ANNUAL REPORT 2011-12

ETASHA

www.etashasociety.org

Our Inspiration

WHERE the mind is without fear and the head is held high

Where knowledge is free

Where the world has not been broken up into fragments

By narrow domestic walls

Where words come out from the depth of truth

Where tireless striving stretches its arms towards perfection

Where the clear stream of reason has not lost its way

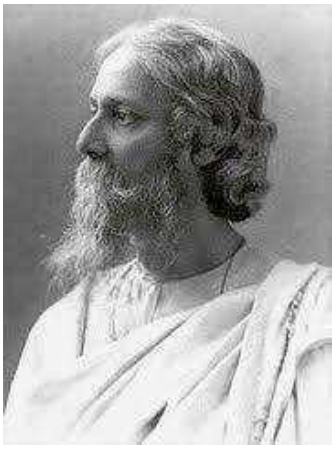
Into the dreary desert sand of dead habit

Where the mind is led forward by thee

Into ever-widening thought and action

Into that heaven of freedom, my Father, let my country awake.

Rabindranath Tagore



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Foreword

2011 , the UN International Year of Youth, was truly a fitting year in which ETASHA was able to work on some exciting programs which brought real benefits to young people from disadvantaged communities.

We successfully completed Project Vayu, our program for Maruti Suzuki which began in 2010 and provided employability skills and placement for a total of 500 students of government ITIs in Gurgaon and Rohtak. We continued our work with ITIs by beginning Project Zabaan for 600 girls at ITI Siri Fort, an all girls' ITI in Delhi. The program included a mix of spoken English and employability skills training to prepare them for placement in organised sector companies, which was a huge success.

We completed Project Disha, our program for vulnerable young people funded by All-PeopleBeHappy and we ran vocational training and placement programs funded by Barclays Shared Services, Tata Capital, Nippon Paint, Accenture and Asha for Education. These projects developed new skills in young people and enabled them to begin careers in companies including Kwality, Pamac, Nippon Paint, Aegis, NetAmbit and Angels in my Kitchen, which will give them a real opportunity to improve their lives and the lives of their families.

Donations from friends and well-wishers helped us fund and run several MUPSE programs from our Career Development Centres at Madanpur Khadar and Tigri as well as continuing to run Career Highway, our career guidance program, from CDCs and partner locations.

Our website, www.etashasociety.org was re-designed and re-launched, funded by our friends at Rinox Kaufmann (www.rinox.in). The feedback has been wonderful, with many compliments on the design, layout and the content which we keep extremely up to date. Our engagement with friends all over the world has really taken off via our social media sites Facebook and Twitter as our supporters keep up to date with our work online and our blog and YouTube sites grow.

ETASHA participated in NGO India and CSR Live, both events which enabled us to promote our work and build relationships with corporates, NGOs and the media and we featured in publications including CEO India, Amritsar Tribune and Empowering Times.

In November 2011 ETASHA faculty, friends and trainees took part in the Airtel Delhi Half Marathon to raise money to train young women as teachers. Earlier in the year we had some wonderful news when ETASHA's Madanpur Khadar CDC was selected by IGNOU (Indira Gandhi National Open University) to attain Community College status and

We were in the process of raising funds and developing content for the Community College when IGNOU put on hold the opening of all new Community Colleges while they went through the process of appointing a new Vice Chancellor. The scheme is still on hold and the Rs 8.5 lakh we raised from the marathon is being used to train and place young women from government ITIs into work. This was the only major setback in a year that saw us expand our reach and also grow our operational models.

The marathon itself was a great event for us, bringing in not just donations but raising awareness about our work on national television and radio and bringing all our friends together. We are now also able to accept donations from abroad having been granted FCRA status in the summer of 2012 – this is a major step forward for us, as it enables us to fundraise and accept international donations, which we were previously unable to do.

We welcomed Vimala Ramachandran and Sanjeev Gupta as new governing council members and ETASHA faculty Anindita Kar Gupta and Ian McBride joined us as Permanent Invitees on the Council.

Our faculty team has grown and we have continued to reduce costs by working more with domestic and international volunteers, most of whom were college students or recent college goers themselves – it is particularly satisfying to see so many young people working with us, often with no compensation other than simple satisfaction in a good job done well for a good cause.

We at ETASHA look forward to the challenges of 2012-13 and hope that you enjoy reading about our developments and successes of the past year in this, our 7th Annual Report.



Dr Meenakshi Nayar

New Delhi, 2012

"We live in the world when we love it."

Rabindranath Tagore

About ETASHA

Our Vision:

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

Our Mission:

"Helping young people to make the right choices at the right time, and enabling them to lead a successful and healthy life."

ETASHA (**E**nabling and **T**raining **A**dolescents for a **S**uccessful & **H**ealth **A**dulthood) is a not-for-profit society providing career guidance, employability skills, vocational training *and* placement into the organised sector to disadvantaged young people. We commit to our mission by being a catalyst in skill-building among young adults from under-served communities and by using innovative methods to engage with them.

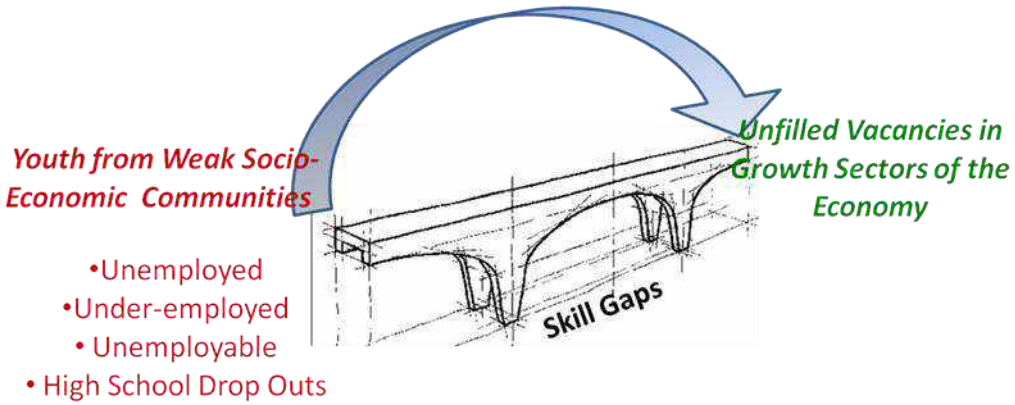
The organisation was borne of two core beliefs:

- Every individual is unique and has the potential to excel and succeed in some sphere.
- Opportunities, a nurturing environment, education and training can help unlock that potential.

Our concept is simple but effective: we provide skills training *and* access to entry level careers to young people from communities who can most benefit from it.

Raison D'être

ETASHA: A bridge connecting underprivileged youth with Industry's Unfilled Jobs



Raison D'être continued

India's continued growth is threatened by a lack of skills in growth sectors.

The government recognises the risk that such lack of skills poses to the economy and has made skill development a priority, yet still vacancies remain unfilled as people remain unemployed for want of adequate training.

By providing short-duration industry-relevant skills training, designed *with* industry with their needs in mind, and then arranging interviews for our trainees with recruiters in the organised sector, not only are we enabling young people to take their first steps in a rewarding career but are also providing much need trained manpower for growth sectors such as retail, hospitality, financial services and business process outsourcing.

Our trainees, many of whom are first generation learners, are from low income families and mostly live in slum and slum rehabilitation colonies. Those entering one of ETASHA's vocational training programs, which includes placement, must be minimum 10th pass and be 18 years old at the time of the program's end – 18 being the minimum recruitment age for industry. Family income is around Rs. 5000 to Rs.7000 per month and fathers often work as labourers, local vendors, auto rickshaw drivers or are in private service, as are mothers in the rare instances of them working outside the home.

Between January 2006 and mid 2012, 4335 young people benefited from career guidance, employability skills training and vocational training, with ETASHA's reach expanding every year.



CDC1: Madanpur Khadar

Operating Models

Multiple models are used to attain reach:

1. **Career Development Centres** (CDCs) - training hubs located in slum communities in a) Madanpur Khadar and b) Tigri, south Delhi. Each centres have a computer lab, 3 – 4 fully equipped classrooms and power back up - a necessity during summer, when power outages in such communities are common. Our community mobilisation team works with local schools, NGOs and community leaders around the CDCs and our faculty train there.

2. **Vocational training providers** (VTPs) - we work with other VTPs by providing our expertise in program design, training, skill development and placement to

Models continued

improve the employability skills of their students.

The best example of this is our work with Project Zabaan at ITI Siri Fort funded by FLO (Federation of Indian Chamber of Commerce and Industry Ladies Organisation) and Sheela Foam, and with Project Vayu funded by Maruti Suzuki India Ltd. at government ITIs (industrial Training Institutes) In Gurgaon and Rohtak.

3. **NGOs** (non government organisations) – we partner other NGOs whose focus may lie in areas other than skill development and work at their locations with youth mobilised by them with our content, faculty and methodologies. ETASHA has worked with many NGOs and multi-lateral agencies including UNODC, Aga Khan Development Network, CASP-Plan, Amar Jyoti Charitable Trust and Om Foundation

4. **Industry** – While we have always consulted industry when designing and developing content this year saw us develop a new model – delivering a jointly designed program with a company at their location, with successful trainees being directly absorbed into their workforce. Project Indra Dhanush with Nippon Paint was a great success.

5. **Satellite Centres** – we continue to open and run satellite centres in further flung areas of our communities. The centres, which are in suitable rented spaces such as schools, enable us to reach trainees who may have difficulty accessing our CDCs and can be taken on inexpensive short-leases.

Our facilitators work across all models, often travelling to two locations a day.

Methodology

Skill development alone is not enough to ready young people for the world of work: It is essential to also develop trainees' behavioural skills and help build their confidence so that they are successfully able to manage the transition to a structured, disciplined work environment. One of our biggest challenges working with young people from such backgrounds is their lack of experience in thinking – and planning – long term. Inter and intra personal skill development is key to our success in getting young people into work and growing as productive human beings.

ETASHA's participative methodology - or experiential learning - is based on the premise that what participants discover for themselves gets learnt and absorbed better than lessons acquired through 'lectures' or traditional 'chalk and talk' teaching.

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Methodology continued



A guiding principle of this methodology is that the deeper the involvement of the participant the more able they are to retain and apply what they have learnt. Learning by doing in a supportive, non-evaluative environment is crucial for successful skill development. The main features of experiential learning include creating a person-centred rather than a task-oriented environment, active rather than passive learning, learning from mistakes and creating a pleasant space conducive to learning. The objectives of experiential learning include increasing an understanding of principles and theories as applied to concrete situations, developing inter and intra personal decision making techniques, and creating an awareness of participants' own values, assumptions, strengths and limitations.

To facilitate this, our curriculum is context based and interactive, incorporating role-plays, visits, presentations and group discussions.

Modules within all our programs are designed to complement each other: computer classes incorporate English: interpersonal classes facilitate the entry into the world of work; social confidence building includes visits to retail workplaces which follow selling skills classes; presentations develop both confidence and English.



The Year 2011-2012

Projects and Programs

Projects

1339 young people benefitted from our programs during the financial year 2011-12. Nine projects were carried out during the period:

Project Zabaan	employability skills training for 600 ITI girls funded by FLO and Sheela Foam
Project Vayu	employability skills training for 500 ITI students funded by Maruti Suzuki
Project Agrasar	vocational training for NOIDA and Delhi youth funded by Barclays Shared Services
Project Disha	career guidance, employability skills and vocational training with placement for orphans and street children funded by AllPeopleBeHappy
Project Apaar	vocational training and placement funded by Tata Capital
Project Prerna	vocational training and placement funded by Asha for Education
Project Udaan	vocational training and placement funded by Accenture
Project Shruti	audio content development funded by Asha for Education
Project Indra Dhanush	vocational training and placement funded by Nippon Paint

Project Zabaan

EECS (Employability Enhancement and Communication Skills) was a program specially designed to enhance the employability of over 600 female students of ITI, Siri Fort. The program was conducted between November 2011 and May 2012.

Funded by FLO - FICCI Ladies Organisation (www.ficciflo.com) and Sheela Foam (www.sheelafoam.com), this program focused on three key areas: i) spoken English and reading skills, ii) confidence in communication, and iii) interview skills.

ETASHA had a base at the ITI and worked with groups of girls on alternate days over a 7 month period. Extensive Intrapersonal and behavioural work was required to build the self-confidence of each student and many interpersonal skill building exercises were included in the program.

Project Zabaan continued



Behavioural Classes at ITI, Siri Fort

A massively successful certificate ceremony was held in June 2012 at which a Just a Minute competition was held. Girls were given topics, and after 5 minutes' preparation, each girl had to speak in English for one full minute in front of the entire ITI student body, faculty, management committee, ETASHA faculty and other guests. Twenty-five girls spoke on a variety of topics including Population, their favourite person, love vs arranged marriage and the winner Aarti Gupta was awarded an MP3 player by our judging panel for her talk on the pros and cons of television.

Several other girls gave excellent speeches, showing off their newly developed English skills to a massively appreciative audience who expressed amazement at the progress the girls had made during the program.

Along with the Certificates of Completion of EECS, additional certificates were awarded for Best Effort and Best Trainee from each batch, with dictionaries and thesauri as the prizes.



Project Vayu Certificate Ceremony at IT Rohtak

Project Vayu

The massively successful Project Vayu, continued from 2010 and ended in April 2011. 60 students of ITI Gurgaon from the Programming Assistant and Draughtsman courses joined our pilot employability program, with 80% of successful students being placed in jobs with salaries higher than we had committed to.

Project Vayu continued

A further 240 students of ITI Gurgaon and ITI Gurgaon (Women) enrolled in our SPEC (Speaking English with Confidence) program followed by 240 students of ITI Rohtak joining the same program, completing in April 2011. Feedback from students was excellent and attendance rates were high. Later in the year Certificate Ceremonies were held both at ITI Gurgaon and then ITI Rohtak, at which several ITI Rohtak students who had participated in the 2011 Airtel Delhi Half Marathon to raise money for ETASHA were able to show their medals to the audience.

Project Agrasar

Funded by Barclays Shared Services ETASHA trained 80 disadvantaged young people in our CSWC (Customer Service and Work Culture) program between December 2010 and July 2011.



We partnered other NGOs including OM Foundation at their school in Hoshiyarpur and Shanti Sahyog in Kalkaji, South Delhi. The final placement level stood at over 76% with salaries ranging from Rs. 5500 to Rs. 15000 per month at companies including Reliance Retail, India Today, Lilliput, Spice BPO, Net Ambit, Chauhan Group, Jamia Millia Islamia, and Holiday Links.

ETASHA was invited to continue working with BSS in 2012 but changes to the operating model prevented us from doing so.

Project Disha

The project was begun in April 2009 and the final phase ended in October 2011 in collaboration with Aman Biradari and was funded by AllPeopleBeHappy Foundation. The following programs have been conducted:

- Career Highway Workshops for providing career guidance to 40 vulnerable young people at Don Bosco Aashalayam, West Delhi
- Customized Employability Skills Program for 31 young people also at Don Bosco Aashalayam.

Project Disha continued

- CSWC for 12 orphans/ex-street children from Aman Biradari along with 12 young people from the slum colonies around Sangam Vihar, South Delhi.



Employability Skills: Residents of Don Bosco Aashalayam

AllPeopleBeHappy was established on August 29, 2007 by the family and friends of Eric Tang, following his untimely death at the young age of 25. The Foundation was borne out of Eric's hope that 'All People Be Happy', which he used as the title for his blog. A memorial website dedicated to the memory of Eric Tang can be found at www.allpeoplebehappy.org.

Project Apaar

Between January and May 2012 Tata Capital funded the training and placement of 20 primarily SC / ST (Scheduled Caste and Scheduled Tribe) young people in ETASHA's CSWC Program at our Madanpur Khadar CDC under Project Apaar.

Tata Capital is a subsidiary of Tata Sons Limited, one of the most recognisable business houses in the world. The Company is registered with the Reserve Bank of India as a Systemically Important Non Deposit Accepting Core Investment Company and offers through itself and its subsidiaries fund and fee-based financial services to its customers.

Project Prerna

Asha for Education funded vocational training and placement of disadvantaged young people in south Delhi under Project Prerna. Trainees at our Madanpur Khadar Centre benefitted from our CSWC (Customer Service and Work Culture) program designed to train and place young people into service sector careers.

