

REACHA

Annual Report 2020-21



Thirst for knowledge
Aspire to Create
Inspire to Transform
Code for Good
Learn with Understanding
Break New Ground

177-178, 2nd Floor, Triveni Apartments,
Jhilmil Colony, Delhi, 110095

<https://www.reacha.org/>

VISION

To reach out to masses, be with them, hear from them about their needs, and thereupon develop and implement sustainable models of socio-economic growth and development, through a participatory process. Prime objective is local development in harmony with nature, and in alignment with aspirations of people.

MISSION

REACHA is a community-based Non-Government Organisation (NGO) with a mission to deliver high impact to human development sectors like education, health, skilling of youth, women's empowerment etc. To do this, it works closely with beneficiary underprivileged communities on need-based projects - partnering government, Corporate CSR, Civil Society and Academic Institutions, leading to optimum outcomes. A key approach is to get all stakeholders together – for co-creation, convergence, and collaboration.

APPROACH

Each REACHA intervention seeks community partnership in a deep-dive effort, so that locals are heard, they decide, and they implement - for their own good. REACHA, as an implementation organisation, becomes a knowledge partner, a facilitator that gets all stakeholders together. And this includes the local government as well. Models of intervention are co-created and then implemented in a participatory manner, with beneficiaries being their own evaluators – for progress, growth, and transformation. Special effort is laid on community ownership so that work that starts continues and local people take up the project as part of their own development.

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INTRODUCTION



REACHA (Research and Extension Association for Conservation Horticulture and Agroforestry) was founded in March 1992 by a group of like-minded changemakers from different walks of life with the aim of reviving and ensuring that the impact of government programmes reached the people for whom these were meant. This was achieved by reaching out to the target masses for whom the programmes were developed. REACHA has been making consistent and rigorous efforts to enable and empower the target groups with knowledge, skills, and the will to bring about positive changes in their lives since the last 29 years.

REACHA has been diligently involved in developing projects with sustainable solutions based on local needs, customs, and traditions to create a better future for people. Sustainability within these targeted programs is ensured through community partnership and ownership.

Numerous corporates have shown interest in partnering with REACHA for their Corporate Social Responsibility (CSR) activities with the introduction of Section 135, Companies Act 2013. As a result, REACHA has been developing partnerships with institutions, governments – central and state, and the corporate sector, to receive implementation support, funds, and the expertise required to help the people in need.

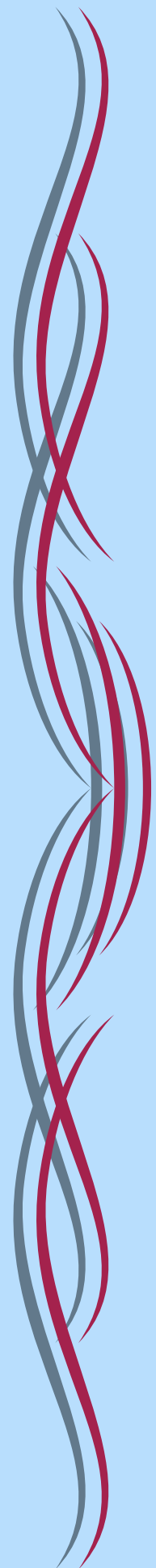
REACHA would like to express its sincere gratitude to all individual and corporate donors. During the financial year 2020-2021, along with the continued support from its old partnerships, REACHA also developed a few new ones despite the difficult times due to COVID-19 pandemic. REACHA is thankful to the Indian Army, ONGC, Genpact, NASSCOM Foundation, Titan, Government of Goa, IBM SkillsBuild, Diageo

and UCaliber for their continuous support.

REACHA's projects have continued to transform lives of people in need despite the tough times induced by the pandemic globally. While the ongoing projects shifted online, new projects and programmes were developed considering the unprecedented and testing times. Mostly the projects aimed at child and youth development through skilling/guidance courses and vocational training.

REACHA has created a remarkable change in society through its drug de-addiction, women empowerment, and sustainable livelihood programs along with its education and skill development projects. The beneficiaries of these programs are motivated, encouraged and supported by Team REACHA to also help people around them, in every possible way, during the COVID-19 pandemic and become responsible citizens of the country.

This Annual Report seeks to present how REACHA has served the nation through its sustainable and impactful contributions during Financial Year 2020-21.



National Governing Board



Shri Jagdish Chandra Pant
IAS (Retd.)
Chairman



Dr. (Mrs.) Abha Pant
Vice Chairman



Shri. V. P. Singh
IIFS (Retd.)
Executive Director



Dr. S. L. Seth
Member



Shri. Ramesh Mital
Treasurer



Shri. Akash Khandelwal
Member



Shri Lalit Pant
Member



Dr. Haresh Gupta
Member



Shri. Nikhil Pant
Chief Executive Officer

REACHA'S TEAM



Ms. Mamatha Esteves
ADVISOR



Dr. Surabhi Yadav
ADVISOR



Ms. Elaine Colaco
SENIOR CONSULTANT



Mr. Hitesh Goyal
SENIOR PROGRAM MANAGER



Mr. Shashi Bhushan
SENIOR OFFICE MANAGER



Ms. Archana Singh
PROGRAM MANAGER



Mr. Ibrahim Ansari
ACCOUNTANT



Ms. Manisha Misra
DIGITAL SUCCESS MANAGER



Mr. Rahul Bhatt
DIGITAL SUCCESS MANAGER



Mr. Shabid Nabi
CENTER CO-ORDINATOR, CHINAR 9
JAWAN CLUB, BARAMULLA



Ms. Nighat Kareem
TRAINER, ENGLISH AND SOFT SKILLS



Ms. Harmeet Kour
TRAINER, FASHION DESIGNING



Ms. Fozia Gul Bhat
ASSISTANT TRAINER,
FASHION DESIGNING



Ms. Mahpara Naseem
TRAINER RETAIL



Mr. Wahid Mukhdoomi
TRAINER, HOSPITALITY



Mr. Tariq Ahmad
TRAINER, MUSIC AND CULTURE



Mr. Aijaz Ahmad
TRAINER, MUSIC AND CULTURE



Ms. Seema Mehraj
COUNSELLOR,
DRUG DE-ADDICTION CENTER



Ms. Aarifa Aslam
COUNSELLOR,
DRUG DE-ADDICTION CENTER



PARTNERSHIPS

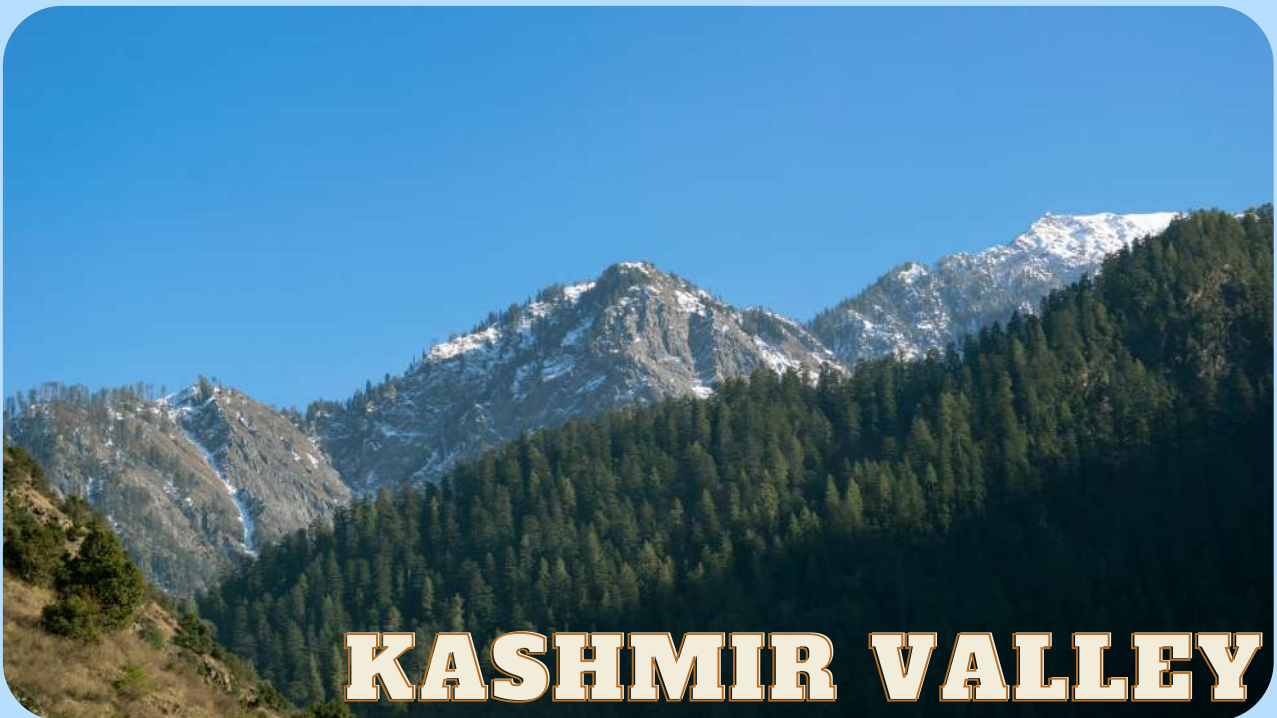


NASSCOM[®]
FOUNDATION

Kogics foundation
play . create . learn



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Be Your Unique Best



Projects with ONGC support :-
Fashion Designing
Hospitality and Retail Sales
Art and Culture
Drug De-addiction Centre



Mr. Azad Hussain
Senior consultant, REACHA

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Mr. Hussain joined REACHA in 2016. He says that it “feels really great” to be part of REACHA for the last 5 years. He mentioned that the organisation is doing a really wonderful job in changing the lives of people in need.

