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ETASHA Society

ANNUAL REPORT

www.etashasociety.org

2012-2013

ETASHA SOCIETY ANNUAL REPORT 2012-2013

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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 successful and health lives."

About Us

Founded in 2006 ETASHA (Enabling and Training Adolescents for a Successful & Health Adulthood) is a registered society providing career guidance, employability skills, vocational training and organised sector placement to young people from weak socio-economic communities.

Over 6000 young people have benefitted from our programs since 2006. We at ETASHA believe that every individual is unique, with the potential to excel and succeed in some sphere, and that a nurturing environment, quality training and opportunities to begin a career can help fulfil that potential.

Foreword



Dr. Meenakshi Nayar

I feel a great sense of professional pride when contemplating the record number of young people who benefitted from our career guidance, vocational and employability skills training and placement assistance in 2012-13, 1573 in total - and an even greater sense of personal satisfaction when considering the record number of disadvantaged young women – 1200 in the same period - whose prospects were improved by our training or placement this year.

Foreword - continued

We have been able to work with so many young women largely as a result of our projects at ITI Siri Fort in partnership with FLO (FICCI Ladies Organisation), Sheela Foam and Gail India. Project Zabaan, our employability skills program for 600 young women at ITI Siri Fort ended in May 2012 and FLO, which had funded the project along with Sheela Foam, funded a second program, this time with GAIL India, to provide communication skills training for 550 girls enrolled in vocational training programs at the ITI. Running between November 2012 and April 2013 the program was a huge success. Sandwiched between the two projects we ran Project Kamyaabi, providing employability skills training and placement for 88 students of the ITI and funded by individual and corporate donations to ETASHA. The young women were placed in companies such as Hewlett Packard, Cyber Data, Vodafone, Navika International, Alps Construction, Cardova Publications, Holiday Links, Blue Chip Energy, Kwality Group, The Chopras, Unicraft Interiors and Goenka Enterprises in roles including Receptionist, Desk Top Publishing Trainee, Architect's Assistant, Textile Designer, Computer Operator, Data Entry Operator and Kitchen Trainee with starting salaries ranging from Rs, 6000 to Rs. 10,000, often with benefits including financial incentives, health care, Provident Fund and complementary transport.

We returned to ITI Gurgaon (Women), where we had previously worked with Maruti, to begin a new project funded directly by ETASHA donors, addressing employment and livelihood needs of young women from rural and semi-urban Haryana. 88 young women befitted from Project Shakti, and whilst based there we also ran Project Umang, providing communication and computing skills to teaching faculty of the ITI.

Our faculty spent three months based at the Pardada Pardadi Girls School in Anupshahr, rural UP providing English Communication skills to 40 girls there, and later providing career guidance to another 43. — In addition we ran the same English program for 20 teachers at the school and a further program to train teachers in participative methodology for Spoken English.

Foreword - continued

Whilst these projects all focused primarily on women, we did not of course neglect the boys! Our centres are coeducational and from the two Career Development Centres we ran our Career Highway, CSWC, CODE and MUPSE programs, whilst adding a new program – CPCTT, a 6 month program combining teaching methodology, communication skills and advanced computing packages with the objective of placing trainees into Computer Teaching jobs in schools, institutes and coaching academies.

We continued to receive support from Accenture via their payroll giving scheme, with 200 trainees receiving training and placement in 2012/13. In addition in 2013-14 Accenture will design and implement a CRM tool which will bring together in one place on a centralized server all our trainee, donor, partner, volunteer and contacts' information. This will make reporting clearer, simpler and more accurate. The design will begin in April 2013 and is due for completion in September

Our great friends at Asha for Education San Francisco increased their support – funding the training and placement of 120 trainees this year, up from 80 the previous year and also funded Project Shruti, for the design of audio content for use on mp3 players used to aid trainees' learning of English. The project was a great success, and we hope to be in a position to expand the project to more trainees later in the year.

Other projects included vocational training and placement for 20 SC / ST / OBC young people funded by Tata Capital and our first project funded by America India Foundation, providing skill straining to 120 students of District Institute of Education & Training (DIET), Darya Ganj, New Delhi. The objective of the DIET program was to train 120 existing final year DIET students in a 240 hour program to enhance their professional development and to enable them to access teaching and service sector jobs and prepare for self-employment. We also continued our relationship with Maruti, providing our Career Trends workshop for 65 sons and daughters of Maruti employees in Gurgaon.

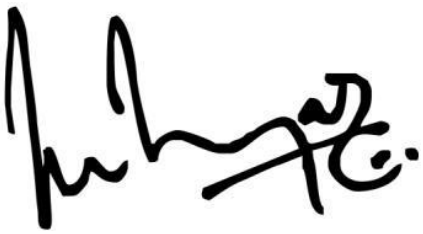
The calendar year ended on a real high for us, as ETASHA won an award for best use of ICT by an NGO working in Sustainable Development in South East Asia by the Digital Empowerment Foundation and in February 2013 we were also shortlisted for the iVolunteer Volunteer Awards.

Foreword - continued

Many of our programs were funded by individual and corporate donations, and again in 2012 we had massive support through our participation in the 2012 Airtel Delhi Half Marathon, with over 100 friends and supporters taking part to raise funds. You can see footage of the day, along with 13 other professionally made videos which were produced by two interns from the European Union who joined us to help develop our communications films, at www.etashasociety.org/videos.phtml. In fact our volunteering program has gone from strength to strength, enabling us to carry out non-core work which we might otherwise be unable to afford. We also now have in place a robust feedback program which connects beneficiaries of donations to their donors, and have also opened a new satellite centre in Hari Nagar, in order to reach the community in that far flung area.

Our priorities for 2013-14 are to increase fundraising efforts - by cultivating further corporate relationships, such as we have with Accenture and Net Ambit and working with more ITIs – a model which is lower cost and provides greater reach; furthering our relations in the community, such as with the police and other NGOs. We are planning to run a vocational project in Kundesar, UP with NGO Ashok Sansthan and Upskill Capital, an impact investment organisation based in Mumbai. We are also looking for funders to support our buying and equipping a mobile classroom aboard a bus – which will enable us to train in multiple destinations in slum colonies across the capital. We also have exciting plans to change the location of our Madanpur Khadar centre, in order to increase capacity.

We expect a full, productive and exciting year ahead with the young women (and men!) that we will enable to become employable, help into work and so take charge of their futures.

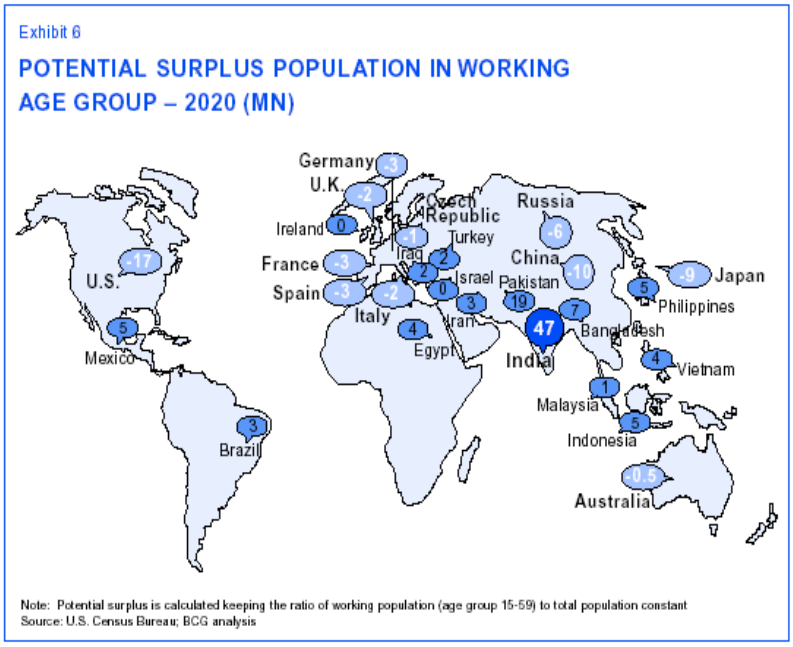


http://twitter.com/etashasociety

Dr. Meenakshi Nayar, July 2013

The Demographic Dividend

By UN predictions, the global economy as a whole is expected to experience a skilled manpower shortage of 55 million by 2020, but India will be one of the few countries in the world with a working age population exceeding the number of those retiring. By 2020 the average Indian will be only 29 years of age, compared to 37 in China and the U.S., 45 in Western Europe, and 48 in Japan.



This presents an enormous opportunity for India's economy to expand, driven by a young dynamic workforce, and for Indians to fill gaps in the world's manpower shortage, becoming a resource to the world – but only if those Indians are ***skilled***.

Employability in India

Employability: The capability to gain and maintain employment

In 2011 a FICCI-Ernst & Young Paper survey stated that about 80% of the Indian workforce did not possess 'identifiable marketable skills'.*

The survey found that '*only 25% of Indian professionals are considered "employable" by multinationals and the difficulty of employers in India to fill job vacancies has increased to 67% in 2011 compared with 16% in 2010*. In addition the school dropout rate in India touches 56.8% by the time students reach examination at 10th standard which further contributes to the lack of employability in the country.

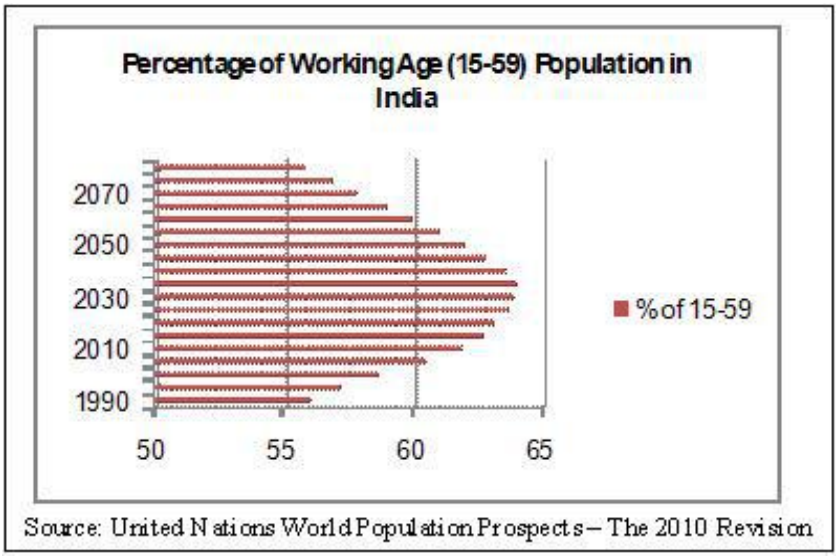
Employability in India - continued

In short, India has the largest, youngest population in the world, but also one of the most unemployable.

It is estimated that over 75% of the new jobs to be created in India will be 'skill-based.' While the country's overall supply of highly skilled labour marginally exceeds demand***, there is a shortage of adequately qualified (or employable) people***. The study said this was primarily due to the fact that the Indian training institutions are heterogeneous in nature, varying in the quality of education and training provided by them.

**The FICCI-Ernst & Young: Knowledge Paper on "Strategic and Implementation Framework for Skill Development in India September 2011.*

While unemployability does present problems for the educated middle class, it is an even bigger problem for those from weak socio-economic communities, who already struggle to stay in education and training and to find non-exploitative, long term prospects in the organised sector.



Short Duration Employability Skills and Vocational Training

ETASHA, in offering short-duration industry-relevant skills training, designed by and with industry partners with their needs in mind, and then arranging interviews for trainees with recruiters in the organised sector, is enabling young people to take their first steps into a career - not just a job - and is also providing much needed trained manpower to growth sectors such as retail, hospitality, financial services and business process outsourcing. Most of our programs, with the exception of Career

Short Duration and Employability Skills and Vocational Training - continued

Highway which is 10 hours long, are between 160 and 240 hours duration, part time over 12- 16 weeks. CPCTT, a new program launched in 2012-13 is over 600 hours long spread over 6 months. Part time, short duration programs enable our trainees to continue to study, work, or manage their homes without disruption.

