ANNUAL REPORT 2023-2024

ETASHA
Skilling Communities for Employment & Income Generation



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ETASHA awarded as 3rd highest fundraiser NGO in Vedanta Delhi Half Marathon

PRESIDENT'S NOTE



DR MEENAKSHI NAYAR
Founder President

2023-24 was a year of turbulence: struggles, rallying around, dedicated team efforts, difficult decisions, and eventually coming out in flying colours!! The power of engagement, involvement and teamwork was demonstrated loud and clear. Hats off to all ETASHIANS - from the Governing Council to the field worker.

As the saying goes, "when the going gets tough, the tough get going"

Resilience and bouncing back with more energy was well demonstrated, and, hopefully, has gotten embedded in our culture.

Work in all 3 verticals proceeded at full steam with all targets fulfilled and desired impact achieved. In fact, every project overachieved on critical parameters. In the adolescence projects the number of students getting the National Merit and Means Scholarships increased over the previous years. In the Vocational Training & Placement projects, retention of trainees improved with several batches reporting 100% attendance. Placement rates also improved with most batches having over 80% placement at higher salaries in well-reputed companies.

The highlights of the year included the start of a new composite model for training young women in skilled stitching jobs for placement in factories as well as development as entrepreneurs. A new fund was established with Individual donors coming forward to support empowerment of women though setting up of self-owned and self-managed projects.

New Corporates came forward to support our projects, while our partnership with several other Corporates who have been supporting our projects for several years grew stronger. We are extremely grateful for the support we receive from them for the benefit of the communities and the schools in Haryana.

Our heartfelt thanks to all our Individual donors whose faith in our work is humbling,

We look forward to continuing to increase our interventions of skilling youth, women and adolescents for employment and income generation at a faster pace year after year.

EXECUTIVE DIRECTOR'S NOTE



COL. SANJAY GANGWAR
Executive Director

Greetings from Team ETASHA. I would like to say that the ride in the year gone by has been very enriching and professionally enlightening while being bumpy – all at the same time. ETASHA is now very strongly placed to consolidate what has been our focus for the past so many years and grow around our core work. With that on the horizon we have had a very close look at the data and how the fact that we have a goldmine which we can use to enhance the impact, whether direct or indirect of our work. I do believe in the saying *"Torture data and it will confess to anything"* but somethings are so crystal clear as to the direction that ETASHA as an organization is taking.

Our various projects delivered to more than full satisfaction of the stakeholders, whether it was the funders, sponsors or the people whom we impact at various stages while moving towards our objectives. The funders came back to us with larger scale projects (may not be only fund size wise but with larger context) and so did our recruiters of the placement-linked projects. We consider this as a feather in our cap as these results emerge by not "torturing" the data but the data being our spokesperson.

We forayed in the domain of placement-linked industrial stitching training for women as also in rural entrepreneurship for youth in Haryana with a different set of challenges and it is with extreme pride that I can say that we have done very well here. in the year gone by all efforts were made to grow the Vocational Training & Placement programs to a higher level, the results of which well show in full measure in the coming years. our Women Entrepreneurship projects have done so well that we are on the cusp of reaching out to wider geographies at a much larger scale. The technical training and employability skills project saw a repeat and we hope to expand it further to cover more streams and larger numbers.

The intervention with the adolescents is another one in which we have expertise and we only honed it further. This will very suitably reflect in our future work.

But like always the challenges kept us on our toes so as not to let us slip in a slumber or a "status quo", we sailed through those with new learnings and clearer skies. Our supporters have shown full faith in our work and now we have a much clearer vision for our work a big humble thanks to all ETASHA supporters and funders.

Team ETASHA is really a powerhouse of knowledge and have come up with innovative ideas for streamlining the work that we do and taking on challenges in their stride.



ABOUT ETASHA SOCIETY

VISION

An India where all citizens achieve sustainable economic independence to lead a life of self-respect and dignity.

MISSION

Enabling adolescents, youth and women from resource-poor communities to achieve economic independence and well-being through counselling, skilling, and linking them with resources.

IMPACT
IN 2023 - 24

23712	PEOPLE IMPACTED
1052	YOUTH TRAINED IN JOB LINKED TRAINING
111	YOUTH OWNED ENTERPRISES
1495	WOMEN ENGAGED
140	WOMEN OWNED ENTERPRISES
8940	ADOLESCENTS SUPPORTED
10	OPERATIONAL CAREER DEVELOPMENT CENTERS



PROGRAMS FOR YOUTH

ETASHA has designed interventions for Youth from low-income communities who face significant challenges like unemployment, lack of career guidance, and limited access to digital tools.

We address these issues by providing vocational training, employability skills, career counselling, and digital literacy programs. Youth trained by ETASHA not only secure jobs but also uplift their families by breaking the cycle of poverty. With stable employment, they contribute to household incomes, improve living conditions, and open up educational opportunities for their siblings, creating a ripple effect of economic and social progress in their communities.



Palak working as Team Member at Costa Coffee

Enrollment
1052

Job Placement
846



Mobilisation at Mangolpuri

PROJECT SPONSOR

amazon

Shri Ratanlal FOUNDATION

TELUS Digital

Rotary Club of Delhi South

HDB FINANCIAL SERVICES
REIMAGINING OPPORTUNITIES

Fluor Cares

PROJECT ATMA NIRBHAR

About the Project

To enable high school, pass underprivileged youth to develop skills for economic self-reliance and help them become employed in growth-oriented companies in the organized sector, gain self-respect, and help their families break out of the cycle of poverty.