Remembering an instance, he says, “I still remember in the year 2016 when Kashmir was on fire due to the increasing influence of anti-nationals across the Kashmir valley, local youth were mobilised by different anti-national groups to disrupt the peace. During that time, South Kashmir had become a hotbed for protests, stone pelting, and killings; reports were emerging that under a well organised plan, Baramulla had been chosen as the next town of destruction and the local unemployed youth were the soft targets for the disrupters of peace. Being an experienced developmental worker and a peace worker, I was asked by the then Lt. Gen. Satish Dua, GOC 15 corps to start some peace building initiatives in Baramulla district under his guidance, and after rounds of meeting with Indian army at various levels, finally it was decided to get the local youth engaged in gainful employment and keep them away from the influence of terrorists. It was better to start a skill development and employment facilitation centre in Baramulla town apart from starting some other peace building measures. Although the Indian Army contributed a lot out of Operation Sadhbhavana to contribute to this initiative, there was still a further need of resources and funding to ensure the sustainability of the project which now is known as "Chinar 9 Jawan Club". With the consent and directions of the senior army officials at

Baramulla, myself and a commanding officer, Col Rajdeep Singh Reen, then commanding Officer 113 field regiment left for the national capital of Delhi to reach out to different NGOs, Corporates and Central Government agencies. We were struggling to find supporting partners at New Delhi. Most of the Delhi based organisations were hesitant to come forward or support us in the tough circumstances that we had in Kashmir. I still remember during our 15 days stay at Delhi, on one fine day, we got an opportunity to meet Mr. Nikhil Pant, CEO, REACHA and after discussing with him about the prevailing situation in Kashmir valley, at the end of the meeting his words were, “for the larger interest of the nation and to support the Indian army, I am ready to support and contribute whatever the circumstances may be.” From there, the journey started and now, it has become a reason for providing hundreds of local youth gainful employment and has helped us in peace building measures.”

Mr. Hussain believes that REACHA’s approach has been very honest and transparent since the start. The organisation is working for a cause and has been helping to strengthen the hands of security forces. He stated that the organisation has now extended its programs for the larger community in Baramulla which is acting as a game changer by empowering the women and youth in the district. He expressed his pride in being associated with REACHA and its commitment to work towards the upliftment of the people in need.

The Indian Army has been running various developmental initiatives in the Kashmir Valley that are undertaken through a well-developed and regulated project called Operation Sadhbhavana. The objective of the project is to mainstream Kashmiri youth by empowering them through livelihood opportunities that help them to dissuade from unlawful activities.



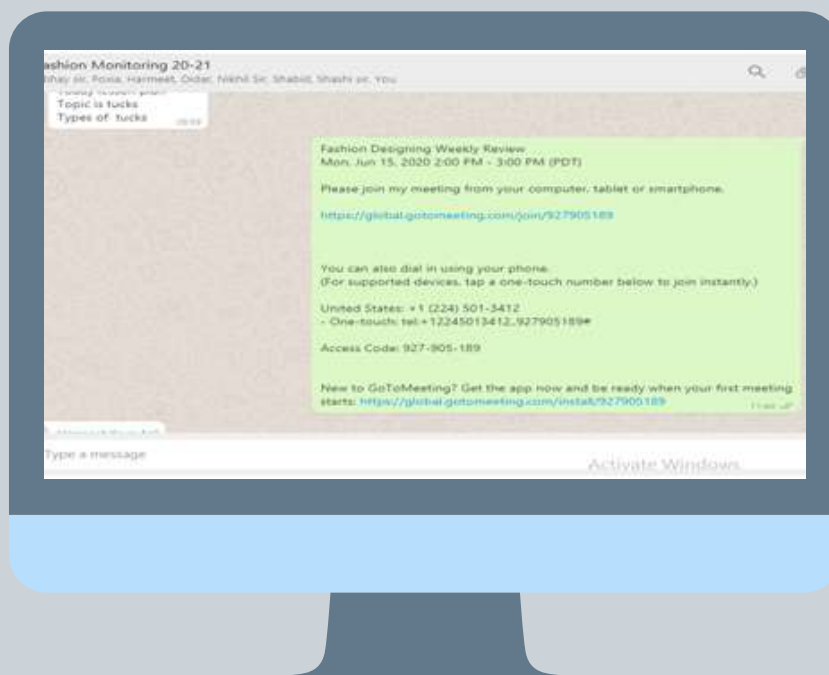
REACHA has been reaching out to the youth of Baramulla and mobilising the Kashmiri youth to enrol for Chinar 9 Jawan Club with funding from ONGC, and the support of Indian Army since April 2016. At the club, students from different socio-economic backgrounds are provided opportunities for livelihood enhancement through skill development training in Fashion Designing; Retail & Hospitality; and Art & Culture, so that they can contribute to their family incomes.

In addition, there is a Drug De-addiction Centre at Baramulla, which is in close vicinity of Chinar 9 Jawan Club, where addicts along with their family members and community are counselled. The local youth have an opportunity to attend rehab for substance/alcohol abuse. After the rehabilitation, they are motivated and enrolled for various programmes offered at the Chinar 9 Jawan Club along with the other students. Both the Chinar 9 Jawan Club and the Drug De-addiction Centre are being run by the Indian Army.





Two Porta Cabins have also been set up by REACHA; one for the rehabilitation process of the drug addicts at the Drug De-addiction Centre (DDC), and another for Self Help Groups (SHG) at the Chinar 9 Jawan Club; for storing equipment and startup producing final products of the beneficiaries of the courses.



During the financial year, April 2020 to March 2021, the classes for the skill development courses and the counselling sessions for the addicts were held online because of the COVID-19 pandemic. Although students were reluctant in the beginning, they slowly gained interest in being trained online and participated wholeheartedly during the video conferencing and made good use of the relevant study material that was shared online by the REACHA team. Along with online classes, some competitions like essay writing, painting and photography were also held for the beneficiaries of all the courses.



In the months of August and September, students were interviewed at the club by the media where they shared their experiences and what they had learnt at the club.



The REACHA team was in constant touch with the students of the previous batches. REACHA organised 20-30 minutes counselling sessions with 5-7 students who were depressed during these extraordinary testing times everyday and succeeded in encouraging them to become positive contributors to the society. REACHA also arranged necessary food items for the families in need and made sure that the efforts reach out to maximum people with the help of the Indian Army and ONGC.

Physical classes at the Chinar 9 Jawan Club resumed in the last week of October 2020 with necessary safety precautions. The Drug De-addiction sessions resumed in November 2020. YouTube vloggers also visited the club to record the functioning of the classes, interview students and trainers during this period, and appreciated the work of the people involved for maintaining peace in the valley.



REACHA conducted weekly reviews with the team at Chinar 9 Jawan Club to discuss various issues on how to improve the attendance of students, document work, counsel students, achieve overall project targets etc. REACHA officials visited the project site every quarter or as frequently as required to ensure the smooth functioning of the project.

Skilled youth either get placed or start their own enterprise after the completion of the courses. However, moving out of state is generally not preferred by youth and their parents for the fear of the unknown due to a deep sense of insecurity and alienation that seems to have crept into the psyche of the people of the region due to years of turmoil.



Impact assessment is dependent on the accomplishment of goals, success of quarterly plans, and results achieved. REACHA has been making an honest effort to grow the compass for the advancement of individuals of Kashmir at the hour of need through technology; ensuring that students do not waste their time. This was all made possible through significant contributions of ONGC and the Indian Army.

Mr. Shabid Nabi Mir
Centre Co-ordinator,
Chinar 9 Jawan Club



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Mr. Mir joined REACHA in 2017 and has been working as the centre co-ordinator at the Chinar 9 Jawan Club, Baramulla, Kashmir for the last four years. He says, “It's an honour for me to work with such an NGO that really wants to bring about change in the Kashmiri youth”. According to him, the courses that are running at the club in association with REACHA are very beneficial for the youth of Baramulla as the courses aim at not only preventing the youth from getting involved in antisocial activities but also help them in joining the mainstream, becoming independent and earning a livelihood, and in becoming responsible citizens of the country.

He is of the opinion that the initiatives taken up by REACHA in Kashmir were the need of the hour and expresses his heartfelt gratitude to REACHA for giving him the opportunity of associating with the organisation. He is specifically grateful to Mr. Nikhil Pant, CEO, REACHA for his constant guidance and support which has helped him in serving the society in a better way and in the course, gaining tremendous experience.

While talking about his experiences during the pandemic, Mr. Mir mentioned the online classes that REACHA conducted for the students through various apps prevented trainers and the trainees from falling behind because of imposed lockdowns. In fact, he highlighted how REACHA also helped in generating orders from the market for the students to help them and their families financially (95% of the students' families are below poverty line) during the pandemic. Mr. Mir says, “REACHA works hand in hand with the staff and the students to help them generate income”. Mr. Mir has stated that though the pandemic disturbed the whole world, REACHA did its best to not let anyone lose hope and in fact, only helped us in being positive and productive.



