ANNUAL REPORT
2017–18



ETASHA Society

Skilling Communities
for Employment & Income Generation

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MEENAKSHI'S NOTE



2017-18 has been a watershed year. We were able to consolidate our learning of the past 11 years, place it in a framework, begin implementation of a new model and get positive preliminary results.

Working with youth from low-income communities, preparing them to be job ready, made evident the significance of the role played by the attitudes and mindset of parents, teachers, extended family members as well as neighbours. We realized that the young person's mindset about work and employment is shaped by the entire ecosystem.

One major aspect of this is the prevalent mindset which sets a high premium on college education and 'white-collar' office jobs, particularly Government jobs. Even more distressing is the underlying perception of skilled work as being undignified. These factors discourage young people from vocational training & opportunities of employment, even when it provides a way of helping them and their family out of the cycle of poverty while progressing towards their own ambitions & goals.

As an attempt to impact the mindset of people in the eco-system of resource-poor youth, we initiated a model with several interventions targeting various segments of the community. This included life skills training, counselling and career guidance for adolescents in Middle & High School, Vocational Training for young girls and boys, with a special emphasis on connecting with their families, and entrepreneurship training and enterprise management support for older women. These were tied together with frequent skilling competitions, rallies and events within the community, all aimed at promoting an appreciation for skills and achievements.

We plan to replicate this model in Janauli Village in Palwal, Haryana where our digital literacy and employability skills initiatives are continuing to attract youth, particularly girls. This is also in light of the growing demand for employment based skill development for youth as well as income generation projects for women.

I cannot stress enough, as to how none of this would be possible without the sustained support and trust of our funders and sponsors. To them, we are ever grateful for enabling the ETASHA ship to proceed full steam ahead.