Asha for Education is a secular organization dedicated to bringing change in India by focusing on basic education and vocational training. There are over 73 Asha chapters worldwide: 45 in the US, 14 in India and 7 in Europe, Singapore and Australia. For more information please visit www.ashanet.org.



CSWC Program funded by Asha for Education at our Madanpur Khadar CDC

Project Udaan

Project Udaan began in 2010-11 and is continuing into 2012-13. Accenture employees in India fund ETASHA programs through the Accenture Employee Giving Program which is managed by CAF (Charities Aid Foundation - www.caf.org), of which ETASHA has been a validated member since 2009. Accenture is currently funding several CSWC programs at our centres in Madanpur Khadar, Tigri and at premises of other NGO partners. The CSWC program provides vocational training and placement into the service sector.

Project Udaan continued

Accenture has hosted ETASHA faculty at several on-site drives at various Delhi locations to raise awareness of ETASHA's participation in their employee giving program, which is focused on NGOs working in the area of skill development. Accenture employees in turn have been active in connecting with ETASHA trainees and hosting events at the Madanpur Khadar centre.



Accenture Employees with ETASHA trainees in Project Udaan

Project Shruti

Project Shruti is ETASHA's attempt to overcome the challenge presented by the inability of underprivileged youth to get reinforcement for their newly acquired English language skills in their home environments. Learning and practicing English is hard for students once they leave the classroom as they are unlikely to have access to other English speakers; their families are unlikely to accommodate their requests to watch / listen to English language TV stations /radio stations and English is not spoken in their local communities.

With funding from Asha for Education, ETASHA developed audio content that reflects and reinforces each session in the curriculum. Trainees of select programs are given access to low cost MP3 players, pre-recorded with the content of each session, listed by session number and session focus. The structures, vocabulary, dialogue and some translations of each session appears sequentially on the MP3 player. All our content is context-based to reflect the trainees' life experiences and aspirations, and was designed to incorporate situations, language structures and vocabulary that the trainees find useful moving into careers in the organised service sector.

Our experience has shown that trainees are more engaged when using technology and are more receptive to audio and visual stimuli than the written word. The portable nature of the MP3 players also means trainees can be studying while on the way to work or school, while outside and at home in bed.

Project Indra Dhanush

On behalf of Nippon Paint who funded the project, ETASHA sourced and assessed nine disadvantaged young men between the ages of 18 – 30 with an interest and aptitude to train as colour matchers for the auto industry.

From December 2011, Nippon began the technical training, with ETASHA responsible for the design and delivery of soft skills training, which includes inter and intrapersonal skill development, spoken English, customer service skills, computer usage as well as basic accounting relevant to sales, and extensive exposure preparing trainees to enter the world of work in the auto trade.

The students, who had a minimum 8th pass qualification, were paid a stipend during training and were employed directly by Nippon and its dealer network at a starting salary ranging between Rs. 8500 – Rs.10,000 across various sites in India .



Trainee Colour Matchers from Project Indra Dhanush

Nippon Paint, one of the largest paint manufacturers in Asia, was founded in Japan in 1881 and today with 33 manufacturing plants produces over one million tonnes of paint and coatings annually. The company began Indian operations from Chennai in June 2006.

More information is available at www.nipponpaint.com/country/india/company_info.html .

Keep up with all our news, blogs, articles, placement s and awards at www.twitter.com/etashasociety

MUPSE

The program trains youth in MS Word, Excel and PowerPoint as well as internet skills, web-based e-mail and Outlook. Trainees are assessed throughout the program via a set of assignments, tasks and tests and only those who can demonstrate the requisite level of proficiency will receive the Microsoft approved certificates. 201 Trainees enrolled in MUPSE in 2011 / 12 at both our centres in Madanpur Khadar and Tigri.



Left: MUPSE trainees learning computing skills. MUPSE trainees are younger than those on vocational programs. The program is ideal for school students looking to build employability skills for the future

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Programs

Vocational Programs

CSWC - Customer Service and Work Culture

CSWC continues to be our most popular program, training participants for entry level careers in the service sector.

At over 200 hours, CSWC is designed to develop attitudes & values in addition to providing hard and soft skills training and with extensive placement assistance towards the end of the program .

CSWC comprises of 6 modules:

- Spoken English - over 70 hours of focused learning time is provided to maximize students' use of spoken English, which is also the main language of communication outside the classroom and in computer classes.



CSWC continued

- Computer Usage - covering basic MS Word, Excel, Internet usage, web-mail and data entry skills
- Intrapersonal and Interpersonal Skills - designed to increase participants' ability to successfully operate within structured work environments. Skills developed include time management, listening skills, respect for self and others, conflict management, anger management, recognizing strengths and identifying strengths and formulating vision and goals for the future.
- Social Confidence - assignment based field visits to modern retail, hospitality and BPO companies serve three main functions :

  i) to build confidence by visiting environments from which our students may have felt excluded

  ii) to set a context for development work in personal grooming, dependability, time management etc.

  iii) to better understand the realities of the world of work, and the roles within each sector

- World of Work - covers the reality of contemporary work & workplaces, business terminology, duties, roles and responsibilities, understanding of organisational structures, successful job searching, interview techniques and successful CV writing.

- Selling Skills - from the 4Ps to the sales cycle, objection handling and customer care, this component of our program helps trainees understand the 'science' on which successful selling and customer service theory is based. Role plays and presentations help students develop skills and also increase confidence in public speaking.



Trainees from CSWC batch 32 observe advisors whilst on a visit to Business Process Outsourcing company Aegis

CSWC continued

Towards the end of the program trainees are able to make a more informed choice as to which sectors they would like to work in, after which they undergo rigorous preparation to enable them to begin employment in the preferred sector. Our placement team manages the process of connecting trainees to our growing database of potential employers, arranging their interviews and mentoring and supporting them through the selection process and working with them until they have found a suitable job.

CODE: Computerised Office and Data Entry

The CODE program is ideal for those who plan to take a clerical, data entry or receptionist role or indeed any other entry level office based job.

As well as instruction in MS Word, Excel & PowerPoint from Microsoft's Unlimited Potential certified program there are systematic inputs to improve speed and accuracy on the keyboard to the level of industry's requirements.



Computer classes at CDC 1 Madanpur Khadar

There is also a spoken English module, using contexts, language and scenarios that will prepare students for work in a formal, structured environment.

Assignments are practical and reflect real life work situations and are designed to stretch and assess trainees' research and technical skills and get their imagination working. E-mail and mail etiquette and internet use is also taught.

The program also prepares trainees for work in a structured work environment by developing interpersonal and behavioural skills needed in the contemporary workplace. The program aims to develop skills including time and anger management, team work, value clarification, objective setting and conflict management.

As with the CSWC program, toward the end of the course trainees begin to prepare for placement into the organised sector, with our placement team working hard to connect trainees with potential employers, scheduling interviews and counseling them through the process until a job is secured.

EPP – Employability and Placement Project



ETASHA facilitator Anindita Kar Gupta counsels a young ITI student

The Employability and Placement Project is a comprehensive program for training and placing students of any trade in a government ITI into relevant jobs in the organised sector. The project involves the following stages:

Pre-project studies of:

- The student community in the final year of ITI to assess their willingness and preparedness to take up employment
- Potential employers in the vicinity of the ITI to map out skill sets required by them for relevant positions for each trade

Design and development of Trade-specific Skill development programs for each trade covered. ETASHA's Training Programs are modified / designed in the light of the conclusions from the pre-proposal studies and is in the context of the overall perspective of strengthening the training system in the ITI in terms of soft skills required for entry, growth and success in the chosen careers in the context of the currently prevailing globalised industrial environment**.**

ETASHA's standardised Core Employability Skills program, common for all trades in it is, includes:

- English Speaking skills
- Inter and Intra personal skills
- Confidence in Communication

EPP continued

Delivery of Trade-specific Skill Development Programs:

Specific sessions are designed for each of the relevant trades in the following areas:

- Industry exposure
- Understanding nature of work and roles and responsibilities
- Any specific skills required

The Trade-specific Skill Development Programs (TSD) are expected to be of around 30 hours duration. The programs are delivered as two-hour classes, 5 days every week for 2 to 3 weeks

Placement in Organised Sector jobs

Placement is managed by a specialist placement team.

- Placement related work begins with industry interaction during the Pre-project studies
- Assessment of students and their specific needs are carried out in the second week of the TSD program
- Job interviews are initiated in the 2nd week of the TSD program. In case of availability of large number of students matching significant requirement of employers, interviewers could be invited for Campus Placement.
- Students are continuously counselled and mentored during the Interview phase.

It is expected that all students keen on placement will be placed within 6 to 8 weeks of the end of the program.

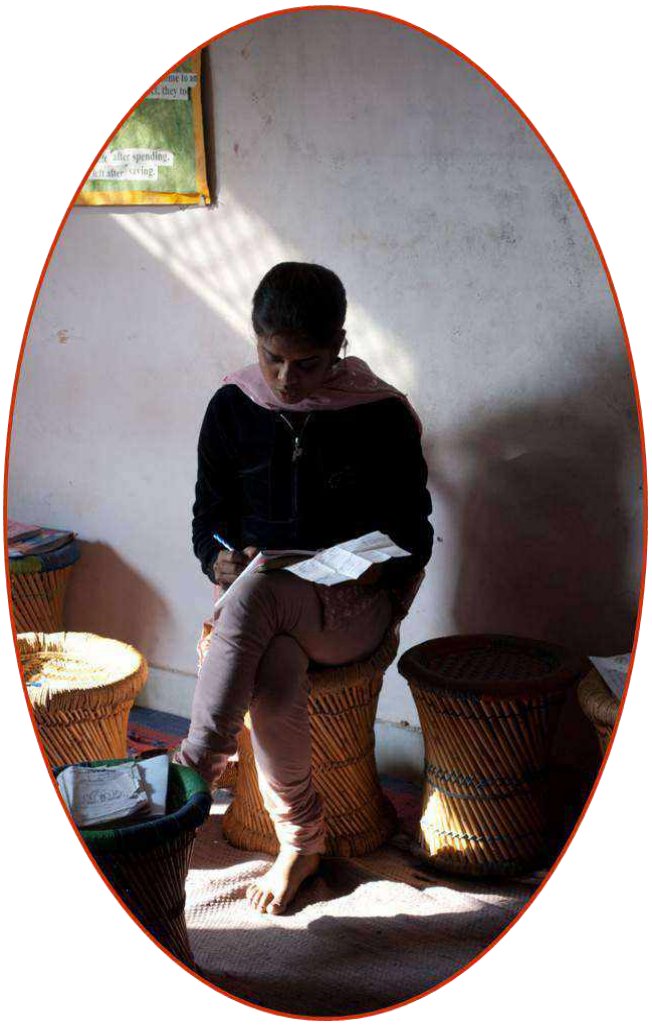
Program deliverables include:

- Design of curricula to cover additional skill-sets required for placement and success in industry of existing batches of students in each of the trades
- Delivery of Training for a minimum group of 160 students
- Detailed assessment of students including tests and video-recording at the beginning and at the end of training is done and shared with them.
- Placement of at least 70% of the trainees willing to take up jobs in industry within 2 months of the term getting over.

A final report of implementation is submitted to the institution / sponsor .

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Employability Skills Programs



MUPSE: Microsoft Unlimited Potential with Spoken English

Perfect for those who have yet to complete schooling but who want to develop basic skills in computer age and spoken English, our Microsoft Unlimited Potential with Spoken English (MUPSE) does not include placement assistance but does develop skills that will be crucial when trainees do eventually join the job market.

Microsoft's Unlimited Potential, which is designed by Microsoft to teach Computers specifically to young people from disadvantaged communities begins with an introduction to Word, covering basics such as formatting, editing, creating tables and indexes before developing to more advanced topics such as mail merge and picot tables. Trainees progress through Excel topics such as charts, wizards and tables before moving on to MS PowerPoint.

As well as these three MS applications the program also trains in internet skills, web-based e-mail and Outlook. Students are assessed throughout the program through a set of assignments, tasks and tests and only those who demonstrate the requisite level of proficiency will receive the Microsoft approved certificate.

As with other programs the principal language of instruction is English and trainees are encouraged to practice speaking in that language in order to increase their confidence.

MUPSE also includes significant interpersonal and behavioural work as well as our intensive 10-hour Career Guidance Workshop and a 3-hour Sexuality and Aids Awareness Workshop, making MUPSE a fantastic life skills and employability skills program for those on the verge of finishing their school education.

Employability Skills Programs continued

SEC: Speaking English with Confidence

A basic understanding and ability to communicate in English is almost always a requirement stipulated by employers recruiting entry level staff, not just in the service sector but increasingly in other sectors as well. As such Spoken English is considered core employability skill by us here at ETASHA simply because our programs are conceived and designed with industry's requirements in mind.

We focus on developing language skills and building confidence of students who have typically never had cause to use or practice the language, but will have had some basic academic exposure to the language in government-run Indian-language medium schools.

Language learning is imparted using the direct approach, the most common and recognised method of language learning used for adult learners around the world today. We create a fun, stimulating, practice-oriented environment in which from the very beginning our trainees are not only encouraged to speak purely in English for the duration of the program, but are able to do so very quickly.

By using a proven methodological mix of techniques including cues, visual aids, videos, role-play, visits and presentations set within environmentally relevant contexts, the program is designed to build trainees' vocabulary and confidence to the point that they are able to present in public, in English, at our end-of program certificate ceremony.

Each trainee's proficiency is recorded in a before-and-after video which really illustrates the remarkable developments made in just 13 weeks. The program has been run successfully, with minor modifications to suit the specific requirements of students, for CASP-Plan, ITI Gurgaon, ITI Gurgaon Women, ITI Rohtak and in ITI Siri Fort.

The program also has significant inputs in inter and intra-personal development, with a view to develop confidence.

We aim to equip our trainees with sufficient vocabulary and confidence to be able to converse in English in everyday situations, but particularly in the workplace-with colleagues, customers and others. Special attention is focused on reducing their fear of the language and learning to speak confidently and comfortably in public.

"Don't limit a child to your own learning, for he was born in another time. "

Rabindranath Tagore

Employability Skills Programs continued

SPEC

ETASHA's 'Speaking English with Confidence' (SPEC) program has been modified to add the important skills of Reading and Interview Skills.

SPEC successfully focuses on developing English speaking skills and building confidence of students who have typically never had cause to use or practice the language, but will have had some exposure to the language in government-run non-English medium schools. Since we believe that Speaking English with confidence is not just a function of learning the language, a lot of Intrapersonal and behavioural work is included in SPEC to build the self-confidence of the student. Further, specific sessions have been designed to build the Social Confidence of the students. These involve exposure visits to different relevant locations in the city.

The program has been running successfully at ETASHA's Career Development Centres as well as in partnerships with several NGOs and ITIs in NCR and Haryana.

The program duration is a total of 120 hours with a typical class session of 90 minutes though some sessions last three hours. Total time required to achieve good results is between 2 and a half to 3 months.

Career Guidance

ETASHA offers three career guidance programs:

1. Career Highway Workshops for High School Students
2. Career Motivation Workshops for Middle School Students
3. Career Trends Seminar for Teachers and Parents

Our career guidance processes address the basic question "***What after school***?" The question is important to all young people as well as their parents. While most well-developed High School Education Systems around the world mandate provision of career guidance to students, in India neither the School Boards nor the government's education policy require a school to ensure systematic career guidance and advice to students.

The need for proper career guidance is acutely felt by both young people and their parents. Increasing competition for admissions to educational/vocational training institutions as well as for employment creates extreme stress for students and their parents.

At the lower socio-economic strata the consequences of the lack of career guidance are even more acute. The lack of proper and timely career guidance works to dissuade many youth, for whom the need to start earning a living is urgent, from continuing to

Career Guidance Continued



Career Guidance for students of Minda Balgram, Alipore Gaon

study beyond middle school. They drop out of school and join the vast and increasing armies of unskilled people, continuing to remain caught in the vicious cycle of poverty. Those who manage to study till 10th or 12th class have an even bigger problem – after all that effort and years of not contributing to the family income, they are ill - equipped for any employment or self-employment. The lack of awareness and respect for vocational training options is a general issue which compounds the problems.