Fashion Designing Project

In 2016, it was observed that young Kashmiri women primarily belonging to large, financially unstable families often got enmeshed in militancy in one way or the other. The objective behind the fashion designing course has been to counter this and provide these women with better livelihood opportunities. Every year, since the inception of the course, 60 young ladies between the age group 16 and 35 are trained in cutting and sewing, pattern making and designing clothing at Chinar 9 Jawan Club, Baramulla, Jammu and Kashmir. These ladies are also trained in personality development and other soft skills to increase their chances of getting placed in a job and become part of the national mainstream.

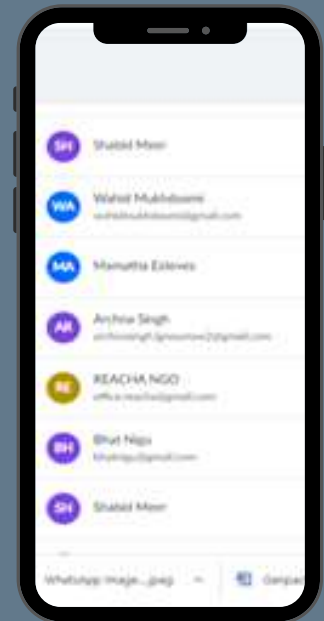


This free-of-cost course has enabled the development and upgradation of occupational abilities of women in the region. It continues to constantly empower women and help them in ensuring sound and secure families. The course has also helped the Indian Army in dealing with the difficult turmoil situation in the valley.

The market for Kashmiri style items is popular locally and internationally. The curriculum of the course changes with the needs of the market and as laid down by Associated Chambers of Commerce and Industry of India (ASSOCHAM), a leading Indian trade association. After the completion of the course, the trained women get jobs at local boutiques and some even start their own little endeavours and sell their products online.

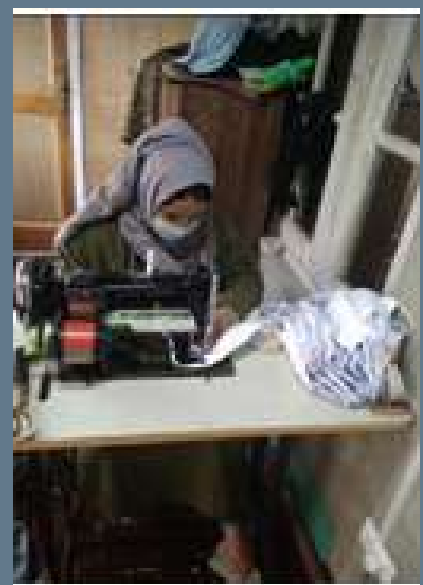


During the month of April 2020, the faculty physically visited their local communities by following social distance guidelines and mobilised students for this course. Among the people surveyed, 60% responded positively and got enrolled in the course. The course was conducted online due to the pandemic. Reluctant, in the beginning, students slowly gained interest, and 30 girls were trained by 30 September 2020 via video conferencing and online sharing of relevant material by team REACHA. Physical classes, with necessary precautions, resumed in the last week of October 2020. A total of 60 students were trained in 2020.



REACHA has been constantly in touch with students from previous batches during this pandemic. As a result of the counselling sessions, 3 beneficiaries took the initiative of making protective face masks to distribute amongst people in need at subsidised costs. Yasmeena Ayooob, one of the students from the club who runs a Boutique currently at Dardpora Baramulla prepared more

than 5,000 protective face masks using cotton cloth. Out of these, 500 protective face masks were distributed at no cost. In January, Srujana, an NGO based out of Mumbai gave an order to make 3000 covid care masks to two of Chinar's group enterprises.



Highlights



60 students trained
30 in fashion designing
30 in cutting and sewing



Yasmeena Ayoob, who runs a Boutique at Dardpora Baramulla, prepared more than 5,000 protective face masks



Featuring - Yasmeen Ayoob



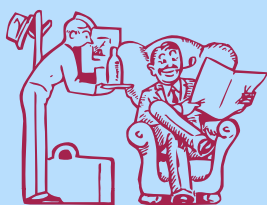
Two of Chinara's group enterprises received orders of 3000 covid care masks from Srujana, an NGO based out of Mumbai



Ms. Harmeet Kour
Fashion Designing Trainer



Ms. Kour is a fashion designing trainer at the Chinari 9 Jawan Club who has been working with REACHA since 2016. She says it has been an absolute pleasure for her to be working with REACHA for the past 5 years and is deeply grateful to REACHA for guiding her throughout. She believes that the courses at the club, including fashion designing, is highly beneficial for the Kashmiri youth, as it allows them to enjoy their work and also earn a livelihood. REACHA made sure that the trainers and beneficiaries of the courses earned enough to sustain themselves and their family members during the pandemic. The fact that after the completion of the courses, most of the beneficiaries get placed and are exposed to varied employment opportunities is a testament to the practicality of the courses offered by REACHA. She highlighted that REACHA has been doing its best throughout to work for the betterment of Kashmir.



Hospitality and Retail Sales Project



The Chinar 9 Jawan Club at Baramulla District serves as an ideal platform for the youth who come from different socio-economic backgrounds to collaborate, unwind and revive, and help them to develop skills for holistic growth. In a tranquil climate, the club helps to engage the Kashmiri youth in constructive activities and stop them from getting involved in unlawful activities like consumption of illegal drugs, stone pelting and anti national activities.

The hospitality and retail sales course trains 300 students, between the age 18 and 35 every year. This free-of-cost course is divided into four sections:-

- Vocational Domain;
- Communicative English;
- Life Skills;
- Basic Computers

The curriculum of this course is designed in accordance with the guidelines of QP-NOS (Quality Pack – National Occupational Standard) of NSDC (National Skill Development Corporation).



There were 5 batches of retail domain and 5 batches of hospitality domain with 30 students in each batch who were trained for 70-75 days between 1st April 2020 and 31st March 2021. The students are also guided on various topics like psychological wellness, cleanliness, work situations, etc in order to condition and prepare them for what's to come. Classes were held online until 30 September 2020 due to the pandemic, and physical classes with necessary safety precautions resumed in the last week of October 2020.



Each candidate is equipped with the following skills:- (i) Handling customers and their queries; (ii) Basic Sales techniques; (iii) Order taking etiquettes; (iv) Management skills; (v) Knowledge related to cleaning equipment; (vi) Knowledge related to brands; (vii) Working in a team environment; (viii) Serving guests and (ix) Interview skills towards the completion of the course.

After completion of the course, 11 students of retail domain and 14 students of the hospitality domain were successfully placed in various companies and shops.



Highlights



300 students trained

150 students in hospitality

150 students in retail sales



25 students placed

14 of hospitality domain

11 of retail domain

Ms. Mahpara Naseem
Retail Sales Trainer



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Ms. Naseem is a Retail Sales Trainer at the Chinar 9 Jawan Club who has been working with REACHA since 2017. She described her experience with REACHA over the last 4 years as “excellent” and expressed her desire to continue working with the organisation as long as she can, as doing good for the society under the guidance of members of REACHA is what makes her immensely happy. According to her, all the courses run by REACHA at the club prove to be best for moulding the youth of Baramulla & adjoining areas, as these enable them to start their own small scale business. “The course is very helpful as students gain knowledge of marketing, business, handling & taking risks in business & are able to grow & expand.” She also highlighted that even though the pandemic has been very challenging, it was very easy for everyone at the club to carry out their duties smoothly with the constant support of REACHA. Ms. Naseem is ever grateful to REACHA for the exposure and experience that it provides to the trainers and the students.

Art and Culture Project



It has been observed that the Kashmiri youth possess artistic abilities that can help them to generate livelihood and do well in this area. Keeping this in mind, the art and culture course is developed to keep them meaningfully engaged in positive activities, so that they stay away from rebellious and anti-social activities. This course can also help them destress and defeat the broadly common emotional wellness problems in the locale. It also helps in the promotion of local culture (Sufi music) which further strengthens the efforts of counterinsurgency through peaceful means. Learning is not restricted to Sufi music as Jazz, Hip-hop and Pop music are also taught.



The curriculum of this music training course is in accordance with the standard government approved resources in musical instruments and vocals along with musical software for those interested. Martial arts, English (communication skills) and basic computer training are also embedded into the training schedule of students. Martial art is an effective way to keep the energies of the youth channelized and focused.

From April 2020, due to the pandemic, the online classes began and continued till the end of October 2020. During the pandemic, students, namely, Ladin Ramzan and Mohsin Javid, and the music trainer, Mr. Tariq composed and sang beautiful songs about the pandemic; encouraging people to stay positive. The songs were widely shared and appreciated.



Regular everyday music training of 4-6 hours resumed from 1st November, 2020 wherein 60 youths were trained by an experienced music trainer on different instruments and vocals based on students' interest.

Skilled youth are sent for competitions, performances at festivals/ occasions/ functions. Based on the skill level, some students are inclined to become mentors in view of their ability and sense of responsibility. In this manner, gradual job upgrade openings are explored.