ETASHA trainees are from low income families and mostly live in slum and slum rehabilitation colonies, often 1st generation learners, and with a family income rarely above, and often much less than Rs.7000 per month. Those in vocational programs must be 18 years of age, and those in employability skills training programs or career guidance workshops must be a minimum of 13 years of age

We use different models to reach our target audience:

- Train from our Career Development Centres (CDCs) - training hubs located in and around slum communities in Madanpur Khadar and Tigri, south Delhi. Each centre has a computer lab, fully equipped classrooms and power back up. Our community mobilisation team works with youth, their families, local schools, NGOs and community leaders around the CDCs and our faculty train there.



- Partner Vocational Training Providers (VTPs) - we work with other VTPs by providing our program design and content, training, skill development and placement to improve the employability skills of their students.

www.etashasociety.org/blog

Short Duration and Employability Skills and Vocational Training - continued

- Partner other NGOs– we partner other NGOs whose focus may lie in areas other than skill development and work at their locations with youth mobilised by them. ETASHA has worked with many NGOs and multi-lateral agencies including Pardada Pardadi Education Society, UNODC, Aga Khan Development Network, CASP-Plan and Amar Jyoti Charitable Trust.

- Partnering Industry – We can design and deliver programs with a company at their location, training youth sourced from neighbouring low income communities or from their existing employees with successful trainees being directly absorbed into their workforce.

- Work from 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 and can be taken on inexpensive short-leases, enable us to reach trainees who may have difficulty accessing our CDCs.

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

A record 1573 disadvantaged young people benefitted from our career guidance, vocational and employability skills training and placement assistance in 2012-13.
In 2012-2013 we offered the following training programs:

2012 – 2013 – Programs and Projects

'Programs' refer to the content and curriculum of our work, courses such as CSWC, MUPSE, CPCTT and CODE

'Projects' are usually funded by corporates, NGOs, multilateral agencies or individuals and can incorporate different programs, modules and objectives.

Programs - Vocational Programs

CSWC – Customer Service and Work Culture

Our flagship program continues to truly prepare young people for entry level roles in the organised service sector.

CSWC - continued

With over 220 hours of inputs, it is designed to develop attitudes & values, develop hard and soft skills and finally place young people into entry level careers.

The program is divided into 6 components:

1. Selling and Customer Service Skills - from the 4Ps to the sales cycle, objection handling and customer care, this component of our program helps students understand the 'science' that underpins successful selling and customer service. Role plays help students develop selling skills.

2. Spoken English - over 70 hours of learning time to maximize students' use of spoken English. English is also the main medium of communication outside the classroom.

3. Computer Usage - covering basic MS Word, Excel and PowerPoint as well as Internet usage.



Experiential Learning whilst developing social confidence: CSWC batch 62 visit Haldiram

4. Intra and Interpersonal Skills - designed to increase students' ability to successfully operate within structured business environments. Skills developed include time management, listening skills, respect for self and others, conflict management, anger management, recognizing strengths and weaknesses and formulating vision and goals for life.

5. Social Confidence - assignment based field visits to modern retail, hospitality and BPO companies serve 2 main functions :
   - to de-mystify environments our students may feel excluded from;

CSWC - continued

- to set a context for personal grooming, dependability, etc.

6. World of Work - covers the reality of work & workplaces, terminology, roles and responsibilities, understanding of organizational structures, interview techniques and successful CV writing.

In the last weeks of the program students undergo rigorous practice and preparation to prepare them for placement into the organised sector, with ETASHA's placement team managing the procedure of connecting young people to potential employers, arranging interviews and counseling and supporting them through the process until placement is made.

CODE – Computerised Office and Data Entry

CODE is the ideal program for those who aspire to take clerical, data entry, receptionist or other entry level office based jobs.

The program covers:

- Usage of Computer and Internet - MS Word, Excel & PowerPoint, E-mail and internet usage

- Typing speed and accuracy



CODE Classes at our Tigri Centre

- Spoken English inputs using contexts, language and scenarios that will prepare students for work in a formal, structured environment.

- Intrapersonal and Social Confidence including visits to Corporate Offices in neighbouring cities.

CODE - continued

- Interpersonal and behavioural skills including time and anger management, team work, planning and objective setting and conflict management.
- Filing & documentation for effective and efficient working in offices.

Assignments are practical and reflect real life work situations and are designed to teach, stretch and assess students' research and technical skills as well as fire their imagination! E-mail and mail etiquette and internet use is also taught.

In the last weeks of the program trainees prepare for placement into the organised sector, with the placement team working hard to connect young people with potential employers, scheduling interviews and reassuring, supporting and counselling them through the process until a job is secured.

Program intake is strictly limited to one student per computer, to maximise learning and interest.

CPCTT – Certificate Program on Computer Teacher Training

ETASHA's Program on Computer Teacher Training has been designed with the objective of imparting the knowledge and skills required for teaching in regular schools, NGOs as well as in Computer teaching establishments. The coverage includes:

- Teaching Skills - Understanding youth and working with them, as well as Teaching methodologies
- Computers and Internet - Computer Fundamentals, Troubleshooting Hardware and Software, Key Board (Typing) Skills, Microsoft Suite,
- Internet usage, Database Management, as well as design packages like Corel Draw, Photoshop and Q Basic.

CPCTT - continued

- Spoken English – Focus is to improve students' use of spoken English. Content is context based relating to the service industries which students will later join. English is also the main medium of communication outside the classroom, including field trips, assignments and presentations.

- Interpersonal Skills – Focus is on increasing students' ability to successfully work within structured environments working with other young people. Skills developed include time management, listening skills, conflict management and anger management, while value clarification relates to issues such as respect for self and others, recognising strengths and areas for improvement and formulating vision and goals for life.



Spoken English with CPCTT Batch 1

- Social Confidence – assignment based field visits to model schools as well as modern service sector environments serve to prepare students for the teaching environment

- World of Work – covers the reality of teaching Institutions and Schools

- Practice Teaching and Internship - for a period of 1 month

The Certificate Program in Computer Teacher Training is thus a comprehensive program designed to give well rounded exposure along with experience of actual teaching. 12th standard pass applicants with interest and aptitude for teaching are eligible for the program which is offered for 4 hours per day, 6 days a week over 6 months, making it ETASHA's longest-duration program.

Programs - Employability Skills Programs

MUPSE – Microsoft Unlimited Potential and Spoken English

ETASHA's Microsoft Unlimited Potential with Spoken English (MUPSE) Program is ideal for young people who have yet to complete basic schooling and who want to develop basic skills in using computers and speaking English.



The program includes Microsoft's Unlimited Potential, which is designed by Microsoft to teach Computers specifically to young people from disadvantaged communities. The program begins with an introduction to Word, covering basics such as formatting, editing, creating tables and indexes moving up to more advanced topics such as mail merge. Students progress through Excel topics such as charts, wizards and tables before learning PowerPoint. The program provides intense inputs in Word, Excel, PowerPoint as well as teaching 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 can demonstrate the requisite level of proficiency will receive the Microsoft approved certificate.

In addition to this, the program focuses on creating a teaching/learning environment where students listen to English and are constantly encouraged to speak in English. A basic level of computer competency, particularly in Microsoft applications, is required for almost all level of jobs, and the MUPSE program also includes spoken English which makes it a very attractive combination for students.

Since our mission at ETASHA is not just to impart skills but also to bring about changes in thinking and behaviour in our students, MUPSE also includes significant interpersonal and behavioural work as well as an innovative 10-hour Career Guidance Workshop and a 3-hour Sexuality and Aids Awareness Workshop.

Thus, MUPSE is a full life skills and employability skills program for adolescents on the verge of finishing their school education.

SEC

ETASHA's Speaking English with Confidence is a program designed to help young people improve their confidence levels as well as chances of succeeding in higher education as well as employment. It is designed to prepare underprivileged youth, having basic awareness/exposure to English during schooling in Government run, non-English medium schools. We aim to equip our trainees with sufficient vocabulary and confidence to be able to converse in English in everyday situations, and particularly in the workplace - with seniors, customers and others.

It also gives them the behavioural and social skills to confidently give presentations in work and non-work situations as also to speak in public forums. Special attention is focused on reducing their fear of the English language, and increasing their desire and ability to continue learning so that they continue to improve their vocabulary and speaking skills. Programs are regularly conducted in ETASHA Career Development Centres in Madanpur Khadar and Krishna Park in Tigri-Khanpur and at locations of other NGOs and vocational training institutes.



Learning is Fun! Farhan demonstrates correct pronunciation during a spoken English class

The program is available to 10th pass candidates who are a minimum 15 years of age, and is offered over 3 months, for 2 hours a day, 5 days a week.



Every class ends with an inspirational song

Career Highway Workshop

Too many young people remain confused and end up in careers they are neither interested in nor have the aptitude for.

Career Highway - our career guidance workshops for students, uses the 3 P Model focusing on career guidance through:

- Understanding Personality
- Recognising Potential
- Discovering the most suitable Professions / vocations / careers

Generally conducted over 2 days, the first day consists of a series of aptitude and psychometric tests which are then scored and measured to match against a bank of around 400 contemporary careers.

Day 2 sees participants guided to absorb and think through their assessment results and counseled on the implications of the assessment, and helped to identify suitable options based on their competitive potential, aptitudes and interests.

As a result, each participating student is able to identify career options most suitable for him/her; wherein he/she has high chances of success.

The workshop process has been developed with extensive research, and is structured in the form of a workbook, which is distributed to students and remains with them for continuing reference.

The range of careers covered includes:

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

The workshops are currently available in English, Hindi, Telugu, Malayalam and Tamil. The duration of each Workshop is 10 hours.

In addition to Career Highway, ETASHA also offers courses in Career Trends, Adolescent Sexuality and AIDS Awareness.

www.facebook.com/etashasociety

Career Highway - continued



Career Counselling at the Pardada Pardadi Girls' School in Anupshahr

Projects

Project Pragati

After the positive experience of Project Zabaan in 2011-12, Project Pragati was funded by FICCI Ladies Organisation (FLO) and Gail India (www.gail.nic.in), the largest state-owned natural gas processing and distribution company in India.

The project trained all 550 girls at ITI, Siri Fort, New Delhi enrolled in the first year of 14 trades including Architectural Assistant, Computer Operator and Programming Assistant, Cutting & Sewing, Desk Top Publishing Operator, Draughtsman (Mechanical), Draughtsman (Civil), Hair & Skin Care, Interior Decoration and Designing, , Medical Electronics, Textile Design, Embroidery and Needle Work, Dress Making, Fashion Technology, Food Production, Office Assistant cum Computer Operator, Stenography (Hindi), and Stenography (English) .

The program was designed to enhance students' spoken English and behavioural skills and was run from dedicated training rooms at the ITI between November 2012 and April 2013.

Project Pragati - continued



DTPO Students of ITI, Siri Fort training with ETASHA under Project Pragati

Project Shakti

Project Shakti was a vocational program providing Employability Skills for Placement and Self Employment (ESPS). This project was designed to address employment and livelihood needs of young women from rural and semi-urban Haryana enrolled at the ITI (Industrial Training Institute) for women in Gurgaon, Haryana.

All 88 girls undergoing programs at the ITI were enrolled and the project was funded by donors who contributed to ETASHA's campaign during the 2012 Airtel Delhi Half Marathon.

Through a common component the program addresses core employability skills for all trainees. After successful completion of the first module, separate training

Project Shakti - continued



Students of ITI Gurgaon, training under Project Shakti funded by 2012 marathon

modules were planned to be conducted to separately address the specific needs for those keen to take up self-employment and those keen on employment in the formal sector. Elements of marketing, accounting and banking were included in the program for self-employment, making it ideal for women who were unable to take up work outside of their communities, and may have been excluded from working in the organised sector.