1. Career Highway Workshops

Our Career Highway workshops are designed by a multidisciplinary team of psychologists, educationists and human resource management experts. The workshop for high school students is based on a generic ***3 P Model*** of career guidance, which focuses on career guidance through:

- Understanding *Personality*
- Recognising *Potential*
- Discovering most suitable *Professions* / vocations / careers with opportunities for employment

During the workshop, participants undergo psychometric tests, guided Introspection, a scientific process of identifying careers in which each person has high chances of success, reading up on each of the short-listed careers and locating the career(s) that appeal to the individual. A career library of around 400 careers is accessed for this purpose. **As a result, at the end of a 2-day workshop, each student is able to identify career options most suitable for him / her.**

The workshop process is structured in the form of a workbook, which is distributed to students and remains with them as a guide.

Keep up with our news at www.etashasociety.org/blog

Career Guidance Continued

The range of around 400 careers covered includes:

- Careers suitable for high, average as well as low performers
- Vocational careers requiring 3-6 months of training as well as higher education linked to careers requiring up to 10 or more years of education

The workshops can be conducted in English, Hindi, Tamil, Malayalam and Telugu. The duration of a workshop is 10 hours—usually 5 hours a day on 2 consecutive days. The number of participants in a workshop can range between 30 and 35.

2. Career Motivation Workshop for Middle School students

Children start to view the future based on the environment they live in, the people they meet and the inputs they get. The frequently asked question "what will you do/ become when you grow up" elicits answers which are not well thought out, since there are no processes available to help them think systematically.

This program is visualised as a first systematic introduction to the world of work and careers, designed to broaden the perspectives of the child to include a wide array of career options for different interests, aptitudes, abilities, level of education and aspirations. It will help them start to develop a realistic vision for themselves and the life they would like to lead.

This process should be particularly significant for youth from the underprivileged strata for whom the need to start earning a living, often makes them discontinue studies beyond middle school on the assumption that there are no short duration skill training programmes available after 8th, 10th or 12th classes.

Each Career Motivation Workshop is of 4 hour duration and can cover 50 -55 students.

3. Seminar on Career Trends for Parents and Teachers

The Seminar on "Career Trends – A Bird's Eye-view" is designed to respond to parents' need to understand the options and opportunities available for their young sons and daughters. This is becoming more and more important in the context of a rapidly changing world, where new technologies, new methods and changing consumer needs constantly give rise to new opportunities for work and careers, and competition for admissions to schools and colleges as well as competition for employment and careers is keeping pace with competition for industry and business.

The seminar is designed for teachers and parents of children in middle, secondary and senior secondary schools. It will help to provide a perspective on choice of educational stream as well as career options after school. The duration of the seminar is 3 hours, including 45 minutes for interaction and answering queries. Each Seminar can address up to 250 parents and teachers.

Career Guidance Continued

Conduct of Career Guidance Programs

While each of these is a stand-alone workshop, we believe it is important to conduct the seminar for teachers and/or parents as appropriate whenever the Career Highway workshops for secondary and senior secondary students are undertaken in a school. The information base of teachers particularly needs to be in tune with what the students have been exposed to.

The ideal process, therefore, is for schools to conduct the career trends seminar for teachers (and parents), followed by Career Highway workshops for senior school students, followed by career motivation workshops for middle school students .



Community Mobilisation

In 2011-2012 the community mobilisation team was revamped, trained extensively and new methods were added to their repertoire.

Conducting certificate ceremonies with mega quiz competitions, and following them up with brief quiz competitions at street corners, and conducting nukkad nataks (street plays) to generate wider interest in the community were some of the new activities that have been successful in attracting and motivating young people in Madanpur Khadar and Tigri.

Connect with us at www.facebook.com/etashasociety

Community Mobilisation continued



Engaging parents of prospective trainees before registration to gauge and gain their commitment to the training and placement processes, continuing home visits during the program and a last "laddoo" visit to congratulate parents on their child getting a job, are processes that have helped to promote the idea of vocational training, and to ensure that only those really keen to work will join the program. As a result drop-out rates have reduced substantially.

Left: The distinctive yellow ETASHA stall makes the rounds of the local communities, enabling the community mobilisation team to attract attention of local youth and their families

Highlights and Successes

Placement

Our placement record for vocational programs has increased to over 80% of trainees being placed within one month of completing the program. Our starting salary range in 2011 and 2012 was from Rs. 5,500 to Rs. 10,000 per month.

Right : ETASHA trainee Mazhar at work after being placed at the Kwality outlet at Escorts Hospital, Delhi



Highlights and Successes continued

Placement continued

Our recruiting partners include:

Retail
City Décor
Future Group
(Big Bazaar)
Lifestyle
Lilliput
Reliance Retail
Shoppers' Stop
Spice Mall
Westside

Financial Services
Davision
HDFC
Net Ambit
Tata AIG

BPO
Aegis
Airtel
Fidelity Information
Services
Genpact
Magus Dialog
Vodafone

Hospitality
Angels in My Kitchen
Café Coffee Day
KFC
Kwality Group
Nirula's

HR/ Manpower Services
Adecco
Axis Placements

Travel & Tourism
Holiday Links Pvt.

Manufacturing
Nippon Paint

Airtel Delhi Half Marathon

On the 27th November 2011, 10 ETASHA trainees and faculty ran the 21km Airtel Delhi Half Marathon, and over 40 faculty, trainees, friends, family and supporters took part in the 6km Great Delhi Run to raise money to train and place young women as teachers in the ETASHA-IGNOU Community College. Over Rs. 8.5 lakh was raised in donations.

Due to IGNOU's decision in early 2012 to put on hold all recently –designated Community Colleges the money raised is being used instead to train girls at ITI Siri Fort after they complete their ITI course in August 2012 under Project Kamyaabi.

As well as enabling us to raise funds and increase our donor database, the event provided an excellent platform from which to raise awareness about ETASHA's work and the issue of employability in India, providing as it did several opportunities on the day to be interviewed on several live local and national television and radio programmes.

We owe a huge debt of thanks to all the faculty members, trainees, governing council members, friends and supporters who helped to raise money and who donated themselves. The support from individuals was phenomenal, and we shall certainly take part in the marathon in 2012.

Highlights and Successes continued

Airtel Delhi Half Marathon continued

Trainees Suresh, Deepak, Jitender, Harish, Vikas, Jitender, Abhimanyu and Shri Bhagwan all took part in the 21km race, all of them completing well under the 3 hour recommended time limit, with 3 finishing with the incredible time of under 90 minutes – an amazing feat from our Project Vayu trainees who travelled down from Rohtak to run, and who had been training for several weeks. The rest of the team jogged, fast-walked or ambled along the route on a crisp end-November winter day, enjoying the camaraderie among all the other participants, including many other Indian NGOs. It provided a great team building opportunity and a chance for supporters, trainees, faculty to meet each other and forge new bonds.





Highlights and Successes continued

www.etashasociety.org

Thanks to a generous donation from Rinox Kaufmann (www.rinox.in) we were able in early 2012 to completely redesign our website www.etashasociety.org. The new website, which was launched in April incorporates many new features including Social Media Integration (ETASHA's Facebook page, Twitter account, YouTube channel and blog) links to our LinkedIn account, Google+ page and RSS Feed; search and subscription capabilities, and also features a much cleaner, simpler interface with clearer menus and additional content such as a simplified Projects & Programs, Partners, Friends of ETASHA, Our Students, News and Events, Volunteer and new media, gallery and video pages.



The donation facility on the website is provided by Indian payment gateway market leader CC Avenue. The most significant change for us here at ETASHA is the new CMS (Content Management System) function that allows us to change and upload new content ourselves. This is a huge improvement for us, and means our communication is much more up to date, and that we no longer have to rely on volunteers to make changes to the site.

We are all very grateful to Mr. Anand Gupta of Rinox for the donation which made the change possible and also would like to thank the team at Cyberxel for the design and maintenance of the website.

The site attracts on average of 700 hits per month with an audience drawn from all over India, North America, Europe Africa, and the feedback from candidates, volunteers and NGO peers on the usability of the site has been tremendous.

Highlights and Successes continued

HRANI

Meenakshi Nayar spoke on 'Optimising Human Capital Investments' at the inaugural HRANI convention in Amritsar in September 2011. The session was anchored by Mr Suresh Kumar, CEO of Fortune Park Hotels and other panellists included Mr Ashutosh Khanna, partner at Korn / Ferry India and Mr Patu Keswani, CMD of Lemon Tree Hotels.

HRANI is the Hotel and Restaurant Association of North India, and Meenakshi was asked to speak in her capacity as head of an NGO training young people for the service sector, including restaurants and hotels.



Dr Meenakshi Nayar addressing the inaugural HRANI conference in Amritsar

The convention's theme was ' Hospitality Industry – Vision 2020' and Meenakshi spoke on the availability of skilled manpower and its effect on Human Resource development in the hospitality industry. The convention brought together ministers, policy makers, strategic thinkers, corporate bodies and media. The event provided a wonderful opportunity to promote ETASHA's work in training young people for the service sector, and ETASHA's work on skill development was featured in the Amritsar Tribune (See Press Section for details).

EduServe

EduServe Consultants, set up by Dr Meenakshi Nayar to provide life skills development to adolescents will now support ETASHA by donating their course fees to us. This provides a new revenue stream for ETASHA, and an ETASHA volunteer, Florent Chaouby from France designed the new EduServe website (www.eduserveconsultants.com) in early 2012.

NGO India

ETASHA participated in the inaugural NGO India 2012 (www.india-ngo.org) held in Gurgaon in March 2012. This was a large scale exhibition and conference designed to bring together NGOs from across India to share learning and best practices and also to engage with key stakeholders including local and international corporates, foundations, government and the general public. NGO India 2012 was organised by UBM India, a global business media company that does over 50 exhibitions and conferences every year in India.

Highlights and Successes continued

NGO India continued



ETASHA faculty engage with exhibition guests visiting the ETASHA stall at NGO India, Gurgaon

Each NGO was allotted a stall and we chose to present our work by way of a photography exhibition with work contributed by volunteer photographers Prateek Malhotra, Saurabh and Florent Chaouby. This exhibition provided a fantastic opportunity to network with other NGOs, corporates and the media and to learn about the work of others in the development sector, build relationships with them and promote our work.

CSR Live



CSR Live Week followed NGO India in March and we repeated our photography exhibition at our stall there. CSR Live Week was a Stakeholder Connect initiative - an assembly of India's strongest socially responsible brands, corporations, foundations and NGOs.

Corporations and Foundations such as TATA, Aditya Birla, Arcelor Mittal, Essar, Jindal Stainless, JSW, Bharti, Adani, DLF, Biocon, Max Foundation, Punj Lloyd, Wockhardt Foundation, Maruti Suzuki, Shaping Lives Foundation, Smile Foundation, ETASHA Society and Oxfam took part to showcase their social responsibility efforts and initiatives.

Highlights and Successes continued

FCRA

IN 2011 ETASHA was granted eligibility to receive funds from outside India by the government of India. NGOs who have been in operation for fewer than 3 years cannot register and those that can must meet the criteria set out by the government of India. ETASHA's registration number under FCRA is 231661230. For full details please read the chapter on Governance.

Volunteerism

Using volunteers particularly in non-core but strategic areas such as web design and maintenance, social media, photography, videography and communications has been a very successful strategy. We have worked with several international and local volunteers through agencies such as iVolunteer, IgnitedV and JaagoRe.

2011-2012 saw some inspiring contributions from our volunteers including international volunteers. Some of our committed volunteers included:



Namrata – Delhi University student Namrata Sharma spent almost two months throughout the summer of 2011 interviewing many trainees across Delhi and Haryana as part of our 'Stories of Change' series on our blog at www.etashasociety.org/blog. Namrata gave her time freely and her interviews and stories really brought our trainees' stories to the attention of our supporters around the world. The experience so inspired Namrata that she later went on to work for Teach India.



Prakruti – Throughout 2011/2012 Prakruti Kale spent months filming ETASHA trainees, faculty in order to make a short documentary about our work which you can see on our website and on our You Tube channel. The documentary has really helped us to present our work to corporates and other partners, and Prakruti has now made her way to Mumbai to pursue a career in the film industry.

Highlights and Successes continued

Volunteerism continued



Prateek – A gifted photographer, Prateek Malhotra has photographed our certificate ceremonies, classes, visits, and events for our website, blog, brochures and of course many of the photographs in this annual report are by him. Prateek is always ready at a moment's notice to travel across Delhi to record some aspect of our work.



Ritu – Ritu contributes to our blog by interviewing trainees at our Madanpur Khadar and Tigri centres and posting the interviews as blogs on www.etashasociety.org/blog.



Flo – Florent Chaouby from France made many contributions to ETASHA during his three months here, including designing EduServe Consultant's website, re-formatting 22 donated computers, assisting in the exhibition at NGO India and taking some beautiful photographs of our work.



Kristina – Kristina Dings joined us for 3 months from the University of Ottawa in Canada as part of a volunteering program organised between Canada World Youth, University of Ottawa and iVolunteer. Kristina helped develop content for our programs.

If you want to contribute your time to ETASHA we have lots of volunteering opportunities . Get in touch with Ian today:

011 2922 1320 / 21 /22
9810364838

ian@etashasociety.org



Partners

NGO / Trusts / Charities & Foundations

AllPeopleBeHappy

AllPeopleBeHappy foundation was established on August 29, 2007 by the family and friends of Eric Tang, following his untimely death at the young age of 25. The Foundation was borne out of Eric's hope that 'All People Be Happy', which he used as the title for his blog. A memorial website dedicated to the memory of Eric Tang can be found at www.allpeoplebehappy.org.

ETASHA was introduced to AllPeopleBeHappy (APBH) by Dr.Yogi and Ms.Usha Soni, and they approved Project Disha for providing Career Guidance, Employability Skills and Vocational Skills Training followed by Placement in jobs, to Orphans and Street children in Delhi in August 2008. The project was implemented between April 2009 and October 2011 in collaboration with Don Bosco Aashalayam and Aman Biradari.

Under the project the following programs were conducted:

- ETASHA's Career Highway Workshops for providing Career Guidance to 40 youth in Don Bosco Aashalayam.
- Customized Employability Skills Program for 31 youth in Don Bosco Aashalayam.
- Our CSWC program was provided to 12 orphans/ex-street children from Aman Biradari along with 12 young people from the slum colonies around Sangam Vihar, South Delhi.

Asha for Education

Asha for Education is a secular organization dedicated to bringing change in India by focusing on basic education. There are over 73 Asha chapters worldwide: 45 in the US, 14 in India and 7 in Europe, Singapore and Australia.

Asha funded two projects with ETASHA in 2011-12:

1. Providing vocational training and placement to disadvantaged young people in south Delhi under Project Prerna.
2. The design and creation of audio content to supplement home learning for disadvantaged young learners under Project Shruti. For more information please visit www.ashanet.org.

Partners continued

NGO / Trusts / Charities & Foundations continued

Asha for Education continued



Left: CSWC trainees visit a retail store as part of Project Prerna funded by Asha for Education, San Francisco chapter

Charity Platforms

Give India

ETASHA is a Tier 1 listed member of Give India, a voluntary organisation which connects donors with validated charities. Since going live on Give India's website ETASHA has raised over Rs. 2,03,500 from the Give India website. For full details please read the chapter on Governance.

CAF

ETASHA has been a registered member of CAF since 2009. CAF is an 80 year old, UK based, not for profit organisation and manages over 5 billion pounds and distributes to 45000 charities in more than 90 countries. For full details please read the chapter on Governance.

Corporate

Maruti Suzuki

As part of their CSR activity Maruti Suzuki, India's largest car manufacturer, has adopted several government ITIs under PPP (Public Private Partnership)

Partners continued

Corporate continued

Maruti Suzuki continued

schemes with various state governments. Maruti aims to help modernise the curricula of the adopted ITIs and improve infrastructure, equipment and teaching standards.



Students from ITI Rohtak watch an English language movie as part of Project Vayu funded by Maruti

Following a successful employability skills pilot in 2010 which was extended to cover a further 240 students of ITI Gurgaon and ITI Gurgaon (Women) ETASHA was commissioned by Maruti Suzuki to train a further 120 students of ITI Rohtak, for which 2 new faculty members were recruited.