REACHA helped in conducting many live music concerts online through platforms like Facebook live. Some of these concerts took place on the banks of Wular Lake; Jashn-e-Hayat at Dak Bungalow, Sopore; Jashn-E-Hunar at the Degree College, Sopore; Kala Utsav at three different venues; and Fulwon Gulab at Tagore Hall Srinagar. Students also participated in Qawwali competition and Kashmir Got Talent. Some students also got the opportunity to participate in Jashn E Baramulla, the most prestigious event in Baramulla organised by the Indian Army in collaboration with local youth. In many of the events, the beneficiaries received cash prizes, awards and participation certificates.

After the completion of the course, 7 beneficiaries got placed and the best performers of the course formed a band, "Strings of Baramulla".

Live Concerts



Facebook Live



*On the banks of
Wular Lake*



On Independence Day



Jashn-e-Hayat



Jashn-E-Hunar



Kala Utsav



Fulwon Gulab



Zawwali competition



Kashmir Got Talent



Strings of Baramulla

Highlights



60 students trained



Numerous live concerts conducted for the skilled youth to showcase their talent



Beneficiaries of the course participated in prestigious competitions



7 beneficiaries got placed



Best performers of the course formed a band, “Strings of Baramulla”.



Drug De-Addiction Centre

This center has been creating awareness in the community by identifying youngsters between the age 14 and 25 who require assistance with rehabilitation, therapies, motivational counselling, detoxification/de-addiction, vocational rehabilitation, after care, preventive education and reintegration into mainstream.



During the pandemic, a lot of the younger population were going through a rough patch in their lives and were depressed due to lack of jobs and increased levels of uncertainties in their lives. The REACHA team tried hard to reach out to every corner of the valley with the available 2G network in order to address the mental health issues of people during these tough times by conducting workshops on topics like mental stress, educational stress, drug addiction, their causes and its impact on life and health with the patients. Since February 2021, on the ground sessions have resumed.



Between April 2020 and March 2021, more than 1000 youth were counselled. Counselling sessions are held for the addicts as well as their families. The whole community is involved as part of the complete rehabilitation within the society. A large number of addicts have been rehabilitated and motivated to move towards livelihood through skill development.

This is done by involving and placing them in other projects that are being undertaken by the Indian Army in partnership with ONGC and REACHA.



Highlights

➤ 1000 youth along with their families have been counselled

➤ Drugs-affected youth have been rehabilitated and motivated to move towards livelihood through skill development.

Ms. Seema Mehraj
Counselor,
Drug De-addiction and
Counseling Centre



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Ms. Mehraj joined REACHA in 2019 and says she has been having a "great experience" working with team REACHA for over 2 years now. She offered her thanks towards every individual from REACHA as everybody has taught her something valuable. She said that she met some truly wonderful people from the organisation who inspired her to push her limits. She expressed her happiness for being able to do her bit for the society.

Specifically while talking about her experience during the pandemic, she highlighted how REACHA provided tele counselling to the patients suffering from substance abuse and mental health disorder. Because of the imposed lockdown, the counselling sessions were done online and online therapy helped people find comfort and strength. She also mentioned that many are understandably experiencing increased mental or emotional strain because of the uncertainty brought by the COVID-19 pandemic. Hence, reaching out for mental health support is the need of the hour. Ms. Mehraj is of the opinion that online counselling is convenient and is as effective as office based counselling.

The Drug De-addiction Centre, Baramulla under the aegis of Chinara Corps and Dagger Division (Army), in collaboration with REACHA is continuously working to fight against the drug menace in Kashmir valley. Ms. Mehraj also described how drug abuse has been an enormous public health problem worldwide and the necessity for curbing the menace of drug abuse is well understood by one and all.

Special Event: Chairman & Managing Director (CMD), ONGC and Director, Human Resources (DHR) visited Chinar 9 Jawan Club, Baramulla

Sri Shashi Shanker, Chairman and Managing Director (CMD), ONGC and Dr. Alka Mittal, Director HR (DHR), ONGC visited REACHA projects with the Indian Army at Chinar 9 Jawan Club, Baramulla, Kashmir on Saturday, 13th March 2021. Projects include skill development of Kashmiri youth with focus on women empowerment in trades of fashion designing, retail and hospitality; livelihood enhancement through music and culture and drug de-addiction of youth to wean them away from drugs, and counsel and motivate them towards good health and responsible careers.

CMD and DHR ONGC visited the classrooms and training facility and interacted with students, staff, and army officers to gauge the program and its impact. They were provided deeper insights by Indian Army led by Brigadier Amit Dhir, Commander, 19 Arty Brigade, Baramulla and his team, on how these projects under operation Sadbhavana are transforming lives in Baramulla, Kashmir by providing a viable, sustainable, impactful and scalable model of socio-economic development for local communities. This exemplifies the positive role played by the Indian Army as part of national integration and socio-economic development.

On 14th March 2021, ONGC leaders also visited 4 houses in Uri, district Baramulla, that were reconstructed in record time through ONGC CSR support in 2017-18 by REACHA under Army supervision. These houses belonging to local villagers near the LOC (Line of Control) were destroyed during counter insurgency operations by the Indian Army. Rebuilt houses were handed over to local villagers in April 2018 - this helped the Indian Army change the narrative to come across as a caring entity that also rebuilds homes and lives near sensitive border areas of the country. ONGC CMD and DHR interacted with villagers/house owners and also spoke to Colonel Khan who was posted at the location during the time to gauge the impact of their support.

Both Sri Shashi Shanker and Dr. Alka Mittal appreciated and encouraged the Army and REACHA to keep doing the good work. They pledged ONGC's continued support to such efforts at nation-building. All ONGC CSR supported projects in partnership with the Indian Army are aligned by REACHA to achieve Sustainable Development Goals (SDGs).

REACHA remains ever so grateful to the Indian Army and ONGC for giving it the opportunity to serve the nation!




A stylized illustration of a hand in light blue, holding a purple letter 'A'. The letter has a light blue outline. The background is a solid blue color. Numerous small, glowing plus signs in blue, orange, and red are scattered across the page, some inside the letter and some outside.

Letters of Appreciation

The trainers of the courses and counsellors of the Drug Deaddiction Centre prepared detailed case studies of the beneficiaries after the completion of the courses. Some of the beneficiaries also sent their letters of appreciation to REACHA. On receiving the students' feedback, REACHA learnt how the courses have been beneficial for the students and is glad to have been able to impart and enhance their skills that has made them capable of even starting their own enterprises.

NAME :- MARIYA RIZAZ
R/O :- BARAMULLA
DOMAIN :- FASHION DESIGNING
Batch :- 5-02, 2020



I am Mariya Rizaz I am sharing my views here in this lines:

we have a creative career for creative people. Fashion Designing Courses can lead to a path where we can show our artistic and practical skills. we can use all our creativity and imagination for making beautiful and classy outfits. "Chinar 9 Jawan Club" is giving us a platform for achieving our knowledge & skills.

we are really very thankful to "Chinar 9 Jawan Club"

Thank you

Name :- Suhail Ramzan
R/O :- Khawaja Bagh Baramulla
Domain :- Retail
Batch :- 5th


Before coming here I was having many negative thoughts about Chinar 9 Jawan Club But After joining here I felt I was wrong Because it provides different domains like Retail, Hospitality, Computer and etc at free of cost. I was very simple before joining But now I feel many improvements in me like now I can speak in english as well as I know many things about Retail and that's why I am thankful to all the funding and training Partner like ONGC, REACHA and Also to Army for providing us such a great platform at free of cost and they provide other facilities like games, internet service and etc. And also thanks for providing such teacher like Mahabubara mam and Nighat mam they are very friendly with us and support us in any field

Thanks

Domain :- Hospitality.

I am a student of Chinar 9 Jawan Club. And my domain here is hospitality. I heard about this wonderful institution from my friend. She suggested me to visit once & feel the difference. And when I visited here it was more good than she was saying. The teachers here are so friendly & the infrastructure is comm. I love to come here daily. And there is an advantage in this domain as it provides us computer class as well as life skill. And the teachers I just love them they teach us in a unique way totally different from the other institutional teachers. I am very thankful to ONGC, REACHA, NSDC, CSR, GENPACT & Indian Army for providing us facilities & this is the wonderful institution I have ever seen.