Project Umang

CCST (Computing and Communication Skills for Teachers) was a Spoken English and Computing program for teachers at ITI Gurgaon, funded by donors who contributed to ETASHA's campaign during the 2012 Airtel Delhi Half Marathon.
While imparting skills critical for today's working environment, the program aimed to create a sense of inclusivity for ITI teachers whose students were being trained by ETASHA. Ten very enthusiastic teachers of ITI completed the program in May 2013.



Project Kamyaabi



Nisha: ITI Interior Design Student placed under Project Kamyaabi

Continuing ETASHA's successful partnership with ITI Siri Fort, New Delhi, Project Kamyaabi provided one month of training to ITI students who had previously graduated from ETASHA's EECS program at ITI Siri Fort. The program developed their interview skills and orientated them to the World of Work relevant to their trade.

Successful trainees were placed into entry level roles into IT, hospitality, design, and publishing companies.

Project Prabodh

ETASHA is providing Market Aligned Skills Training (MAST) to 120 students of DIET (District Institute of Educational Training), Daryaganj, New Delhi. The objective of the program is to train 120 existing final year DIET students in a 260 hour program to enhance their professional development and to enable them to access teaching as well as other service sector jobs and prepare for self-employment.

The program includes modules in financial literacy, the world of Schools and Teaching, English communication, Inter and intrapersonal skills, Social Confidence, Computer and Internet Usage, Art Education and Art Integrated Learning and Craft activities. The program is funded by AIF - the American India Foundation (www.aif.org) which is dedicated to catalysing social and economic change in India and building a lasting bridge between India and the United States.

Our award winning website www.etashasociety.org gives details of our projects and programs, news and events and has all our documents such as annual reports and certification and provides real-time updates via twitter and our blog.



Project Prerna



CSWC students at our Tigri Career Development Centre. Project funded by Asha for Education under Project Prerna

This year also Asha for Education is funding vocational training and placement of disadvantaged young people in south Delhi under Project Prerna. Trainees at our Centres benefit from our CSWC, CPCTT and CODE programs designed to train and place young people into service sector, teaching and office careers. 120 people benefited from the program in 2012/12, up 40 from the previous year,

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.

Project Udaan

Since 2010 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

Project Udaan - continued



Describe what you See! Trainees describe the picture in Project Udaan funded by Accenture

vocational training and placement into the service sector. 200 trainees benefitted in 2012/13.

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

Project Shruti

Project Shruti is ETASHA's attempt to overcome the challenge presented by the inability of underprivileged young people to reinforce 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 have access to low cost MP3

Project Shruti- continued

players, pre-recorded with content reflecting each session. Some trainees instead have the content on their mobile phones. All the 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.

The project was a huge success and trainees completing feedback after the program were unanimous in their belief that having access to audio content and worksheets helped develop their language skills.

Project Nirantar

ETASHA was thrilled to work at the Pardada Pardadi Educational Society to provide Spoken English to 40 girls from class 10 – 12, and 20 teachers at their School in Anupshahr, Uttar Pradesh and to build capacity for PPES School faculty by training a further 10 teachers as Spoken English language facilitators.



Pardada Pardadi Students enjoy lunch at Centre Stage Mall, NOIDA as part of their Social Confidence Visit

Beginning on June 4th 2012 the project lasted 13 weeks and saw ETASHA faculty based at the PPES School for the duration of the program.

With one ETASHA faculty member based permanently in Anupshahr for the duration of the program, taking responsibility for the training of spoken English for teachers and students, one Master Facilitator trained Pardada Pardadi English teachers in Language training methodology.

Project Nirantar- continued

Career Highway at Pardada Pardadi Education Society

Later in October 2012 ETASHA faculty returned to the PPES School to conduct Career Highway for 42 girls at the school.

Project Zabaan



Proud of her Presentation: Poonam with her visual aids in preparation for her presentation following a social confidence visit

EECS (Employability Enhancement and Communication Skills) was a specially designed program to enhance the employability of over 600 female students of ITI, Siri Fort.

Funded by FICCI Ladies Organisation (www.ficciflo.com) and Sheela Foam (www.sheelafoam.com) this program focused on three key areas: spoken English and reading skills, confidence in communication, and interview skills. ETASHA faculty were based 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 which completed in May 2012.

Project Apaar

Funded by Tata Capital Project Apaar brought short term vocational training and placement through ETASHA's CSWC program into the retail, hospitality, financial services and BPO Sectors for 20 young people from the SC/ST/OBC categories. The program ran from December 2011 to May 2012.

Other Programs Carried Out

In addition to programs carried out as part of the above projects ETASHA also ran the following programs:

CODE

10 young people joined our CODE program in February 2013 continuing the program into 2013-14.

CPCTT

10 young adults joined our new CPCTT program in February 2013, and are scheduled to complete and take up work in July 2013.

Career Guidance

In December 2012 we conducted Career Trends, a seminar for 65 young people – all sons and daughters of Maruti Suzuki's plant in Gurgaon, Haryana. Career Trends is a workshop designed to inform participants about emerging sectors and careers in contemporary India.

71 trainees took part in our 2 day Career Highway program at our centres in Madanpur Khadar and Tigri throughout the year.

MUPSE

148 youth enrolled in our MUPSE employability skills program, all ran from our Madanpur Khadar and Tigri centres. MUPSE is funded directly by donations from ETASHA supporters.

Placement







Placement- continued

80% of trainees in vocational programs such as CODE and CSWC are placed into organised sector roles within 4 weeks of successfully completing the program. We only work with organised sector companies who can offer real career growth and development, and trainees are placed into roles anywhere between Rs.5,500 per month to Rs. 12,000. Many of our trainees begin their careers with salaries higher than father's salary; their prospects are certainly much better long term.

Coming Full Circle – Vipin Sahu, Coming Full Circle



Moving Up in the World: Vipin

Vipin Sahu joined our CSWC program in 2008 at the age of 18. He finished the course, and was placed by us in an Internet start-up called ANE Online Services as an Admin/Front Office Representative in October of that year. His salary was Rs. 6,500 per month and he worked there for over a year developing computer, organisational and customer facing skills.

In November 2009, he progressed to a company called Design Consortium as an Admin Manager. He had a starting salary of Rs. 10,000 per month, which rose to Rs. 20,000 when he left 3 years later in December 2012 in order to complete his MBA in Human Resource Management by correspondence. As a requisite for his MBA, he needs a training certificate, and is currently working as a trainee with an HR firm called Evolution Consultancy to fulfill this. He understands and appreciates the necessity of work experience, and is learning a lot in the position.

In this role he works in recruitment and has now turned to ETASHA to recruit trainees into roles he is recruiting for. In essence, Vipin is an ex-trainee of ETASHA's who is now hiring ETASHA's contemporary trainees!

Placement-Vipin's Story - continued

Vipin feels that ETASHA gave him the first much needed step to the organised sector. As a young person having graduated from high school back in 2008, he did not know his strengths, qualities and interests, nor did he know anything about the organised sector, how to apply successfully, what his options were, nor anything about how a company actually works, and where he fit into all this.

ETASHA guided him to a career in the formal sector, where there are opportunities for growth and success. And Vipin's work experience and future plans show all of this.

Highlights

Airtel Delhi Half Marathon

Just under 100 ETASHA faculty, trainees, friends and supporters gathered at Jawahar Lal Nehru Stadium in Delhi in September 2012 to take part in the Airtel Delhi Half Marathon and 6km Great Delhi Run .



ETASHA supporter Sushma Seth joins trainees on stage during the Airtel Delhi Half Marathon and Great Delhi Run in September 2013

Our supporters turned up at 6am to prepare for the day, and walked and ran in very warm, humid weather.

Three ETASHA trainees, Sundar, Harish and Neeraj completed the half marathon in less than 2 hours and the rest of us walked, ran and strolled the Great Delhi Run with our guest of honour, actress Sushma Seth. Rinox Kauffman funded the distinctive yellow kurtas we wore and also some of their employees took part in the Great Delhi Run, as did staff of Pamac.

Rs.12,05,586 was raised in total, money which was used to train disadvantaged young women and men for work and self-employment .

Delhi Half Marathon - continued

The money was also used to fund MUPSE and Career Highway programs throughout the year. ETASHA also won award for marathon fundraising, presented by Concern India Foundation.



WINNERS!!! ETASHA trainees Harish (far left) and Sundar (middle) both completed the 21km half marathon in under 90 minutes, finishing in the top 5% of runners. They are joined by Sandeep, Bijender and Naveen from ETASHA's earlier project at ITI Rohtak, Project Vayu.

eNGO Challenge Award

ETASHA won an award for best use of ICT by an NGO working in Sustainable Development in South East Asia.



Ian accepts the award on behalf of ETASHA at the eNGO Challenge in December 2012

The award was given as part of the ENGO Challenge which aspires to create an ecosystem of NGOs using Information Communication Technology (ICT) for good governance practices which benefit society at large. ETASHA was chosen to be awarded the prize, which included a Samsung Galaxy Note 2, from over 140 entries from across South East Asia by a judging panel including executives from Nasscom and Microsoft. The award was given for our excellent communication systems using social media such as Facebook, Twitter, etashasociety.org and our blog and for our practice of using reflective journals to record and monitor classroom activity.

eNGO Challenge - continued

ETASHA's Ian McBride accepted the award on behalf of ETASHA at a ceremony at the Indian Habitat Centre on 1 December 2012. The Ceremony and award was organised by DEF (Digital Empowerment Foundation) as part of their annual Manthan Awards and Manthan Digital Festival. The award included a Samsung Galaxy Tab worth Rs. 40,000.

The 9th Annual Manthan Award attracted 471 valid nominations from India, Afghanistan, Pakistan, Sri Lanka, Nepal, Bhutan and some of from countries such as New Zealand. Of these, 221 projects were selected to compete in 16 categories. Seventy-four of them were made to finals, out of which 33 were recognized as winners.

Our Online Reflective Journal - Process

In order to maximise classroom effectiveness we have since 2007 been refining the practice of writing a reflective journal for every class taken. After each class, the facilitator:

- contributes his or her thoughts on the success (or otherwise!) of that particular session
- posts it online to the batch journal in continuation of the previous entry for that batch

Reflective Journals include:

- Specific observations about trainees' behaviour both as individuals and as a group
- A Review of the session, such as:
  - any deviations from the lesson plan with reasons and outcomes
  - any problems or errors in the lesson plan
  - any extra information imparted to trainees
  - any uncovered parts of the lesson plan needing to be covered in a later session.

The objectives of the reflective journal are:

- To create an objective process document of the learning and development of each trainee attending each program essentially to assist in their mentoring

Online Reflective Journal - continued

- To provide feedback to all facilitators taking classes about the group and its dynamics and also about individual trainees' need for special attention
- To assist facilitators to reflect on their conduct of a session in order to improve, and for all facilitators to learn from each other
- To provide inputs for future improvement to lesson plans and program frameworks to Content Designers.

With over 60 reflective journals for each program, a sequential diary is built up, which can be used to plan classes, assess student performance, and analyse the strengths and weaknesses of our syllabus. The impacts of the journals are:

- Quality Assurance of the teaching - learning process
- Continuous improvement of training content and lesson plans
- Growth and development of trainees .

International Interns

Two brilliant young interns, Urban Presker from Slovenia and Annika Cichos from Germany joined us for three months in July as part of the ASA GLEN internship program.

GLEN is a joint non-profit, politically independent initiative of organisations and young Global people from old and new member states of the European Union.



Happier than they Look! Urban and Annika

It aims at contributing to a better understanding of global interdependency, fair and sustainable ways of living, to a responsible development policy and to North-South relations based upon equal partnership and mutual respect. Funded by the EU, interns' full costs, including flights, accommodation and stipend are met by the program.

International Interns - continued

Urban and Annika conceived and filmed a series of 14 short films which demonstrate different aspects of ETASHA's work, such as community mobilisation, classroom facilitation, fundraising and placement which we use to present our work at exhibitions, to corporates and online. The videos are of exceptional quality and Urban and Annika were great, albeit temporary additions to the team. You can watch these fascinating films online at http://etashasociety.org/videos.phtml and also at our YouTube channel at www.youtube.com/ETASHAIndia. Two interns, again from Germany and Slovenia will join us from September 2012 to work on a community based project in our CDCs.