Dr. Meenakshi Nayar,
On behalf of Team ETASHA

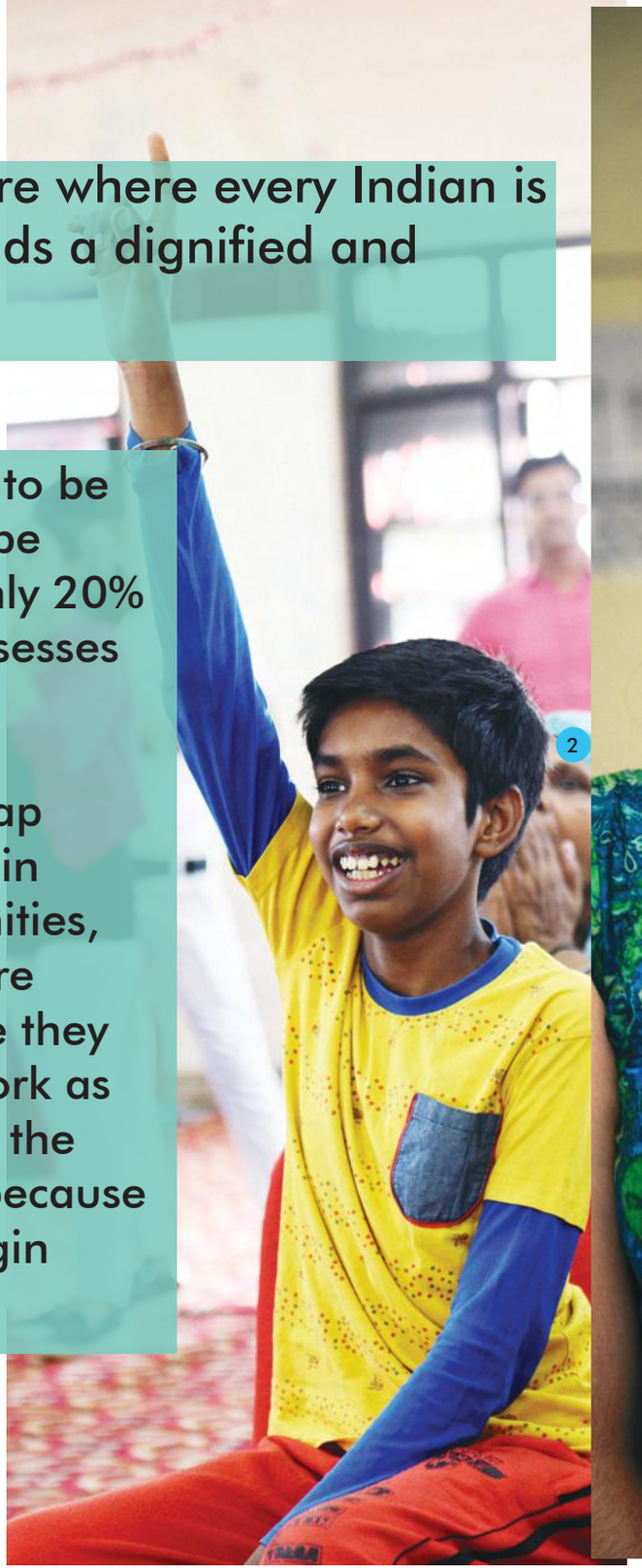
OUR VISION

We envision a future where every Indian is self-reliant and leads a dignified and productive life.

THE CHALLENGE

75% of the new jobs to be created in India will be 'skill-based' while only 20% of the workforce possesses 'marketable skills'.

Effects of this skills gap are felt most acutely in low-income communities, where many youth are unemployed because they lack basic skills or work as daily-wage labour in the unorganised sector because of the urgency to begin earning.





THE OPPORTUNITY & OUR SOLUTION

With the growing demand for young high school educated youth in the service sector, ETASHA seeks to train & connect resource poor youth to their first job.

SKILLING FOR EMPLOYMENT & DIGNITY

We engage low-income communities in urban & rural India holistically, to equip people with skills for sustained employment and income generation in a dynamic market.

OUR PROGRAMMES

- Job-Linked Vocational Training
- Cross Sectoral Soft Skills Training
- Job Placements for youth
- Career Guidance
- Life Skills Training
- Entrepreneurship Training
- Training of Trainers

All our programmes have an emphasis on mindset & behaviour change.

THE ADDITIONAL CHALLENGE OF DIGNITY

Vocational training is often associated with manual & undignified work. We believe this is partly because of a prevalent mindset which places a high premium on college education and values 'white-collar' office jobs, particularly Government jobs.

Some of these associations, also originate from our traditionally hierarchical, caste-based society. Through this perspective, a hairdresser is not valued or respected for his/her skill, but is instead denigrated to being a 'nai'. Similarly, notions of purity & pollution can be seen in the refusal to take up jobs in hospitality because these involve *'safai karna'* (cleaning up) and *'jhootan uthana'* (picking up used vessels).



CONTEXTUAL CHALLENGES *

100% of our trainees live in low-income communities, lacking access to quality housing, water, sanitation and security.

11% of those from Madanpur Khadar (low income community in South Delhi) do not have toilets at home.

83% are first generation learners.

7.3% of the trainees' parents are employed in formal work.

26% didn't know how to access any internet–based services other than WhatsApp & FB.

38% don't own a smartphone.

56% have never shopped at a mall.

47% have never visited a restaurant.

25% have never travelled via public transport on their own.

30% have at least one family member suffering from a terminal illness/drug addiction/alcoholism

EACH OF THESE FACTORS AFFECTS A YOUNG PERSON'S ABILITY TO WORK IN A COMPETITIVE SERVICE SECTOR ORGANISATION

*This data is based on a sample taken from our centers in Delhi.



IMPACT

ON YOUTH & FAMILIES

- A regular salary more than doubles the family income.
- Steering youth away from potential drug abuse and crime.
- Better education of younger siblings.
- Older siblings being employed become role models.
- As girls start to earn and grow in their jobs, it becomes easier for younger sisters to fight the patriarchal norm.
- Improved nutrition levels for the whole family.
- Youth become equipped with skills to look for jobs that fit their interests.
- From low self-confidence to thinking "I can and I will".
- From short-term orientation to thinking of a planned career path.