Name :- Mohammad Ladin Bighi
S/o :- Mohammad Ramzan Bighi
R/O :- Khushal Colony Sopore
E-mail :- BZamLadin@gmail.com
Batch :- 54123

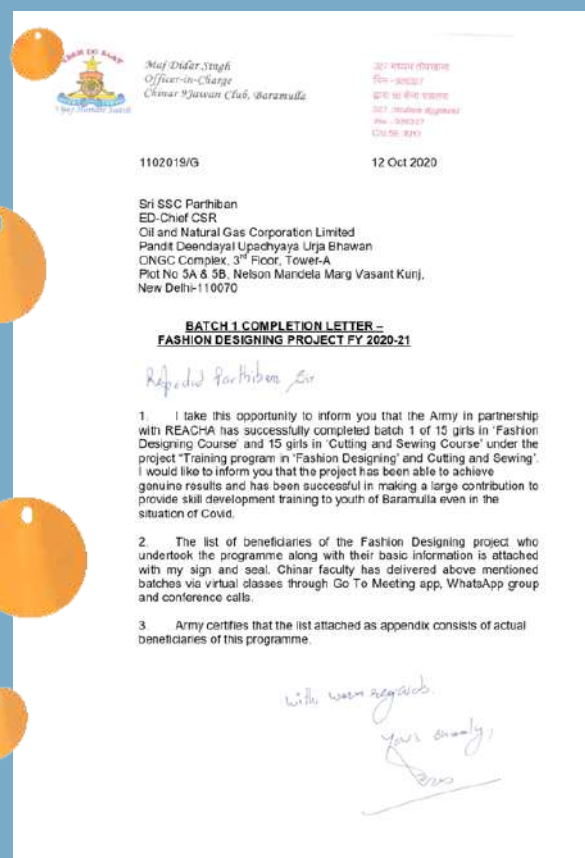
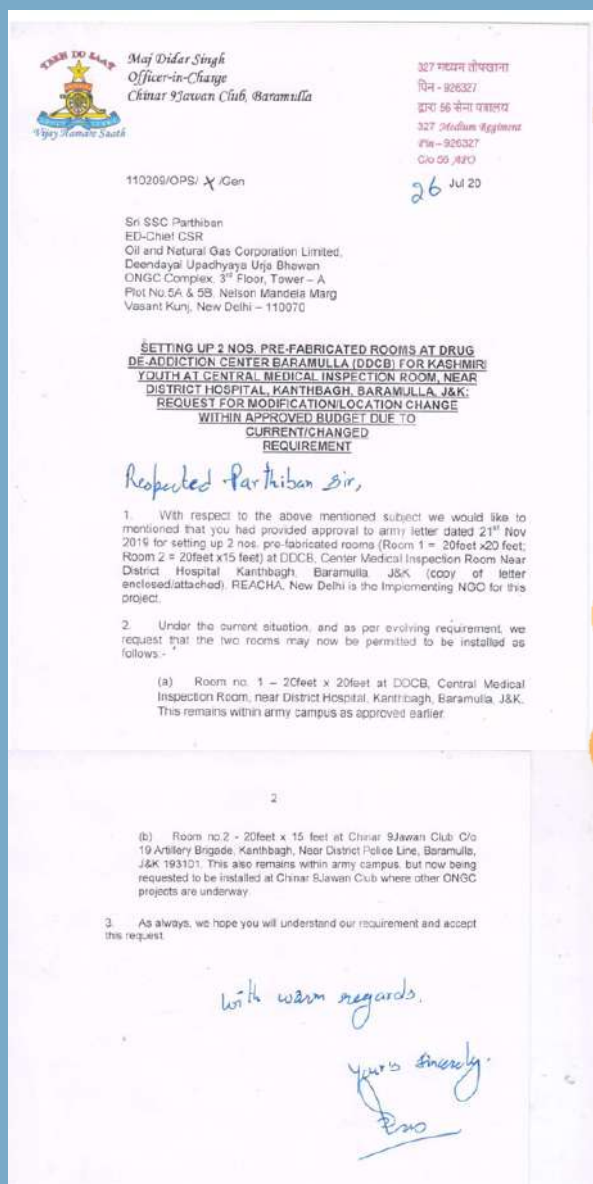


Domain :- Music

With regards to Chinar 9 Jawan Club, I want to say that before joining the club, I had very little knowledge of music especially guitar and vocals. After joining the course at Chinar 9 Jawan Club, I am able to play guitar and have better knowledge of its cords, major cords, minor cords, and bar cords. I am in a position to perform along with guitar. I got training and knowledge of 'Tals' like Dadra Tal, Ektal Tal, Kaharwa Tal etc. Now I am in a position to sing a song and can play guitar in a better way.

I am highly thankful to Chinar 9 Jawan Club Baramulla, ONGC, REACHA for providing me such a platform. I am highly thankful to my Sis Tahir Sis and Aijaz Sis.

The REACHA team was elated on receiving appreciation letters acknowledging REACHA's efforts in the valley from Maj Didar Singh, Officer-in-Charge, Chinar 9 Jawan Club, Baramulla on 27th September, 2020 and 12th October, 2020. Major mentioned that, "the project has been able to achieve genuine results and has been successful in making a large contribution to provide skill development training to youth of Baramulla even in the situation of Covid". He also praised the Drug De-addiction Centre initiative and, he wrote, "the project has been able to achieve momentous results and has been successful in making a large contribution to creating a drug free environment in Baramulla".





59 Medium Regiment
PIN-925759
c/o 56 APO

110209/OIC/DO

15 March 2021

Sri SSC Parthiban
ED - Chief CSR
Oil Natural Gas Corporation Limited,
ONGC Complex, 3rd Floor, Tower-A
Plot No 5A & 5B, Nelson Mandela Marg
Vasant Kunj, New Delhi - 110070

**PLACEMENT/LIVELIHOOD ENHANCEMENT STATUS AS ON
31st MARCH 2021: CHINARA 9 JAWAN CLUB**

Dear Mr Parthiban,

1. Placement/Livelihood Enhancement status as on 31st March 2021: Chinara 9 Jawan Club:-

(a) **Fashion Designing**

Year	Women Enrolled	Training Completed	Placed/Livelihood Enhanced
2016-17	60	60	55
2017-18	60	60	50
2018-19	60	60	45
2019-20	60	60	43
2020-21	60	60	22

(b) **Retail Trade**

Year	Enrolled	No. of Girls	No. of Boys	Training Completed	Placed/Livelihood Enhanced
2017-18	150	77	73	150	102
2018-19	150	74	76	150	63
2019-20	150	73	77	150	38
2020-21	150	68	82	150	11

2

(c) **Hospitality Trade**

Year	Enrolled	No. of Girls	No. of Boys	Training Completed	Placed/Livelihood Enhanced
2017-18	150	23	127	150	108
2018-19	150	27	123	150	53
2019-20	150	48	102	150	42
2020-21	150	35	115	150	14

(d) **Music Trade**

Year	Enrolled	No. of Girls	No. of Boys	Training Completed	Placed/Livelihood Enhanced
01/01/20-31/01/21	60	20	40	60	15

* Lockdowns due to abrogation of article 370 (August 2019) and Corona pandemic (March 2020) adversely affected the outcomes. However, from April 2021 we hope to pick up the momentum on outcomes (assuming that the pandemic is under control). During this period all above projects significantly contributed to strengthening Operation Sadbhawana to bring peace and development in the region.

Yours sincerely
[Signature]

Kojo for Education and Livelihood



Students and teachers at the Chinari 9 Jawan Club, Baramulla have started learning digital art via Kojo programming/learning environment in partnership with REACHA along with the skill development courses funded by ONGC.



Kojo, a made in India platform, provides a powerful coding and learning environment to children to work on projects and enable them to create products through computational generative art, using multiple subjects like coding, maths, art, and computer science. Practising coding regularly enables children to think actively and collaborate in online environments.

Kojo offers -

- Sustained work with computation.
- Computations are created via coding/programming.
- Sustained brain exercise – for creative and critical thinking, analysis, design, etc.
- Process orientation – with inquiry, exploration, discovery, creation.
- Instructionism → Constructionism.
- Projects that span multiple subjects and rich application areas.
- Constant application of learned ideas – to create interesting artefacts – with constant feedback.

Kojo aims to make the full benefits of coding available to school children in India to help them skill up for the 21st century because in our education system, there is a big gap between the current state of learning outcomes and what is required for the 21st century. The National Education Policy 2020 has laid out a roadmap to meet the requirements, and has identified coding as a core skill for the future. Given this fact, there is a strong need for piloting tried and tested coding environments and learning material to help satisfy the mandate as effective coding can have a big impact in improving learning outcomes for fundamental 21st century skills.

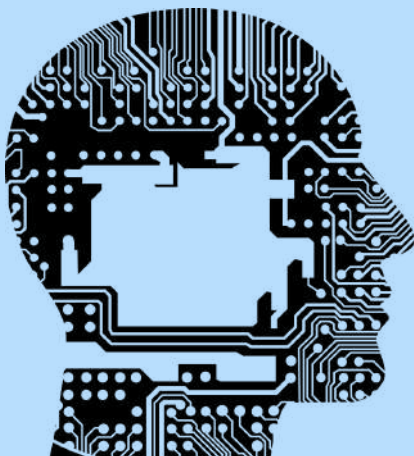
To achieve this, Kojo involves government and non-government observers for their inputs that can help in introducing coding in school curriculums in an effective manner, aligned with the mandate of the National Education Policy 2020.



REACHA's basic goal to achieve through the Kojo course is to:-

- Create attractive products like T-shirts, bags, cups, caps, backpacks, etc based on designs generated within Kojo.
- Create entrepreneurship opportunities around these products.

In addition to the above, students enhance their logical, critical, and creative thinking skills; and they learn – computer programming and computing; problem solving; maths and physics; game development; electronics and robotics; artificial intelligence and data science; emotional grit; collaboration (via pair programming) and a lot more.



The courses are developed keeping in mind REACHA's motto of "learning with understanding". The students are given the opportunity to apply their learning to many different real life scenarios. At the same time, they are encouraged to explore, discover, and create. All of this fosters in them a mindset of experimentation, innovation, self-reliance, growth, mental discipline, and teamwork – with Kojo as the enabler.