Other Recognition

In November 2012 Danielle Alex, a talented young chef and film-maker arrived in Delhi with her crew to make a pilot program for US television titled '***Community, Culture and Cuisine'***. The program explored various aspects of Indian culture through food and community and contained over 10 minutes of footage featuring cooking and interviews at the homes of our trainees Gaurav and Preeti. You can watch the full program on our You Tube channel at www.youtube.com/ETASHAIndia.

ETASHA Online

ETASHA was awarded the Manthan Award for our use of social media as well as for our Reflective Journal process, We have a very strong and consistent online presence, which includes:



Our website,
www.etashasociety.org

Our Blog,
www.etashasociety.org/blog

Our Facebook Page,
www.facebook.com/etashasociety

Our Twitter Feed,
http://twitter.com/etashasociety

Our YouTube Channel, www.youtube.com/ETASHAIndia

Highlights – continued

Our films, photographs, news and press are all regularly featured in our social media, and as our trainees become more comfortable using such technology, and have greater access to computers and the internet than they had previously, our Facebook page has become a real hub of interaction between our faculty, donors, volunteers, corporate and NGO partners and supporters.

Community Engagement

To increase our reach in the community, we have created a position of Centre Manager for each of our centres and strengthened the community mobilisation team. The team has been participating in events such as Music for Harmony and One Billion Rising, which provides our trainees with a terrific platform to meet other young people and for us to promote our work with other NGOs and to engage with them. We also held drawing competitions and quizzes in addition to visiting NGOs, Schools and Coaching Centres. The community mobilisation team work hard in difficult weather conditions and have done exceedingly well to bring us many trainees into our programs as they are now doing.



Having a Jolly Time: Trainees watching Jolly LLB at DT Cinema, Saket

Over 100 trainees visited DT Cinema in Select City Walk, Delhi as part of their 10th anniversary in March. The trainees saw a screening of Jolly LLB, and enjoyed performances from local singers. The event had them dancing in the aisles, and we would like to thank DT Cinemas, Onkar Khullar and his team at IImpact India for making it happen.

Community Engagement – continued

One trainee, Santosh Yadav was moved to enough to send the following e-mail:

"Hello meenakshi mam I would like to thank etasha society for wonderfull day of dt cinema. The movie is outstanding the arrangement are too good. All etasha facilitators wear nice dress, in fact the two facilitator looked very energetic, the first is farhaan sir and second is pearl mam. Why did you not came at dt cinema? Do you have any work or you are not interested in movie? If you came I am very happy but all are good for etasha students so I am ending my mail. Happy Holi all of etasha member.s"

ITI Inter-Batch Just a Minute and Prize Distribution



ITI Siri Fort Trainees show off their skills under the encouraging (and proud!) eye of facilitator Parul Mehra

In May 2012 an exciting and productive day was held at ITI Siri Fort, when ETASHA ran the ITI Inter Batch Just a Minute Competition with prize Distribution. The competition, organised by Parul Mehra was the culmination of weeks' worth of planning and preparation by ETASHA faculty and ITI students. In the weeks prior to the competition a series of intra and inter batch Just a Minute competitions were held as part of the EECS program, from which the winners were selected to participate in a function in front of the whole ITI.

A panel of judges from the Institute Management Committee and ETASHA's governing council judged the girls on their ability to speak for 1 minute on topics including the population of India, Television, Arranged / Love Marriage, use of Technology, My Favourite Person and Delhi Weather.

ITI Just a Minute – continued

Each of the 25 girls who spoke were given slips with their topics written, and then just 5 minutes to prepare.

Judges assessed them on their fluency, presentation, body language and confidence. Prizes included a pen set, alarm clock and an mp3 player was awarded to the overall winner, Aarti from the ITI Cutting and Sewing Program. Also on the day ETASHA awarded prizes in each batch for Best Effort and Best Trainee, with criteria for the awards being evaluation of attendance, effort, learning, improvement and sincerity.

Later in August 2012 ETASHA's certificates were presented at a ceremony attended by Chief Minister Sheila Dixit.

Donor Feedback Process


ETASHA
www.etashasociety.org

Moni Devi

Age: 18

Moni, a very cute and sincere girl is in the Electronics Diploma at the ITI (Industrial Training Institute) at Gurgaon."

Her father is an electrician who works on bulk orders and her mother is a housewife. She has two younger brothers studying in school. They live in Khansa, Narsimpur village.

She likes listening music, watching TV and also plays badminton. She is very keen to learn and improve her English and is already seeing an improvement through ETASHA's program and her training is being funded with the help of your donation.

Donors can communicate with or receive updates on the beneficiaries of their donation

We have strengthened our donor feedback process by creating a system in which our donors are offered regular, personal contact with trainees whose training they have funded. Trainees' profiles, including their photograph, details of their family background, education and aspirations are created through a series of interviews, largely conducted by volunteers, which are then e-mailed or posted to the donor. Donors can choose to have regular updates or to directly correspond via Skype, e-mail or letter, or in the case of local donors, meet in person.

The system was set in place by our intern, Nikhil Jeswani, a business student of NMIMS, Mumbai, who spent 3 weeks with us in February 2013 as in intern working on the project. Nikhil carried our great work during his time with us and in 2014 we will host further interns from NMIMS under the same scheme.

Introducing some ETASHA Trainees



Part of the Team: Shiv (3rd from left)

Shiv Kumar Dhawan

Shiv Kumar Dhawan is a polite, enthusiastic 26 year old young who studied in the CPCTT program. A correspondence graduate from Dayal Singh College, D.U. who got his master's degree in M.A. English from IGNOU, Shiv has an elder brother who worked in Reliance as a technician and an elder sister who is married and lives with her husband; he also has a father who struggles to find work after a huge loss in the family business and mother who is a home maker. The total family income is Rs. 6000 a month to support four people. One can imagine how difficult it is to survive on such a small amount of money in Delhi.

Shiv wanted to study further but decided to work in order to support his crisis-hit family. It's really motivating to know that he keeps himself busy the whole day; looking at his schedule one can easily tell that he barely sleeps for 6 hours a day. In addition to college work he also works as a tutor and his day starts by giving a one hour class for five people which he takes at home from 6am to 7am. He then moves towards ETASHA's centre in Tigri and spends 4 hours there. Once he returns home it's already 3pm which is again time for him to hold another 2 hour class at a coaching centre; he then goes straight to his student's home for a one hour class, and a further 2 hours class at his home; he teaches constantly from 3pm to 8pm. When I asked about his lunch he said, ***"Most of the time I don't eat."***

Shiv was determined to support his parents and would go any distance to achieve it.

One day he was helping people in filling in NIOS forms in Ghaziabad when he met Shimla, another ETASHA trainee who had also opted to study for the CPCTT program; she told him about the program, which trains people to become Computer Teachers – a lucrative position in local privates schools and coaching centres - but his only concern was to find a convenient and inexpensive option for reaching the centre each day on time – Shiv travels approximately 15

ETASHA Trainees – continued

kilometres from Laxmi Nagar to South Delhi on public transport every day to attend CPCTT class.

Though he has considerable experience in giving tuitions at home, Shiv says that learning about the different teaching methodologies has opened his eyes to what makes a good teacher. ***"I used to believe teaching was boring but after ETASHA's experience now I can say it's the most interesting career option I have ever thought of".*** He is now using the teaching methods he learned in the program when he teaches the students.

In the CPCTT program Shiv maintains that he developed his confidence, motivation and planning skills. He was attracted by the placements and quality of faculty. He likes the teaching methodology, and the way that the faculty has given equal time to each of the trainees. He says that, ***"I have learnt to mould according to the situation"***. He likes the idea of learning with different faculty; ***"it gives trainees a chance to adopt the different methods of teaching style".***

Now he has completed the program and has become the very first ETASHA trainee to join the organisation as a faculty member. So impressed were we with his attitude and skills that Shiv was employed as a computer class facilitator, taking over from the popular and long-serving Mohammed Naushad who will soon leave to take up another position abroad.

The last thing he said was, ***"I must have done something good that I got a chance to be a part of ETASHA".***

Mehak Bano

Mehak is a bright, confident and hardworking 21 years old who completed graduation by correspondence. Her father is a driver and she is one of a family of 7, the youngest of five siblings, Mehak wants to be independent like her older sister so that no one can say that daughters are liability rather than assets!



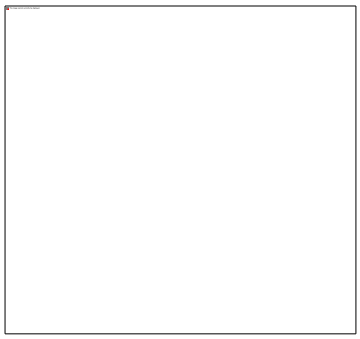
No Liability: Mehak Bano (2nd right) receiving her certificate

ETASHA Trainees – continued

And she has certainly proved herself!! A graduate of our CSWC program, Mehak was placed in early 2013 at Cafe Coffee Day's Nehru Place outlet, which is one of their busiest cafés as a Customer Service Representative with a monthly salary of Rs.8000. She now works in the Lounge where the money she makes in tips means she takes home up to Rs. 20,000 in some months.

She is very happy with her contribution to the family's expenses; at the same time she is saving money for her post-graduation and for the future so that she can do whatever she wants without burdening her father. She readily acknowledges that ETASHA and the CSWC training have helped her in realising her own potential and given her a platform to grow and succeed.

Laxmi



Laxmi

Laxmi is a young, dynamic and ambitious 20 year old, pursuing BSW in her second year. Her father and elder brother work as electricians and her younger brother works with Pizza Hut as a delivery boy. She wanted to be independent and so she joined CSWC. As she was struggling to find the monthly Rs. 250 training fee, for 4 months she worked with our community mobilisation team to support herself

During the course of the program there was a remarkable change in her communication and problem solving skills as well as situation handling abilities. Today she is working with Pizza Hut in Gurgaon as a Customer Service Representative with a monthly income of Rs.7800.

With her salary she is able to support her college fee and is saving money for an advanced computer course. She very proudly comments that, "***During interview when I informed my interviewers that I have done the 'Customer Service and Work Culture' course from ETASHA they didn't ask me too much regarding customer handling.***"

www.youtube.com/ETASHAIndia

ETASHA Faculty

Dr. Meenakshi Nayar - President



A Doctorate (FPM) in Organisational Behaviour from IIM Ahmedabad and a Masters in Industrial Psychology prepared her for the corporate world where she worked for over two decades in HRD, research, training and consultancy. Later, Meenakshi wanted to make a difference in the lives of the less fortunate because she believes that success and achievement should be the results of effort rather than birth. It was this conviction that led to the creation of ETASHA, conceived while she was working with adolescents (as Founder Director of EduServe Consultants) in the areas of career guidance, sexuality education and life skills development. Constant effort to expand and enhance the outreach and quality of ETASHA's programmes is a personal mission with Meenakshi. There are challenges aplenty but that is precisely, "***what keeps me going***" she says enthusiastically. "***My ultimate 'high' comes each time a student finds good placement. We celebrate such success stories since we treat that as a true validation of our work as a team.***"

Veenita Sharma – Master Facilitator



Public School Principal for 20 years; Consultant with Centre for Education Management and Development (CEMD's) School Reform Programme and Education Leadership Programme for Department of Education, Delhi Government; Veenita has done complete justice to her MA in English Literature, Bachelors in Education and Special English and Nursery Teachers training. Having designed and delivered the foundation course material for government schools and multiple workshops for adolescents in Positive Living Skills, Veenita brings immense value to ETASHA.

Faculty – continued

Her repertoire includes content development, faculty development and mentoring as well as training delivery. Veenita's calm and serene manner make her a much loved member of the ETASHA team.

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 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 2007 and loves the role he has today, which encompasses Communications, content design, fundraising and master facilitation.