Project Atma Nirbhar is designed to counter the challenge of unemployment among youth from underprivileged communities through a focus on employability and job-linked skills training along with mindset change of the youth and their ecosystem.

The project is implemented through ETASHA's B-SMART Job Readiness Program, which is an employability skills development program that ends with the placement of youth in jobs in the growth-oriented Service Sector.

Highlights

In the current year we at ETASHA kept our ears close to the ground like always, to get a pulse of the industry for recruitment and introduced DTP as a course and also refined our existing curriculum to include topics on issues presently relevant, like POSH and technology related content. We take pride in thanking the volunteers who help us in doing this at a pace which is much needed while we continue to focus on the work at hand. In the coming years we hope to see many such changes and refinements like inclusion of AI in day to day working, cybersecurity at the personal as well as the professional levels.

Trainees undertake live projects which help them to get over the fear of Sales, get hands - on training and better preparation for the world of work

Testimonials

"*"Mai apni ladki ko ETASHA bhej raha hu kyunki mai chahta hun ki meri ladki aage badhe aur ladkon se bhi achhi bane". "I want my daughter to be more successful than boys and that's why I'm sending her to ETASHA" (*Pooja's Father SM-153).

I'm Sahil Kumar from B Smart 150 I want to share that ETASHA fullfill my expectations and enhance my communication and inter-personal skills and help me to get perfect Job for me . Thank you Kajal ma'am and all the facilitators.



Certificate Ceremony at Career Development Center 3

GIRLS *WHO BROKE BARRIERS*

Walking the Extra Mile: Richa's success



Richa at her workplace, Zudio

Richa's journey began amidst the bustling shoe factories of Udyog Nagar, Delhi. Facing financial constraints, she worked through her studies, enduring harsh conditions at a BPO. ETASHA's Vocational Training gave her new hope. With resilience, Richa travelled 18 km to secure a job at Zudio with a ₹16,000 salary, standing out among others. The same streets that once confined her now symbolise freedom, as she saves for a laptop and higher education. Today, her determination is paving the way for a brighter future.



Pallavi at Uniqlo Staff Room

From Shy Student to Star Sales Executive: Pallavi's Journey to Independence

Pallavi, a college going student from Mangolpuri, joined ETASHA to gain the skills needed to balance work and study. Initially nervous about her English fluency and entering the professional world, she quickly built confidence and improved her communication skills. Today, she works as a Sales Executive at UNIQLO, earning INR 17,000 a month. Her family beams with pride as she now supports them financially, even gifting her sister a guitar. Grateful to ETASHA, Pallavi embraces her bright future with confidence and optimism.

"I can now financially support them by paying rent and covering daily living expenses"

BOYS *WHO ROSE TO THEIR POTENTIAL*

Rising Above: Priyanshu's Journey from Dakshinpuri's Struggles to Sales Success



Anurag outside Star Health Insurance



Priyanshu at Navigant technology office

In the confined streets of Dakshinpuri, while many of his peers succumb to the lure of drugs, Priyanshu was guided to choose a different path. Selflessly covering his mother's mobile bills, he strives to lighten their financial burden. Confronted with uncertainty and past job scams, he found inspiration in the success stories of ETASHA alumni, motivating him to pursue a career. Now a Sales Executive earning ₹22,000 at Navigant Technology, he navigates complex negotiations with confidence, equipped with the skills he gained at ETASHA. His story resonates throughout his community, demonstrating that with the right support, anyone can rise above their circumstances and carve out a brighter future.

Pivoting Paths: Anurag's Journey from IT Dreams to Career Success in Health

Anurag joined ETASHA's B SM 150 course after struggling to find work in the IT sector post-lockdown. Though initially set on a career in IT, long commutes and limited growth led him to switch paths. Inspired by his older brother's journey, Anurag sought to develop his communication, leadership, and job interview skills at ETASHA. Through practical life skills training, he gained confidence and secured a role at Star Health Company, where he now earns Rs 16,500 per month. Anurag is thriving in his current job and looks forward to growing within the company.

PROJECT NARI SHAKTI

About the Project

Rotary Club, Delhi South sponsored project Nari Shakti to enable 90 high school pass underprivileged girls to develop skills for economic self-reliance, gain self-confidence and become employed in growth-oriented companies in the organized sector.

Highlights

Trainees undertake live projects which help them to get over the fear of Sales, gets hand on training and better preparation for the world of work

We also conducted workshops with Mudita Foundation providing youth with awareness and information to keep themselves safe as they step into the World of Work. In 2023-24 these workshops covered nearly 300 trainees .

Testimonials

> After I started earning, my younger brother now dedicates himself fully to his studies after quitting his job as a food delivery agent, which he was doing to meet family needs.
>
> *-Rajnandini working at Chaipoint*

> Interactive classes with Amit sir and regular public speaking exercises helped me come out of my shell and gain confidence to present myself.
>
> *-Meenakshi, Batch SM156*



Batch completion celebration with members of Rotary Club Delhi South



Trainees attending interviews at S.S Rana

PROJECT ANVIT

About the Project

The Project Anvit was supported by SMS India (SMI) to provide training and placement in the organised sector to 36 students of Draftsman Mechanical Trade in Don Bosco Technical Institute, Okhla Road New Delhi and Govt ITI Faridabad, or any other ITI in NCR.

