIPTS	AMOUNT IN RUPEES	PAYMENTS	AMOUNT IN RUPEES
FOREIGN GRANT		EXPENDITURE	
Grant Received	455,459.00	Salary-APBH	116,267.00
Interest	7,970.15	Bank Charges	791.48
		Local Travel	4,128.00
		Professional Fee-APBH	100,000.00
		Stationery-APBH	35,276.00
			256,462.48
		CLOSING BALANCE	206,966.67
	463,429.15		**463,429.15**

STATEMENT OF ACCOUNTS—2009/2010
UNODC I

ETASHA SOCIETY
UNODC-I
BALANCE SHEET AS AT 31st MARCH, 2010

LIABILITIES	AMOUNT IN RUPEES	ASSETS	AMOUNT IN RUPEES
FUND BALANCE		CLOSING BALANCE	
As per Receipt & Payment Account	333,855.00	As per Receipt & Payment Account	333,855.00
	333,855.00		**333,855.00**

ETASHA SOCIETY
UNODC-I
RECEIPT AND PAYMENT ACCOUNT FOR THE PERIOD ENDED 31st MARCH, 2010

RECEIPTS	AMOUNT IN RUPEES	PAYMENTS		AMOUNT IN RUPEES
DOMESTIC GRANT		EXPENDITURE		
Grant Received	1,121,595.00	Boarding & Lodging	69,927	
		Incidental	63,157	
		Interpreter	15,000	
		Stationery-UNODC	43,157	
		Tours & Travel	162,485	
		Translation Charges	268,564	
		Professional fees paid	165,450	
				787,740.00
		CLOSING BALANCES		333,855.00
	1,121,595.00			**1,121,595.00**

STATEMENT OF ACCOUNTS—2009/2010
UNODC II

ETASHA SOCIETY
UNODC-II
BALANCE SHEET AS AT 31st MARCH, 2010

LIABILITIES	AMOUNT IN RUPEES	ASSETS	AMOUNT IN RUPEES
		CLOSING BALANCE	
As per Receipt & Payment Account	197,480.00	As per Receipt & Payment Account	197,480.00
	197,480.00		**197,480.00**

ETASHA SOCIETY
UNODC-II
RECEIPT AND PAYMENT ACCOUNT FOR THE PERIOD ENDED 31st MARCH, 2010

RECEIPTS	AMOUNT IN RUPEES	PAYMENTS	AMOUNT IN RUPEES
OPENING BALANCE	-		
DOMESTIC GRANT		EXPENDITURE	-
Grant Received	197,480.00		
		CLOSING BALANCE	197,480.00
	197,480.00		**197,480.00**

ETASHA
www.etashasociety.org

WHY WE EXIST

An ETASHAN's Story



Moving Up: Heena Khan

20 year old Heena's parents are long divorced. She lives with her mother Medina and her younger brother and sister in one room in Gautam Puri, a slum rehabilitation colony near Badarpur, South Delhi.

Her family exists on an income of less than Rs6000 per month, with which they must pay rent, food, bills and clothing – everything, actually. Rs6000 to sustain and nurture a family of four. For many of us it's the price of an evening out, a new phone, a pair of shoes….. Medina provides for her entire family with that meagre amount each month.

Medina personifies the dichotomy of many poor women in India today. Strong and vulnerable, pragmatic but ambitious. Traditional yet forward thinking. She yearns for a better future for her children; for her son, for her daughters. And in Heena, Medina sees hope. With just a 10th pass education, Heena joined ETASHA in 2008, training at our (then) small, one-room centre in Gautam Puri (We have since opened two wonderful centres in Madanpur Khadar and Zakir Nagar). ETASHA trained her, securing her an interview with Vidkrish for a salary of Rs5500. Ambitious and quick to learn, Heena worked; she worked hard and harder still, moving up to become a cashier with retailer 6ten for a salary of Rs7000 – she was later promoted to store in-charge.

She defied the constrictions placed on her by her gender, her culture and her class. In time, with greater experience and a growing confidence she took the next step and joined Giani as a store manager, where she works today. In two short years, Heena has more than doubled her family income. At 20, she already earns more than her mother ever had the chance to. And that's just the beginning. Heena is just starting her career.



At work in Giani, Jasola

ETASHA is making real, sustainable change to society. We are lifting people out of poverty and into work. India has millions of young people in need of work. India HAS the jobs they need, yet those jobs remain vacant simply because we lack the adequate planning to put young people into them. Young Indians like Heena don't want handouts; she would balk at charity. They just want the means to equip themselves to rise to the challenge of a global 21st century economy and grasp the opportunities that our amazing country has to offer. We aim to help them achieve that.

Visit **www.etashasociety.org** to help young Indians like Heena.

DONATIONS ARE EXEMPT FROM INCOME TAX UNDER SECTION 80G