Anindita Kar Gupta – Counsellor and Relationship Manager

With a Masters in English Literature and Bachelors in Education, Anindita had over ten years' rich experience in schools which is a blend of administration, as Principal, and classroom teaching. Her capability and achievements can be gauged from the fact that she was awarded for outstanding performance by a federation of Public Schools in Delhi, for 2002-03. With her sincere commitment to the development sector and an incisive understanding of adolescent concerns/issues, Anindita has demonstrated her multi-faceted competence in managing ETASHA's CDCs, working in the community and, most importantly to her, being a much loved and respected mentor and counsellor to many young trainees.

Faculty – continued

Arjumand Fatima – Counsellor and Relationship Manager



An MSW (specialisation in HRM & Community Development) from Aligarh Muslim University, Arjumand has been a Merit Scholar. She has to her credit, work experience in projects spanning health, environment, street and working children and now, with ETASHA, 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.



Mini Bhargava- Placement 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 facilitating, materials co-coordinating, lesson planning to placement, Job Club and planning and MCing our certificate ceremonies. ETASHA is Mini's second home and she is as proud of it as anyone could be.

You can help a young Indian begin their ascent into a career by donating online at www.etashasociety.org/etasha-donate.phtml Donations are tax deductible under 80G for Indian citizens and residents



Faculty – continued

Parul Mehra – Skills Development Manager



Princess we may call her, but this 'Royal' is not afraid of getting her hands dirty! Parul Mehra has done commendable work in the development space as 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 in the Institute of Development Studies, Jaipur and a Research Associate-ship in the State Institute of Health & Family Welfare, State of 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.

Tridib Misra - Facilitator



Having lived, studied and travelled all over the world Tridib, who has a B.A in Sociology and International Studies from Monash University, Australia, has experience in education, international development and telemarketing. He joined ETASHA as a Facilitator in August 2012, 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!”



Faculty – continued

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 loves to travel and is at his happiest when lost in a great book.

Anil Nayar – Special Consultant



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. 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.

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 in October 2012, she worked with Roshni, an NGO working in the areas of health and environment. She has always believed

Faculty – continued

in giving back to society and has a real desire to help less resourced/fortunate people. Since joining in October 2012 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.

Shailly Awasthi - Facilitator



Shailly joined us as a facilitator in January 2013. Her last role was as a lecturer in a management institute teaching business statistics and marketing of services and she brings with her over 3 years' experience in education and hospitality. Asked why she joined ETASHA, she stated that it was "***the deplorable condition of the education system which I got exposed to while working in the private education sector pushed me to developmental work. I felt a need to bridge the gap between education and employment where it matters most.***" In her free time, Shailly loves Italian food and reading anything and everything related to philosophical debates of life, religion and culture. Her positive 'can-do' attitude makes her a perfect fit to the team.

Mukesh Tomar – Centre Manager CDC 1



After completing his MBA with a specialisation in rural management from IIRM, Mukesh cut his teeth in 3 disparate NGOs – Gene Campaign, where he worked as a Program Coordinator, Noida Childline, as a Centre Coordinator and then at Pravah, where he worked on a youth intervention project. He joined ETASHA in January 2013 as Centre Manager for CDC 2 where he loves the "***varied nature of the role, where I am in the community and the classroom and meeting people from other NGOs***."

In his free time Mukesh is a real thespian, writing, directing and acting in plays with theatre groups that he is associated with.

Faculty – continued

Shams Hayat – Centre Manager CDC 2



Shams completed his MBA from Jamia Milia Islamia before joining Powerpulse India as Marketing Executive, developing business for sale of inverters, after which he joined Moksh Promotions in another business development role in events and exhibitions. Shams however did not get the job satisfaction he craved and so actively sought out a role in the development sector. He was attracted to ETASHA because of the '***highly qualified people'*** and because he believes that employability is one of the most important issues facing Indian youth. In his free time he loves hanging out with his friends!

Shiv Kumar Dhawan - Facilitator



Shiv is a graduate from Dayal Singh College, Delhi University who got his master's degree in M.A. English from IGNOU, after which he joined ETASHA's CPCTT program with a view to train as a computer teacher.

An outstanding student, Shiv later joined ETASHA as a computer skills facilitator, where he also has responsibility for maintaining our technical equipment as well as conducting Computing classes for our students.

Community Mobilisation Team

Nitesh – Community Mobilisation Coordinator



Nitesh completed his MSW from IGNOU in 2012 before joining the team. 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.

Community Mobilisation Team – continued



Sarika – Community Mobiliser

Sarika joined ETASHA's community mobilisation team in June 2012. She is currently pursuing a Bachelor's degree in Social Work and this 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.



Rajeev Chaurasia – Community Mobilisation Associate

Rajeev Chaurasia joined the Community Mobilisation Team in October 2012. Previously he worked with the NGOs Jan Shikshan Sansthan, Katha and Deepalaya and brings with him valuable experience, energy and a great sense of humour! With an M.A. in Rural Development, Rajeev is passionate about social development and believes that education is the best way to change one's life circumstances. He joined ETASHA because he found its focus on vocational and employability skills training very impactful on Indian youth and wanted to help get young people into work.

Support

Mukesh Aggarwal – Administration Assistant



ETASHA alumnus 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 for CODE - 4. Mukesh has settled right into the team at our GK Office, a team he describes as welcoming, friendly, helpful and fun! When not working Mukesh is studying for a BA via

Support – continued

correspondence from Delhi University and, and when not studying Mukesh says he likes to "***watch cricket, play cricket, talk about cricket and dream cricket!***" Mukesh has really developed the role he has, and has proved himself to be an invaluable asset to ETASHA.



Ankesh Sharma – Accounts Assistant

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

An FPM in Organisational Behaviour (equivalent to a Ph. D) from IIM Ahmedabad and a Masters in Industrial Psychology, Dr. 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 founded ETASHA while working with adolescents as Founder Director of EduServe Consultants which specialises in career guidance and life skills development.

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.

Governing Council – continued

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 the fact 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.



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.

Governing Council – continued

He is also the Head of Shriram Centre for Art & Culture. 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 telecom as Head of Operations for Atlantic Telecom in London. He 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 2007 and loves the role he has today, which encompasses communications, content design, fundraising and master facilitation.

Anindita Kar Gupta – Permanent Invitee



With a Masters in English Literature and Bachelors in Education, Anindita has over ten years' of rich experience which is a blend of administration (as school Principal) and classroom teaching. Her capability and achievements can be gauged from the fact that she was awarded for outstanding performance by a federation of Public Schools in Delhi, in 2002-03. With her sincere commitment to the development sector and an incisive understanding of adolescent

Governing Council – continued

concerns/issues, Anindita has demonstrated her multi-faceted competence in managing ETASHA's CDCs, working in the community and facilitating classroom learning.

Friends of ETASHA

We are enormously grateful to the diverse group of people who support our work from all over the globe. Some volunteer, others act as advocated for our work, and others donate.

We would like to thank all the following friends without whose contribution we would not be able to help young people become employable.

With sincere thanks to:

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

Mrs. 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, Mrs. Helga Beyer, Mr. Uli Beyer, 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, Mr. Abhishek Bhargava, Ms. Mini Bhargava, Ms. Sanovar Bhargava, Ms. Jyoti Pradeep Bhat, Mr. Pradeep Bhat, Ms, Shailja Bhatnagar, Mr. Ankur Bhoria, Mrs. Gerhild Brehmer, Mr. Hinrich Brehmer, Ms. Alka Budhraja, Mr. Naveen Budhraja

Mr. Subhash Chander Sarin, Ms. Anamika Chandola, Ms. Richa Chandnani, Dr. Yogesh Chaturvedi, Mr. Nikhil Chaudhury, Mr. Florent Chaouby, Ms. Ritu Chaudhury, Mr. Nandu Chawdhury. Ms Annika Cichos

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, Ms. Dhriti, Dr. Evamaria Fleck, Professor Vinod Dumblekar, Ms. Smita Garg, Ms. Garima, Ms. Roswitha Gautam, Ms. Indu Prem Gehani, Mr. Rajnesh Gehani, Ms. Pooja Gehani

Friends of ETASHA – continued

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

Ms. Anisha Gupta, Mr. BD Gupta, Mr. Harimohan Gupta, Ms. Kirti Gupta, Ms. Monika Gupta, Ms. Nalini Gupta, Captain Navdeep Gupta, Mr. Prabodh Gupta, Mr. Ratandeep Gupta, Mr. RC Gupta

Mr. SM Hajela, Mrs. Wilu Huelck, Dr. Volker Huelck, Mr. Nituj Hari Har Lal, Ms. Heena, Mr. Ajit Jain, Mr. Amit Jain, Ms. Bina Jain, Mr. Jitendra Kumar Jain, Ms. Geetika Jain, Mr. Punit Jain, Mr. Prabodh Jain, Mr. Sanmatindra Jain, Mr. Satyendra Jain

Ms. Michelle Jenny, Mr. RD Jenny, Mr Nikhil Jeswani, Mr. Ajit Jha, Mr. Arunabh Jha, Ms. Batsala Jha Yadav, Mr. Sanjay Joneja

Ms. Prakruti Kale, Ms. Kalpana, Ms. Kanishka, 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, Mr. Shashank 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, Ms. Sneha Kohli, Mr. Sunny Khurana, Mrs. Rose-Karin Koch, Dr. Rainer Koch, Mr. Komal, Ms. Siddhartha Kothari, Mr. Suresh Kothari, Mr. Ashwani Kumar, Mr. Ravi Kumar, Mr. Navneet Kumar, Mr. Anupam Kumar, Mr. Nituj Lal, Mr. Arun Kumar Mittal, Mr. Rajeev Kumar Singh

Ms. Maansi, Ms. Prashansha Madan, Professor Madhavan, Ms. Sunayana Malik, Mr. Prateek Malhotra, Ms. Mahila Madal, Ms. Madhurima, Mr. Crecil Mascarenhas, Ms. Geeta Mathur, Mr. Sudhir Mathur, Ms. Donna McBride, Mrs. Evelyn McBride, Ms. Tracy Meller, Ms. Mehak, Mrs. Asha Mehra, Miss Anushka Mehra, Master Dhruv Mehra, Mr. Mool Chand Mehra, Mrs. Parul Mehra, Mrs. Mehta, Mr. Arun Mittal, Mrs. Inge Moeller, Ms. Ritu Motwani, Mr. JK Motwani, Mr. Sanjay Motwani, Ms. Mudita, Mr. Bernd Muller

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

Friends of ETASHA – continued

Ms. Aditi Nayar, Mr. Amit Nayar, Mr. Anil Nayar, Mr. Arjun Nayar, Mr. Ashwani Nayar Mr. Deepak Nayar, Ms. Indira Nayar, Mrs. Meenakshi Nayar, Ms. Ruby Nayar, late Mrs. Urmil Nayar, Mr. Neeraj, Mr. Nishant, Ms. Reshma Notaney, Mr. Dieter Obst, Mrs. Elfi Obst

Ms. Pallavi, Mr. Pramod Patni, Mr. Piyush, Mr. Suresh Poddar, Ms. May Portass, Ms. Ishita Pradhan, Ms. Rachel Prasad, Ms. Anjali Prakash, Mr. & Mrs. Dhruv Prakash, Mr. Om Prakash, Mr. Urban Presker, Ms. Shrini Priya, Mr. Prinek,

Mr. Achal Raghavan, Ms. Maya Raghavan, Ms. Vimala Ramachandran, Mr. Vinay Ram, Mr. Kannan Ranganathan, Mr. NS Rane, Ms. Vipasyana Reddy, Mr. Albinus Rona, Ms. Ronika, Mr. RP Rungta, Mr. Satish Sadasivan, Mr. Prem Saigal, Ms. Sanjana, Mr. SC Sarin, Ms. Kavita Sarma, Ms. Suchitra Sengupta, Mr. Deepak Seth, Ms. Geetika Seth, Ms. Sushma Seth, Mr. Suresh Shetty

Ms. Maullika Sharma, Ms. Namrata Sharma, Ms. Sangeeta Sharma, Mr. Sharad Sharma, Mr. Shreyas Sharma, Mr. Shashi Sharman, Mr. Chandra Shetty, Ms. Masooma Shrivastav, Mr. Suresh Shetty, Ms. Shruthi, Mr. Chris Sims, Mr. Nikhil Sorout

Mr. Anupam Singh, Mr. DP Singh, Ms. Jaya Singh, Mr. Jitender Singh, Ms. Ketaki Singh, Mr. Naval Singhal, Ms. Pragati Singh, 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. GR Sood, Mr. Ashish Sood

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

Ms. Shreya Talwar, Mr. Tarun, Ms. Snehal 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, Ms. Pratyasha Yadav

Aadhar Financial Services, Abhishek Travel Consultants, Accenture India, Staff of Aptara- Delhi, Staff of Barclays Shared Services, Concern India, Noida, Dewan Uday Lal Trust- Jaipur, Dileep Associates, Easel Art Gallery-Delhi, Emerging Securities Pvt. Ltd.,

Friends of ETASHA – continued

helpyourngo.com India Pvt. Limited, 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., Make My Trip, Navank Consulting, NetAmbit, Pamac, Paul Carpets and Flooring-Delhi, Pearls Broadcasting Corporation Pvt. Ltd, Delhi, PNB Prerna, Possiblers, Prashant Godha Charitable Trust- Mumbai, Rasheela Enterprises Pvt. Ltd., Raghuvesh Charitable Trust, R.E.D. Corporate Training Pvt. Lt.-Delhi, Rinox Kauffman, 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, Yash Pal.

