

2019-2020

ANNUAL REPORT

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CAREER DEVELOPMENT INSTITUTE
E-48, Greater Kailash Enclave II, New Delhi-1100048

CAREER DEVELOPMENT CENTRE 1
D-141-142, || Floor, JJ Colony, Madanpur Khadar,
New Delhi-110076

CAREER DEVELOPMENT CENTRE 2
B-195, Duggal Colony, Devli Road, Khanpur,
New Delhi-110062

CAREER DEVELOPMENT CENTRE 3
L-1246, II & III Floor, Mangolpuri, near Water Tank & Opp.
Rain Basera, Above Kamal Band, NewDelhi-110083

CAREER DEVELOPMENT CENTRE 4
Sher Singh Tewatia House, Near syndicate bank,
Thalua Mohalla, Main Road
Janauli, Palwal, Haryana

CAREER DEVELOPMENT CENTRE 5
C-455, Vyapar Marg, Sector-10,
NOIDA-201301 (Near Sector-16 metro station)

CAREER DEVELOPMENT CENTRE 6
Musteel no. 48, Killa No. 21/1/2, Rampur Road,
Pataudi, Gurugram, Haryana

We would love to hear from you:
info@etashasociety.org

Call/Message:
+91-830-272-3345
+91-011-2922-1321

For Donations:
etashasociety.org/donate-now

Vision

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

Mission

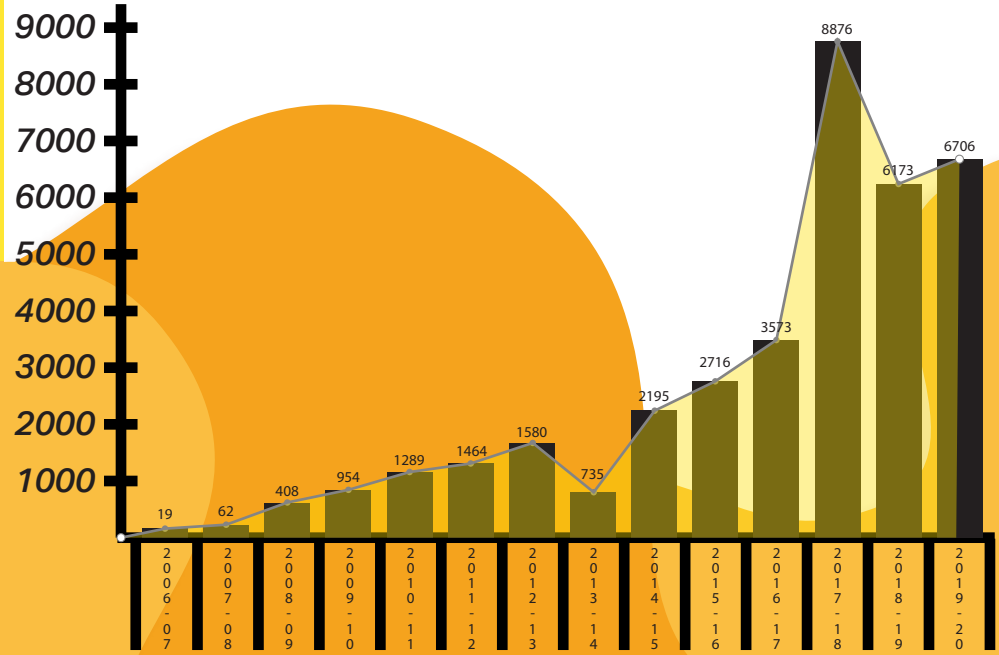
To Provide Training and Mentoring for Employment & Income Generation to low income communities.

PRESIDENT'S NOTE

2019-20 was an exciting year of new opportunities, new areas of work and new interventions.

We progressed well towards our Mission and continued our processes of deep engagement with every person with whom we worked.

In this year we engaged with a total of 6,706 adolescents, youth and women, taking the total of direct beneficiaries since the inception of ETASHA to 36,750. The graph below shows our impact in the last 14 years:



In November 2019 Project Spreading Wings, supported by BT, *a first time funder, was initiated for a period of 3 years, with the objective of "Enabling girls in the community around Pataudi in Haryana to become employment-ready and socially, psychologically and economically independent."*

A new Career Development Centre was set-up in NOIDA with support from BK Charitable Trust and Jivaji Agri Edu Care Foundation in a 3-way collaboration for implementing programs for the youth.