ON THE EMPLOYER

- Hiring trained youth with aspirations that match jobs.
- Reduced attrition levels.
- High quality performance in the work place.

ON SOCIETY

- Increasing women's participation in the workforce.
- Bridging the digital divide.

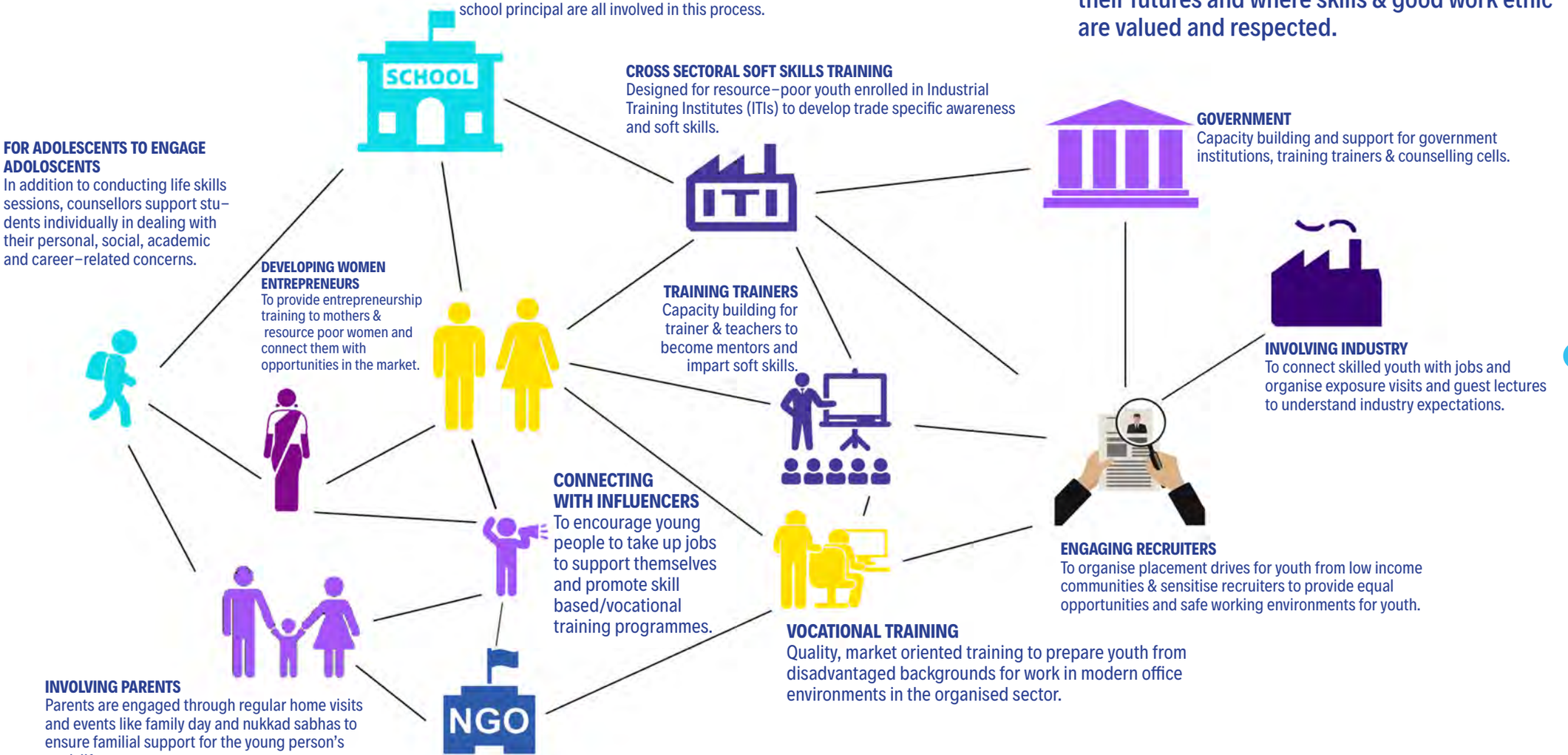
TOTAL LIVES DIRECTLY IMPACTED IN 2017–18