During the pandemic, the Kojo group enterprise restarted its business with only two senior members. They identified a few students who were keen on joining the course and becoming part of the group enterprise. The new members were taught how to design and develop quality products based on Kashmiri designs which could be sold outside Kashmir. The products created and designed by the Kojo group enterprise were sold through REACHA's E-shop.



Highlights

- Created attractive products like T-shirts, bags, cups, caps, back-packs, etc based on designs generated within Kojo.
- The products created and designed by the Kojo group enterprise were sold on REACHA's E-shop.



NASSCOM[®]
FOUNDATION



Cell for Livelihood Enhancement with Genpact-NASSCOM Foundation support

Kashmiri youth is mobilised and encouraged to join the various skill development courses available at the Chinar 9 Jawan club with the efforts of the Indian Army, ONGC and REACHA. The aim of these courses is that Kashmiri youth should become part of the national mainstream and earn a livelihood. However, there are times when often youth leave their jobs and tend to get involved in anti-national activities due to the conflict zone situation in the Kashmir valley. Another big reason behind them leaving their jobs is the low pay scale because of their lower education.



REACHA and the Indian Army, with support from Genpact/NASSCOM Foundation initiated an innovative Cell for Livelihood Enhancement (CLE) in order to overcome these challenges, from November 2018. This centre acts like an incubation centre for the beneficiaries of the courses with the aim of making livelihood prospects more sustainable. This has been done through forming Self Help Groups (SHGs)/Group Enterprises and giving them additional training (if required) or by providing youth scholarships, and eventually helping them to find placements.



Genpact not only created the group enterprises but is also helping in its functioning by providing them with machines, necessary raw materials and entrepreneurship training. Help is provided to the youth who are trained since 2016 by contacting them despite challenges faced in the valley. A Student Mentoring Programme (SMP) has been formed with guidance from Genpact to help in tracking the old students.

During the pandemic, the group enterprises, especially the ones from the fashion designing course took a hit and suffered, as many members of the group stopped going for workshops and discontinued being part of the group. As a result to cover this gap, a few skilled women were chosen from the village who were either trained or directly placed to the enterprise, in order to keep up with the incoming orders. Genpact helped in procuring orders for them from Srujana, an NGO based out of Mumbai. Gradually, as the business restarted, desired targets were released by undertaking activities like tailoring and creating new designs.

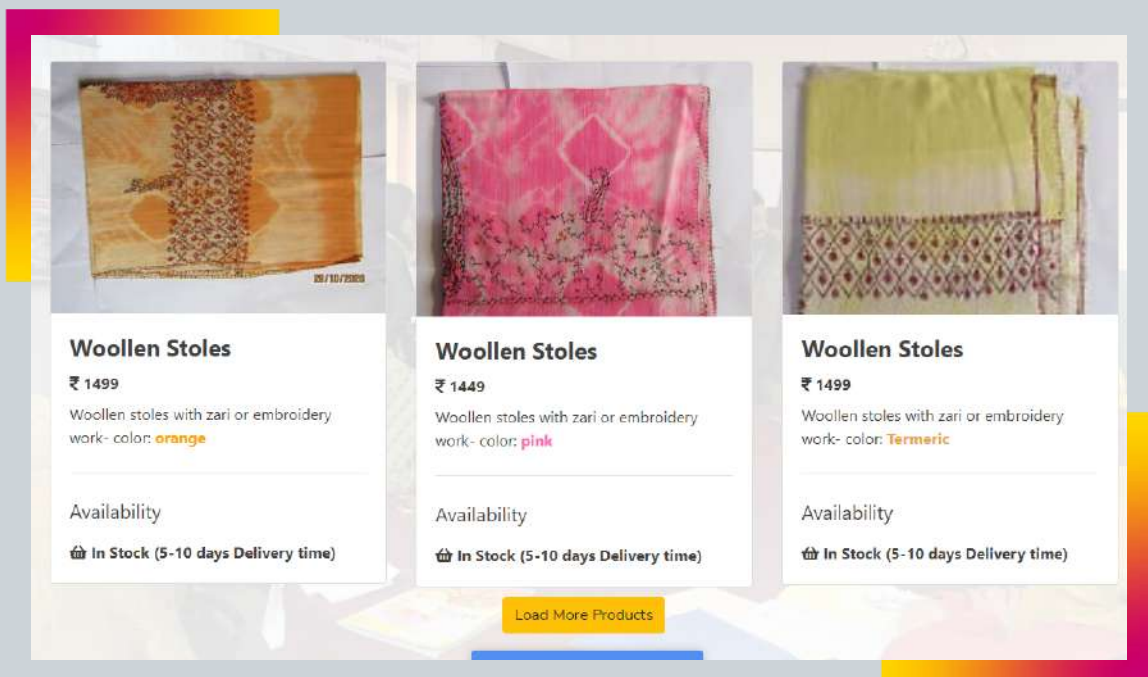


Similarly, the Kojo group enterprise also restarted their business with only two senior members during the pandemic. Students who were keen on joining the course and becoming part of the group enterprise were identified. These new members were taught designing techniques to develop quality products with Kashmiri designs, which could also be sold outside Kashmir.



Products produced by the fashion designing group enterprises were sold at boutiques or through REACHA's E-shop, and the products from the Kojo group enterprise were sold on REACHA's E-shop.

The E-shop was developed to sell products made by group enterprises online. Genpact promoted this E-shop, which helped in its outreach to more people. REACHA plans to establish a fruit processing group and a music group enterprises to generate revenue and add them to REACHA's E-shop. Genpact helped the beneficiaries of the art and culture course by providing them with musical instruments and by organising concerts.



REACHA linked the group enterprises' bank accounts to Razorpay to track finances. REACHA also helped in connecting these enterprises with various government schemes that could potentially benefit them. Additionally, there are plans to also establish a bakery and to introduce short-term online courses on mehendi designing and bridal makeup.

REACHA in partnership with Genpact is planning to go a step further by establishing a private limited company with the beneficiaries of the courses and the members of the group enterprises. This will become a nodal agency for receiving and distributing orders, and marketing products. This might potentially also act as a job placement agency. REACHA and Genpact are also planning to expand their services and help people in Kupwara district of Kashmir soon.

REACHA is grateful to Genpact for helping the group enterprises in the supply of raw materials and marketing of products through its connections with other business houses. Group enterprises were able to earn a livelihood of ₹ 6,17,500/- between April 2020 and March 2021. Genpact's support and REACHA's efforts ensured procurement of orders and continuation of income generation activities, even during the pandemic when the markets were closed.



Highlights



Making livelihood prospects more sustainable by

- creating and supporting Group Enterprises
- finding placements
- giving additional training (if required)
- providing youth scholarships



Fashion Designing Group Enterprises

Both the group enterprises received orders of 3000 covid care masks from Srujana, an NGO based out of Mumbai.

Yasmeena Ayooob, who runs a Boutique currently at Dardpora Baramulla prepared more than 5,000 protective face masks.



For the beneficiaries of the Art and Culture Group Course

Numerous live concerts and competitions were conducted for the skilled youth to showcase their talent.

7 beneficiaries got placed.

Best performers of the course formed a band, “Strings of Baramulla”



Revenue generated by the group enterprises

₹ 6,17,500/-

Special Event: CNBC TV18 covered the Genpact project at Chinar 9 Jawan Club, Baramulla

REACHA Impact in Kashmir on National Media: CNBC TV 18 and Genpact have covered REACHA's projects with the Indian Army in Baramulla, Kashmir, supported by ONGC and Genpact.

We have been partnering with the Indian Army in this volatile valley since 2016 bringing about positive social change.

Through our people-centric innovative projects, we continue to give a voice to the dreams and aspirations of Kashmiri youth as part of our mission to achieve Sustainable Development Goals (SDGs). The Indian Army has validated this role as the game changer! Proof of concept is now ready for scaling to transform Kashmir.





Ms. Meenakshi Atrey
Senior Consultant,
Genpact Social Impact Fellowship

.....

Ms. Atrey has been closely working with REACHA since 2019. Recalling how this partnership of REACHA and Genpact came about, Ms. Atrey said it was through the Genpact Social Impact Fellowship (GSIF). GSIF in partnership with The EdelGive Foundation is a one year fellowship for professionals to work on high impact projects with select non-profits.

After establishing the partnership, Ms. Atrey mentioned that Genpact took up the MIS project for Project Sadbhavna run by the Indian Army in Baramulla, Kashmir. As an outcome of the partnership, a robust M&E platform for REACHA was developed which helped in measuring the impact delivered on ground.

Ms. Atrey said, it has been “extremely enriching and fulfilling” while describing her experience of working with REACHA for the past 2 years. Specifically talking about her experience during the pandemic, she mentioned that it was a learning experience in itself to get used to new ways of learning as everything had to be done online.

Ms. Atrey is of the opinion that although currently REACHA is supporting project Sadbhavna in Baramulla, since it is a much larger initiative of Indian Army, REACHA can play a bigger role in other geographies as well. She also said there is great potential to work on projects for improving life skills of the Jawans such as helping them with Financial and Digital literacy along with the work that has already been happening in Kashmir.