Following training modules were covered in Project Anvit to enable DMT students to became employable :-

1. ESS (Enhancing Employability Skills) including Communications skills, Interpersonal Skills and Social Confidence.
2. TTP (Technical Training Program) for Draftsman Mechanical Trade covering Advanced Design Softwares i.e CREO and SOLIDWORKS.
3. TSAP (Trade-specific Awareness and Placement programs) with focus on Interview Skills and guest lectures from experts.



Dr. Meenakshi Nayar interacting with trainees from Draftsman Mechanical Trade



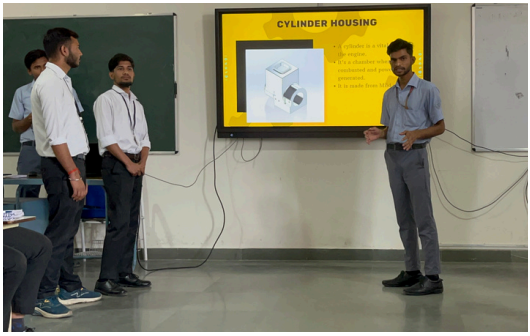
Exposure visit of Trainees at SMS Group

Highlights

Many of the youth trained through ETASHA's programs have been successfully employed within the funder's own company, a testament to the high-quality training they receive and how well it matches the skills demanded in today's competitive job market.

PROJECT SPONSOR

SMS group



Technical Training for Draftsman Mechanical students

BLUEPRINT BREAKTHROUGHS

From Dreams to Reality: Raushan's Journey from Badarpur to Success

Raushan Kumar, hailing from a lower-income background in Badarpur, faced immense challenges on his journey to success. His dedication shone through during his training at NSIC, where his technical skills in AutoCAD revealed his potential as a draughtsman. However, lack of confidence in communication initially held him back. Through the ETASHA ANVIT 2 program, he transformed his communication abilities, enabling him to present himself effectively during an interview at HEINRICH. With unwavering perseverance, Raushan secured the position on his first attempt. He is earning ₹18000 per month.



Raushan at Heinrich Digital Private Limited



Karishma working at SMS Group

Finding Her Voice: Karishma's confidence journey

Karishma, a trainee from Batch ESDP 66, began her journey with a deep-seated fear of public speaking, often feeling overwhelmed at the thought of presenting in front of her peers. Raised in a family where expressing oneself was discouraged, Karishma's aspirations of becoming a successful marketing professional seemed like a distant dream. Recognising her struggles, the ETASHA team offered her tailored workshops focusing on communication skills and self-expression. With each session, **Karishma transformed; she learned to embrace her voice and share her ideas confidently.** Her breakthrough moment came during a final project presentation, where she amazed the audience with her passion and clarity. Today, Karishma proudly holds a position as a Marketing Executive at SMS Pvt. Ltd. at a salary of ₹25000 per month.



Panel discussion with working Alumni on Women's Day



Family Day celebration at CDC 2



Mobilisation



Computer session at CDC 10



Communication skills session at CDC 2

GRASSROOTS ENTREPRENEURSHIP PROGRAM

About the Project

The Grassroots Entrepreneurship Program (GEP) addresses the skills gap for youth in Rewari and neighboring areas of Haryana, particularly young women, enabling them to pursue self-employment. Targeting those aged 18-30 with a drive for financial independence and entrepreneurial ambition, the project selects candidates to join an entrepreneurship development course, guides them in establishing sustainable enterprises, and offers interest-free, repayable seed funding. The program provides mentorship, facilitates government certifications, and supports participants until they achieve full sustainability and independence.



Orientation with women leaders from Pataudi

Highlights

111 *Youth Enterprises set up*

Key collaborations with other organizations which are working in the area:

1. SNS Foundation, Rewari
2. Yuva Vikas Morcha, Pataudi
3. Haryana State Rural Livelihood Mission, Rewari
4. Cequin, Rojka, Nuh



Waseema Poultry, Enterprise set up under program

PROJECT SPONSOR

British Asian Trust

BT Group

CREATING SUSTAINABLE BUSINESSES

From One Buffalo to a Thriving Dairy Brand



Babita preparing bottles of ghee

Babita transformed her life in Gangaicha Jaat through determination and a passion for dairy farming. After taking on a seemingly useless buffalo that had stopped producing milk, she nurtured it back to health, boosting its yield from 1 litre to 12 litres daily. With support from the Grassroots Entrepreneurship Program, Babita developed a business plan to expand her venture, allowing her to produce and sell homemade ghee. She proudly engages with her customers at local stalls. Babita dreams of expanding her brand beyond her village, aiming to reach markets in Delhi and Gurgaon. She easily earns an income of ₹85,000 appx annually by adding the new product line apart from the milk.



Cutting his way to success

Hansraj at his Salon in Garhi, Gurugram

Hansraj, a salon owner in Garhi, faced eight years of stagnation, struggling to support his family of five with dwindling earnings of just ₹6,000-₹7,000 per month. Despite being the only salon in the village, outdated equipment and limited seating hampered his business potential. After learning about ETASHA through his wife, he seized the opportunity for growth without relocating. With support from ETASHA's program and a seed capital of ₹16,000, he upgraded his salon, acquired new equipment, and implemented a commission-based payment system for an additional barber. In just the first week of operation, Hansraj's sales soared and he's on track to reach ₹1,27,000 in a year.