249% more than 2016-17

A COMMUNITY–CENTRIC APPROACH TO EQUIP RESOURCE–POOR YOUTH TO BE EMPLOYABALE

Through direct engagement with various stakeholders, we hope to create an enabling environment for young people to take control of their futures and where skills & good work ethic are valued and respected.



LIFE SKILLS & CAREER GUIDANCEAT SESSIONS GOVERNMENT SCHOOLS
To assist government schools in creating an environment for students to develop confidence, think about their futures, set education & career goals and reduce dropouts. Teachers and the school principal are all involved in this process.

CROSS SECTORAL SOFT SKILLS TRAINING
Designed for resource–poor youth enrolled in Industrial Training Institutes (ITIs) to develop trade specific awareness and soft skills.

GOVERNMENT
Capacity building and support for government institutions, training trainers & counselling cells.

FOR ADOLESCENTS TO ENGAGE ADOLOSCENTS
In addition to conducting life skills sessions, counsellors support students individually in dealing with their personal, social, academic and career–related concerns.

DEVELOPING WOMEN ENTREPRENEURS
To provide entrepreneurship training to mothers & resource poor women and connect them with opportunities in the market.

TRAINING TRAINERS
Capacity building for trainer & teachers to become mentors and impart soft skills.

INVOLVING INDUSTRY
To connect skilled youth with jobs and organise exposure visits and guest lectures to understand industry expectations.

CONNECTING WITH INFLUENCERS
To encourage young people to take up jobs to support themselves and promote skill based/vocational training programmes.

ENGAGING RECRUITERS
To organise placement drives for youth from low income communities & sensitise recruiters to provide equal opportunities and safe working environments for youth.

VOCATIONAL TRAINING
Quality, market oriented training to prepare youth from disadvantaged backgrounds for work in modern office environments in the organised sector.

INVOLVING PARENTS
Parents are engaged through regular home visits and events like family day and nukkad sabhas to ensure familial support for the young person's work life.

NGO NETWORKING
To work in coordination and align our own goals with those of other organisations serving the community

In 2017–18 we began implementation of our community centric model.

ALUMNI SPEAK





A trainee in an ITI Workshop

WHAT I LEARNT ABOUT PRESENTING MYSELF IN AN INTERVIEW

"There is always a demand for skilled professionals, but we need to communicate our technical knowledge properly.
Be prepared to convince the HR of your loyalty to the company, that you have the required skills and your willingness to learn.
Good customer handling abilities are important as every employee is a representative of a company.
Dress neatly and always be punctual & polite."

Sagar, alumnus of our Employability Skills Training Programme at ITI AKS. He is a Refrigeration and Air-conditioning Technician.

Our placement rate for 2017-18 was 69%.



STANDING UP FOR YOUNGER SIBLINGS

"I've been working for over a year now and ever since I have started earning I have more freedom. My mother is stricter with my younger sister as compared to my brother and scolds her more. I always fight with my mother and tell her she should scold them both equally. I also argue with her when she doesn't let my sister go out. Why should they be treated differently?"

Radha, alumnus of our Vocational Training Programme. She is an office assistant at ETASHA.

BALANCING TRADITIONS & BELIEFS AT THE WORKPLACE

"I spent a few years being educated at a madrasa where I learnt about my faith, Islam. I felt that I needed to wear a hijab and it was wrong to go anywhere without it. I gained a new perspective at ETASHA and I feel I can be religious and modern too and that I should dress according to the environment of a place. Most of the girls in my village don't get a chance to think like this, since the only expectation from a girl is marriage. I want to be a role model for them. We can be responsible and care for our families while working too"



Haseena, alumnus of our Vocational Training Programme, placed as a Customer Service Executive at Haldiram's.