IBM SkillsBuild



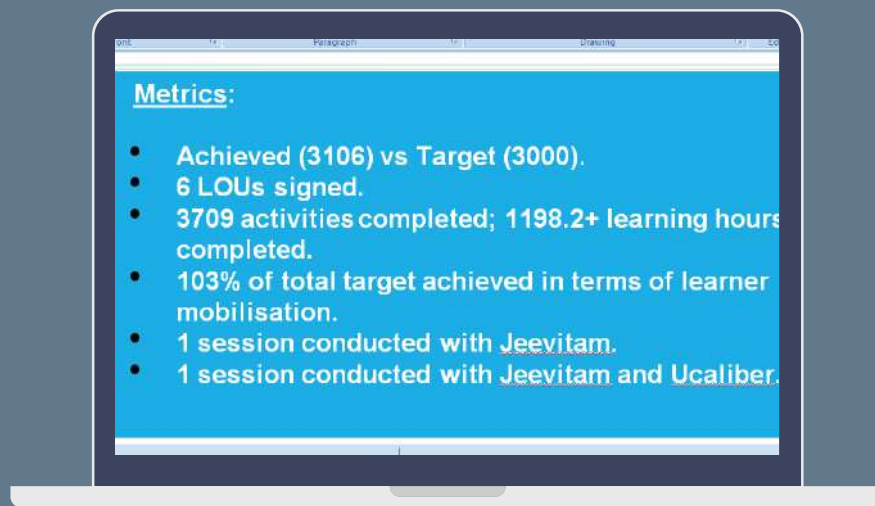
IBM SkillsBuild, REACHA and Goa State Government have come into a partnership to provide free of cost industry-relevant online skill development courses to students, job seekers, village level entrepreneurs and other government stakeholders to enhance their technical and professional skills. The project has come into effect at the time when it is needed the most as being technically smart is the need of the hour. Having these skills is crucial in a work from home environment in order to stay or get employed and earn a stable livelihood. This project also forms part of PM Shri Narendra Modi's efforts to impart 21st century IT skills to a young nation.



REACHA's roles and responsibilities as the implementing partner for this project include :-

- Spreading awareness about the SkillsBuild platform and e-skilling of candidates on futuristic skills' courses which would be carried out by educational institutes in Goa.
- Mobilisation and registration of Candidates in courses on Skills Build platform through support from Goa Government.
- Nominating Single point of Contact (SPOC) for all coordination related activities with IBM and Government of Goa.
- Ensure that the enrolled candidates undertake active learning, complete IBM SkillsBuild courses, participate in innovation camps, webinars and industry sessions and take part in online job-fairs etc.

REACHA was able to successfully onboard 3106 youth crossing the target of 3000 between September 2020 and March 2021. This was only possible as REACHA collaborated with various educational institutions located in aspirational districts* across India that were identified by the Indian government. Students registered on the IBM SkillsBuild portal could choose from 7,500 courses. The courses are for the all round development of the youths and consist of online lectures, recorded sessions, pre-recorded videos and other necessary documents (mainly in the form of PDFs).



There is a provision for beneficiaries to download their certificates/ earned badges after the completion on the IBM portal . These tokens of appreciation help the beneficiaries to build their resume which in turn enhances their employability by upgrading their entrepreneurship skills.



REACHA further plans to have greater engagement with faculty and students on a regular basis in order to magnify overall outcomes. It also plans to conduct industry interaction webinars and guidance sessions along with targeted job placement sessions with Jeevitam, a platform that redefines “the way people seek work, find work and get hired”. Additionally, REACHA has initiated a partnership with Diageo in Goa.

**districts where the government aspires to achieve overall development through the sustainable development goals.*

REACHA's Partnerships



for

IBMSkillsBuild



SmartGaon



Sinhgad Institutes



UCALIBER
Be Your Unique Best

Highlights



Achieved (3106) vs Target (3000)



6 LOUs signed



3709 activities completed; 1198.2+ learning hours completed.



103% of total target achieved in terms of learner mobilisation



1 placement session conducted with Jeevitam



1 counselling session conducted with Jeevitam and UCaliber

Special Event: IBM – Goa Government MoU for SkillsBuild was facilitated by REACHA

IBM, Goa State Government, and REACHA announced a partnership to provide online courses for the state's students, job seekers and entrepreneurs that will enhance their technical and professional skills in the presence of Chief Minister of Goa Honorable Shri Pramod Sawant Ji, Chief Secretary of Goa Shri Parimal Rai Ji (IAS), and Principal Secretary (Finance) Shri Puneet Kumar Goyal Ji (IAS).

The project is aimed to foster the skills development of learners, especially village level entrepreneurs, and other government stakeholders by providing industry-relevant course content through the IBM SkillsBuild program. The collaboration aims to up-skill up to 10,000 learners across 10 institutions over a period of two years. This partnership has been facilitated by REACHA!





DIAGEO



Diageo India, in partnership with REACHA, and with support of the Government of Goa, has introduced the “Learning for Life” programme in Goa to empower youth, especially women, by training them with various skills that are required in the hospitality sector that can facilitate suitable job opportunities. The programme is best suited for a place like Goa where the hospitality and tourism sector is the leading sector in terms of generating income and employment.

The programme is planned and designed to deliver optimum value to stakeholders and community during difficult times caused by COVID-19 pandemic and the aftermath of cyclone Tauktae. It is set to start from April 2021 and end by June 2021. Batches will be formed with students who will be graduates; hospitality professionals; and community learners. The course curriculum will offer the modules on soft skills and personality development; life skills; and technical skills. The beneficiaries will be provided with certificates after completion of courses.

UCaliber is a career development platform created with the vision of identifying every youngster's core strengths & natural abilities in a data-driven and scientific way that can further help them in figuring out career and education choices. This Strength Goal Alignment is one of the biggest contributing factors required for high performance, and success in any field. It also ensures that teenagers and young adults between the ages 14 and 25 learn the goal achievement process and crucial skills needed for it.

**In-depth
Assessments**

**Goal Alignment
and
Performance**

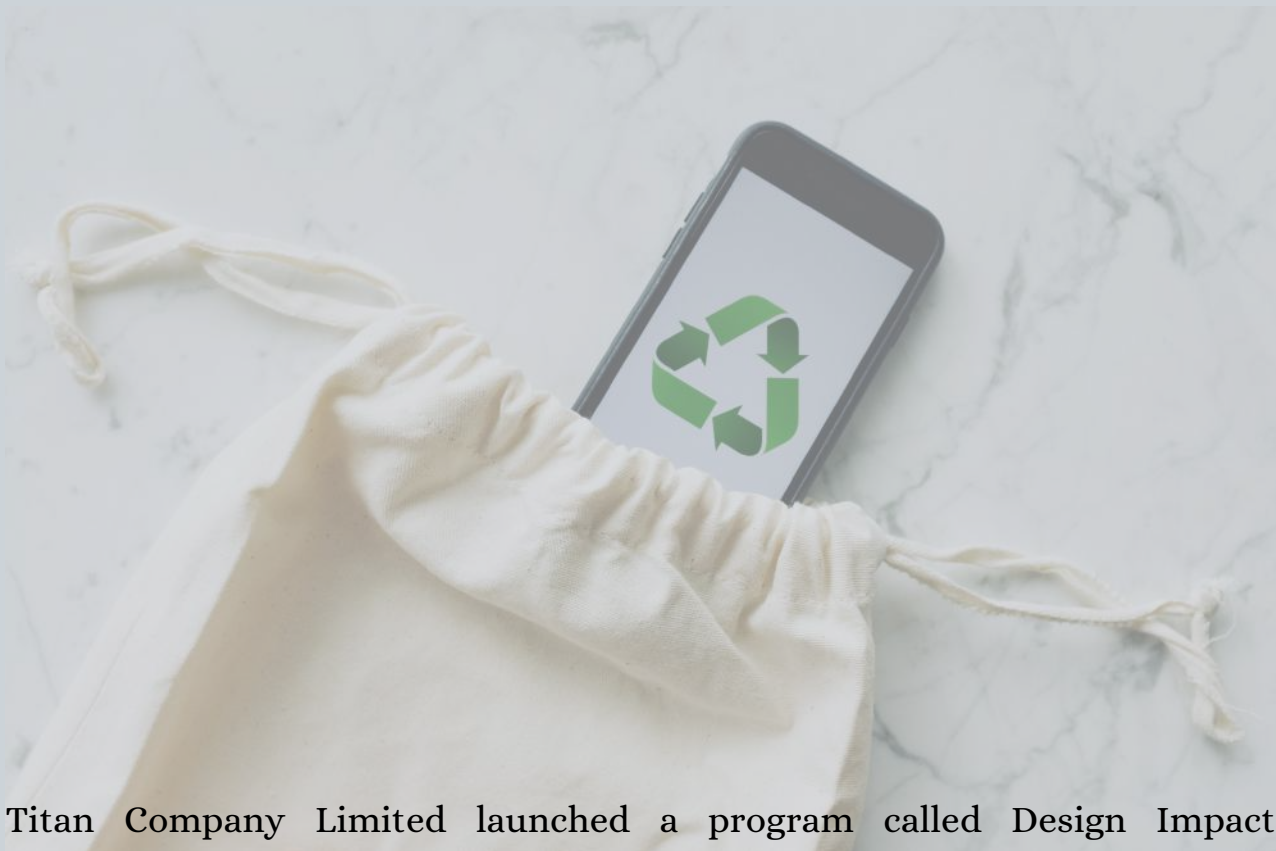
**Crucial Skill
Building**

REACHA has partnered with UCaliber for its Diageo project. REACHA, in collaboration with UCaliber, enrolls students who take the UCaliber Career Assessments. Detailed individual reports are generated for the students on completion of the in-depth assessments. Thereafter, students are counselled for their career choices in order to select the best-suited employment opportunities. This ensures candidates' high engagement and productivity in their roles.