WOMEN RISING

Women from low-income communities often face compounded challenges due to age and illiteracy, limiting their opportunities for economic independence. As societal expectations and outdated norms overshadow their aspirations, these women find themselves marginalized from formal employment. At ETASHA Society, we recognize that despite these barriers, the desire to contribute economically and gain self-reliance remains strong. Our solution lies in fostering entrepreneurship. Through a tailored Entrepreneurship training program, we equip women with essential skills such as financial literacy, business management, and market navigation. By promoting entrepreneurship, we empower these women to create sustainable businesses, and take charge of their economic futures.

ETASHA's approach is built on the belief that every woman, regardless of her background, has the potential to thrive and contribute meaningfully to her family and community.



Inauguration of Project Ek Nayi Pehchaan

Women Engaged for Women Entrepreneurship
1701

Employment
53

Enterprises
29

PROJECT SPONSOR

SMS group PEARL GLOBAL
Exceeding Expectations...Always

PROJECT MAZBOOTI

About the Project



Entrepreneurship Development Center Inauguration



Exposure visit of Entrepreneurs

Project Mazbooti was implemented to create awareness about the need and possibility for individual or groups of women to own and manage profitable enterprises. The goal of the project was to empower 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.

Highlights

Collborations with the following have been very crucial to the success of the project

1. MSME Government office
2. Prayas NGO
3. Development Commissioner Handicrafts Office
4. Amazon for digital marketing
5. Waste management training at TATA AIG, Gurgaon
6. Financial Institutions for Mudra loan & PMFME Stall
7. Adobe for MIS
8. Fevicryl - Pidilite Industries, for Art & Craft Training
9. Ridhima Foundation for Parlor Training
10. MasterG Training
11. Enactus Group for flower waste Incense sticks
12. National Cooperative Union of India (NCUI)

Testimonial

"Apna business shuru karke, aaj main atmanirbhar hoon, aur apne bachon ki tuitions ke liye khud se fees de paati hoon. Ab main apne customers se Paytm ke zariye payments bhi asaani se le leti hoon."

– Priyanka Rani, Momos Business Owner, Dakshinpuri

WOMEN *DEFYING LIMITS*

Selling Greens to Making Greens

Anita, a 39-year-old homemaker, was determined to change her family's financial situation. Living in a rented house with her husband and two children, she knew their limited income from her husband's vegetable stall wasn't enough to secure a bright future for her kids. Inspired to take action, Anita decided to start her own vegetable business, leveraging the knowledge she gained from years of observing her husband.

With the help of ETASHA's Women Entrepreneurship Program, she received ₹10,000 in financial assistance and vital training in bookkeeping and inventory management. Today, Anita proudly earns an average of ₹46,000 a month, allowing her to manage household expenses and save for her children's future.



Anita selling vegetables at her cart



Shabnam's cosmetic shop

Pandemic pains to Progress

Tabassum's life in Delhi was filled with uncertainty as the pandemic pushed her family into financial crisis. With her husband out of work and no income to rely on, she struggled to support her two young children. ETASHA stepped in at her lowest point, offering her the chance to build her own business. Through ETASHA's seed capital support of ₹10,000, Tabassum opened a small shop, gradually expanding her product range and income of ₹16,000 per month. The training from ETASHA empowered her to embrace digital tools and grow her business further. Today, she provides financial stability for her family, ensuring her children have the education and opportunities she never had. Tabassum's journey from hardship to entrepreneurship stands as a powerful testament to resilience and the life-changing impact of ETASHA's support.

PROJECT EK NAYI PEHCHAAN

About the Project

ETASHA's 'Ek Nayi Pehchaan' project, supported by PEARL GLOBAL INDUSTRIES LTD (PGIL). The project addresses women from underprivileged communities living in the villages of Begampur Khatola, Mohammadpur and Khirki in the vicinity of Gurugram who are in the age range of 18 to 55 years, are keen to become financially self-reliant, and are willing to learn and grow. The project goal is to provide training and development for employment and Income generation through placement in organised sector as well as Entrepreneurship Development.



Women Entrepreneurs attending life skills session at the center

Highlights

Providing diverse placement opportunities in Pearl Global Ltd. as well as across industries, including export (Modelma Exports), apparel (R & G Apparel), footwear (Shoe Fab), and cross-sector roles (Matrix Company and Elegant).

Testimonial

Pehle mujhe silai ka koi gyaan nahi tha, ETASHA me 45 din ki training ke baad mujhe PGIL mein C Grade pe job mili, aur meri salary ₹10,500 thi. Bas teen mahine mein hi mujhe B Grade mein promotion mila aur meri salary ₹15,000 ho gayi. Aaj main khud ko self-dependent aur apne parivaar ke liye support banne par garv mehsoos karti hoon.