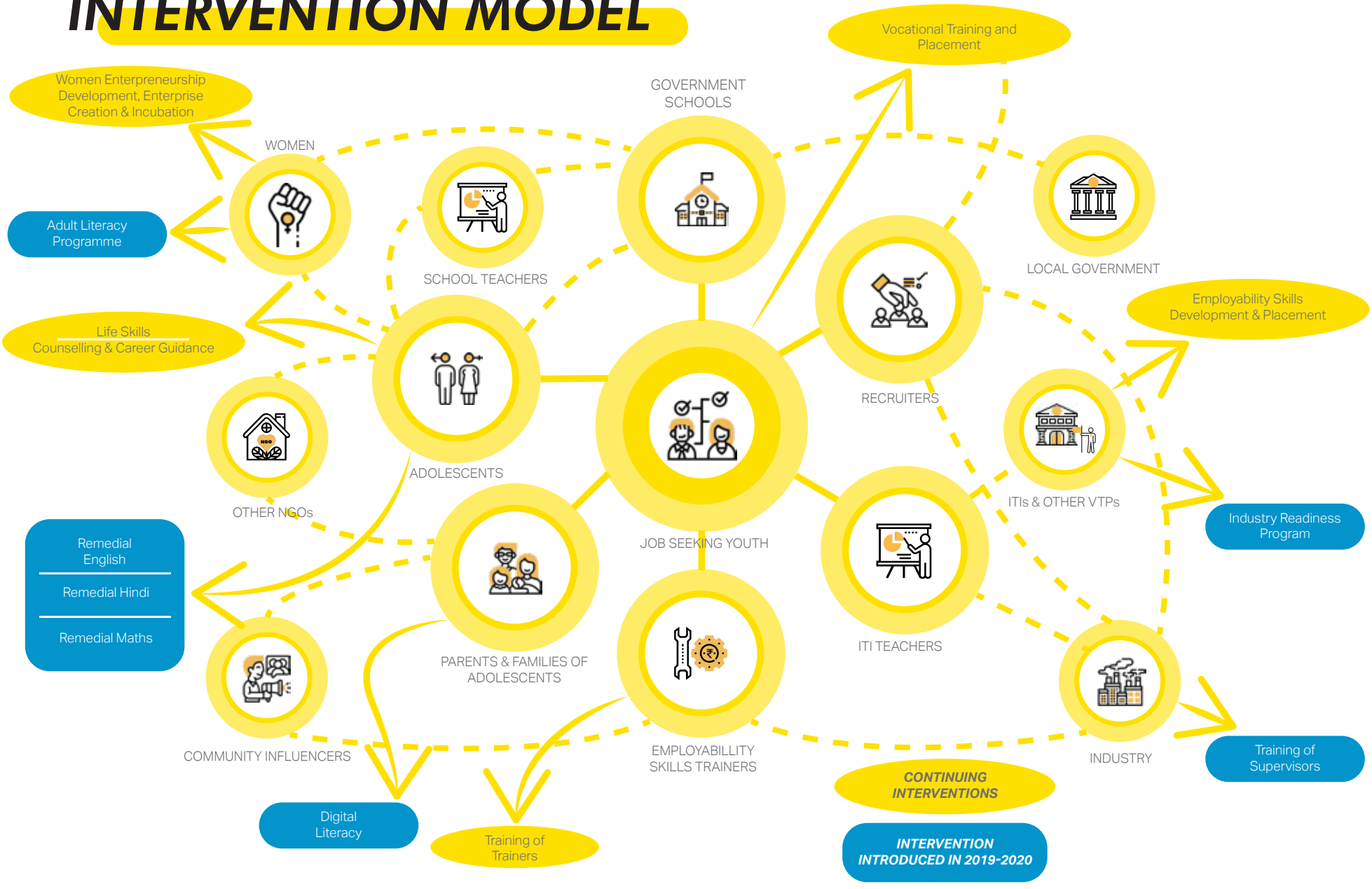
Project funds were forthcoming from several other new supporters including **HT Parekh Foundation, Jumax Foam Pvt Ltd.** *and* **SMS India Pvt Ltd**., *even as many of our on-going Corporate supporters like* **Accenture, Asha For Education, Emerging Securities Pvt Ltd, Futures First Info Services, IDFC First Bank Ltd, LittelFuse, MSC Agency(India) Pvt Ltd, Pearl Global Industries Ltd and Shri Ratanlal Foundation** *continued with funding of on-going projects. We are ever so grateful to the visionary and socially responsible organisations who believe in supporting skill development of the underserved people of our country and helping them become self-respecting and productive citizens of the country.*

We also broke new ground in terms of our policy of collaborating with other Development Sector Organisations by partnering with **Jagori** *as a full implementation partner in Project Spreading Wings. Our on-going collaborations for Community Outreach and Infrastructure with* **Shri Aurobindo Ashram and Lakshya Jeevan Jagriti** *continued with full fervour.*
While 2019-20 went off very well, it ended with the Corona pandemic hitting the whole world, and particularly the communities we work with, who suffered from loss of livelihoods. We started relief work immediately distributing ration / cash to the needy in all target communities. Soon we focused our efforts on skilling and organising people for Restoration of income and dignity. Team ETASHA showed exemplary commitment and dedication to work with the most vulnerable people through the entire period. I would like to put on record my personal gratitude and regard for each of my wonderful team members and each committed individual and corporate donor for their generosity. Also, my prayers for the safety and good health of all our partners in the journey towards economic prosperity and dignity for all.