In total almost 500 students from the three ITIs were trained by ETASHA as part of Project Vayu funded my Maruti.

Barclays Shared Services

BSS is a 100% subsidiary of Barclays Bank PLC, which is a leading global financial services group, with a strong presence in Europe, the USA, Africa and Asia. BSS provides operations support & services to businesses within Retail and Business Banking and Barclays Corporate.

BSS chose vocational training as the focus for their first foray into citizenship and following the submission of a proposal, ETASHA was selected to train and place 80 disadvantaged young people into the organised sector. Project Agrasar began in December 2010.

Funded by Barclays Shared Services ETASHA trained 80 disadvantaged young people in our CSWC (Customer Service and Work Culture) program between December 2010 and July 2011.

ETASHA was invited to continue working with BSS in 2012 but changes to the operating model prevented us from doing so.

Partners continued

Corporate continued

Tata Capital

Tata Capital is a subsidiary of Tata Sons Limited, one of the most recognisable business houses in the world. The Company is registered with the Reserve Bank of India as a Systemically Important Non Deposit Accepting Core Investment Company and offers through itself and its subsidiaries fund and fee-based financial services to its customers under the Tata Capital brand.

TCFSL caters to the diverse needs of retail, corporate and institutional customers, across various areas of business namely the Commercial Finance, Infrastructure Finance, Wealth Management, Consumer Loans and distribution and marketing of Tata Cards and has over 100 branches spanning all critical markets in India.

Between January and May 2012 Tata Capital funded the training and placement of 20 SC / ST (Scheduled Caste and Scheduled Tribe) on ETASHA's CSWC Program under Project Apaar.

Sheela Foam

Founded in 1972 by Mrs. Sheela Gautam, Sheela Foam Pvt. Ltd is today ranked amongst the top 5 manufacturers of Slabstock P.U. Foam in South East Asia.

In India, they have 10 manufacturing units across the country. In Australia they have 5 manufacturing plants. Sheela Foam's Sleepwell and feather foam brands are the leading names in home comfort products and industrial foam brands respectively in India.

Sheela Foam (www.sheelafoam.com) along with FICCI Ladies Organisation (www.ficciflo.com) funded the EECS program for over 600 young women at ITI, Siri Fort. The program focused on three key areas: spoken English and reading skills, confidence in communication, and interview skills.

Follow us on twitter.com/etashasociety

Partners continued

Corporate continued

Sheela Foam continued

The EECS (Employability Enhancement and Communication Skills) program was a specially designed program to enhance the employability of the ITI students.

ETASHA faculty was based at the ITI and worked with groups of girls on alternate days over a 7month period from November 2011 to May 2012. Extensive Intrapersonal and behavioural work was required to build the self-confidence of each student and many intrapersonal and interpersonal skill building exercises have been included in the program.

Nippon Paint

Nippon Paint, one of the largest paint manufacturers in Asia, was founded in Japan in 1881, and today with 33 manufacturing plants it produces over one million tonnes of paint and coatings annually. The company began Indian operations from Chennai in June 2006. Their Decorative paint division has its office in Chennai and is expanding its network rapidly in South India. Apart from their retail chain network they are also present in Noida, Ahmedabad, Bangalore and Hyderabad through the HomeTown hypermarket chain.

ETASHA sourced and assessed youth with an interest and aptitude to train as colour matchers for the auto industry on behalf of Nippon Paint who funded the project to train disadvantaged young men between the ages of 18 – 30 as colour matchers. From December 2011, Nippon began technical training, with ETASHA responsible for the design and delivery of soft skills training, which includes inter and intrapersonal skill development, spoken English, customer services skills and extensive work preparing trainees to enter the world of work in the auto industry.

Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 244,000 people serving clients in more than 120 countries. Accenture collaborates with clients to help them become high-performance businesses and governments.

Partners continued

Corporate continued

Accenture continued



Accenture Employees with faculty and trainees

ETASHA, which has been a validated member of CAF (Charities Aid Foundation, www.caf.org) since 2009, submitted a proposal to Accenture via CAF in 2010 to provide vocational training and placement to young people in South Delhi.

The proposal was accepted by Accenture, however as ETASHA was still going through the process to become registered under FCRA at that time we were unable to collect the funds. Thankfully FCRA registration was completed later in June 2010 after which the project for Accenture began.

Accenture employees in India fund ETASHA programs through their Accenture Employee Giving Program which supports several NGOs in India. Accenture is currently funding CSWC programs at our centres in Madanpur Khadar, Tigri and at premises of other NGO Partners.

Littelfuse

Littelfuse®
Expertise Applied | Answers Delivered

Headquartered in Chicago, Illinois, Littelfuse has over 20 sales, manufacturing and engineering facilities in the Americas, Europe and Asia and has had a presence in India since 2006, where it supports among others, various OEMs and design houses in the automotive, consumer, telecom, power, industrial, defence and aerospace sectors.

Littelfuse, the worldwide leader in circuit protection, donated $5000 to ETASHA in 2010. However ETASHA was unable to accept the donation until FCRA certification came in the next financial year 2011-12 after which the donation was used to part fund our MUPSE Programs.

Partners continued

Corporate continued

Rinox Kaufmann



Rinox MD Mr Anand Gupta and Meenakshi Nayar at NGO India Gurgaon

RINOX KAUFMANN Ltd., under technical collaboration from Germany, specializes in producing premium quality stainless steel hardware for architectural applications. The products are exported to more than 60 countries across the globe.

Rinox is India's largest exporter of Stainless Steel Architectural Hardware to European and American continents. Rinox has state of the art production plants in India and abroad and produces precision architectural hardware used in some of the most prestigious architectural projects across the world.

The company is one of the pioneers in the concept of modular Glass Fittings for Frameless Cabins. It has gained respect amongst the most quality conscious buyers across Europe and American continents. Using German manufacturing technology and strict quality norms, Rinox has become a leader in its field.

RINOX products are sold all across the globe under RINOX brand name and as private label for some of the most prestigious brands. They have core competencies in design and manufacturing. A professional management team, multi-locational warehouses, and well trained sales team make RINOX products a winning combination.

ETASHA is extremely grateful to Rinox Kauffman for supporting ETASHA in our efforts, particularly in funding the design and maintenance of our website, www.etashasociety.org.

We are in discussion with the company to develop a vocational program for youth in the communities surrounding their plant, for absorption into the same. For more information please visit www.rinox.in.

Partners continued

Industry Associations

FLO – FICCI Ladies Organisation

FLO (www.ficcflo.com) was established in 1983, as a division of the Federation of Indian Chambers of Commerce and industry (FICCI) which is the apex body of industry and commerce in India. As an All India Organisation for women, FLO has chapters in Mumbai, Chennai, Coimbatore, Hyderabad, Jaipur, Guwahati and Kolkata with its head office in Delhi. Their members comprise of entrepreneurs, professionals and corporate executives.



FICCI Ladies Organisation, along with Sheela Foam funded the EECS program for over 600 young women at ITI, Siri Fort. The program focused on three key areas: spoken English and reading skills, confidence in communication, and interview skills.

ETASHA faculty was based at the ITI and worked with groups of girls on alternate days over a 7month period from November 2011 to May 2012. Extensive Intrapersonal and behavioural work was required to build the self-confidence of each student and many intrapersonal and interpersonal skill building exercises have been included in the program.

Vocational Training Providers

ITI Siri Fort

Jijabai industrial Training Institute for Women, commonly referred to as ITI Siri Fort is an all girls ITI in Delhi and offers courses including Architectural Assistant, Mechanical Engineering, Fashion Technology and Computer Programming.

Our EECS program at ITI Siri Fort focused on three key areas: spoken English and reading skills, confidence in communication, and interview skills. Extensive Intrapersonal and behavioural work was needed to build the self-confidence of each student and many intrapersonal and interpersonal skill building exercises were included in the program. Over 600 girls from ITI Siri Fort were enrolled in the program.

Partners continued

Training Providers continued

ITI Rohtak

ITI Rohtak was established in 1960 and currently offers over 20 vocational programs for young men and women, mostly drawn from rural Haryana. Courses offered include Instrument Mechanic, Mechanic Motor Vehicle, Surveyor and Tool & Die trades.

240 students of ITI Rohtak completed the SPEC program in spring 2011.

People

We exist to train and place young people into work. Meet some of our trainees and read the biographies of our team, and governing council .

Some Trainees

Aarti



Aarti speaking at the Project Zabaan Certificate Ceremony

For almost three years now we have been collaborating with government Industrial Training Institutes (ITIs), most recently at IT Siri Fort. ETASHA's EECS (Employability Enhancement and Communication Skills) program has helped improve the employability of over 600 female students. One such student is Aarti, a 23-year-old who participated in the program, and whose family of five lives near the ITI. Today Aarti does not speak exclusively in Hindi, neither in English; rather she incorporates both very naturally into her conversation.

Aarti however wasn't always the fluent and competent speaker she is now; she credits ETASHA for the improvement. "***ETASHA's program has really improved my confidence when it comes to speaking English***," she said.

Aarti first heard of our program while she was studying at ITI Siri Fort; since then, she feels that all facets of her personality have been improved.

She explains,, "***ETASHA didn't just help with intellectual skills—the anger management classes really taught me how to control my emotions. I used to get angered very easily, but now I'm able to deal with it in a better way***."

People continued

Some Trainees continued

Aarti continued

While she loves practicing and speaking English, Aarti's favourite classes were Interpersonal. "***They taught me more about myself and more about my classmates,***" she says.

Aarti's hard work and dedication have manifested themselves in numerous accomplishments. In the inter-batch "Just A Minute" competition, contestants from different ITI batches were given a topic, for which they had five minutes to plan and then speak. They were judged on their fluency, content, and confidence. Among all the other competitors, Aarti won the competition on the topic of "the pros and cons of television."

At the same Certificate Ceremony that was held to close the program, Aarti was chosen to give a speech in English to an audience of several hundred people. She admits that a year or so ago, she would never have been able to garner the confidence necessary to speak at such a large gathering. Her transformation has been amazing; more importantly, though, she has also witnessed the changes the program has brought about in her peers.

"***It's really interesting to see the change in my classmates. Some of them were too scared to ever talk to anybody they didn't know. Today, I see those same people not being afraid to talk to their teachers, or other classmates, or any visitors; they communicate easily and confidently on a daily basis, something they could never have done before***."

Shahvez

CSWC – Customer Service and Work Culture continues to be our most popular and effective program, preparing trainees to find a suitable entry level job with career growth potential and to adjust accordingly to today's working environment.

Shahvez was 19 years old and pursuing his 12th class when he joined our CSWC program. A pleasant young man with a certain wisdom beyond his years, he belongs to a big family; he has 7 brothers, all younger than him and his father does embroidery work in a local factory. He understands he has a huge responsibility of working alongside his father to help bring up his younger brothers.

One year prior to joining our program he was so eager to help his father that he took up a job in a leading menswear showroom and started working as a sales assistant. He faced many difficulties - he was given little or no training and he had no experience of

People continued

Some Trainees continued

Shavez continued



what constituted good customer service. He could not speak English well and was very shy talking to customers – many of the customers could not understand his pronunciation so lost their patience while interacting with him. He describes himself as, "***aggressive by nature and quick to explode***" so it was not easy for him to react calmly to difficult customers and so one day the inevitable happened……. he lost his cool and shouted back at one of the customers and was thrown out of the store and out of his job.

He felt lost, he had always wanted to pursue a career in retail… his dream is to be a General Manager of a large chain one day…. around that time he met one of his friends who had completed the CSWC course from ETASHA and was working at children's retailer Lilliput.

The first advantage of joining CSWC for Shavez was that it was a short course. The second was that he would be placed following successful completion of the course. He discussed it with his father and joined.

Shavez proved a keen and able trainee. He loved the way the course was conducted, "***the facilitators were friendly and patient… and have a wonderful style of training which is easy to understand. Apart from spoken English – communication, diction and pronunciation, the course has prepared me to work confidently in a competitive working environment***." Mock interviews, role plays, and onsite visits gave him firsthand experience of how to conduct himself in a corporate environment. He has learnt how to deal with customers, improve his social skills, the importance of grooming, telephone etiquette, basic computer skills and Internet usage.

Dheeraj

Dheeraj is a sweet, bright, confident, punctual & hardworking young man from Madhya Pradesh.

Some Trainees continued

Dheeraj continued



He says he has learned, "***not to wait for things to happen to me, instead to start walking towards his target***". He has changed a lot from the day he first joined the CSWC program. With a keen desire to become an engineer, his facilitators have helped him develop a long term plan by 'earning and learning' simultaneously. He often stayed back late in the computer room of our Madanpur Khadar CDC, and in fact one day locked in as it was presumed that everyone had left as it was one and a half hours after the last class finished!!

Dheeraj was placed at Lifestyle as a Customer Service Advisor in December 2011 at a starting salary of Rs. 6500. He has been working hard and is valued by his superiors and colleagues, so much so that he was awarded the **"best employee of the week"** on 27th March'12. Each time we meet him he is happy & satisfied with the work he is doing the feedback from his supervisor has also been very positive.

Mazhar



Just like any other youth in Madanpur Khadar before joining us. He himself confessed that he would, "***roam around***" without thinking much about his future. During his first week in the program he was quite dominating but he gradually settled down, took learning seriously and became a popular member of his batch.

His hard work & determination paid off and he was successfully placed at Kwality at their Escorts outlet. He is now earning a salary of Rs. 5875/- with ESI & PF benefits. His employers are happy with his work and ETASHA is one of the first organisations they turn to when looking to recruit.

Abhimanyu

A very determined, mature, clear-headed, hardworking and focused trainee, Abhimanyu was originally from Bihar before moving to Delhi to look for work. In the autumn of 2011 Abhimanyu was studying CSWC at our Madanpur Khadar CDC, and was desperate

Some Trainees continued

Abhimanyu continued



to find work – he lives alone in Delhi, with his family all based in Bihar.

After completing the course, he was placed at Lifestyle GIP mall, as a Customer Service Trainee looking after the store inventory & maintaining data on computers. He is now earning a salary of Rs. 8000. He always wanted to work on computers and being a graduate is now gainfully employed in a job he enjoys.

In November 2011 Abhimanyu ran the 21km Airtel Delhi Half Marathon in support of ETA-SHA, finishing in just under two hours.

Shahana



Shahana belongs to a traditional Muslim family but is taking all possible efforts to prove herself equal to any boy in her conservative neighbour-hood. She is well mannered, bright, cheerful, active, hardworking and passionate. The only thing that she knows might hold her back is her domineering nature. Although she is a good team worker, during inter-personal sessions she acknowledged that in the past she had a ten-dency to lose control of her temper and then also lose her friends!

Shahana had her future planned: she wanted to work in the retail sector, earn money and pursue further studies to be able to complete her PhD. in Arts. After being placed by us in Lifestyle as a Customer Service Advisor she is now earning a salary of Rs. 6500 while she works toward her goal.

"I slept and dreamt that life was joy. I awoke and saw that life was service. I acted and behold, service was joy."

Rabindranath Tagore

Faculty

Dr. Meenakshi Nayar - President



With an FPM (Phd.) from IIM Ahmedabad Meenakshi Nayar is the Founder President of ETASHA. After working in the corporate world for over 2 decades - last assignment as Executive Vice President HR, DCM Ltd. - Meenakshi conceptualised ETASHA while working with adolescents as Founder Director of EduServe Consultants (www.eduserveconsultants.com) which specialises in career guidance and life skills development. The desire to create a platform from which young people from disadvantaged communities could access quality training and jobs was what drove Meenakshi to start ETASHA believing as she does that, "***every human being has the potential to succeed in some sphere if given the opportunity and resources.***"

Meenakshi is a governing council member of the Shri Ram Centre for Industrial Relations and a Management Committee Member of the Shri Ram Centre for the Performing Arts.