-Kajal, a 21-year-old woman from Bihar, currently residing at Begampur Khatola



Rama (right), Masala entrepreneur at lobby event in Nippon India



Women entrepreneurs at a marketing fair in Gurgaon



Surti, a woman entrepreneur, selling cosmetics at her shop



Women getting skilled on Juki sewing machines



Compost making workshop by Ms Nandini Deish, Wasteroots

PROGRAMS FOR ADOLESCENTS

At ETASHA Society, our Adolescents Program addresses the challenges faced by young individuals, particularly girls, from both rural and urban settings. Through career guidance, life skills training, and scholastic support linked to scholarships, we equip adolescents with the tools needed to navigate education and prepare for employment. Our digitized Career Highway workshops provide personalized counselling, empowering them to make informed career choices, while life skills training builds confidence and decision-making abilities. These initiatives have had transformative outcomes—girls in rural areas are now pursuing education and careers, breaking societal norms, while urban adolescents are stepping into non-traditional roles, driving change in their communities. Initiatives like the Digital Divide Initiative and Project Akashdeep bridge the gap by offering access to devices and online resources. ETASHA also focuses on empowering girls through targeted programs such as the Smartphone Library, ensuring they have equal opportunities to succeed. Through these efforts, ETASHA helps adolescents build promising career paths towards economic independence.



Conducting AISS Baseline Test

Beneficiaries

8940

Projects

3

PROJECT SPONSOR

PEARL GLOBAL
Exceeding Expectations....Always

Fluor Cares SMS group



Republic day celebration with Junior school students

PROJECT BADHTE KADAM

About the Project

Project Badhte Kadam aimed to support a school in Gurgaon district to elevate education quality, bridge learning gaps, and help students reach their potential. The project collaborated with a school driven by motivated leadership, focused on creating a positive culture, delivering holistic education, and nurturing students' mental well-being.



Team building activities during Summer Camp at school with high school students

Highlight

The 'ARTSHALA' initiative by Connect For NGO transformed classrooms into vibrant learning spaces through educational painting, making them visually appealing and also more engaging, thereby attracting and inspiring students to attend school with greater enthusiasm.

Testimonials

> 8th class ke students mai improvement dekha hai, students pahele se kaffi accha karne lage hai. Math mai unka kafi sudhar hua hai."
>
> *- Promila Madam, Coordinator,VI-VIII*

> "Padhna acha lagta hai aur jab madam khel khel me padhati hai to maja ata hai man karta hai"
>
> *-Sonal*, Class VII*

**names have been altered to maintain privacy and confidentiality*

PROJECT SARTHAK

About the Project

The Aim of Project Sarthak was to provide support to the existing partner Government school in Gurgaon district to enhance the quality of education, to help students to strengthen and deepen the learnings from the previous years, to ensure achievement of their potential and to help them improve their confidence.



Computer session in MS Office with middle school students

Highlight

6

National Means Cum-Merit Scholarship Holders

Testimonials

> Ye bachon ko NMMS Scholarship jo mili hai 12,000 rs ki isse bahut jyada help mili hai in bachon ko govt school se
>
> *- Ms Anubala, School Principal*

> Course ki fees itni jyada hai isko padhane ke liye bahut dikkat hai, par isse jana ana ka kharcha aur tuition le leti hai
>
> *-Mother of Sapna*, Class XI student, NMMS Scholarship holder*

**names have been altered to maintain privacy and confidentiality*

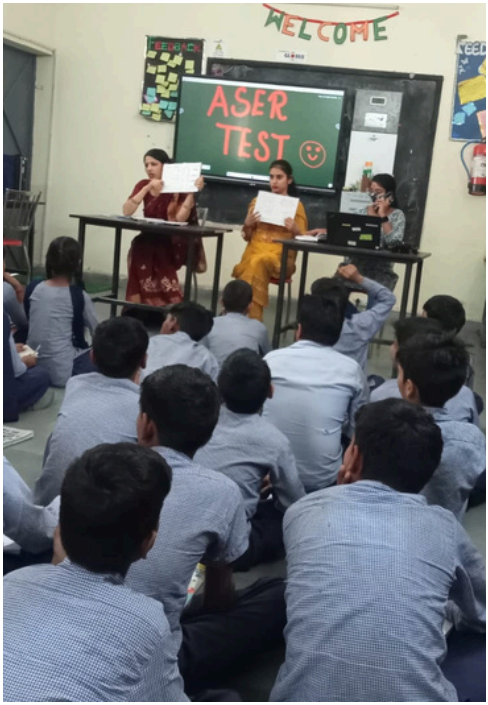
SCALING NEW HEIGHTS

Priyanka's Inspiring Journey from Gurgaon Village towards IPS preparations

Priyanka Kumari*, a 8th-grade student from Gurgaon village, has always dreamt big, despite the challenges her family faced after relocating from Bihar. With a passion for becoming an IPS officer, she struggled to find the right guidance. But through ETASHA Society's support, she received specialised coaching for the NMMS exam, building her confidence in Maths and Science. Overcoming the obstacles, Priyanka's determination and the mentorship she received from ETASHA helped her secure a scholarship, making her family and the entire ETASHA team proud of her remarkable achievement.



Best out of waste activity



Orientation for High school students

Turning Struggles into Triumph: Akash's Inspiring Path to NMMS Success

Akash*, a 8th grade student from Project Sarthak, struggled with completing assignments and maintaining regular attendance despite his academic potential. His lack of interest in Maths and inherent laziness created doubts about his success in the NMMS exam. However, after a candid meeting with his ETASHA facilitators, Akash realised he was falling behind. Determined to improve, he began attending ETASHA's virtual classes, even battling through typhoid during the crucial preparation period. With the relentless support of his facilitators and his renewed commitment, Akash secured a place in the NMMS list, easing his family's financial worries and making them proud.