MANAGING ANGER AND GROWING UP WITH SINGLE PARENTS

"I grew up in Qalandar Colony. It's dirty and the people are bad. Many girls are forced into prostitution. My mother died when I was 8, and my father began drinking and stopped going to work. The people there were like this and my father also became like this.

My grandmother sent me and my two sisters to live at a shelter home in South Delhi where we could finish school. My brother dropped out of school after class VI.

I now live in seemapuri and its a very noisy place. I hate it, especially on days when my father comes drunk to our grandmother's house, shouts abuses and asks for money.

Coming to ETASHA is a good break from the environment at home as for a few hours every day I can concentrate and focus on my future. The environment is very positive. When I have problems I discuss them with ma'am and she always listens. No one shouts.

The World of Work sessions are my favourite because they teach us about companies. I have also learnt about where I can be in the next few years if I work hard. I could be at a good position, with a job which I can be proud of and a good salary. Maybe then we can also afford to buy our own home.

I like the Sales sessions too. We learn about marketing and selling. I had worked for a few months at a local fabric shop so I try to combine these skills with my experience from my previous job."

Durga, trainee of our Vocational Training Programme, is currently applying for jobs in the retail sector.

CAREER ADVICE I GAVE MY HUSBAND

"Two months into his new job, my husband did not receive his joining letter. He had no idea what this was. I told him it is important to know the terms and conditions so that he doesn't get exploited. He spoke to his HR and got the letter the next week.

My husband and brother-in-law were interviewed for the same job. My husband was selected but felt he should let his brother have the opportunity. I explained to him that he got the job because his skills were better. His brother would probably not be able to perform and may even be asked to leave. It would be better for him to work and then put in a word for his brother."



Neelam, alumnus of our Vocational Training Programme who works as a computer trainer at Bal Umang Drisya Sanstha.

We have worked with 1554 youth, adolescents and women at our Skill Development Center in Janauli Village, Palwal, Haryana.



TIPS ON STARTING A CATERING ENTERPRISE

Anita, a resident of Mangolpuri and trainee of our Developing Entrepreneurs programme has started an enterprise 'Mom's Kitchen' with her friends.

- At home, we can afford to show our temper & make people wait, but this is not an option with customers.
- Like multi-tasking at home you have to be able to make Maggi, chaap, tikki and spring rolls altogether.
- Use YouTube to learn new ideas. I was able to find a good recipe for the pani in our gol gappas online.
- Crowds in different parts of the city have different tastes, prepare according to your customer.
- Location & display of the counter matter.
- We have to be supportive of each other. Some women can't stay out too late, so we need to make up for that.
- Some group members always keep their heads covered. Even the little 'yes' and 'no' interaction with the customers is a big deal for them, so we need to encourage that.
- Think of ways to expand. We are talking to offices around Mangolpuri to provide regular tiffin services.
- Ask for feedback on quality. We have learnt that the food should be light & healthy so that it doesn't put people to sleep.
- Proper packaging is important; we are also looking for an appropriate tiffin with minimum spillage, keeping the food warm.

Anita, alumnus of our Developing Entrepreneurs Programme and has started an enterprise 'Mom's Kitchen' with her friends.

We have conducted Career Guidance Workshops in 13 states.



WHY I DECIDED DROPPING OUT OF SCHOOL IS A BAD IDEA

"When I moved from my village in UP to Delhi, I was put behind two classes. My younger classmates could read and do basic calculations. I couldn't. Roaming the streets, playing Gili danda where I excelled, was then the preferred option," says Amit, whose mother is a cook and father runs a pani puri stall.