Ian McBride – Director - Communications



After leaving the University of Westminster in 1992 Ian worked in operations management for British Telecom's fledgling Internet Services division before joining First Telecom, concluding his career in telecoms as Head of Operations for Atlantic Telecom in London. He then spent 4 years with the London Development Agency, finishing as Executive Officer setting up Future London, the London Mayor's Centre of Excellence for Regeneration. Following a sabbatical in the Middle East, he landed his dream job, in his dream country, with ETASHA in 2008. Ian overseas ETASHA's fundraising and communications as well as conceptualising and designing content, mentoring and developing faculty, and master facilitation.

Veenita Sharma – Master trainer & Facilitator

As a public school principal with over 20 years experience and as a consultant with the Centre for Education Management and Development's (CEMD) School Reform Programme and the Education Leadership Programme for the Delhi Department of Educa-

Faculty continued

Veenita Sharma Continued



-tion, Veenita has fully utilised her MA in English Literature, Bachelors in Education and

Special English and Nursery Teacher's training. Having experience designing and delivering foundation course material for government schools and also multiple workshops for adolescents in Positive Living Skills, Veenita brings immense value to ETASHA as a visiting Consultant. Veenita's calm and serene manner make her a much loved member of the ETASHA team.

Anindita Kar Gupta – Counsellor & Relationship Manager



Anindita has over ten years' experience in schools which is a blend of school administration, as Principal, and classroom teaching. With a Masters in English Literature, she was awarded for outstanding performance by a federation of public schools in Delhi 2002-03. With her sincere commitment to the development sector and an incisive understanding of adolescents' concerns Anindita has demonstrated her competence in managing ETASHA's CDCs, working in the community, running career highway workshops and, most importantly to her, being a much respected mentor and counsellor to many young trainees. As well as her counselling duties Anindita also builds relationships with NGOs on the ground.



Arjumand Fatima - Counsellor & Relationship Manager

An MSW from Aligarh Muslim University, Arjumand has been a Merit Scholar and has to her credit work experience in projects spanning health, environment, street and working children and employability. A member of Amnesty International and of the Forum of Human Rights AMU, Arjumand has also worked as a Joint-Editor of the newsletter of social work. Arjumand blends her understanding of community issues, her ability to connect with young people and administrative abilities to be an effective behavioural skills facilitator and NGO relationship manager as well as running Career Highway workshops.

Faculty continued

Mini Bhargava – Placement & Resource Optimisation Coordinator



With ETASHA almost from day one, Mini has an elephant's memory for each one of our trainees which she puts to good use overseeing our ever growing placements. ETASHA was Mini's first (and thankfully last so far!) job on returning to work after raising her two daughters; she has grown with ETASHA and undertaken with enthusiasm and commitment every role thrown at her, from facilitation, resource optimisation materials co-ordination, lesson planning and of course, to placement and job club. ETASHA is Mini's second home and she is as proud of it as anyone could be. ETASHA without Mini would be like Holi without colours. Unthinkable!

Parul Mehra – Skills Development Manager



Parul Mehra has done commendable work in the development space as a Programme Manager with Spandana - a reputed NGO dealing primarily with micro credit & finance. Her qualifications include an MA in Psychology and a PG Diploma in Population Ecology and her professional work ranges from projects on women and violence at the Institute of Development Studies, Jaipur and a Research Associate-ship at the State Institute of Health & Family Welfare, Rajasthan. A real multi-skilled asset to ETASHA, Parul conducts English, Pronunciation, Selling skills and WOW classes and works tirelessly to ensure that her energy and enthusiasm make her and her classes unforgettable for the students.

Mohammed Naushad – Technical Support Coordinator



An MBA from L.N. Mishra Institute of Economic Development & Social Change Patna, Naushad's first role was as a computer instructor at St. Pauls International School in Patna. He also has experience in the private sector as an MIS Reporter for Idea Cellular before he entered the development sector as a computer instructor/MIS Officer with AAG - Aids Awareness Group.

Faculty continued

Mohammed Naushad continued

Joining us in May 2010 Naushad is a real asset to ETASHA, where not only is he the principal IT facilitator, but also does a great job of maintaining our computers and audio-visual equipment. A lover of ghazals, Naushad is sociable, helpful and incredibly cheerful, and he particularly enjoys learning and utilising ETASHA's unique methodology. His long term goal is to establish in his native Bihar an institute where he can apply all that he has learned in his career.



Vivek Bhardvaj – Centre Manager - Tigri

Currently pursuing a Masters in Sociology, having graduated in both Mathematics and Sociology from the Universities of Delhi and Annamalai, Vivek is 'tuned in' to the importance of contributing to the development of India. Joining as a facilitator, this is Vivek's first job and he was determined to work in the development sector and not simply take a job "***just for the money***". As well as English and behavioural classes Vivek is also the Manager for our Tigri Centre and his positive and can do attitude have made him very popular with faculty and trainees alike. An avid art lover, in his free time Vivek loves to sketch and is a keen photographer. He also enjoys travel and cooking. His love of beauty is also what spurs him on to help '***make life beautiful'*** for others too!

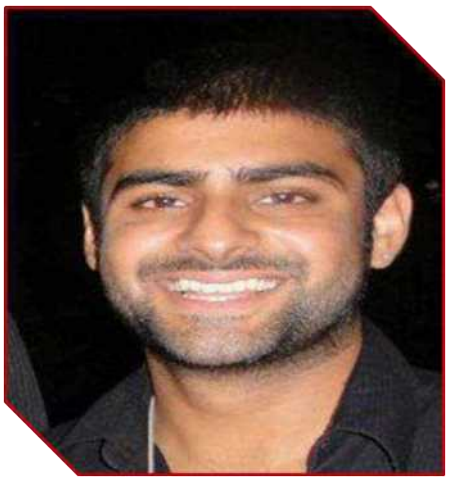
Christopher Toppo – Project Coordinator



An IT degree from Netaji Subhash Institute of Technology Delhi preceded a three year stint with HCL after which Christopher actively sought a move into the development sector, joining ETASHA in early 2012. His work experience, coupled with a desire for social development in India means he is ideally suited to train young people to become employable. His technical abilities are also in great demand and his solutions oriented outlook means he is already making an impact! An avid traveller, trekker, photographer, sportsman and musician Christopher is quite the action man and always looking for new and interesting interests to fill his time.

Faculty continued

Tridib Misra - Facilitator



Having lived, studied and travelled all over the world Tridib, who has a B.A in Sociology and International Studied from Monash University, Australia, has experience in education, international development and telemarketing. He joined ETASHA because of its "***dynamism as an NGO and the fact that the work involves constant interaction with different people***". He plays tennis, likes to experiment in the kitchen and - a traveller at heart - he likes to backpack "***anywhere and everywhere!"***

Farhan Mughees – Project Coordinator



Farhan resisted family pressure to study engineering so determined was he to join the development sector, a conclusion he had arrived at when studying in 10th standard. He graduated in Social Work from Jamia Milia Islamia before completing an MA in Human Rights and then worked as Peer Educator for Naz Foundation and then as a research assistant at Oxford Policy Management. He brings to ETASHA a genuine desire to bring change to the lives of the less fortunate. Farhan's calm and reassuring manner means he is much liked within ETASHA and he loves to travel and is at his happiest when lost in a great book.



Anil Kumar– Centre Manager – Madanpur Khadar

After completing his Masters in Banking & Insurance from Annamalai University, Anil worked for almost seven years in banking before moving to the development sector where he gained extensive experience in leadership and community service, counselling and teaching B.Tech and MCA students. His corporate and development sector experience means his is a great addition to the ETASHA team. Anil is a certified TOT Life Skills trainer and takes employability skills classes as well as managing the Madanpur Khadar Centre. He says that the job satisfaction he gets at the end of a day's work is '***bliss'***!

Faculty continued

Mohammed Faris Ahmed – Facilitator and Placement Assistant



Joining ETASHA straight from Delhi University Faris felt he was taking the first step towards learning more about "***the ins and outs of the backgrounds of the sections of society where REAL INDIANS live***." Faris feels that his peers are increasingly motivated only by money and working solely for financial gain, whereas he would like to spend some time working for society, and he has already made a great impact on his colleagues and trainees alike, with his sense of fun (and fashion!) and commitment to ETASHA. In his spare time Faris loves to read and travel.

Pearl Sawhney – Facilitator



'Media' and 'society' are two terms that have always pulled Pearl's interest. Bachelors in Political Science and Masters in Media governance, she has worked with print and electronic media before moving to the development sector. Before joining ETASHA as a facilitator she worked with Roshni, an NGO working in the areas of health and environment. She has always believed in giving back to society and has a real desire to help less resourced/fortunate people. Since joining, Pearl has fitted in completely and brings many skills to ETASHA. Fascinated by the aura of communication, she has been actively involved in theatre from a very young age and takes a keen interest in photography.

Anil Nayar - Special Advisor



A winning combination of PGDBM from IIM, Ahmedabad and Bachelors in Technology from IIT Kanpur, Anil brings a wealth of experience and wisdom as one of ETASHA's most trusted and valued volunteers. With over 25 years of experience in international business, his last assignment was as COO of a high end corporate; he currently heads Strategic Management Services and sits on the boards of several companies.

Faculty continued

Anil Nayar continued

Anil serves as an invaluable sounding board on all strategic, financial and governance matters of ETASHA, and regularly and enthusiastically gives his time as a panelist during candidates' mock interview sessions.

Community Mobilisation Team

Nitesh Pathak



Nitesh completed his MSW from IGNOU before joining the team as Community Mobilisation Head in 2012. He has experience working in rural and community development and is passionate about working with young people. He believes that young people have great potential in making a change in society. In his spare time, he enjoys watching films and writing poetry.

Rameshwar Prasad

Studying for a BSW from IGNOU, working in the community mobilisation team is Rameshwar's first job. He describes himself as very '***solutions oriented***' and feels his communication skills have really improved in his short time with us. He enjoys the face to face contact the job brings and when not working he is studying and likes to relax by watching comedy shows.



Vinod Kumar



Distressed by the hardship faced by beggars, Vinod was inspired to work towards the betterment of conditions of the poor and left his job in a medical store and enrolled in a BSW program at Jamia Millia Islamia. A friend told him about ETASHA's work in the community and Vinod decided this was the perfect job for him. He combines working with studying and is a big time music fan.

Keep up with our news at www.etashasociety.org/blog

Community Mobilisation Team continued

Sarika



Sarika joined ETASHA the Community Mobilisation team and is currently pursuing a Bachelors degree in Social Work—t his is her first job. Being from the local community, she heard lots about ETASHA's great work with young people and wanted to get involved. Looking for experience in community work she contacted us and was soon part of the team. In her free time Sarika likes to listen to music, dance and sketch.

Mithun Kumar



Mithun has a BA from Deshbandhu College and is excited to be part of the ETASHA 'family' in his first ever role. He loves working here but the thing he loves most about the job is the that it involves talking to lots of new people and also that it has a significant impact on the lives of young people. He is an artist at heart and likes hip hop, dance and he even paints!

Laxmi



Previously working with IDEA and Hindustan Money Solutions, Laxmi decided to move into the social sector. She is currently working towards her BSW and so wanted to complement this by 'working with a reputed NGO'. Laxmi likes to travel, is very keen on exercise and loves jogging.

Support

Mukesh Aggarwal



Mukesh joined us as an office administrator after having completed the CODE (Computerised Office & Data Entry) program at our CDC in Madanpur Khadar, where he was awarded Best Trainee in

Support continued

Mukesh Aggarwal continued

batch 4. Mukesh has proved himself to be an invaluable part of the team taking care of everything from video archiving, records maintenance, data entry, materials handling and more! Mukesh "***watches cricket, plays cricket, talks about cricket and dreams cricket!***" He's a huge fan of Virender Sehwag and can be seen tearing down the road on his Enticer to get home whenever there is an important match on.

Ankesh Sharma



Ankesh is working towards a B.Com from Delhi University and as part of his studies he interned with Ahuja and Ahuja Chartered Accountants from where he joined ETASHA, working full time as our accounts assistant. His duties include salary payments, conveyance receipts, Tally entry, cash reconciliation and maintaining records. In his free time when he's not studying he enjoys reading and listening to music.

Governing Council

Dr. Meenakshi Nayar - President



With an FPM (PhD.) from IIM Ahmedabad Meenakshi Nayar is the Founder President of ETASHA. After working in the corporate world for over 2 decades - last assignment as Executive Vice President HR, DCM Ltd. - Meenakshi conceptualised ETASHA while working with adolescents as Founder Director of EduServe Consultants (www.eduserveconsultants.com) which specialises in career guidance and life skills development. The desire to create a platform from which young people from disadvantaged communities could access quality training and jobs was what drove Meenakshi to start ETASHA believing as she does that, "***every human being has the potential to succeed in some sphere if given the opportunity and resources."***

Meenakshi is a governing council member of the Shri Ram Centre for Industrial Relations and a Management Committee Member of the Shri Ram Centre for the Performing Arts.

Governing Council continued

Ritu Motwani – Vice President



A self-employed professional, Ritu is a Founder-Member of ETASHA and truly its moving spirit. Zealously committed to the society's cause, Ritu is involved in everything from fund-raising and strategy to content development and is a very hands-on governing council member helping steer the organisation in its desired direction.

Sangeeta Sharma - Treasurer



Sangeeta completed her GNIIT from NIIT whilst simultaneously studying for a BCom. Completing both in 2009 she joined a CA program at ICAI from where she was articled to Ahuja and Ahuja Chartered Accountants.

Monika Gupta - Secretary



Efficient, conscientious, positive and with a can-do attitude, Monika is a great source of information, keeping the wheels of the engine running smoothly. She also runs Career Highway workshops, her personal favourite part of the job. Monika joined EduServe while studying for an arts degree from Delhi University and has been supporting ETASHA from day one. She takes great satisfaction in watching ETASHA grow and loves that the no two days are the same.

Dr. Usha Jumani

A management consultant for over thirty years, Usha has worked on a host of development issues to bring about sustainable change. Her major interest and concern is to strengthen people's organisations and enable them to represent themselves at all levels from grassroots to global. Usha has an FPM and PGDBM from IIM Ahmedabad.



Governing Council continued

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 Association of Information Technology (MAIT) India.

Anita Aneja

A self-employed professional, Anita's core expertise is in the domain of market research where she takes on assignments on a consultancy basis. Anita is also a career guidance specialist and worked with EduServe Consultants on several Career Guidance Projects in schools as well as in the Sexuality and Adolescence Education Project of the Ministry of HRD in the Kendriya Vidyalayas.



Sanjeev Gupta



Passionate about the development sector, Sanjeev is a business entrepreneur with 25 years' experience in sectors including trade and industry, agriculture, training and development. He is on the board of many leading NGOs including Prayas, Udayan care and Pardada Pardadi, and is a pro bono advisor to others. He works extensively in fundraising and NGO management and conducts training workshops and presentations to national and International forums.

Priyali Prakash

A Post Graduate in History and Education, Priyali began as a lecturer in Mumbai University and has been involved with education in various capacities. She has spent many years in capability building of teachers and principals, curriculum development and education management and has worked as programme manager for two major CSR initiatives involved in the education of underprivileged children in areas of fund allocation, project monitoring and NGO evaluation.



Governing Council continued

Pramod Patni



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

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. She has been associated 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 rolling out outbound logistics systems, and has also been associated with software and other industry verticals.

Freda J Swaminathan



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

Governing Council continued

Vimala Ramachandran



Vimala is a National Fellow, NUEPA, New Delhi and was the Managing Director of Educational Resource Unit – a group of researchers and practitioners working on education and empowerment. She helped found and was the first National Project Director of Mahila Samakhya, a government programme on women's education and was founder and Managing Trustee of HealthWatch – a women's health network. She has published extensively on education, health, gender issues and women's empowerment and is engaged in advocacy for universal quality education and girls' education.

Ian McBride – Permanent Invitee



After leaving the University of Westminster in 1992 Ian worked in operations management for British Telecom's fledgling Internet Services division before joining First Telecom, concluding his career in telecoms as Head of Operations for Atlantic Telecom in London. He then spent 4 years with the London Development Agency, finishing as Executive Officer setting up Future London, the London Mayor's Centre of Excellence for Regeneration. Following a sabbatical in the Middle East, he landed his dream job, in his dream country, with ETASHA in 2008. Ian overseas ETASHA's fundraising and communications as well as conceptualising and designing content, mentoring and developing faculty, and master facilitation.