*names have been altered to maintain privacy and confidentiality

PROJECT SALIL

About the Project



Installation of Drinking water tank, water purifier & cooler with partnership - CSR of Fluor Daniel

Highlight

Infrastructure Support to the existing partner school for clean water availability



Testimonials

'"Pehle pani khatm hone ka dar rehta tha, ab humesha thanda paani mil jata hai.

Mai to paani nhi peeti thi pur din saaf pani ni milta tha

COMPOSITE PROJECT - SPREADING WINGS

About the Project

Goal of Project Spreading Wings :
Enabling adolescent girls to become economically, socially and emotionally self-reliant

Overall impact Expected: VTP:
Making girls in the peri-urban community around Pataudi in Haryana employment-ready and financially independent Acceptance of female employees in the formal sector Increased support for girls' growth & development by their families and the community



Youth Day Celebration at CDC 6, Pataudi

Highlight

New course DTP (Desktop Publishing), started in collaboration with NIIT Foundation

Testimonials

Malti currently working at Flamingo Cups, Gurugram as Tele Sales Executive-
"Jaise saans hoti hai na vaise ho gaya hai computer, maine apne 2 mahine ke course me vo sab seekha jo job me chaiye hota hai aur yahan kaam karke sari family ko proud feel karake bahut acha lg raha hai."



PROJECT SPONSOR

ETASHA
Skilling Communities for Employment & Income Generation

Damini from BT Group shares -
"I'm thrilled to be part of ETASHA as a volunteer!! I'm here to motivate the youth who are just 12 pass and really working hard to nurture their career. The amount of energy and the confidence that I have felt in this room was amazing, and the only thing I would like to say is that ETASHA is doing a great job to build a better future for our younger generation. This is a great initiative, and I'll come back for more."

GOING BEYOND BARRIERS

Dialing into her Future

Ginny and her mother, living in Farrukhnagar struggle financial as their only source of income is the mother's widow pension. after losing her father. Determined to change their circumstances, Ginny sought ways to improve their situation, especially During an ETASHA mobilization drive, she discovered the Employability Skills Program, seeing it as a pathway to enhance her skills and secure a stable future for herself and her mother.

The course improved her communication skills and helped her gain the confidence required to secure a job in an organised company, ultimately leading to her current role as a telecaller at Hindustan Wellness, where she earns ₹18,000 per month. This newfound income allows Ginny and her mother to lead a respectable life.



Ginny working as a telecaller at Hindustan Wellness

Farmer's daughter becomes breadwinner



Neetu working as Customer Service Executive at Reliance Trends

Neetu, from the quiet town of Pataudi, grew up watching her family struggle to make ends meet. Her father, a farmer, worked tirelessly, but it was never enough to cover their growing needs. Neetu dreamt of a better future and refused to let circumstances define her. When she joined ETASHA Society's Employability Skills Program, it was a turning point in her life. With newfound confidence and skills, Neetu secured a job at Reliance Trends, earning Rs. 9,000 per month. Today, she supports her family and also inspires others in her village and community to believe in their dreams, just as she did.

THE POWER OF VOLUNTEERS



Panel discussion with Women leaders from BT group

At ETASHA Society, our volunteers play a pivotal role in driving our mission forward. Their generous contributions of time, skills, and expertise have an immense impact on the success of our programs. From mentoring youth and conducting skill-building workshops to assisting with strategic initiatives, volunteers bring diverse perspectives and energy, enriching the learning experience for the communities we serve.



"I'm thrilled to share my experience as an intern at ETASHA Society. For the one and a half month, I have had the privilege of working with an incredibly kind and supportive team. From the moment I joined, I felt welcomed and valued. One of my key responsibilities has been editing videos to showcaseETASHA's inspiring work, which has been both challenging and rewarding. Additionally, I had the chance to participate in an awareness drive, engaging with the community and spreading the word about ETASHA's mission. Every single day has been a learning adventure filled with opportunities to grow and contribute to this meaningful cause. I am deeply grateful for this experience and for the wonderful people I have met along the way. Thank you, ETASHA Society for making this internship unforgettable."

Purab Sharma, Student of UPES

"It's been a great journey. I think for me now it's more of, how do I think, where I can contribute, meet like-minded people. It was great interacting with Mini ma'am, Mukesh, and I feel these are the contacts which we make for life and to meet them and see their enthusiasm when they are working. That's just amazing. I also included Pradeep, my colleague because I saw spark in him, he has zeal for more, and with the kind of workload which we are managing today, these kind of things help us put off that pressure and do something fruitful where you are trying to help the society in small ways which makes you feel good. And I think that's what I cherish the most out of this engagement, So thank you ETASHA for this opportunity."