Giving through Volunteering

We have been lucky to have some wonderful volunteers in 2012-2013. We would particularly like to thank:

Shailja Bhatnagar (below, middle), Prateek Malhotra, Nikhil Sorout and Ankur Bhoria for their outstanding photography; Urban Presker and Annika Cichos for the film-making skills; Ritu Chaudhury, Abhishek Bhargava (below right) and Sneha Kohli for working on our blog and Nikhil Jeswani (below, left) for developing our Donor-Beneficiary Profiles. If you would like to become an ETASHA volunteer please e-mail ian@etashasociety.org or call 9810364838.

Accenture India will begin an ambitious staff volunteering program in 2013-2014, which, in addition the employee giving program which we already benefit from, will see Accenture employees be given time to work on specific projects which will benefit ETASHA and skill development in India.







Going Forward

We plan to begin an exciting new pilot in 2013 which will see us train and place over 130 young people from around Kundesar in UP into entry level careers in the cities around Varanasi and also in Patna in Bihar. We will partner with established Kundesar based NGO Ashok Sansthan and Mumbai company Upskill Capital.

Partnering Upskill Capital presents us with a new model for funding projects. Upskill is one of a new class of businesses that are termed 'Impact Investments'. Impact investments are investments made into companies, organizations or funds with the intention of generating measurable social and environmental impact alongside a financial return. Impact investors actively seek to place capital in businesses and funds that can harness the positive power of enterprise.

Upskill has raised money from investors to fund students' tuition upfront and upon completion of their training, students enter paid internships, where a portion of their wage is taken to repay tuition costs. The repaid money is used to help finance another student, creating a sustainable cycle of education funding. For more information on the Upskill Capital please visit www.upskillcapital.com.

Ashok Santhan is a UP based NGO, founded in 1986 to bring development to people in eastern Uttar Pradesh, but has since then developed to provide training to farmers in Rajasthan, Haryana and Punjab; provide consultancy services to the state government of the Andaman and Nicobar Islands and provided vocational training in Bihar. For more information on the organisation please visit http://www.ashoksansthan.org.in.

Accenture CRM Tool

Our commitment to good governance, accountability, transparency and 'value for money' is paramount and we aim to exceed our partners' expectations of us.

In order to meet our legal and regulatory obligations, fulfil our membership criteria of organisations such as Give India, CAF, Credibility Alliance and Guide Star, provide accurate feedback and reporting to our donors and funders, and write and submit proposals to new partners with confidence, we must ensure that any information we hold is accurate, up to date and readily accessible.

Going Forward – continued

As ETASHA has grown so has the amount of data we hold. Our filing cabinets and computers currently contain, in different formats, the details of over 6000 trainees; their application forms, ID, attendance records and placement records We also have the details of our donors and their donations; funders, volunteers, partner organisations and other stakeholders in India and abroad. The relationships between people and organisations can be complex: Projects may be funded by multiple funders; a trainee's participation in a training program may be provided by a donor who requests feedback on their placement; a recruiter may require information on how many trainees have passed or failed interviews in that project; a potential new partner may want a breakdown of trainees' religion, caste or educational level; a funding organisation may also recruit our trainees, while providing volunteers who in turn donate!

It is imperative we are able to cross reference this data, and in the summer of 2013 Accenture will build a CRM (Customer Relationship Management) tool that will finally bring together all of that information, held under one central server and accessible on line to all our faculty.

This will make obtaining and presenting information much simpler and will save us a great deal of time. We are looking forward to working with Accenture who are designing and building this tool pro bono, as part of the continued support to us under their Skills to Succeed initiative.

Donate

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

Here's how you can donate:

Indian Donors

1. Cheque—made payable to 'ETASHA Society' - send to

E 48 Greater Kailash Enclave 2, New Delhi, India

2. Online—via our website at www.etashasociety.org/etasha-donate.phtml
3. Bank Transfer

Donate – continued

Indian Donors:

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

Account Number: 603710110002492, ETASHA Society

Customer ID: 105693299

Foreign donors:

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

Account Number: 603710110001943, ETASHA Society FCRA

IFSC: BKID0006037, Bank of India

Branch Reconciliation Code: 6037

Swift Code: BKIDINBBGK2

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

NOW US and UK donors can claim tax benefits when donating to ETASHA via Give India:

UK Taxpayers

UK taxpayers are now able to get a Gift Aid Certificate from the UK government in order to claim back tax on donations made to us here in India.

Donate just £11 per month to ETASHA and you'll be able to get a Gift Aid Certificate which does 2 things:

- Enable you to claim a tax rebate for your donation
- Increase the contribution to ETASHA, as the UK government will give us additional funds based on your contribution

Go to http://www.giveindia.org/m-926-etasha.aspx and follow the instructions to set up your account and choose how much you would like to give monthly.

US Taxpayers

US tax payers can visit http://www.giveindia.org/m-926-etasha.aspx

Donate – continued

Donations to ETASHA via Give India are tax deductible under 501 (c) (3) and you can claim your tax deduction on Form 1040, Schedule A.

UK donors can pay via Google Checkout and US donors via PayPal or Credit Card.



Choose to donate to either the Corpus or General Fund to arrange a monthly standing order to help disadvantaged young people become employable

Your donation will enable us to continue our activities providing career guidance, employability skills, vocational training and placement to young people from disadvantaged communities.

If you would like help donating from the US or UK e-mail ian@etashasociety.org for help.

Donors giving over Rs.5,500 can receive feedback on how their donation is used, including profiles and letters from trainees, when donations are given to fund participation in a program.

You can help a young Indian begin their ascent into a career by donating online at www.etashasociety.org/etasha-donate.phtml Donations are tax deductible under 80G for Indian citizens and residents



Financial Statements

Receipts and Payments

ETASHA SOCIETY
RECEIPTS AND PAYMENT ACCOUNT FOR THE YEAR ENDED 31ST MARCH, 2013

RECEIPTS	2012-13 Amount (Rs.)	PAYMENTS	2012-13 Amount (Rs.)
Opening Balance		Salary	1466789.00
Cash in Hand	34002.00	Honorarium & Professional Charges - External Faculty	289350.00
Bank	90390.35	Rent	304300.00
Imprest	20000.00	Bank Charges	6751.50
		Certificate Ceremony Expenses	99192.00
Receipts		Community Mobilization and Publicity Expenses	39958.00
Donation Corpus	454000.00	Conveyance	202572.00
Donation Non-FCRA	1660366.48	Administration Charges to CIF	24044.16
Donation FCRA	410419.04	Electricity Expenses	53197.00
Project funds FCRA	2116168.00	Equipment Repair and Maint.	119119.00
Project funds Non - FCRA	882442.00	Fund Raising Expenses	39807.00
Bank Interest	38556.79	Interest on Tds	314.00
Training Fees	309600.00	Office Repair and Maint.	39316.00
Honorarium	1700.00	Misc. Expenses	6464.78
Increase in Current Liability	6516.73	Newspaper Books and Periodicals	11444.00
		Infrastructure for AIF Project	52390.00
Loan from Anil Nayar	194000.00	Postage and Courier	7258.00
Loan from MN	400000.00	Printing and Stationery	137591.00
		Programme Exposure and Visit Expenses	96617.00
		Projector Hiring & Maint. Expenses	4950.00
		Staff Welfare	73924.00
		Telephone and Internet Expenses	87060.00
		Tours and Travels	80826.00
		Water Expenses	12067.00
		Website Development	4150.00
		Loan repayment to Meenakshi Nayar	200000.00
		Loan repayment to Anil Nayar	360000.00
		Loan repayment to SMS	33850.00
		Loan repayment to Eduserve	34000.00
		Addition in Fixed Assests	182470.00
		Increase in Fixed deposits	333027.03
		Increase in Current Assets	49906.39
		Closing Balance	
		Cash in Hand	9915.00
		Bank	155531.58
	6618161.39		6618161.39

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

For AHUJA & ANIL & ANJALI & FINANCE
Chatered Accountants

Place:New Delhi
Date:26/06/2013

(Ashish AHUJA)
Partner

PRESIDENT
Etasha Society
President

SECRETARY

TREASURER
ETASHA Society
Treasurer

Financial Statements – continued

Income and Expenditure

ETASHA SOCIETY
CONSOLIDATED INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31st MARCH, 2013

EXPENDITURE	AMOUNT	INCOME	AMOUNT
Salary	3466789.00	Donation Non-FCRA	1660366.48
Honorarium & Professional Charges - External Faculty	289350	Donation FCRA	410419.04
Rent	304300.00	Project funds FCRA	2116168.00
Bank Charges	6751.50	Project funds Non - FCRA	882442.00
Certificate Ceremony Expenses	99192.00	Training Fees	309500.00
Community Mobilization and Publicity Expenses	39958.00	Bank Interest	38556.79
Conveyance	202572.00	Honorarium	1700.00
Adminstration Charges to CIF	24044.16		
Electricity Expenses	53197.00		
Equipment Repair and Maint.	119119.00		
Fund Raising Expenses	39807.00		
Interest on Tds	314.00		
Office Repair and Maint.	39816.00		
Misc. Expenses	6464.73		
Newspaper Books and Periodicals	11444.00		
Infrastructure for AIF Project	52390.00		
Postage and Courier	7258.00		
Printing and Stationery	137591.00		
Programme Exposure and Visit Expenses	96617.00		
Projector Hiring & Maint. Expenses	4950.00		
Staff Welfare	73924.00		
Telephone and Internet Expenses	87060.00		
Tours and Travels	80825.00		
Water Expenses	12067.00		
Website Development	4150.00		
Depreciation	105378.57		
Surplus for the year carried to Balance Sheet	54422.35		
	5419252.31		5419352.31