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Governing Council continued

Anindita Kar Gupta continued

ETASHA's CDCs, working in the community, running career highway workshops and, most importantly to her, being a much respected mentor and counsellor to many young trainees. As well as her counselling duties Anindita also builds relationships with NGOs on the ground.

Friends of ETASHA

Some donate their time and skills, others donate money. Some learn of our work through friends of friends, others have discovered us online or in the media. One thing the ever-growing Friends of ETASHA have in common is their commitment to make young people employable and to help them begin their careers.

We would like to thank all the following friends whose efforts in promoting ETASHA are valued by all of the members of our governing council, faculty and trainees:

With grateful thanks to:

Mr. Deepak Ahluwalia, Ms. Manjul Ahluwalia, Mr. Firoz Ahmed , Mrs. Melanie Alitt, Mr. Nippun Aneja, Ms. Monika Arora, Dr. Pramod Arya, Mr. Vinod Arya, Mr. Prashant Ashar, Ms. Vaishali Ashar, Mr. Shiv Gopal and Mrs. Vijaya Awasthi

Ms. Garima Badjatia, Mr. Nitin Badjatia, Ms. Alka Bakaya, Ms. Heena Bakshi, Mr. Anuj Bahl, Ms. Manjul Bajaj, Mr. Anil Batra, Mr. Girish Batra, Ms. Sonali Batra, Ms. Aditi Bhalla, Mr. Karan Bhalla, Ms. Rita Bhalla, Mr. Sangram Bhalla, Ms. Vijay Bhalla, Ms. Amita Bhandari, Mr. LC Bhandari, Mr. Hemant Bharat-Ram, Dr. Vinay Bharat-Ram, Ms. Jyoti Pradeep Bhat, Mr. Pradeep Bhat, Ms. Alka Budhraja, Mr. Naveen Budhraja

Mr. Subhash Chander Sarin, Ms. Anamika Chandola, Dr. Yogesh Chaturvedi, Mr. Nikhil Chaudhury, Mr. Florent Chaouby, Mr. Nandu Chawdhury

Ms. Poonam Chhabra, Ms. Priya Chopra, Mr. Alok Dar, Mr. Gopal Das, Mr. Jay Dave, Mr. Rajiv De Costa, Mr. Vishnu Deuskar, Mr. Rohan Dhiman

Ms. Kristina Dings, Miss Chantal Dirkes, Miss Nicole Dirkes, Professor Vinod Dumblekar, Ms. Roswitha Gautam, Ms. Indu Prem Gehani, Mr. Rajnesh Gehani, Ms. Pooja Gehani

Mr. Prem Tejumal Gehani, Mr. Kishlay Ghosh, Mr. Daramchand Godha, Ms. Bela Godha, Mr. Sumeet Gugnani, Mr. Dileep Gupta, Dr. JP Gupta

Mr. Harimohan Gupta, Ms. Nalini Gupta, Captain Navdeep Gupta, Mr. Prabodh Gupta, Mr. Ratandeep Gupta, Mr. RC Gupta

Mr. SM Hajela, Mr. Nituj Hari Har Lal, Mr. Ajit Jain, Mr. Amit Jain, Ms. Bina Jain, Ms.

Friends of ETASHA continued

Geetika Jain, Mr. Punit Jain, Mr. Sanmatindra Jain, Mr. Satyendra Jain

Ms. Michelle Jenny, Mr. RD Jenny, Mr. Ajit Jha, Mr. Arunabh Jha, Ms. Batsala Jha Yadav

Ms. Prakruti Kale, Mr. Pankaj Kanwar and Mrs. Sukhda Kanwar, Mr. Amitabh Kapoor, Mr. Yogesh Kapur, Mr. Rajat Kakkar, Mr. Anant Kasliwal, Mr. Harwardhan Kasliwal

Ms. Ritu Kasliwal, Ms. Suruchi Kasliwal, Mr Sudhanshu Kasliwal, Ms. Sukriti Kasliwal, Ms.Usha Kasliwal, Mr. Vaibhav Kasliwal

Mr. PB Kathuria, Mr. Akhil Khanna, Mr. Jiwan Lal Khanna, Mr. Sunny Khurana, Mr. Suresh Kothari, Mr. Ashwani Kumar, Mr. Ravi Kumar, Mr. Navneet Kumar, Mr. Anupam Kumar, Mr. Jitendra Kumar Jain, Mr. Sudhir Kumar Mathur, Mr. Arun Kumar Mittal, Mr. Rajeev Kumar Singh

Professor Madhavan, Ms. Sunayana Malik, Mr. Crecil Mascarenhas, Ms.Geeta Mathur, Mr. Sudhir Mathur, Ms. Donna McBride, Ms. Evelyn McBride, Mrs. Asha Mehra, Miss Anushka Mehra, Master Dhruv Mehra, Ms. Ritu Motwani, Mr. JK Motwani, Mr. Sanjay Motwani

Mr. Amar Mudi, Ms. Girija Nair, Mr. Manu Nanwani, Ms Ananya Narain, Ms. Sukanya Narain, Mr. Atulya Nath, Mr S Nauman

Ms. Aditi Nayar, Mr. Amit Nayar, Mr. Anil Nayar, Mr. Arjun Nayar, Mr. Ashwani Nayar Mr. Deepak Nayar, Ms. Indira Nayar, Ms. Ruby Nayar, late Mrs. Urmil Nayar, Ms. Reshma Notaney,
Mr. Pramod Patni, Mr. Suresh Poddar, Ms. May Portass, Mr. & Mrs. Dhruv Prakash, Mr. Achal Raghavan

Ms. Maya Raghavan, Ms. Vimala Ramachandran, Mr. NS Rane, Mr. RP Rungta, Mr. Satish Sadasivan, Mr. Prem Saigal, Ms. Suchitra Sengupta, Mr. Deepak Seth, Ms. Geetika Seth, Ms. Sushma Seth

Ms. Maullika Sharma, Ms. Namrata Sharma, Mr. Sharad Sharma, Mr. Shreyas Sharma, Mr. Shashi Sharman, Mr. Chandra Shetty, Mr. Suresh Shetty, Mr. Chris Sims

Mr. Anupam Singh, Mr. DP Singh, Ms. Jaya Singh, Mr. Jeetendra Singh, Mr. Naval Singhal, Mr. Rajpal Singh, Mr. Siddharth Singh, Mr. Vikas Singh

Ms. Rinku Sobti, Mr. Harish Soni, Mr. Rajat Soni, Ms. Usha Soni, Mr. Yogi Soni, Mr. Ashish Sood

Mr. KK Sridar, Ms. Prabha Sridar, Mr. David Steel, Mr. K N Subramanian, Mr. Ravi Sud, Mr. Vijay Sultania, Mr. Sham Sundar, Ms. Simi Suri, Ms. Freda Swaminathan

Ms. Sneha Toley, Mr. Vijay Toley, Mr. RS Tomar, Ms. Indira Varma, Mr. Vineet Varma, Dr. Poonam Varma, Mr. Rajesh Verma, Mr. SK Varma, Mr. Suneet Varma, Mr. Vivek Varma, Mr. Abhishek Vyas, Mr. Arvind Wable, Ms. Neerja Wable, Ms Batsala J Yadav.

Friends of ETASHA continued

Aadhar Financial Services, Abhishek Travel Consultants, Accenture India, Staff of Aptara-Delhi, Staff of Barclays Shared Services, Noida, Dewan Uday Lal Trust- Jaipur, Dileep Associates, Easel Art Gallery-Delhi, Emerging Securities Pvt. Ltd., Volunteers from HCL Technologies – Gurgaon & Noida, Alumni of MBA IMD Lausanne 2009, Indiamart Intermesh Ltd., Indication Instruments- Faridabad, Shree Jumani Foundation - Ahmedabad, Life System (I) Pvt. Ltd., Littelfuse US, Smt., Lalita Devi Ram Chandra Kasliwal Trust – Jaipur, Kamal Ratan Charitable Trust-Jaipur, Life System(I) Pvt. Ltd -Mumbai., Navank Consulting, NetAmbit, Paul Carpets and Flooring-Delhi, Pearls Broadcasting Corporation Pvt. Ltd, Delhi, PNB Prerna, Prashant Godha Charitable Trust- Mumbai, Raghuvesh Charitable Trust, R.E.D. Corporate Training Pvt. Lt.-Delhi, Staff of Samsung Electronics- Noida, Bhajan Mandali, Somit World, Strategic Management Services (SMS), Delhi, Swastika Art Gallery, Delhi, TCNS Clothing Company Pvt. Ltd, Suneet Varma Design.

Financial Information 2011/12

Governance Matters

Good governance is key to building and maintaining a solid reputation among our NGO Partners, donors, funders and other stakeholders. ETASHA has in the past taken several measures to ensure that our processes and systems are as transparent as possible and that our financial status is open to scrutiny by all. We are committed as individuals and as an organisation to ensure that those who work with us and support us have the utmost trust in our ability to effectively manage all our resources and to deliver the best possible value for money.

We:

- **Publish all our financial information** in our annual reports, all of which from our foundation in 2006 onwards are available on our website at www.etashasociety.org/annual-reports.phtml

- **Are a Tier 1 listed member of Give India**, an online donation platform that allows people to support a cause of their choice from about 200 NGOs that have been scrutinised for transparency & credibility. Give India's stringent listing criteria, scrutiny process and donation feedback system means that NGOs listed with it are recognised as having a high level of integrity and accountability. They have reviewed over 3000 non profit organisation across India of which only 200 have met Give India's Listing Criteria.

Financial Information 2011/12 continued

Governance Matters continued

You can view ETASHA's listing on Give India at www.giveindia.org/m-926-etasha.aspx

- **Are a validated member of CAF since 2009**. CAF is an 80 year old, UK based, not for profit organisation and manages over 5 billion pounds and distributes to 45000 charities in more than 90 countries. All NGO partners working with CAF India, including ETASHA go through a due diligence process to ensure compliance with fiscal, legal and regulatory norms currently being followed in India. CAF India has developed a set of listing criteria, which are used to determine whether or not an organisation is eligible for validation. This requires each NGO to give details about its board members, governance, financials, detailed review of three years audited financial statements and accounts, organisational structure and a broad program review. For more information visit www.cafindia.org.

- **Are a member of GuideStar India** an organisation which provides information on over 1000 NGOs in India and helps users connect with organisations working in the area of their choice. All information is self-reported by NGOs with organisations uploading supporting documents such as tax returns, registration documents and audited accounts. Organisations have undergone different levels of due diligence before being featured on the site. ETASHA's Guidestar number is 275. For more information please visit www.guidestarindia.org

- **Are members of the Credibility Alliance** since March 2010. Credibility Alliance is a consortium of voluntary organisations committed towards enhancing accountability and transparency in the voluntary sector through good governance. It is an initiative that emerged from within the sector and was registered in May 2004 as an independent, not-for-profit organisation. ETASHA's membership number is 000954DL11. For more information please visit www.credibilityalliance.org .

- **Are registered under the FCRA** - Foreign Contribution (Regulation) Act,

Financial Information 2011/12 continued

Governance Matters continued

We:

2010. All non profits in India who wish to receive funds from foreign sources are legally obliged to obtain permission from the Ministry of Home Affairs. Foreign sources pertain both to individuals and organisations. Organisation wishing to register under FCRA cannot do so until they have been in operation for three years and meet the criteria set out by the government of India. ETASHA's registration number under FCRA is 231661230. www.mha.gov.in/fcra/intro/FAQs.pdf

- **Are audited annually by Ahuja & Ahuja,** a leading New Delhi Chartered Accountant's firm, led by skilled and experienced Chartered Accountants with over 10 years' industry experience. Their expertise and core competencies in multiple fields ensure that ETASHA has knowledge of and complies with all legal requirements demanded of a registered Society. For more information visit www.ahujaandahuja.in

Disclosures

Remuneration of all staff engaged at any point during the year

Apr'11- Mar'12

Slab of Gross Salary per month plus Benefits Paid	Male Staff	Female Staff
Rs. 5000 to Rs.10,000	5	2
Rs. 10,000 to Rs. 25,000	6	6
Above Rs.25,000	1	0

Salary Level	Name	Designation	Salary (Rs. Per Month)	Benefits
	Dr. Meenakshi Nayar	President (NGO Head)	0	Nil
Highest	Mr. Ian McBride	Director - Communications	27000	Nil
Lowest	Mr. Vinod	Community - Mobiliser	5000	Nil

Financial Information 2011/12 continued

Disclosures continued

Governing Council Remuneration during the year Apr'11- Mar'12

Governing Council Member	Designation	Remuneration (Rs. Per Month)	Reimbursements (Rs. Per Month)
Dr. Meenakshi Nayar	President (NGO Head)	0	0
Ms. Ritu Motwani	Vice-President	0	0
Ms. Monika Gupta	Secretary	0	0
Ms. Sangeeta Sharma	Treasurer	0	0
Ms. Freda J Swaminathan	Member	0	0
Ms. Anita Aneja	Member	0	0
Dr. Usha Jumani	Member	0	0
Mr. Pramod Patni	Member	0	0
Mr. Rohit Khaitan	Member	0	0
Mr. Hemant Bharat-Ram	Member	0	0
Ms. Shikha Gupta	Member	0	0
Ms. Priyali Prakash	Member	0	0
Ms. Vimala Ramachandran	Member	0	0
Mr. Sanjeev Gupta	Member	0	0

"The highest education is that which does not merely give us information but makes our life in harmony with all existence."

Rabindranath Tagore

Financial Information 2011/12 continued

Disclosures continued

International and National Travel Expenses for all staff and Governing Council Members during the year April '11—March '12

Name	Total National Travel (Rs.)	Total International Travel (Rs.)
Governing Council Members		
Dr. Meenakshi Nayar	5162	0
Ms. Ritu Motwani	0	0
Ms. Monika Gupta	0	0
Ms. Sangeeta Sharma	0	0
Ms. Freda J Swaminathan	0	0
Ms. Anita Aneja	0	0
Dr. Usha Jumani	0	0
Mr. Pramod Patni	0	0
Mr. Hemant Bharat-Ram	0	0
Mr. Rohit Khaitan	0	0
Ms. Shikha Gupta	0	0
Ms. Priyali Prakash	0	0
Ms. Vimala Ramachandran	0	0
Mr. Sanjeev Gupta	0	0

Faculty	Total National Travel (Rs.)	Total International Travel (Rs.)
Mr. Ian McBride	7443	0
Mrs. Anindita Kar Gupta	8877	0
Ms. Arjumand Fatima	175	0
Mr. Ashish Kumar Thakur	1300	0
Ms. Mini Bhargava	3351	0
Ms. Veenita Sharma	6896	0
Mrs. Nidhi Awasthi	504	0
Ms. Richa Nigam	0	0
Ms. Tarana Ahmed	0	0
Mr. Love Kumar	0	0
Mr. Vijay	2500	0
Mr. Md. Naushad	0	0
Ms. Vaila Sophie	0	0
Ms. Udaysri Pulla	0	0
Ms. Somya Kapoor	0	0

Financial Information 2011/12 continued

Disclosures continued

International and National Travel Expenses for all staff and Governing Council Members during the year April '11—March '12 continued

Name	Total National Travel (Rs.)	Total International Travel (Rs.)
Facilitators (continued)		
Ms. Parul Mehra	0	0
Ms. Aparna Mudi	0	0
Ms. Adiba Ali	0	0
Ms. Videkhono Yhokha	0	0
Mr. Vivek Bhardvaj	0	0
Mr. Farrukh Shah	0	0
Mr. Sumeet S Sarna	0	0
Community Mobilisation		
Ms. Nishat Akhtar	0	0
Mr. Rajesh Singh	0	0
Mr. Md. Tauqeer Alam	0	0
Ms. Sunaina	0	0
Ms. Anita	0	0
Ms. Sunita	0	0
Mr. Rameshvar Prasad	0	0
Mr. Pradeep Kumar	0	0
Mr. Vinod	0	0
Mr. Shahid	0	0
Mr. Ved Prakash	0	0
Mr. Md. Anas	0	0
Accounts & Administration		
Mr. Mukesh Aggarwal	0	0
Mr. Ankesh Sharma	0	0
Volunteers		
Ms. Kristina Lynne Dings	150	0
Mr. Florent Chaouby	3410	0
Total	***36208***	***0***