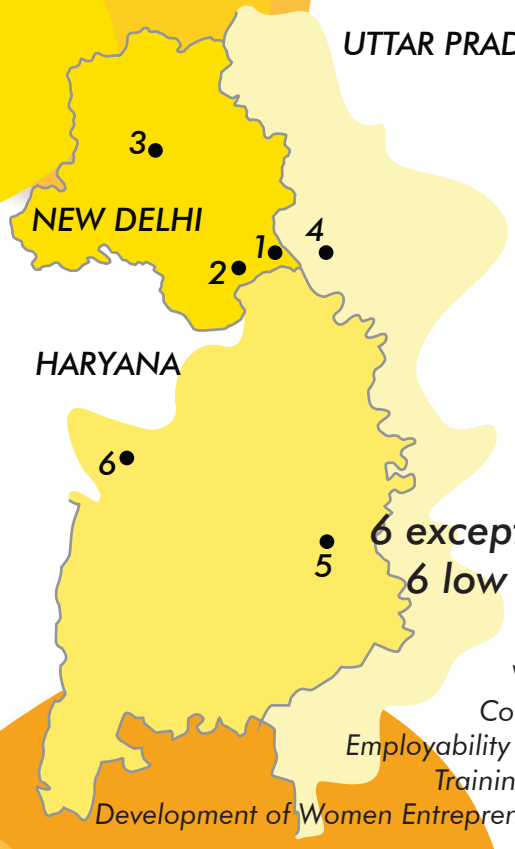


MEENAKSHI NAYAR
Founder President - ETASHA Society

INTERVENTION MODEL



OUR OPERATIONS

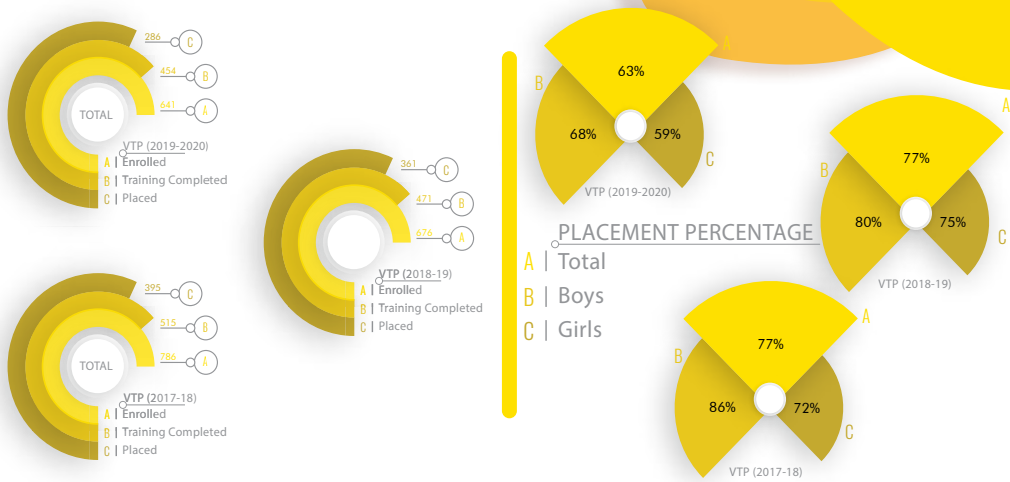


6 centres with
6 exceptional interventions in
6 low income communities.

Vocational Training & Placement
Counselling & Guidance in Schools
Employability Skills Development & Placement
Training of Employability Skills Trainers
Development of Women Entrepreneurs & Incubation of Enterprises
Adult Literacy Programme

1 Madanpur Khadar, New Delhi
2 Tigri, New Delhi
3 Mangolpuri, New Delhi
4 Noida, UP
5 Janouli, Haryana
6 Pataudi, Haryana

VOCATIONAL TRAINING & PLACEMENT



This intervention enables 12th pass underprivileged youth to develop skills which will help them become employed, successful and grow at work, and help their family break out of the cycle of poverty, while providing industry with skilled man-power. The youth are placed at entry level jobs in the organised sector at prevailing market rates.

OUR ALUMNI



POOJA
PC FINANCIAL

"I faced objection from my family to pursue my course with ETASHA. I was always afraid of speaking with strangers but the confidence-building and presentation classes helped me overcome my inherent fears. I could break down my aspirations into long-term and short-term goals and then strategize to accomplish them. Only ETASHA could have taught a village girl like me to think this way and today, I apply this attitude to every challenging situation in life."

In my accountancy course with ETASHA I was also helped with personality development which gave me just the right confidence to be ready for my workplace.

TARANNUM
Riddhi Sidhi
Tele Counselor



As a Senior Branch Accountant, I earn a handsome Rs 25,896 per month. I was completely unaware of the job prospects for myself before I joined ETASHA. With the course I did not just realise my potential but could also streamline my goals.

ANAND KUMAR JHA
Dezine Display Solutions
Senior Branch Accountant





PRIYANKA MAL
Royal Enfield
Customer Relationship Executive

"I learnt 2 big lessons of life at ETASHA - how to face rejections, and how to rightfully claim what is mine. I hit the bulls-eye in my third interview, and am getting to learn everyday at job.

"I dedicated my first salary (Rs15,000) to my father, and kept only enough to cover my travel expenses. My family is proud of me and appreciate my decision of joining ETASHA."

The computer sessions were really helpful in increasing my digital knowledge and typing speed which really helped me in my job. I make fantastic presentation slides now which are appreciated by my managers. I even improved my communication skills and today I am very confident in talking to customers and in meetings at office.