He shares his learning from ETASHA's life skills sessions:

- I know my strengths; I am hardworking, I cook very well and can manage many things together.
- It is important to know about yourself. Then you can think about what you want to become.
- I have also begun thinking about my future; I am already in class 8 and half the journey is done. I need to push myself to finish the rest.
- People who visit my father's pani puri stall are disrespetful. If I don't learn things now, then I'll also have to sell things on the streets, so I've decided to pay attention in class.
- I have stopped hitting and swearing at my brother. It is easier to solve a problem if I explain why I am angry.
- I need to wash properly and keep my private parts clean. I didn't wash earlier and would always feel itchy. We learnt this in hygiene class.
- I don't just want to finish school, I want to try an do well.

Amit is a trainee of our Life Skills Programme in Government Schools. He wants to become a police officer and work for justice in his community.

SUPPORTERS & SPONSORS 2017–18

MSC Agency
547 Youth & Adolescents Impacted

DCM Textiles
60 Youth Impacted

CFL
209 Youth Impacted

Accenture (CAF)
247 Youth Impacted

Emerging Securities Pvt. Ltd.
68 Youth Impacted

SRF
79 Youth Impacted

Asha for Education
3934 Adolescents Impacted
108 Youth Impacted

Microsoft (CAF)
42 Adolescents Impacted

Fluor Daniel India Pvt. Ltd.
40 Youth Impacted

Sapient
2941 Adolescents Impacted
205 Youth Impacted
139 Women Impacted

Pearl Global Industries Ltd.
17 Youth Impacted

Give India
52 Youth Impacted

Futures First
58 Youth Impacted

#25KY18–Empowering 25000 Youth By 2018



14995 Youth impacted from January 2006 to March 2017

In 2017–18

April to June: **1696**

July to September: **1854**

October to December: **4088**

January to March: **1414**

22505 youth impacted so far
2495 more to go!

ETASHA SOCIETY

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

Balance Sheet for the year ended March 31, 2018

PARTICULARS	SCH.	AMOUNT (Rs.)
SOURCES OF FUNDS		
Corpus Fund	1	2,651,053
General Fund	2	4,457,824
TOTAL		**7,108,877**
APPLICATION OF FUNDS		
Fixed Assets	3	1,491,699
		1,491,699
Investments	4	3,966,752
		3,966,752
Current Assets :		
(a) Cash & Bank Balances	5	895,459
(b) Other Current Assets	6	1,164,035
		2,059,494
Less: Current Liabilities :		
(a) Duties and Taxes	7	56,990
(b) Other Current Liabilities	8	352,078
		409,068
Net Current Assets		**1,650,426**
TOTAL		**7,108,877**

As per our report of even date

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

CA Nitin K Khandelwal
Partner
Membership No. 099286

Date: 04-08-2018
Place: New Delhi

For and on behalf of the Board of
ETASHA Society

Dr.Meenakshi Nayar
President

Mukesh Aggarwal
Secretary

Sangeeta Sharma
Treasurer

FINANCIAL DOCUMENTS 2017–18

ETASHA SOCIETY

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

INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED ON 31.03.2018

PARTICULARS	SCH.	Amount (Rs.)
A. INCOME		
i) Donation Receipts	9	
-General Donation		1,060,750
-Project Fund-FCRA		3,017,498
-Project Fund- Non FCRA		8,546,594
ii) Training Fees	10	678,269
iii) Other Income	11	622,684
		13,925,795
B. EXPENDITURE		
Direct Cost	12	18,667,409
Indirect Cost	13	443,257
Depreciation	3	450,518
		19,561,184
Excess of expenditure over income for the year		(5,635,389)