Deepak, Tata Pro Enagage



BT employees at Pataudi Center for community drive

"I'm very happy to be associated with ETASHA. This is my first experience here, venturing out into a rally, going ahead and spreading awareness about the beautiful cause of making the younger women employable. I have loved making those rounds of about three to four kilometers, spreading awareness, shouting slogans. I feel, that I've contributed to this major cause in the society. I've also been a part of various such rallies and awareness campaigns for other important social issues, like mental health, adolescent girls, younger children, child abuse and such causes. I believe that ETASHA is doing a very valuable job, and I hear of the centers who are also making a change in the society, I request all of us to come forward, corporations, organizations, come together, join hands and contribute in this journey of success of bringing a change in the life of many lives in our society, and painting the canvas bright.
*Thank you very much." -**Amrit Vane, BT Group***



Self Defence sessions by Amazon Volunteers with our trainees



Capacity Building of WEP team by Adobe Volunteers



Business planning with women entrepreneurs conducted by Acuity volunteers

FRIENDS OF ETASHA

RECRUITMENT PARTNERS

croma · Café Coffee Day · lifestyle · Reliance · PVR

UNIQLO · Taco Bell · Hamleys · Costa Coffee · Burger King

Giani · Big Bazaar · BYR Insurance Brokers · Bikanervala · APML

VOLUNTEERING PARTNERS

accenture · Acuity Knowledge Partners · BT Group · proengage · amazon

NASSCOM · enactus · UPES · NMIMS · Adobe

IMPLEMENTATION PARTNERS

Industrial Training Institute, Rewari · Don Bosco Tech · Skill Development & Industrial Training Department, Government of Haryana

TECHNOLOGY PARTNERS

Tata STRIVE · sahaj · Dhwani · EduServe Consultants

FINANCIAL REPORT
2023 - 24

ETASHA SOCIETY

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

Statement of Affairs as on March 31, 2024

PARTICULARS	SCH.	FY 23-24 Amount (Rs.)
SOURCES OF FUNDS		
Corpus Fund	1A	68,46,151
General Fund	2	68,35,853
Earmarked Revolving Fund		
Women Incubation Fund	1B	1,57,250
Youth Incubation Fund	1B	1,00,000
TOTAL		1,39,39,254
Non Current Liabilities		
(a) Long term provisions	7A	37,54,157
TOTAL		1,76,93,411
APPLICATION OF FUNDS		
Fixed Assets	3	43,25,877
		43,25,877
Current Assets :		
(a) Cash & Cash equivalent	4	1,40,15,424
(b) Other Current Assets	5	3,22,652
		1,43,38,076
Less: Current Liabilities :		
Payables		
Duties and Taxes	6A	2,46,100
Expenses Payable	6B	4,17,141
Short term provisions	7B	3,07,301
		9,70,542
Net Current Assets		1,33,67,534
TOTAL		1,76,93,411

Significant Accounting Policies and Notes on Accounts 15

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: 30-09-2024
Place: New Delhi
UDIN: 24099286BKDEYZ8151

For and on behalf of the Board of ETASHA Society

Dr.Meenakshi Nayar
President

Ms. Mini Bhargava
Secretary

Ms. Sangeeta Sharma
Treasurer

FINANCIAL REPORT
2023 - 24

ETASHA SOCIETY

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

Receipt & Payment Account for the year ended March 31, 2024

PARTICULARS	FY 23-24 Amount (Rs.)	PARTICULARS	FY 23-24 Amount (Rs.)
I. Opening balances:		**I. Expenses**	3,48,99,064
a) Cash in hand	15,413		
b) Bank balances	1,06,39,700	**II. Imprest given**	18,49,254
II. Donations and Contribution		**III. Interest Free Loan to Women**	
Donation Corpus	9,11,150	**Entrepreneurs and Employees**	11,85,100
Incubation Fund	-		
Donation	87,76,472	**IV. Payment for opening outstanding dues**	
(Individual,VTP,ESDP,AWS,General,Tot)		**against expenses**	55,32,926
Project Donation	3,30,95,240		
		V. Acquistion of Fixed Assets	1,78,280
III. Interest Received			
a) Bank Deposits	1,84,252	**VI. Deposits and Advances**	
b) Saving Bank	59,381	Other Advances	7,480
		Security Deposit	62,000
IV. Receipt from Investments			
a) FD Matured	75,60,149	**VII. Payment for Investments**	1,12,00,000
V. Other Receipts		**VII. Closing Balances**	
a) Fees from Students	4,41,750	a) Cash in hand	25,013
b) Other Income	1,02,732	b) Bank Balances	74,90,411
c) Income Tax Refund	52,523		
d) Repayment of Interest free loan to Women Entrepreneurs and Employees	4,96,147		
e) Membership Fees	2,119		
VI. Imprest Redemption	92,499		
Total	**6,24,29,529**	**Total**	**6,24,29,529**

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

CA Nitin Kr Khandelwal
Partner
Membership No. 099286

Date: 30-09-2024
Place: New Delhi
UDIN: 24099286BKDEYZ8151

For and on behalf of the Board of ETASHA Society

ETASHA Society President

Dr.Meenakshi Nayar
President

ETASHA SOCIETY Secretary

Ms. Mini Bhargava
Secretary

ETASHA SOCIETY Sangeeta Treasurer

Ms. Sangeeta Sharma
Treasurer

FINANCIAL REPORT
2023 - 24

ETASHA SOCIETY

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

Income & Expenditure Statement for the year ended March 31, 2024

PARTICULARS	SCH.	FY 23-24 Amount (Rs.)
A. INCOME		
i) Donations & Contributions	9	
- General Donation		80,72,289
(a)		**80,72,289**
- Project Specific		3,30,95,240
(b)		**3,30,95,240**
Total (a+b)		**4,11,67,529**
ii) Training Fees	10	4,50,330
iii) Bank Interest and Other Income	11	2,04,479
		4,18,22,338
B. EXPENDITURE		
Expenses on Objects of the Society	12	3,32,31,488
Expenses on Earmarked Activities within the Objects of Society	13	71,970
Establishment and Adminstrative Expenses	14	54,99,095
Staff Gratuity Provision		3,02,527
Depreciation	3	13,53,750
		4,04,58,830
		13,63,508
Significant Accounting Policies and Notes on Accounts	15	