PRADEEP
Sales Team, Croma



MANSI
Employee of the Month(January)
Chaayos



FARHA ADEEBA
Front office executive
Gold Gym



NEHA & PANKAJ
(Entertainment service provider)
PVR, Faridabad



MAMTA
Employee of the Month(February)
State Bank of India



MITALI
Fun consultants
Hamleys, CP



ANNU
Customer Service Associate
Reliance Smart, Palwal



LAXMAN
Employee of the Month(December)
@Lifestyle

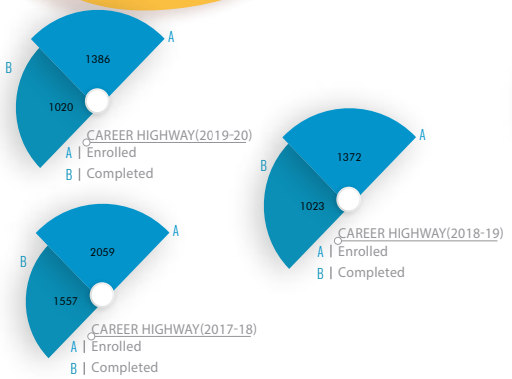


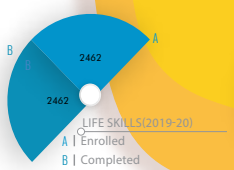
DEEPTI promoted to Assistant Manager, Miniso, within 1 year!

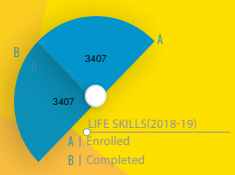


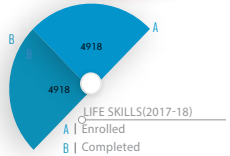
Deepak promoted as an Auditor at Fab Hotels within just four months of his joining. Deepak got a hike from INR 14,000 to INR 22,000!

COUNSELLING & GUIDANCE IN SCHOOLS







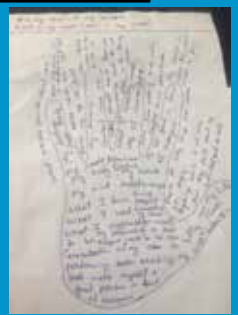


With the aim of guiding adolescents towards emotional, social and economic self-reliance, we provide on-going individual counselling, supported by Life Skills and Career Guidance workshops for class 8th to 12th. The school-based workshops and individual counselling enables young people to make the right career choices at the right time and exposes them to over 300 careers suitable for high performers as well as low performers. The programme also offers career trends seminars for teachers and parents of class 10, 11 and 12 students, complemented with life skills. ETASHA counsellors also engage Middle and Senior Secondary Government schools in low-income communities towards creating a right school environment for their students.

Life skills classes and one-on-one counselling sessions facilitated by ETASHA really helped me come to terms with my own identity. My classmates would tease me if I danced or acted on stage as a girl. "ETASHA counselor encouraged me to overlook what others say and focus on my goals and determination. My parents too were counselled which really helped me bond better with my family. Now I am confidently pursuing my dreams of becoming a dance teacher and parents understand me.



SUMIT KUMA





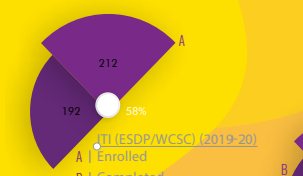


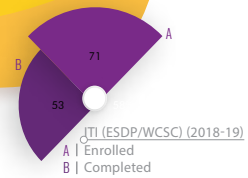


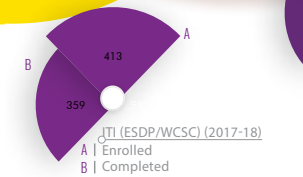
RUHANI FATIMA

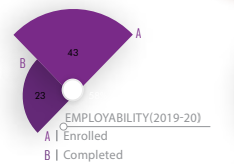
Changing schools in high school can be a perplexing experience for some. Fatima felt the same – out of place, fearful, lonely. "I thought everyone around me was a lot smarter than me and this became my cause of stress. When I heard about the one-on-one counselling conducted at school, I immediately signed up. A few sessions of being heard and counselled made a drastic change in my confidence and attitude. I now make attempts to be friendly with my classmates and have also made a few good friends,"

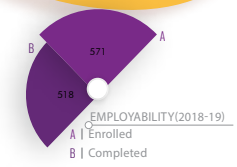
EMPLOYABILITY SKILLS DEVELOPMENT & PLACEMENT

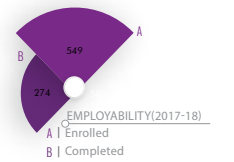












The program provides Employability Skills Development and Placement into relevant jobs in the organised sector to students of different trades in Government-run Industrial Training Institutes (ITIs). The one-year program works effectively to reduce the skill mismatch between industry's requirements and skills of youth. The Skill Development Methodology is entirely participative and experiential and exposes the students to simulated real life experiences and a chance to apply knowledge, examine behaviour and attitudes and to acquire necessary skills relevant to work environments.

The course has opened up my life, from an agitated restless person I am now focussed and know what I want from life. I am now equipped with employability skills and loads of confidence so don't mind travelling 20 kms each day to attend my class.