Financial Information 2011/12 continued

Finances 2010-12

Receipts and Payments 2011—2012

ETASHA SOCIETY
RECEIPTS AND PAYMENT ACCOUNT FOR THE YEAR ENDED 31ST MARCH, 2012

RECEIPTS	2011-12 Amount (Rs.)	PAYMENTS	2011-12 Amount (Rs.)
Opening Balance		Community Mobilisation Salary	418,244.00
Cash in Hand	30,579.00	Operation Salary	2,356,349.00
Bank	68,040.56	Rent	334,200.00
		Accounting Charges	48,000.00
Receipts		Audit charges	16,545.00
Donation	1,454,986.00	Bank Charges	2,730.15
Donation FCRA - Listelhose/Give India	249,439.00	Certificate Ceremony Expenses	33,527.00
Asha Foundation FCRA	681,074.48	Community Mobilization	47,595.00
CAF- India FCRA	623,200.00	Conveyance	183,349.00
Project funds	2,002,767.45	Administration Charges	28,812.00
Training Fees	175,110.00	Community Research	6,591.00
Addition in Corpus	51,000.00	Electricity Expenses	24,529.00
Bank Interest	3729.81	Equipment Repair and Maint.	72,090.00
Bank Interest Fcra	9324.65	Fund Raising Expenses	68,293.00
Interest on FD	19424.39	Interest on Tds	1,474.00
		Legal and Professional Charges	32,742.00
Loan from Anil Nayar	470,000.00	Office Repair and Maint.	44,567.00
Loan from SMS	100,000.00	Misc. Expenses	1,801.00
		Newspaper Books and Periodicals	1,243.00
		Office Expense	11,883.00
		Postage and Courier	1,548.00
		Printing and Stationery	167,946.00
		Programme Exposure and Visit Expenses	128,227.00
		Projector Hiring & Maint. Expenses	9,855.00
		Administration Support Salary	206,100.00
		Staff Welfare	64,073.00
		Telephone Expenses	51,733.00
		Tours and Travels	69,849.00
		Water Exp	6,741.00
		Website Development	5,650.00
		Loan repayment to Meenakshi Nayar	375,000.00
		Loan repayment to SMS	150,000.00
		Addition in Fixed Assets	49,223.00
		Increase in Fixed deposits	270,624.28
		Increase in Current Assets	180,262.88
		Decrease in Current Liability	44,149.27
		Closing Balance	
		Cash in Hand	34,002.00
		Bank	90,390.35
		Imprest Arjumand	20,000.00
	5,859,875.03		5,859,875.03

Etasha Society PRESIDENT
President

TREASURER ETASHA Society Treasurer

Etasha Society SECRETARY
Secretary

As per our Audit Report U/s 12A(b)
of even Date Attached

For AHUJA & AHUJA
Chartered Accountants

Partner

Place:New Delhi
Date: 31/07/2012

M.No. 92851
FRN 019980N

Financial Information 2011/12 continued

Finances 2010-12 continued

Consolidated Income and Expenditure 2011—2012

ETASHA SOCIETY

CONSOLIDATED INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31st MARCH, 2012

EXPENDITURE	AMOUNT	INCOME	AMOUNT
Community Mobilisation Salary	418,264.00	Donation	1,454,986.00
Operation Salary	2,556,369.00	Donation FCRA - Littelhuas/Give India	249,439.00
Administration Support Salary	206,100.00	Asha Foundation FCRA	601,974.68
Rent	354,200.00	CAF- India FCRA	623,500.00
Accounting Charges	48,000.00	Project funds	2,002,767.15
Audit charges	16,545.00	Training Fees	175,110.00
Bank Charges	2,730.15	Bank Interest	3,729.83
Certificate Ceremony Expenses	33,527.00	Bank Interest Fcra	9,328.65
Community Mobilisation	47,335.00	Interest on FD	19,424.38
Conveyance	282,349.00	APBH	131,495.16
Administration Charges	28,812.00		
Community Research	6,591.00		
Electricity Expenses	24,329.00		
Equipment Repair and Maint.	72,000.00		
Fund Raising Expenses	68,293.00		
Interest on Tds	1,474.00		
Legal and Professional Charges	32,742.00		
Office Repair and Maint.	64,367.00		
Misc. Expenses	1,801.00		
Newspaper Books and Periodicals	1,265.00		
Office Expense	11,880.00		
Postage and Courier	1,948.00		
Printing and Stationery	167,946.00		
Programme Exposure and Visit Expenses	128,227.00		
Projector Hiring & Maint. Expenses	9,835.00		
Staff Welfare	64,073.00		
Telephone Expenses	51,755.00		
Tours and Travels	69,849.00		
Water Exp	6,741.00		
Website Development	8,650.00		
Depreciation	24,075.61		
To Surplus for the year carried to Balance Sheet	551,251.89		
	5,271,750.65		5,271,750.65

Etasha Society
President

Etasha Society
Treasurer

Etasha Society
SECRETARY
Secretary

As per our Audit Report U/s 12A(b)
of even Date Attached

For AHUJA & AHUJA
Chatered Accountants

Place New Delhi
Date 30/09/2012

(ASHISH AHUJA)
Partner

FRN 019198N

Financial Information 2011/12 continued

Finances 2010-12 continued

Balance Sheet 2011—2012

ETASHA SOCIETY
BALANCE SHEET AS AT 31st MARCH, 2012

LIABILITIES		AMOUNT	ASSETS			AMOUNT
CORPUS FUND			FIXED ASSETS			
Corpus during the year	51000	51,000.00	(As per Schedule attached)			
			WDV as on 1.4.11	280,347.26	1	
GENERAL FUND			Add: Additions	49,223.00		
Income & Expenditure Account			Less : Depreciation	73,875.61		
Balance as per last year	(479,601.47)		WDV as on 31.3.12			255,494.65
Add : Surplus for the year	551,251.89	71,650.42				
			CURRENT ASSETS			
UNSECURED LOANS						
Loan Anil Nayar		999,000.00	Tax Deducted At Source		2	395,219.03
Loan Meenakshi Nayar		15,280.00				
Loan SMS		33,860.00	CASH & BANK BALANCES:			
Echoview Consultants		97,700.00	Cash in Hand		3	54,032.00
			Balance with Scheduled Banks			
			In Savings Accounts :-			
			BOI FCRA	84,393.79		
			Bol Etasha	(70,133.90)		
			Hdfc Etasha	25,130.46		
CURRENT LIABILITIES			Sbi Etasha	51,000.00		
				90,390.35		
			In Fixed Deposit Accounts	492,424.38	4	582,814.73
TDS Payable		2,060.00				
SECURITY DEPOSIT			LOANS AND ADVANCES		5	25,000.00
Ian Mc Bride		80,000.00				
		1,710,530.42				1,710,530.42
RESTRICTED FUNDS						
FCRA FUND	142,065					

Etasha Society
PRESIDENT
President

ETASHA Society
TREASURER
Treasurer

Etasha Society
SECRETARY
Secretary

As per our Audit Report U/s 12A(b)
of even Date Attached

For AHUJA & AHUJA
Chartered Accountants

Partner

Place: New Delhi
Date: 08/07/2012

Partner
M.No. 97851
FRN 019198N

Financial Information 2011/12 continued

Finances 2010-12 continued

Grouping 2011—2012

ETASHA SOCIETY
GROUPING FOR THE YEAR ENDED 31st MARCH, 2012

PARTICULARS	AMOUNT IN RUPEES
TAX DEDUCTED AT SOURCE	
Tds AY 08-09	15,349.00
Tds AY 09-10	8,084.15
Tds Ay 10-11	36,774.00
Tds AY 11-12	168,648.00
Tds AY 12-13	161,231.15
Tds Excess Deposited	5,131.73
	395,219.03
LOANS AND ADVANCES	
Advance Rent tigari	8,000.00
Advance Rent	14,000.00
Min. Balance with CC Avenue	1,000.00
	23,000.00
CASH IN HAND	
FCRA	16,671.00
Cash- Others	17,331.00
Imprest Asjustasd	20,000.00
	54,002.00
FIXED DEPOSITS WITH BANKS	
FD Etasha Hdfc Bank	152,605.02
Sweep FD's BOI - FCRA	41,000.00
Sweep FD's BOI - Etasha	202,000.00
Fixed Deposit Ion	96,815.36
	492,420.38

Etasha Society
President

ETASHA Society
Treasurer

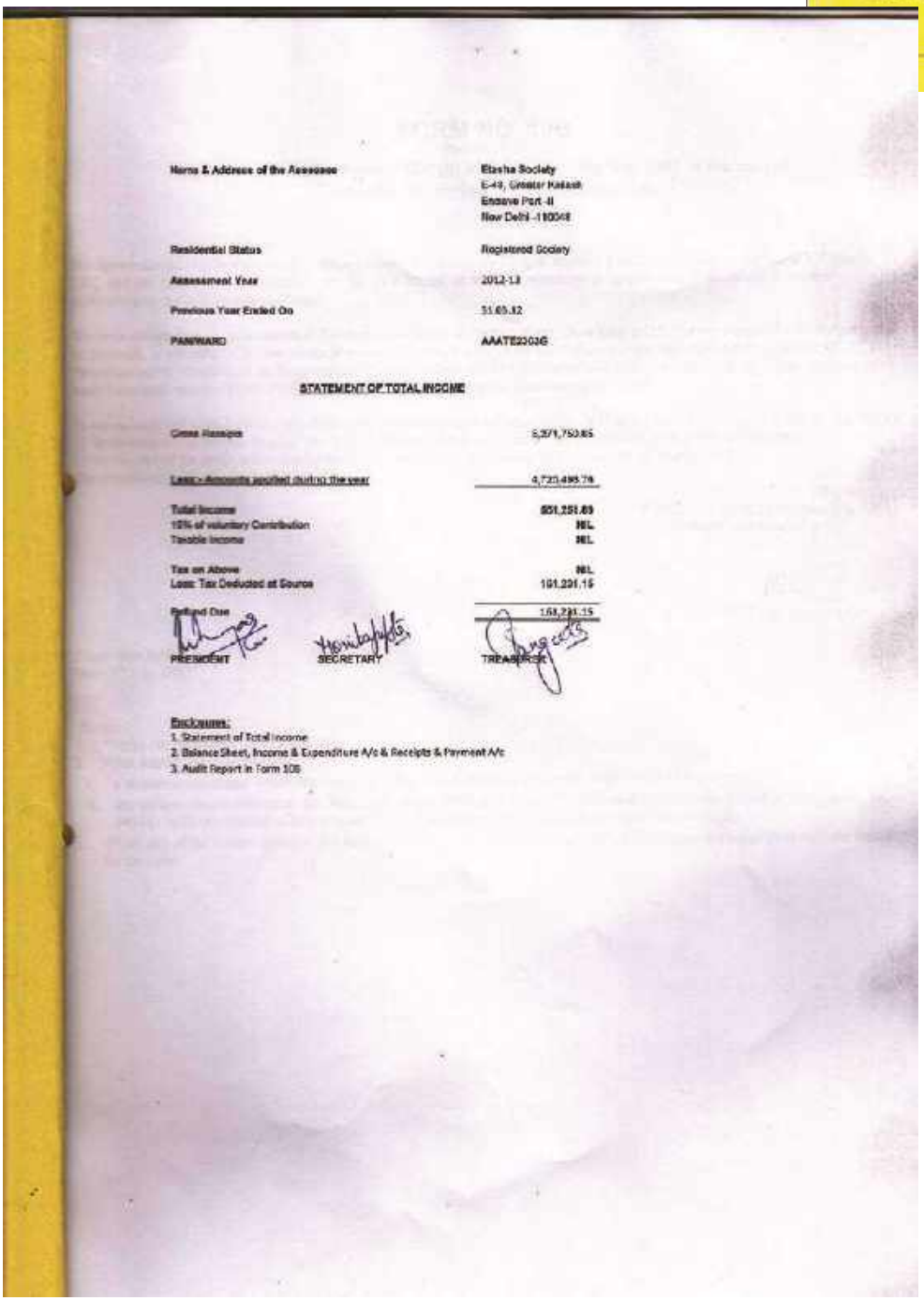
Etasha Society
Secretary

Financial Information 2011/12 continued

Finances 2010-12 continued



Statement of Total Income 2011—2012



Name & Address of the Assessee	Etasha Society E-49, Greater Kailash Enclave Part -II New Delhi -110048
Residential Status	Registered Society
Assessment Year	2012-13
Previous Year Ended On	31.03.12
PAN/WARD	AAATE2303G

STATEMENT OF TOTAL INCOME

Gross Receipts	5,371,753.85
Less:- Amounts applied during the year	4,723,495.70
Total Income	651,251.85
15% of voluntary Contribution	NIL
Taxable Income	NIL
Tax on Above	NIL
Less: Tax Deducted at Source	101,221.15
Refund Due	101,221.15

PRESIDENT SECRETARY TREASURER

Enclosures:
1. Statement of Total Income
2. Balance Sheet, Income & Expenditure A/c & Receipts & Payment A/c
3. Audit Report in Form 10B

Financial Information 2011/12 continued

Finances 2010-12 continued

Form 10B 2011—2012

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 2012 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 31stMarch 2012and
2) In the case of the profit and loss account, of the or loss of its accounting year ending on 31st March 2012
The prescribed particulars are annexed hereto.

For AHUJA & AHUJA
Chartered Accountants

Partner
M. No0 97851

Place New Delhi
Date 7th July, 2012

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.

Financial Information 2011/12 continued

Finances 2010-12 continued

Annexure Statement of Particulars 2011—2012

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 5271751/- Less income Applied Rs 4720499/- Surplus Rs 551252 /-
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.	N.A
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

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

For ARUNA & A... Chartered Accou...

Partner

Financial Information 2011/12 continued

Finances 2010-12 continued

Annexure Statement of Particulars 2011—2012 continued

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. 95000/- 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				

Place: New Delhi
Date :7th July, 2012

For AHUJA & AHUJA
Chartered Accountants

(M. Rahul Ahuja)
Partner
M .No 097851
FRN: 019198N

Financial Information 2011/12 continued

Finances 2010-12 Continued

Particulars of Fixed Assets 2011—2012

ETASHA SOCIETY

Particulars of Fixed Assets with Depreciation Schedule
Financial Year 2011-12

Schedule -1

Particulars	Rate of Depreciation	W.D.V. as on 01.04.2011	Addition during the period Before 30th Sept 2011	Addition during the period After 30th Sept 2011	Gross Value	Depreciable Allowable	W.D.V. as on 31.3.2012
(a)	(b)	(c)		(d)	(e)	(f)	(g)
10% BLOCK							
Furniture	0.1	17608.27	11813		29421.27	2942.13	26479.14
Boards	0.1	5892.75			5892.75	589.28	5303.48
15% BLOCK							
Office Equipments	0.15	33422.64			33422.64	5013.40	28409.24
Canopy	0.15		5000		5000.00	750.00	4250.00
Pantry Equipments	0.15	1815.66			1815.66	272.35	1543.31
Fan	0.15	8269.81			8269.81	1240.47	7029.34
LCD Equipments	0.15	28692.44			28692.44	4303.87	24388.57
Office Equipments	0.15	21361.93	4320		25681.93	3204.29	22477.64
Power Backup	0.15	79627.65			79627.65	12592.15	67035.50
Invertor	0.15			19000	19000.00	1425.00	17575.00
RO System	0.15	22476.98			22476.98	3371.55	19105.43
DictaPhone	0.15	5062.99			5062.99	759.45	4303.54
60% BLOCK							
Computer	0.6	55375.05	4050	5040	64465.05	37167.03	27298.02
Printer	0.6	741.10			741.10	444.66	296.44
Total		280347.27	25183	24040	329570.27	74075.61	255494.66

Etasha Society
President

ETASHA Society
Treasurer

Etasha Society
Secretary

ETASHA Society Annual Report 2011-2012

ETASHA in the Media

ETASHA appeared in the following publications during 2011-2012.

You can view more articles on ETASHA at www.etashasociety.org/media.phtml



LABOUR OF LOVE 10

BEATING THE ODDS

The Crest Edition
THE TIMES OF INDIA

A clutch of NGOs across the country are doing what schools don't do — prepare underprivileged youth for the world of work. With short-term training in spoken English, computer applications and even sex education, they are armed well for the workplace

DREAM WORKS INC.