As per our report of even date

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

CA Nitin K Khandelwal
Partner
Membership No. 099286

Date: 04-08-2018
Place: New Delhi

For and on behalf of the Board of
ETASHA Society

Dr.Meenakshi Nayar
President

Mukesh Aggarwal
Secretary

Sangeeta Sharma
Treasurer

FINANCIAL DOCUMENTS 2017–18

ETASHA SOCIETY

RECEIPTS AND PAYMENT ACCOUNT FOR THE YEAR ENDED ON 31ST MARCH, 2018

RECEIPTS	Schedule No.	Amount (Rs.)	PAYMENTS	Schedule No.	Amount (Rs.)
Opening Balance			Direct Expenses	12	18,667,409
Bank balances		7,193,597			
Cash in Hand		43,534	Indirect Expenses	13	443,257
Donations			Addition in Fixed Assests		1,343,616
General Donation	9	1,060,750	Increase in Current Assets		536,404
Corpus Donation	9	648,200	Increase In Fixed Deposits		216,752
Project Funds- FCRA	9	3,017,498			
Project Funds- Non-FCRA	9	8,546,594			
Training Fees	10	678,269			
Sale of Fixed Assets		1,650	Closing Balance		
Indirect Incomes	11	622,684	Cash in Hand		42,075
			Bank		853,384
Increase in Current Liabilities		290,119			
		22,102,896			22,102,896

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

CA Nitin K Khandelwal
Partner
Membership No. 099286

Date: 04-08-2018
Place: New Delhi

For and on behalf of the Board of ETASHA Society

ETASHA Society
Dr.Meenakshi Nayar
President **President**

ETASHA SOCIETY
Mukesh Aggarwal
Secretary

ETASHA SOCIETY
Sangeeta Sharma
Treasurer

Our Recruiting Partners

OYO ROOMS
Haldiram's
PVR CINEMAS
Reliance RETAIL
BURGER KING
Café Coffee Day a LOT can happen over coffee
BIG BAZAAR NAYE INDIA KA BAZAAR
Hamleys
silaris
lifestyle
INTERTECH
EIP TECHNOLOGIES PVT LTD
Blue Consulting Pvt. Ltd.
VISHAL MEGA MART
COMPETENT SOFTWARE
HOMESHOP18.COM
WESTSIDE
ADITYA BIRLA GROUP

SALARY SLAB OF STAFF 2017–18

Slab of gross monthly salary (in Rs.) plus benefits paid to staff	Male Staff	Female Staff	Total Staff
<5000	0	2	2
5001 - 7000	1	3	4
7001 - 10000	4	8	12
10001 - 25000	12	14	26
25001 - 50000	4	8	12
50001 - 100000	0	1	1
>10000	0	0	0
Total Staff	21	36	57

DONATE

- Vocational Training & Placement (Per trainee) **Rs 14,000/-**
- Training of Trainers in Employability Skills (Per candidate) **Rs 17,600/-**
- Employability Skills Development & Placement (Per ITI student) **Rs 6,250/-**
- Career Guidance (Per Student) **Rs 850/-**
- Women's Enterprises Incubation Fund **Rs 1,000+**
- General Fund **Rs. 250+**

or

support us to build a corpus fund that will make us achieve long term sustainability and self- sufficiency

LET'S EMPOWER YOUTH TOGETHER!

HOW TO DONATE

Online

http://etashasociety.org/donate/

Send Cheques to

ETASHA Society

Bank Transfer

ETASHA Society
Bank Of India, G.K-II Branch,IFSC Code - BKID0006037

For Indian donors
A/C No. 603710110002492

For International donors
A/C No. 603710110001943

For CSR Funds :
GSTN : 07AAATE2303G1ZB

All donations are tax exempt under Section 80G of the Income Tax Act 1961

For tax exemption through 501(C)(3) donate via GiveIndia
http://www.giveindia.org/m-926-etasha.aspx

ETASHA Society

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E-48, Greater Kailash Enclave II,
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Phone No. : 011-29221320/21/22

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Devli Road, Khanpur, New Delhi-110062
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CAREER DEVELOPMENT CENTRE 3
L-1246, II & III Floor, Mangolpuri,
near Water Tank & Opp. Rain Basera,
Above Kamal Band,
New Delhi-110083
Phone No. : 011-27913056 & 8447709527

SKILL DEVELOPMENT CENTRE 1
Sher Singh Tewatia House, Near Syndicate Bank,
Thalua Mohalla, Main Road, Village - Janauli
Palwal, Haryana
Phone No. : 9050451220 & 9050908437

+91-966716569

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