DEEPAK KUMAR

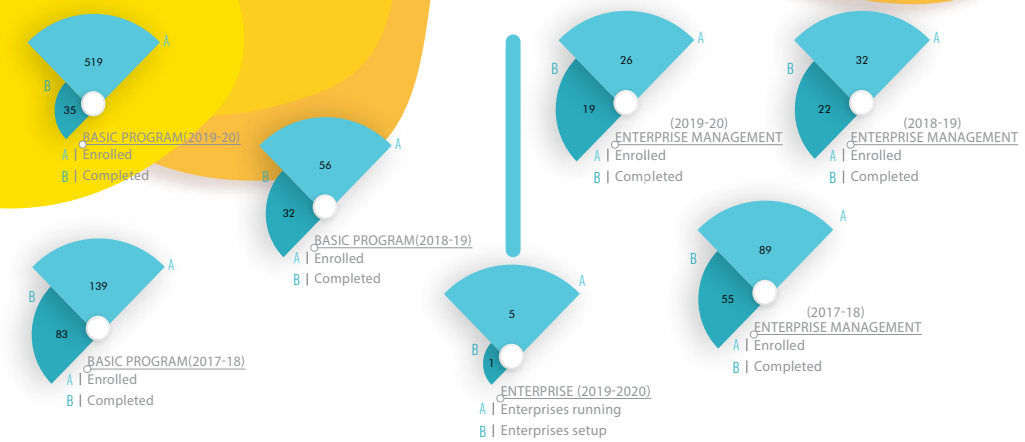


At the young age of 25 I have already faced a lot of hardships in life. Originally from Bihar I was married off at the age of 16 and had to face a lot of challenges. I took the bold step of coming to Delhi, joined ITI and enrolled with ETASHA. The course gives me confidence and has helped me set goals for my life. I am sure I will make it big one day.

MEHVAS FATMI



DEVELOPMENT OF WOMEN ENTREPRENEURS



The project empowers women from low income communities by enabling them to set-up and run profitable self-owned business enterprises thereby gaining respect within the family and the community and leading dignified and productive lives.



SHARDA

62-year-old Sharda decided to work at the age of 61. Her son takes care of the family expenses and her husband supports through his pension. She learnt how to make savouries (namkeen) in the entrepreneurship programme. "Being able to learn a new skill and do something with my life makes me feel so good about myself I am not dependent on my son or husband anymore."

KRISHNA

37-year-old Krishna is a single mother to four children. Living on widow pension, her life revolves around her children. So, she decided to step out and work for them. Engaged with the incense (agarbatti) making enterprise of ETASHA, she has come a long way today. "I was always fearful of talking to people but now I am confident and can even go to the market and talk to strangers. In order to grow, all you need is the determination and will to grow and make it happen," says a confident Krishna.





MARGDARSHAN - A CAREER GUIDANCE PROJECT WITH SCHOOLS RUN IN MANESAR, HARYANA.



ETASHA PARTICIPATED IN AIRTEL DELHI HALF MARATHON TO RAISE AWARENESS ON VOCATIONAL SKILLING.



V.SALVI, CS AND DEEPAK MEHTA, CFO, MSC VISITING PROJECT PROTSAHAN.



WOMEN ENTREPRENEURS DISPLAYING THEIR PRODUCTS AT A DIWALI MELA, 2019.



ETASHA COMPLETES 14 YEARS!



WORKSPACE VISIT HELPS TRAINEES TO GET INSIGHTS OF FUTURE WORKPLACE.



SUNEEL VATSYAYAN, CHAIRPERSON, NADA INDIA FOUNDATION FELICITATING TRAINEES AT THE CERTIFICATE CEREMONY.



ETASHA ALUMNI MANSI FROM TACO BELL GETS RECOGNISED BY A CUSTOMER FOR HER EXCELLENT SERVICE.



PROJECT SPREADING WINGS TAKES OFF AT PATAUDI. A COMMUNITY AWARENESS DRIVE MARKS THE START.



ETASHA WORKS WITH GOVT. SCHOOLS IN JANAULI.



ETASHA'S MOBILISATION TEAM INFORMING AND GENERATING CURIOSITY FOR THE VOCATIONAL TRAINING PROGRAMMES WITH COMMUNITIES.



YOGA DAY AT NOIDA CENTER.



SKILLS COMPETITION FOR YOUTH FROM THE TIGRI COMMUNITY ENTHUSIASTICALLY ATTENDED BY 33 PARTICIPANTS.

VOLUNTEER INVOLVEMENT

ETASHA IS THANKFUL TO VOLUNTEERS WHO HAVE CONTRIBUTED THEIR TIME AND EFFORTS TOWARDS DIFFERENT ACTIVITIES.



WORKING FOR ETASHA WAS GREAT. I REALLY ADMIRE THE WORK YOU'RE DOING FOR OUR COUNTRY, IT'S YOUNG UNDERPRIVILEGED POPULATION, MAKING THEIR LIVES BETTER, GIVING THEM THAT PUSH, SKILLS AND OPPORTUNITIES. I'M STOKED BY THE AMOUNT OF WORK THAT GOES INTO IT. WISHING EVERYONE AT ETASHA THE BEST!