From maid to manager

Vocational training equipped Rahil Surin, a domestic help, to work towards a better future

WHY VOCATIONAL TRAINING

The government runs around 1,500 Industrial Training Institutes to provide vocational training to youth who have not completed their graduation. But they focus primarily on blue collar trades such as electrical and mechanical repair work.

Times of India (Crest Edition), 14th May 2011

ETASHA in the Media continued


Partners In Progress

Career care at ETASHA


Partners In Progress


Partners In Progress


Partners In Progress


Partners In Progress

Skills Ahead, July 2011

ETASHA in the Media continued

Publication	Date	Region	Page No
Amritsar Tribune	September 25, 2011	Amritsar	01

'Youth need skill training to increase employability'

HRANI CONVENTION

TRIBUNE NEWS SERVICE
AMRITSAR, SEPTEMBER 24

Etasha, a Delhi-based NGO involved in training youth for employability, is open to enter into tie-ups with societies in Punjab in general and in Amritsar in particular to develop employability skills among the youth.

Etasha president Meenakshi Nayyar, who was one of the panelists at the three-day HRANI convention, said a number of fast moving consumer goods (FMCG) companies, both national and international chains of various products, malls, multiplexes, hotels and restaurants, were opening their outlets here and needed skilled youth at various levels to run their operations.

Nayyar, former director, HR, DCM Group, said on the one hand the industry is unable to find suitable employees and on the other, the rate of unemployment is high in the country.

The reason, she said, was because many youth did not develop skills required to get suitable jobs while a number of them felt stuck in jobs that were contrary to their orientation.

She said with the establishing hotels and restaurants in the holy city in large numbers, the hospitality industry will be in need for a skilled workforce at various levels.

The NGO runs two centers at slum colonies in the national capital and one each in Rohtak and Gurgaon. These centers impart vocational training to the youth and ensure placements as well.

Earlier, the NGO under the United National Office for Drug and Crime, had conducted courses for career guidance and skill development programmes at government-run children's home (orphanages) in Tamil Nadu, Kerala and Andhra Pradesh.

According to her, the educational programmes were designed by participation.

Practical training was offered to the children from underprivileged section having passed matriculation with stress on developing English language skill and to develop confidence, she added.

Meenakshi said these youth being provided special skill training were taken to different places to instill confidence in them.



Meenakshi Nayyar, president of Delhi-based NGO Etasha, at a convention of Hotel and Restaurant Association of North India in Amritsar on Saturday. A TRIBUNE PHOTOGRAPH

Amritsar Tribune, 25th September 2011

Identifying new sparks
Prasid Banerjee

Article Rank

View entire edition

0

Identifying new sparks

Prasid Banerjee

The Etasha Society recently organised a certificate ceremony to mark the successful completion of vocational and employability skills programme by their trainees from slums.

Founded in 2006, Etasha has been working to provide vocational training, employability skills and formal economy placement to the underprivileged and disadvantaged youth in India. Renowned actress and activist, Sushma Seth who was the chief guest at the ceremony said, "Etasha is doing the valuable work of giving direction to young people who are starving for direction, guidance and training."

The ceremony was also marked by the many bright young faces who have gained employment because of their endeavours with Etasha and can now look forward to a bright future and stable careers for themselves. The trainees spoke highly of Etasha and its endeavours and the big difference that the organisation has made in their lives. The success stories include people like Jyoti, a slum dweller in the area who has been placed as a web designer in a travel company thanks to the training she received at Etasha. Her salary is ₹ 6,000 per month, which is more than what her father earns. "I used to be shy and used to live in my own world. The training with Etasha helped me start my career. I passed out of a government school so my English wasn't up to the mark but after Etasha, I have a job now and my English and other vocational skills have improved manifold," says Vipin Sahu who is now the office co-ordinator at a firm called Design Consortium.

Other trainees have also been provided placements and job options at organisations such as Dominos, NetAmbit and Lilliput and their salaries range from ₹5,000 to ₹15,000 which is much better than anything else that they could have hoped for.

Aparna Mudi, a faculty member at Etasha says, "We have been granted the IGNOU Community College status and look to expand our work in the near future."



Images from the Etasha Society event

TOP

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PRESSMART

HT Shopper, 7th October 2011

ETASHA in the Media continued



Charity raised from Airtel Half Marathon

PBD BUREAU

NEW DELHI, NOV 17

THE annual Airtel Delhi Half Marathon which runs for a cause raise a huge amount of charity money. To promote and leverage those sections of the society which are under previlged.

ADHM since its inception in 2005 to the lives of million underprevilged children, women, aged and physicallly challenged people. The Concern India foundation acts an umberalla foundation to almost 77 NGOs around the country. ADHM, has promoted the idea year after year and has massively linked itself to the cause, the example to it was raising Rs 3.22 cr for charity last year.

ETASHA an NGO which works in slum communities providing career guidance, employability and vocational training to disadvantaged young Indians. The organisation also places the young people in entry level careers in organised sector companies such as NetAmbit, Café Coffee Day, Holiday Links and Pantaloons.

10 passionate Etasha supporters, including past and present trainees and faculty members are taking part in the Airtel Delhi Half Marathon this year to raise 10 lakh to fund 100 under privileged young women to train as teachers, the career of choice for many such women. A further 40 supporters are busy raising funds ahead of their participation in the Great Delhi Run.

Business Daily, 17th November 2011

Empowering Times, April 2012



Inspire . Aspire . Achieve . Grow

Empowering TIMES

April 2012 - Special Annual Issue

Editor's DESK

Dear Reader,

It is our great pleasure to share with you that we have completed two years of Empowering Times. We would like to thank you all for the wonderful journey so far; hope we will continue to share knowledge for a long time to come!

To celebrate the second anniversary, we wanted to do something different. As we had featured NGOs in our **Standing Ovation** section of Empowering Times, we thought, for the special edition we would speak to the people behind these benign organisations. So we asked three questions to the founders of the NGOs and the responses have become part of the **Mind Share** section of the annual edition. I am confident it will be an insightful read!

In **Thinking Aloud** this month, Aarti Madhusudan, founder of Governance Counts, an initiative that helps NGOs strengthen the functioning of their Boards, shares with us her thoughts about social service and NGOs in India. She says that human suffering often becomes a source of lengthy conversations, but when it comes to actual action to alleviate the situation, there are very few hands which reach out genuinely. It is not only about donating money or a thing, what is required is the sustenance of efforts.

She says that in spite of a presence of nearly three million NGOs in India, there is a deficit of trust among the general populace. But the situation in not all that grim; there are many organisations that are putting in relentless efforts to make life easier for the less-privileged. She believes that if the picture has to change, each one of us should devote some time and skills on a regular basis and be the change that you want to see!

In **Mind Share** we present to you the responses of the founders of eight NGOs which had been featured over the last twelve issues of Empowering Times. The founders have responded to questions like, what was the trigger to lay the founding stone of their organisation and what is their vision for it? But answers to the question, what will it take to move to the higher level, has elicited answers with some common threads. Most of the founders believe that if more people come to the fore and put in time and effort on a regular basis, NGOs will be able to do far more than what they are doing right now.

In **Figures of Speech**, Vikram presents a â€˜socially aware' businessman.

As always, we value your opinion, so do let us know how you liked this issue. To visit our previous issues you can visit the Resources section on the website or simply Click Here. You can also follow us on Facebook, Twitter, LinkedIn & Google+.

In this issue:

Thinking Aloud: Be the change you want to see! - Aarti Madhusudan

Mind Share: Founders of various NGOs sharing their thoughts

Figures of Speech By Vikram Nandwani

Founder(s): Dr. Meenakshi Nair

ETASHA

http://www.etashasociety.org

Featured in ET: July 2011

1. What specific event/incident led you to form this organisation?

On being invited by Arpana Trust, an NGO working for slum dwellers, to conduct a program on career guidance, I realised that the biggest problem faced by under privileged youth was that of vocational training opportunities which would help them develop relevant skills and begin earning a livelihood. They struggled to complete high school only to find that they had no skills that organised industry valued. It was at this time that the idea of forming ETASHA to train disadvantaged youth with high school education for employment in the organised sector came into being.

2. What is your vision for the organisation?

Our vision is for â€˜every young Indian to be employable, have self-worth and lead a dignified and productive life' and that is what drives all of us at ETASHA. We want ETASHA to bring quality, industry-relevant training and placement to as many under privileged communities as we can reach. We have doubled our reach every year since we began training and we would like many more young people to develop their employability skills, receive vocational training and join the organised sector.

3. What according to you will help you accentuate to the next level in your efforts for the society?

We are increasingly working with more corporates, vocational training providers and NGO partners to attain reach in and far beyond Delhi. Our operational models are highly scalable and we are quickly able to replicate our success in training and placing young people into organised sector roles anywhere in the country where there are jobs available. Weâ€™re currently working with corporates such as Rinox Kauffmann and Nippon Paints to train and place young people into their companies; we partner NGOs such as Amar Jyoti, Casp-Plan and provide soft skills training for several government ITIs. Effective partnership between industry, NGOs and vocational training providers is crucial.

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Empowered Learning Systems Pvt. Ltd.

ETASHA in the Media continued



CEO India, May 2012



Sajha Maqsad, 25th – 1st July 2012

2012 and Beyond – Future Plans

Our work with government ITIs has been successful and we plan to make employability skills programs with placement in ITIs a model which we will pursue in 2012-13. Proposals are already underway to continue programs at ITI Siri Fort and for ETASHA to return to ITI (Women) Gurgaon.

We aim to promote Career Highway in schools and to individuals from ETASHA as well as via EduServe and aim to develop more corporate relationships for CSR and in support of our projects.

Following two successful fundraising attempts in the Delhi Half Marathon we will recruit a Fundraising Manager who will organise events with greater regularity with a view to increasing our donor database and increasing donations. We will also engage the help of schools and colleges to increase volunteering and fundraising efforts.

ETASHA also has plans to work with the Pardada Pardadi Education Society for a program to be carried out at their vocational school in Anupshahr, Uttar Pradesh.

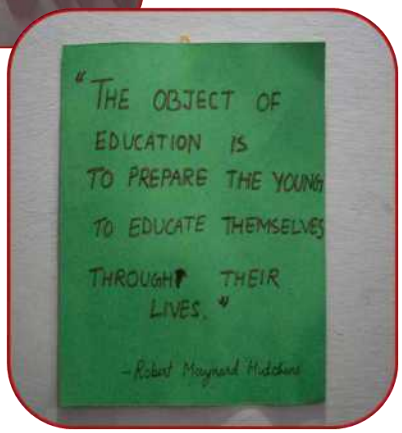
Following a successful proposal submitted in 2010, ETASHA has been selected by GLEN, a European organisation dedicated to promoting global education initiatives, to host two interns who will spend three months with us making a series of short films promoting ETASHA's work. The interns from Slovenia and Germany will work with us from July – October 2012.



Progress charts act as an incentive



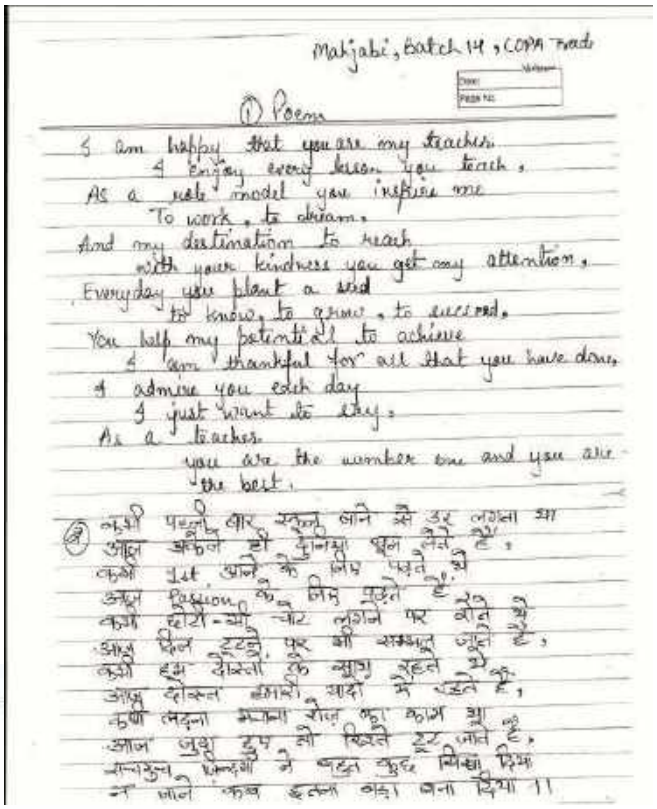
Wall decoration at Madanpur Khadar



Inspirational Quote on the wall at Tigri

Some thoughts from our Trainees.....

From Mahjabi, ITI Student



Mahjabi, Batch 14, COPA Trade

① Poem

I am happy that you are my teacher.
I enjoy every lesson you teach.
As a role model you inspire me
To work, to dream.
And my destination to reach
With your kindness you get my attention.
Everyday you plant a seed
To know, to grow, to succeed.
You help my potential to achieve
I am thankful for all that you have done.
I admire you each day
I just want to say.
As a teacher
you are the number one and you are
the best.

② [illegible]

From Aman, CSWC Batch 46

एक उम्मीद है इताशा ....

एक उम्मीद है इताशा,
एक जोश है इताशा,
कुछ पाना है अगर तुम्हे,
एक लक्ष्य है इताशा ।

सहों से काँटे हटाना ही है,
हर पल खुशहाल बनाना ही है,
हर सितम को सहना है हमें,
एक सहारा है इताशा,
एक उम्मीद है इताशा ।

सतों से टकराना है,
सवेरा फिर से लाना है,
चाँद के पार जाना है,
बादलों को चीर के तारे तोड़ लाना है ।

इताशा की जीत हो तुम,
इताशा के मीत हो तुम,
सबसे आगे जाना है,
एक उम्मीद है इताशा,
एक जोश है इताशा ।

'आकाश अमन'
CSWC 46

Some thoughts from our Trainees continued



From Priyanka, ITI Student

How You can Help…

DONATE NOW

Your support can help make the difference to the life of a disadvantaged young Indian.

Here's how you can donate:

- Cheque—made payable to **'ETASHA Society'** and send to E 48 Greater Kailash Enclave 2, New Delhi, India
- Online—via our website at www.etashasociety.org/etasha-donate.phtml
- Bank Transfer—

1. Indian Donors quote:

Bank of India, M78 Shopping Centre, Greater Kailash II, 110048

Account Number: 603710110002492, ETASHA Society

Customer ID: 105693299

2. Foreign donors quote:

Bank of India, M78 Shopping Centre, Greater Kailash II, 110048

Account Number: 603710110001943

IFSC: BKID0006037, Bank of India

Branch Reconciliation Code: 6037

Swift Code: BKIDINBBGK2

DONATIONS IN INDIA ARE EXDEMPT FROM INCOME TAX UNDER SECTION 12A & 80g

US donations are exempt when sent to us via PISA (Partners in Sharing Associates)

Www.pisa.org—for details e-mail ian@etashasociety.org or call 0091 9810364838

Sponsor 1 Career Highway workshop for 1 Student	Rs. 930.00
Sponsor a Career Highway workshop for 20 Students	Rs. 18600.00
Sponsor 1 student for a 3 month CSWC program of training and placement in the service sector	Rs. 6080.00
Sponsor 1 student for a 4 month MUPSE program	Rs. 4475
Sponsor a CSWC program of training and placement covering 20 Students	Rs. 121600.00
Sponsor 1 student for a 3 month CES program of spoken English	Rs. 4100.00
Contribute to our Corpus Fund	ANY
Contribute to our General Fund	ANY

Contact Us

We love to hear from new friends and supporters. Whether you're looking to volunteer, recruit a trainee, make a donation, fund a project, see our programs in action or would just like to learn more about our work, there are many ways in which you can get in touch:

E-mail us at etasha@etashasociety.org
Call us on **0091 11 29221320 / 21 / 22**
Fax us on 0091 **0091 11 29213319**
Send us a message on Facebook – www.facebook.com/etashasociety
Message us on Twitter – http://twitter.com/etashasociety

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