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

For AHUJA & AHUJA
Chatered Accountants

Place:New Delhi
Date:26/06/2013

(ASHISH AHUJA)
Partner

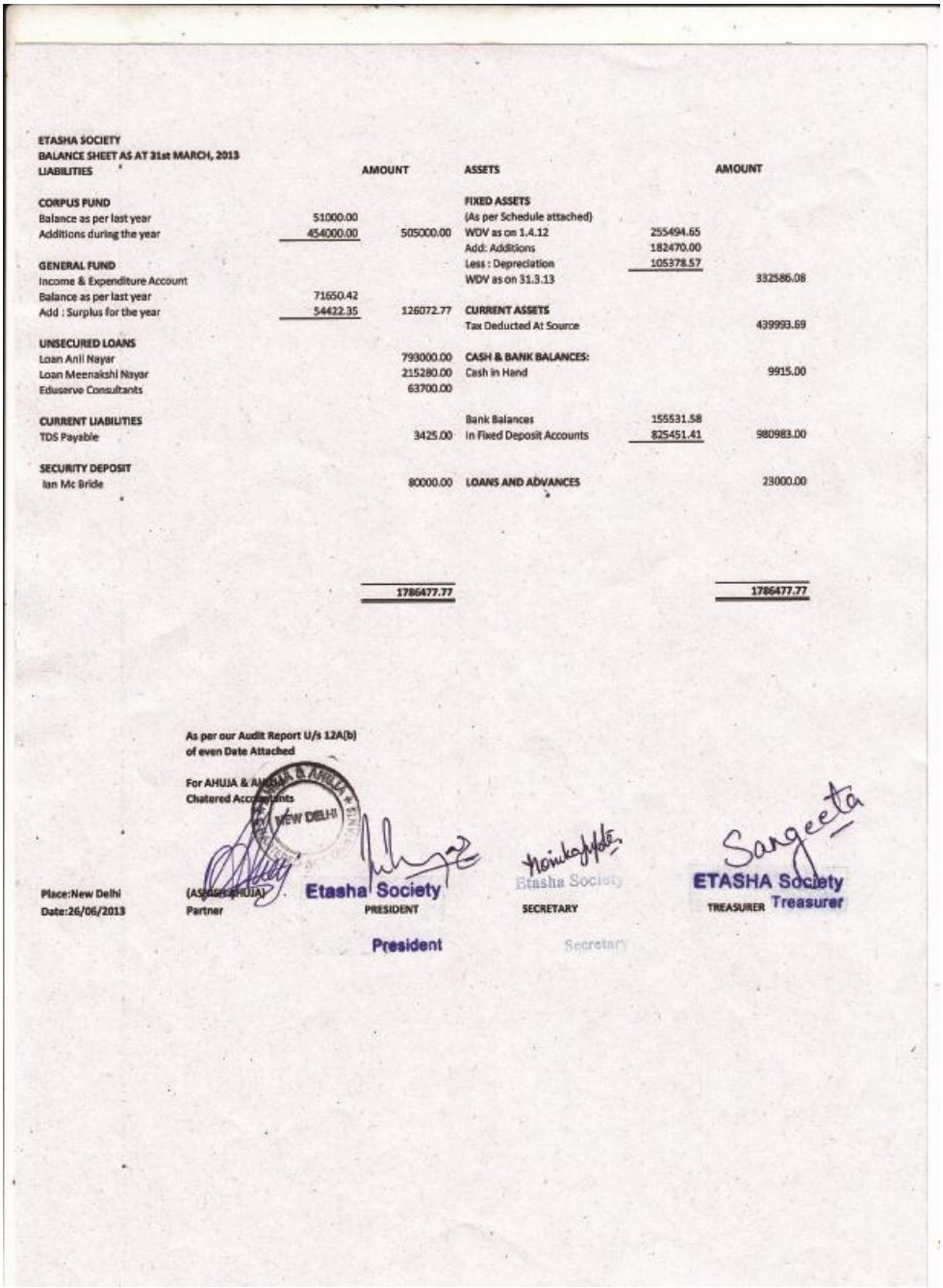
Etasha Society
PRESIDENT
President

Etasha Society
SECRETARY
Secretary

ETASHA Society
TREASURER
Treasurer

Financial Statements – continued

Balance Sheet



ETASHA SOCIETY
BALANCE SHEET AS AT 31st MARCH, 2013

LIABILITIES		AMOUNT	ASSETS		AMOUNT
CORPUS FUND			**FIXED ASSETS**		
Balance as per last year	51000.00		(As per Schedule attached)		
Additions during the year	454000.00	505000.00	WDV as on 1.4.12	255494.65	
			Add: Additions	182470.00	
GENERAL FUND			Less : Depreciation	105378.57	
Income & Expenditure Account			WDV as on 31.3.13		332586.08
Balance as per last year	71650.42				
Add : Surplus for the year	54422.35	126072.77	**CURRENT ASSETS**		
			Tax Deducted At Source		439993.69
UNSECURED LOANS					
Loan Anil Nayar		793000.00	**CASH & BANK BALANCES:**		
Loan Meenakshi Nayar		215280.00	Cash in Hand		9915.00
Eduserve Consultants		63700.00			
CURRENT LIABILITIES			Bank Balances	155531.58	
TDS Payable		3425.00	In Fixed Deposit Accounts	825451.41	980983.00
SECURITY DEPOSIT					
Ian Mc Bride		80000.00	**LOANS AND ADVANCES**		23000.00
		1786477.77			1786477.77

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

For AHUJA & AHUJA
Chatered Accountants

(ASHOK AHUJA)
Partner

Place:New Delhi
Date:26/06/2013

Etasha Society
PRESIDENT

President

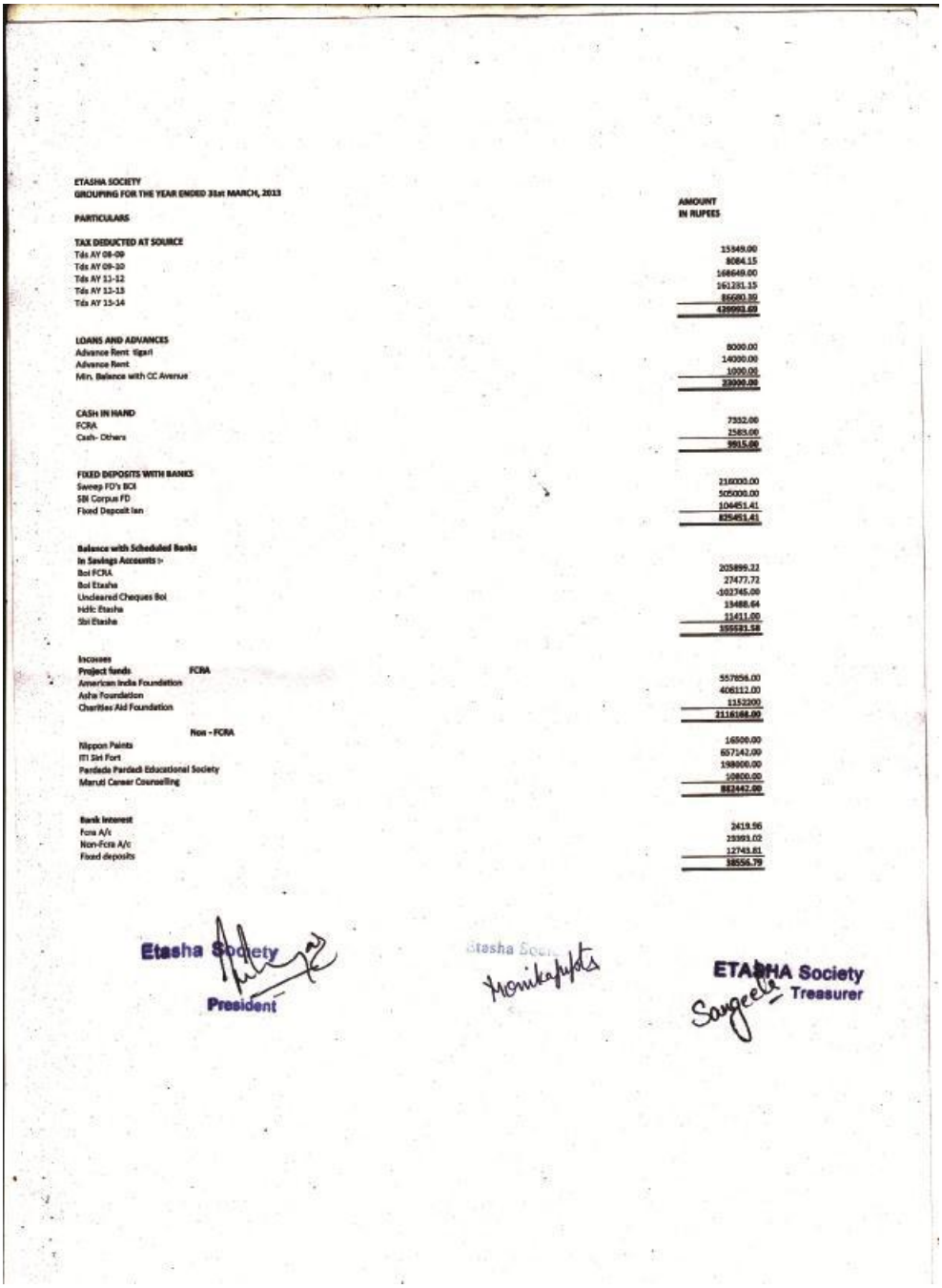
Etasha Society
SECRETARY

Secretary

ETASHA Society
TREASURER Treasurer

Financial Statements – continued

Grouping



ETASHA SOCIETY
GROUPING FOR THE YEAR ENDED 31st MARCH, 2013

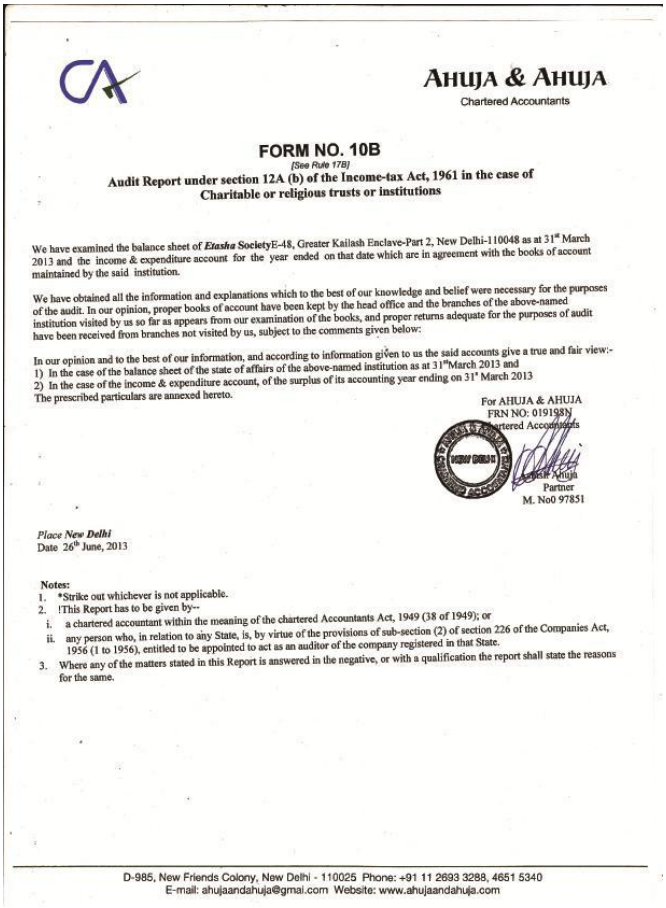
PARTICULARS	AMOUNT IN RUPEES
TAX DEDUCTED AT SOURCE	
Tds AY 08-09	15349.00
Tds AY 09-10	8084.15
Tds AY 11-12	168649.00
Tds AY 12-13	161281.15
Tds AY 13-14	86680.30
	439993.69
LOANS AND ADVANCES	
Advance Rent tigari	8000.00
Advance Rent	14000.00
Min. Balance with CC Avenue	1000.00
	23000.00
CASH IN HAND	
FCRA	7332.00
Cash- Others	2583.00
	9915.00
FIXED DEPOSITS WITH BANKS	
Sweep FD's BOI	216000.00
SBI Corpus FD	505000.00
Fixed Deposit Ian	104451.41
	825451.41
Balance with Scheduled Banks	
In Savings Accounts :-	
Boi FCRA	205899.22
Boi Etasha	27477.72
Uncleared Cheques Boi	-102745.00
Hdfc Etasha	13488.64
Sbi Etasha	11411.00
	155531.58
Incomes	
Project funds **FCRA**	
American India Foundation	557656.00
Asha Foundation	406112.00
Charities Aid Foundation	1152200
	2116168.00
Non - FCRA	
Nippon Paints	16500.00
ITI Skt Fort	657142.00
Pardada Pardadi Educational Society	198000.00
Maruti Career Counselling	10800.00
	882442.00
Bank Interest	
Fcra A/c	2419.56
Non-Fcra A/c	23393.02
Fixed deposits	12743.81
	38556.79

Etasha Society
President

Etasha Society
Treasurer

Financial Statements – continued

10B



AHUJA & AHUJA
Chartered Accountants

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 2013 and the income & expenditure account for the year ended on that date which are in agreement with the books of account maintained by the said 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 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 institution as at 31stMarch 2013 and
2) In the case of the income & expenditure account, of the surplus of its accounting year ending on 31st March 2013
The prescribed particulars are annexed hereto.