SAKSHI JANGID
CONNECTFOR



MOCK INTERVIEWS CONDUCTED BY NEHA, A VOLUNTEER FROM GOODERA.



AN INFORMATIVE SESSION CONDUCTED BY OUR VOLUNTEER ASHA OF FPAI ON MENSTRUAL HYGIENE AND SEXUAL HEALTH WITH THE FEMALE TRAINEES AT DEVLI CENTER TO MAKE OUR TRAINEES AWARE ABOUT THEIR SEXUAL HEALTH AND HOW THEY CAN STAY SAFE.



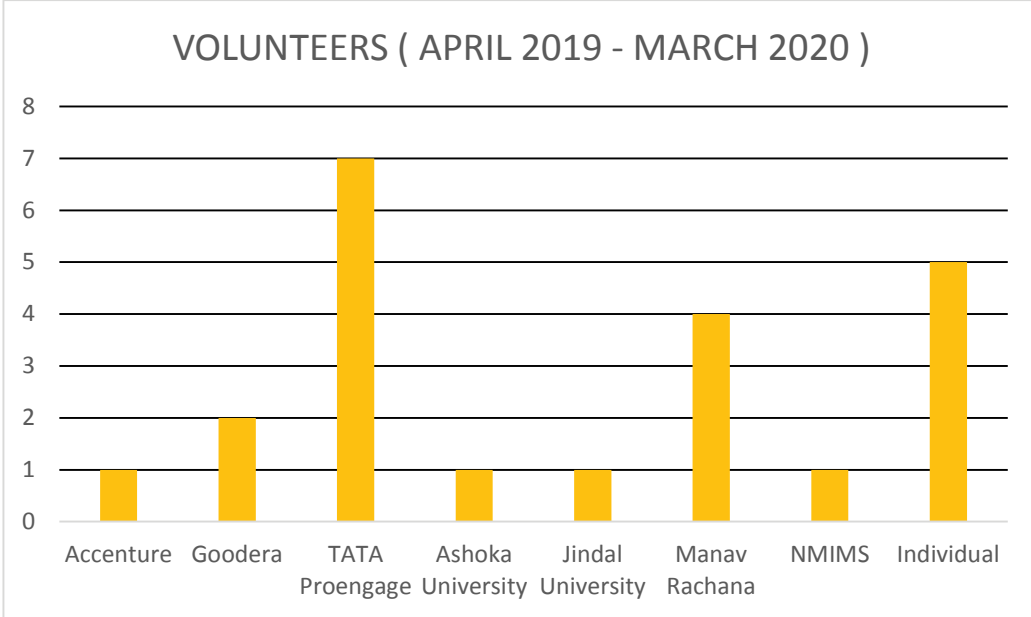
SIDDHANT, VOLUNTEER FROM NMIMS MUMBAI ATTENDING COMMUNITY BASED CHOUPAL MEETING IN JANOULI.



MEGHA JAIN, VOLUNTEER FROM CK BIRLA GROUP CONDUCTED A WORKSHOP ON PRESENTATION SKILLS AT NOIDA CENTRE.



JYOTI, NISHKA AND KRITTIKA VOLUNTEERS FROM SRI RAM COLLEGE OF COMMERCE SPREADING AWARENESS ON MENSTRUAL HYGIENE IN JANOULI.



PROJECT FUNDERS

accenture

IDFC FIRST Bank

Asha for Education
Bringing hope through education

BT

msc

H T Parekh FOUNDATION
An HDFC Initiative

JUMAX FOAM PVT LTD

B.K
WELFARE AND CHARITABLE TRUST(R)

Pearl Global Industries Limited

A DECADE OF SUSTAINABILITY
TEX FASTENERS

Shri Ratanlal FOUNDATION

Littelfuse

Futures First

ESPL EMERGING SECURITIES PRIVATE LIMITED

FLEXTRONICS

SMS group

RECRUITMENT PARTNERS

BIG BAZAAR
Making India Beautiful

BURGER KING

OYO

Café Coffee Day

GIANI
SINCE 1958
ICE CREAM

PVR

McDonald's

KFC

Reliance RETAIL

Haldiram's

ADITYA BIRLA GROUP

Hamleys

lifestyle

WESTSIDE

BIKANERVALA

HOME SHOP 18

silaris

VISHAL MEGA MART

Blue Consulting Pvt. Ltd.

FINANCIAL REPORTS

ETASHA SOCIETY

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

Consolidated Statement of Affairs as on March 31, 2020

PARTICULARS	SCH.	FY 19-20 Amount (Rs.)	FY 18-19 Amount (Rs.)
SOURCES OF FUNDS			
Corpus Fund	1	3,407,299	3,234,799
General Fund	2	4,605,578	2,757,342
TOTAL		8,012,877	5992141
APPLICATION OF FUNDS			
Fixed Assets	3	2,378,805	1,137,007
		2,378,805	1137007
Non Current Investments	4	788,657	728,726
		788,657	728,726
Current Assets :			
(a) Cash & Bank Balances	5	4,896,703	3,348,620
(b) Current Investments	4		50,000
(c) Other Current Assets	6	1,095,835	1,114,176
		5,992,538	4,512,796
Less: Current Liabilities :			
(a) Duties and Taxes	7	92,596	54,162
(b) Other Current Liabilities	8	733,788	332,226
Other Liabilites		320738	
		1,147,123	386,388
Net Current Assets		4,845,416	4,126,408
TOTAL		8,012,877	5,992,141
		0	0