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: 30-09-2024
Place: New Delhi
UDIN: 24099286BKDEYZ8151

For and on behalf of the Board of ETASHA Society

ETASHA Society

President
Dr.Meenakshi Nayar
President

ETASHA SOCIETY

Secretary
Ms. Mini Bhargava
Secretary

Sangeeta

Ms. Sangeeta Sharma
Treasurer

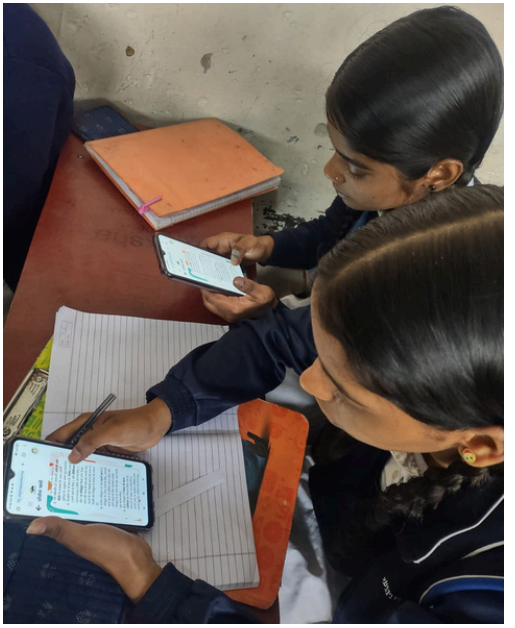
Full Time Staff				
	Slab of gross salary plus benefits (Rs per month)	Female	Male	Total
1	<5000	0	0	0
2	5,000 - 10,000	1	0	1
3	10,001 - 25,000	21	6	27
4	25,001 - 50,000	11	13	24
5	50,001 - 1,00,000	5	1	6
6	1,00,001 >	1	1	2
	TOTAL	39	21	60

Consultants & Part-time staff				
	Slab of gross salary plus benefits (Rs per month)	Male	Female	Total
1	<5000	0	0	0
2	5,000 - 10,000	0	0	0
3	10,001 - 25,000	0	0	0
4	25,001 - 50,000	1	0	1
5	50,001 - 1,00,000	0	1	1
6	1,00,001 >	0	0	0
	TOTAL	1	1	2



ETASHA Family at the Women Entrepreneurship Day Celebration
(staff, program participants, GCM members, funders, and other stakeholders)

SUPPORT ETASHA'S MISSION



YOUR ₹500 CAN BE THE KEY TO A YOUNG PERSON'S SUCCESS STORY!

Your donation of the small amount of Rs.500 can help to dramatically change the future for a young person at the most critical cross-road of his/her life.
Whether the young person chooses a career path which helps her / him become successful and happy or, a dead-end road which leads to unhappiness, depression, and waste of a life depends on the availability and access to a good Career Guidance process.
With your support a young person from a low-income background, will be able to access ETASHA's systematic, scientifically developed and professionally delivered Career Highway process.
Rs. 500 and its multiples will help one or more young people have a clear Career Plan for growth and success.

HELP THE NEXT GENERATION BEAT BEROZGAARI

You can help reduce one of India's biggest problems – unemployment of young people from socio-economically challenged communities – youth who are keen to learn, work, earn and feed their families but keep facing rejections and disappointment as they lack job-relevant skills.
Your contribution of Rs.5000 per month for 2 months will help one 12 th pass young girl or boy from a resource poor family get trained for work in the booming organized service sector at a job paying atleast Rs.12,000 per month, which is very frequently more than the combined earnings of the parents.
ETASHA's 2 month-long training program of approximately 200 hours uses experiential methodologies to ensure skill development and ability to perform, succeed and grow in a modern work environment.
You can contribute in multiples or parts of Rs.10,000



GIVE ETASHA A BOOST TO KEEP THE IMPACT ROLLING!

Like any organization that is working towards impact and sustainability, ETASHA needs help in achieving financial stability to withstand pressures, particularly of disruptions/ delays in project fund approvals and disbursements.

As an organization consistently delivering value and impacting social change in low-income communities, while maintaining the highest standards of Governance as witnessed by the award of the Champion Level - Platinum Certification for Transparency and Accountability by GuideStar India for 5 consecutive years, we look forward to your support in allowing ETASHA to continue doing what we so passionately love.

You can contribute in multiples of Rs. 1000.00, which will be used to strenghten the Corpus fund for the organisation.



GuideStar India Certifications: Gold, FY 2015-16; Platinum, FY 2016-17,2017-18,2018-19,2019-20,2021-22
Subject to validity of registration under IT, FCRA and registration as NPO



CONTACT US



ETASHA SOCIETY

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Website: www.etashasociety.org

ETASHA
Skilling Communities
for Employment & Income Generation