For AHUJA & AHUJA
FRN NO: 019198N
Chartered Accountants
Partner
M. No0 97851

Place ***New Delhi***
Date 26th June, 2013

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.

D-985, New Friends Colony, New Delhi - 110025 Phone: +91 11 2693 3288, 4651 5340
E-mail: ahujaandahuja@gmail.com Website: www.ahujaandahuja.com



Financial Statements – continued

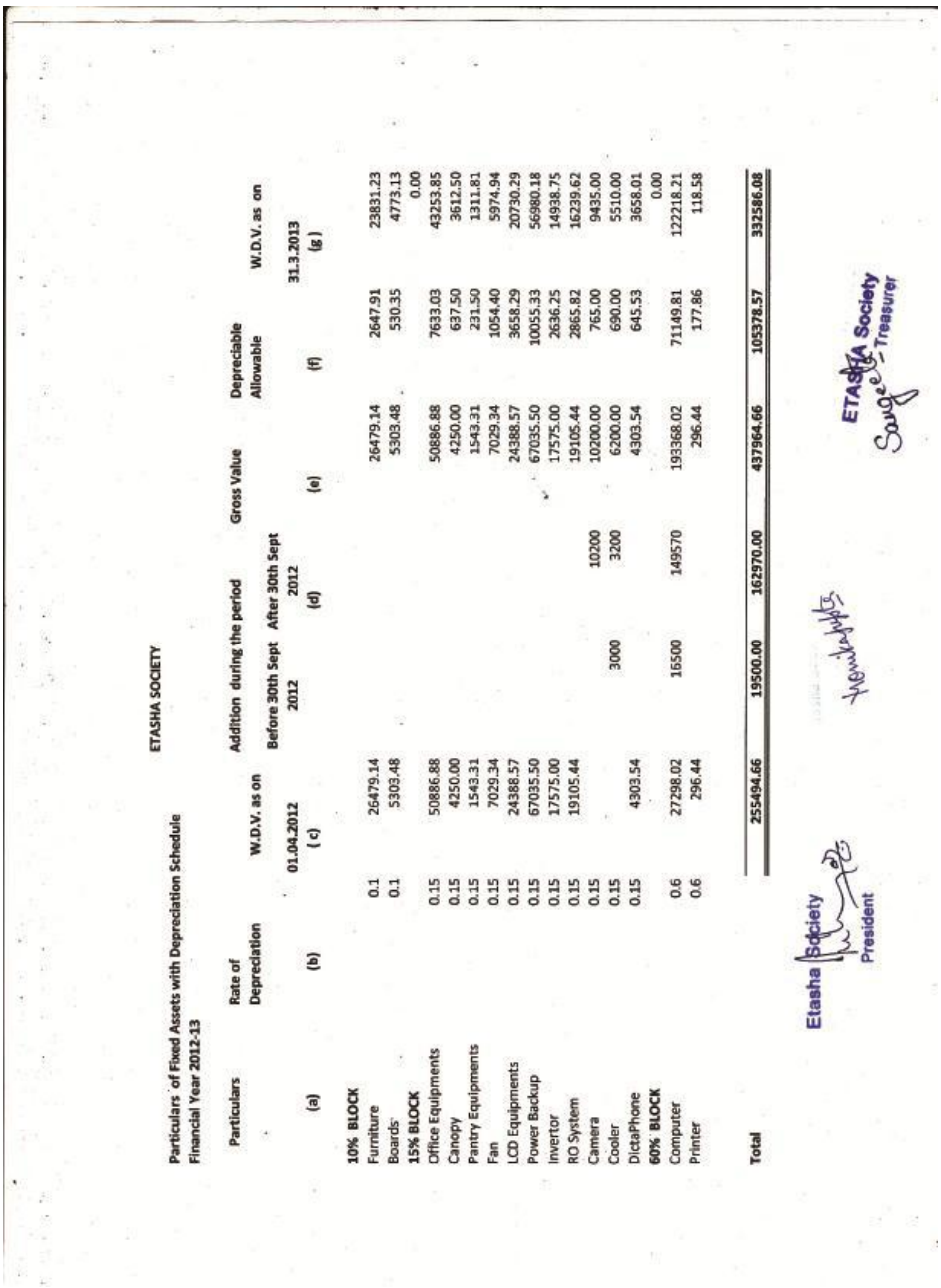
Statement of Particulars

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 5419252/- Less income Applied Rs 5364830/- Surplus Rs 54422/-
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.	Nil
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

Financial Statements – continued

Particulars of Fixed Assets



ETASHA SOCIETY

Particulars of Fixed Assets with Depreciation Schedule
Financial Year 2012-13

Particulars	Rate of Depreciation	W.D.V. as on 01.04.2012	Addition during the period Before 30th Sept 2012	Addition during the period After 30th Sept 2012	Gross Value	Depreciable Allowable	W.D.V. as on 31.3.2013
(a)	(b)	(c)		(d)	(e)	(f)	(g)
10% BLOCK							
Furniture	0.1	26479.14			26479.14	2647.91	23831.23
Boards	0.1	5303.48			5303.48	530.35	4773.13
15% BLOCK							0.00
Office Equipments	0.15	50886.88			50886.88	7633.03	43253.85
Canopy	0.15	4250.00			4250.00	637.50	3612.50
Pantry Equipments	0.15	1543.31			1543.31	231.50	1311.81
Fan	0.15	7029.34			7029.34	1054.40	5974.94
LCD Equipments	0.15	24388.57			24388.57	3658.29	20730.29
Power Backup	0.15	67035.50			67035.50	10055.33	56980.18
Invertor	0.15	17575.00			17575.00	2636.25	14938.75
RO System	0.15	19105.44			19105.44	2865.82	16239.62
Camera	0.15			10200	10200.00	765.00	9435.00
Cooler	0.15		3000	3200	6200.00	690.00	5510.00
DictaPhone	0.15	4303.54			4303.54	645.53	3658.01
60% BLOCK							0.00
Computer	0.6	27298.02	16500	149570	193368.02	71149.81	122218.21
Printer	0.6	296.44			296.44	177.86	118.58
Total		255494.66	19500.00	162970.00	437964.66	105378.57	332586.08

Etasha Society
President

ETASHA Society
Treasurer

Norms and Disclosures

ETASHA complies with all legal obligations required of a Registered Society, and also commits to adhering to norms of practice as defined by partner organisations, including Give India and Credibility Alliance.

To this end ETASHA's documentation is made publicly available, including our audited reports, Society, 12A, 80G, FCRA registration details and we also commit to publishing the additional following information:

1.) THE SALARY AND BENEFITS OF THE NGO HEAD, THE HIGHEST PAID STAFF MEMBER AND THE LOWESTPAID STAFF MEMBER.

- Head of the organization: (including honorarium) Rs. Nil
- Highest paid Full Time regular staff: Rs. 3, 33,000 per year
- Lowest paid Full Time regular staff: Rs. 78,000 per year

2.) LIST OF GOVERNING COUNCIL MEMBERS AND REMUNERATION

Name	Postal Address & Contact no.	Designation	Remuneration and Reimbursements
DR. MEENAKSHI NAYAR	E-458, Greater Kailash Part-II , New Delhi, 110048 Tel: 9810128687	President	NIL
MRS. RITU MOTWANI	CA/5D DDA Flats, Munirka Phase II New Delhi -110067 Tel: 9810188289	Vice-President	NIL
MS. MONIKA GUPTA	15, Dakshinapuram, Jawaharlal Nehru University, New Delhi-110067 Tel: 9891624628	Secretary	NIL

Governing Council Members – continued

MS. SANGEETA SHARMA	T/ A- 132, Om Vihar, Uttam Nagar, New Delhi-110059, Tel: 9718700136	Treasurer	NIL
MRS. FREDA J SWAMINATHAN	19, Belvedere Estate, 8/8 Alipore Road, Kolkatta – 27 , West Bengal Tel: 9811117620	Member	NIL
MRS. ANITA ANEJA	27, HSIDC , Near Sarhaul, Gurgaon, Haryana Tel: 9810037862	Member	NIL
DR. USHA JUMANI	63, Thakur Bhai Towers, Near Gujarat College, Ahmedabad Tel: 079- 26403832	Member	NIL
MR. PRAMOD PATNI	SB –One, Jawahar Lal, Nehru Marg, Bapu Nagar, Jaipur, Rajasthan Tel: 9314430050, 9829210606	Member	NIL
MR. ROHIT KHAITAN	Khaitan Lane , Boring Canal Road, Patna, Bihar Tel: 9811413399	Member	NIL
MR. HEMANT BHARAT-RAM	DCM Ltd, 4th Floor, Vikrant Towers, Rajendra Place, New Delhi, Tel: 45013346	Member	NIL
MS. SHIKHA GUPTA	48 A, Ground Floor, Pocket B, Siddhartha Extn. New Delhi 110014 Tel: 9810413920	Member	NIL
MS. PRIYALI PRAKESH	A-14, Sector-26, Noida-201301, Tel: 9810363639	Member	NIL
Ms. VIMALA RAMACHANDRAN	3rd Floor, K 21 Hauz Khas Enclave, New Delhi 110016 Tel: 011 2651572	Member	NIL
Mr. SANJEEV GUPTA	Partners 'n' Progress C-15,Qutab Institutional Area, New Delhi 110016 Tel: 9811085667	Member	NIL

Governing Council Members – continued

Mr. IAN MCBRIDE	G-1338, Chittaranjan Park, New Delhi, 110019 Tel: 9810364838	Permanent Invitee + Full Time Faculty	Rs.3,33,000/- as Faculty
Ms. ANINDIDTA KAR GUPTA	77, Medha Apartments, Mayur Vihar Phase-1, New Delhi, 110091 Tel: 9868113317	Permanent Invitee + Full Time Faculty	Rs.2,95,500/- as Faculty

3.) DISTRIBUTION OF STAFF ACCORDING TO SALARY LEVELS AND GENDER BREAK UP

Slab of gross salary (in Rs) plus benefits paid to staff (per month)	Male staff	Female staff	Total staff
Less than 5000	0	0	0
5,000 – 10,000	4	1	5
10,000 – 25,000	8	10	18
25,000 – 50,000	1	2	3
50,000 – 1,00,000	0	0	0
Greater than 1,00,000	0	0	0

4.) NO INTERNATIONAL TRAVEL WAS CARRIED OUT BY ANY GOVERNING COUNCIL MEMBER OR EMPLOYEE OR REPRESENTATIVE OF ETASHA.

www.facebook.com/etashasociety

Contact Information

DR MEENAKSHI NAYAR PRESIDENT	IAN MCBRIDE COMMUNICATIONS	MINI BHARGAVA PLACEMENT
		
Tel 011 2922 1320 / 21 /22 09810128687 meenakshi@etashasociety.org	**Tel** 011 2922 1320 / 21 /22 09810364838 ian@etashasociety.org	**Tel** 011 2922 1320 / 21 /22 09810652004 mini@etashasociety.org

Registered office

ETASHA Society

E48 Greater Kailash Enclave 2, New Delhi, India, 110048

Tel 0091 (0) 11 29221320 / 21 /22

Fax 0091 (0) 11 29213319

www.etashasociety.org

ETASHA

An NGO Training Youth For Employability

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