Significant Accounting Policies and Notes on Accounts 14

As per our report of even date

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

CA Nitin Kr Khandelwal
Partner
Membership No. 099286

Date:
Place: New Delhi

For and on behalf of the Board of ETASHA Society

Dr.Meenakshi Nayar
President

Mukesh Aggarwal
Secretary

Sangeeta Sharma
Treasurer

FINANCIAL REPORTS

ETASHA SOCIETY

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

Consolidated Receipt & Payment Account for the year ended March 31, 2020

PARTICULARS	FY 19-20 Amount (Rs.)	FY 18-19 Amount (Rs.)	PARTICULARS	FY 19-20 Amount (Rs.)	FY 18-19 Amount (Rs.)
I. Opening balances:			I. Expenses	23,004,650	19,178,441
a) Cash in hand	52,813	42,075			
b) Bank balances	3,295,807	855,984	II. Imprest given #	577,333	329,234
			# Net of amounts received out of Fee from clients FY 19-20 (Rs. 584,165) FY 18-19 (Rs. 507,831)		
II. Donations and Contribution					
Donation Corpus	172,500	579,748	III. Staff and other Advances	6,000	83,500
Donation (Individual,VTP,ISDP,CDS,Covid,General,Tot)	1,064,404	1,086,607			
			IV. Payment for opening outstanding dues		
Project Donation	25,402,199	16,686,289	against expenses	59,779	184,250
			V. Acquisition of Fixed Assets	1,928,430	294,418
III. Interest Received					
a) Bank Deposits	119,142	119,428	VI. Deposits and Advances		
b) Saving Bank	49,992	26,458	Fixed Deposits	516,465	1,350,000
			Security Deposit	18,000	17,500
IV. Receipt from investments					
a) FD Matured	500,000	4,600,209	VII. Closing Balances		
			a) Cash in hand	9,692	52,813
V. Other Receipts			b) Bank Balances	4,847,051	3,295,807
a) Fees from Students*	34,050	20,400			
b) Income tax Refund		450760			
c) Other Income	60,666	12,611			
*net of Amounts directly considered under imprest FY 19-20 (Rs. 544,165) FY 18-19 (Rs. 507,831)					
VI. Imprest Redemption	207,797	238,998			
Total	30,979,370	24,785,963	Total	30,979,370	24,785,963

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

CA Nitin Kr Khandelwal
Partner
Membership No. 099286

Date
Place: New Delhi

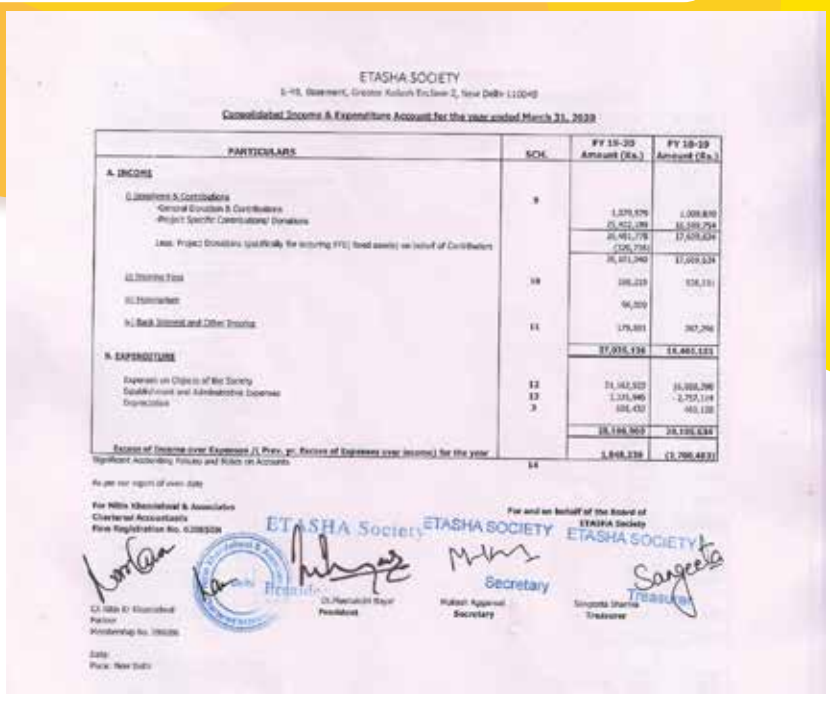
For and on behalf of the Board of ETASHA Society

Dr.Meenakshi Nayar
President

Mukesh Aggarwal
Secretary

Sangeeta Sharma
Treasurer

FINANCIAL REPORTS



ETASHA SOCIETY

Consolidated Income & Expenditure Account for the year ended March 31, 2020

PARTICULARS	SCH.	FY 19-20 Amount (Rs.)	FY 18-19 Amount (Rs.)
A. INCOME			
Grants & Contributions	9		
General Donation & Contributions		1,279,979	1,009,830
Project Specific Contributions/ Donations		25,422,199	16,599,794
		26,702,178	17,609,624
Less: Project Donations specifically for acquiring FY(s) fixed assets on behalf of Contributors		(326,738)	
		26,375,440	17,609,624
Training Fees	10	166,219	538,131
Honorarium		96,000	
Bank Interest and Other Income	11	179,691	367,296
		27,975,130	18,465,121
B. EXPENDITURE			
Expenses on Objects of the Society	12	24,142,923	16,008,290
Establishment and Administrative Expenses	13	1,235,940	2,757,114
Depreciation	3	101,452	403,120
		25,480,315	19,168,524
Excess of Income over Expenses / (Prev. yr. Excess of Expenses over Income) for the year		2,494,816	(2,700,403)
Significant Accounting Policies and Notes on Accounts	14		

As per our report of even date

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

For and on behalf of the Board of
ETASHA Society

ETASHA Society ETASHA SOCIETY ETASHA SOCIETY

Secretary Treasurer

Partner
Membership No.

Date:
Place: New Delhi

GOVERNING COUNCIL

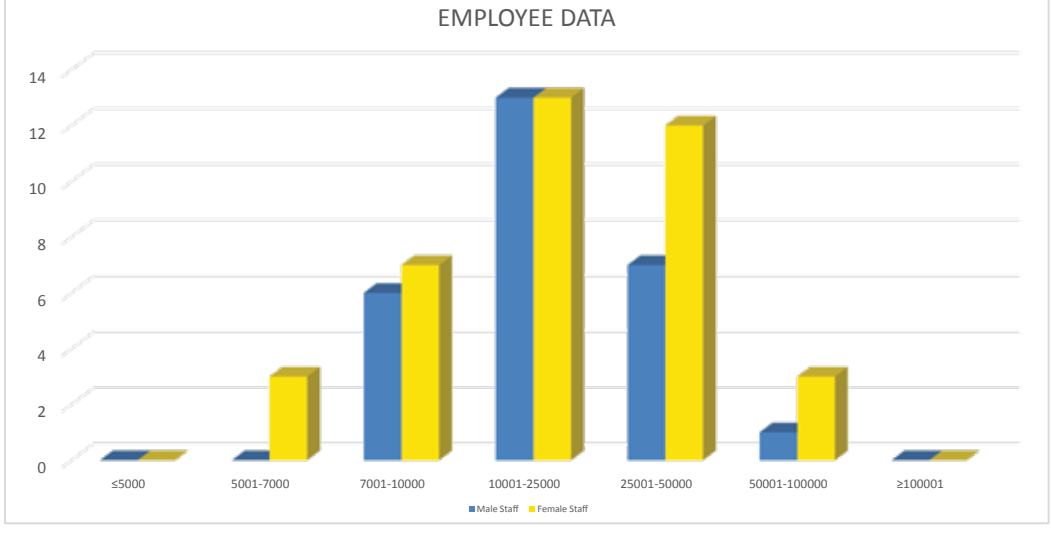
Dr. Meenakshi Nayar – President
Ms. Vimala Ramachandran – Vice President
Mr. Mukesh Aggarwal – Secretary
Ms. Sangeeta Sharma, Staff Representative – Treasurer
Ms. Ritu Motwani
Dr. Usha Jumani
Ms. Anita Aneja
Mr. Pramod Patni
Dr. Cherian Joseph
Dr. Freda J Swaminathan
Ms. Ratna Mangala Sudarshan

CERTIFICATIONS

GuideStarIndia
PLATINUM
VALID TILL MAR 2021
www.guidestarindia.org

GiveIndia
the power to change lives
ETASHA Tier 1 Listed

EMPLOYEE DATA



SUPPORT ETASHA

Online Payments

Via ETASHA'S website

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

Via Partnering Charity Platforms

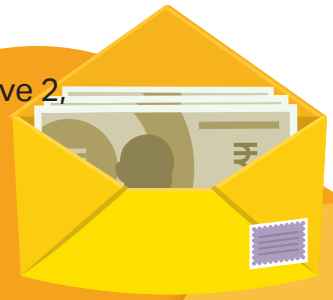
1. For domestic donors
https://www.giveindia.org/nonprofit/etasha
2. From The US for tax exemption through 501(C) (3) donate
https://www.giveindia.org/m-926-etasha.aspx



Offline Payments

You may mail/send cheques at

ETASHA Society
E 48 Lower ground floor, Greater Kailash Enclave 2,
New Delhi-110048



Call at 011-29221320,21 & 22

For cheque collection from your doorstep

Our Funds

Corpus Fund

To strengthen ETASHA: Rs.10,000 & above

General fund

To support non-project expenditure for streamlining systems: Rs. 250 & above

Capacity building Fund

For training and development of team: Rs. 5,000 & above

Programme Costing

Vocational Training & Placement
Rs. 14,000 (per trainee)

Counselling & Guidance in schools
Rs. 850 (per student)

Employability Skills Development and Placement
Rs. 6,250

Training of Trainers in Employability Skills
Rs. 17,600 (per candidate)

Women's Enterprises Incubation Fund
Rs. 1,000