*Design
Impact
Movement*



Titan Company Limited launched a program called Design Impact Movement (DIM) with REACHA as the primary partner in 2020. DIM believes that sustainable and effective product design can create large-scale long-term impact. The program aims to identify and support - with funding and mentoring - top design innovations in the country capable of creating this impact in the social sector. The program is targeted at youth with a special focus on students from Design, Engineering and Architecture backgrounds. The inaugural edition of the program focuses on three thematic areas:

Three thematic areas



**Agriculture and
Livelihood**



Environment



Healthcare

REACHA as a primary partner of Titan has played a supervisory and compliance role so far by onboarding various agencies and disbursing payments based on specified outcomes.

REACHA would like to continue the supervisory role and is also keen on taking up additional engagements within the larger framework based on DIM's need and REACHA's expertise and experience for the same. The two areas that REACHA is exploring with Titan are:-

- ➡ College Outreach - Students require a platform to determine if their theoretical knowledge and personal conviction has real significance. College outreach is important as DIM will help students to have on-ground experience of their theoretical knowledge. REACHA would act as their sounding board and provide them with feedback on the three thematic areas of DIM, and can get them enrolled for the course through its extensive network. The capacity for students to sign up on this platform is one lakh, and currently there are 5980 signups.
- ➡ Developing NGO Partnerships - REACHA can develop partnerships with NGOs and social enterprises which will enable shortlisting of participants who can be onboarded, and for validating the ideas submitted by participants by March 2023.

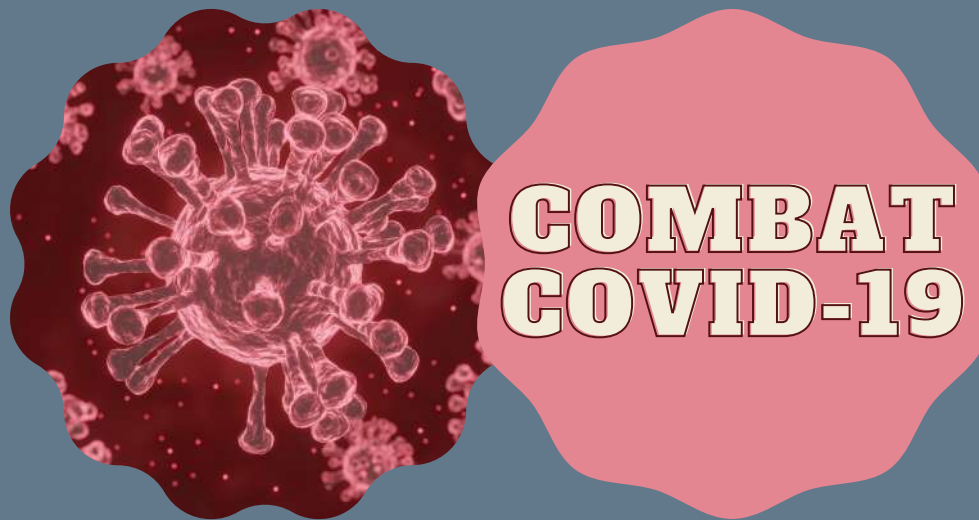
Highlights



Onboarded various agencies



Disbursed payments as per project rollout



India along with the rest of the world was under lockdown (complete and partial based on the circumstances) throughout the financial year, 2020-21 to control the spread of the virus. The first deadly wave of the COVID-19 pandemic hit the nation in March, 2020. Thereafter, the imposed lockdowns had adverse effects on the people in varied ways as India has a huge population. At one point the pandemic reached a stage of endemic that forced people to unite and fight against this virus together.

During such tough times of need, REACHA took immediate steps by working on 3 ongoing projects to combat COVID-19:-



Project A

REACHA collaborated with the Indian government/Indian Army and continues to help people in need in Baramulla, Kashmir, and local areas near its office/workplace. REACHA transferred ₹ 30,000/ to an Indian Army vendor in Baramulla to provide support to combat COVID-19. Funds were received from REACHA well-wishers. REACHA provided ₹ 5,000 to Self Help Group (SHG)/Group Enterprises that helped in the distribution of masks. Cash support of ₹ 2,500 each was also provided to four beneficiaries of the skill development courses.

Other efforts in helping the community include getting orders from the market for mask making to enable livelihood enhancement of local women; sanitation drive; counselling and getting involved in art and culture to release stress. REACHA assisted the Indian Army in combating COVID-19 by providing masks, sanitizers, PPE Kits, etc.



Project B

REACHA provided essential support to migrant workers in Delhi and Ghaziabad (UP) by reaching out to local communities near its office(s). In doing so, it provided funding support of ₹ 30,000 to ‘The Federation of Apartment Owners Association’, Indirapuram, Ghaziabad to help them to provide cooked food, bottled water and dry ration to thousands of labourers who were adversely impacted by COVID-19 lockdown. The federation has been providing food packets and dry ration to more than 1000 people every day at their doorsteps in areas of Makanpur, Konavle and Shakti Khand. This will be continued till they restart earning their livelihood. In addition, REACHA provided raw food to more than 30 families in the slum areas of Delhi NCR.



Project C

Fight against COVID-19 in villages in collaboration with Smart Gaon Foundation (SGF).

The funds by donors have been used to support the hospital workers, essential service workers, Indian Army, daily wage workers, farmers and their families. Contributions include the following :-

- COVID-19 Emergency kits: Sanitizers, disinfectants, masks, hand gloves, etc
- Other essentials: Shelter, pulses, rice, flour, water bottles, etc
- Education kits for students and youth
- Online and offline awareness campaigns
- Emergency financial support

REACHA has planned its next steps and has started working closely with donors, governments, vendors and local communities by preparing for any eventuality with the aim to ensure that lives are being saved.

Highlights



Project A

- Transferred ₹ 30,000/ to an Indian Army vendor.
- Provided ₹ 5,000 to Group Enterprises.
- Provided cash support of ₹ 2,500 each to 4 beneficiaries of the skill development courses.
- Provided masks, sanitizers, PPE Kits, etc.



Project B

Provided funding support of ₹ 30,000 to ‘The Federation of Apartment Owners Association’, Indirapuram, Ghaziabad.



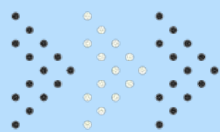
Project C

Fight against COVID-19 in villages where SMART GAON has been set up in collaboration with SGF.



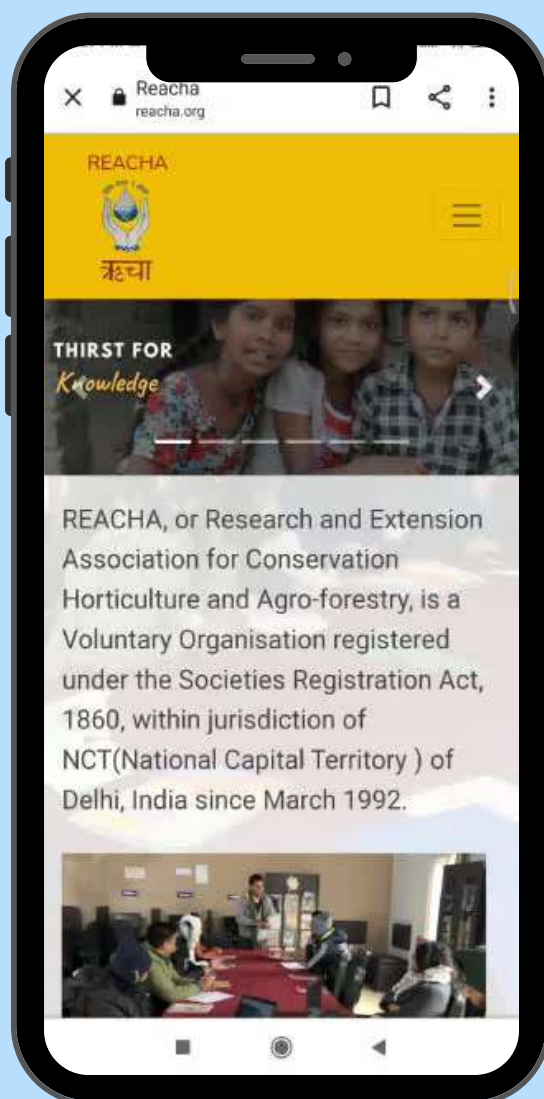
Funds by donors have been used to support the hospital workers, essential service workers, Indian Army, daily wage workers, farmers and their families.

KEY DEVELOPMENTS OF 2020-21



Revamp of REACHA Website

We are happy to share that REACHA revamped its website during 2020-21 (www.reacha.org). This effort was taken up by two Computer Science graduates Vasu Sethia and Sachit Misra along with Mudit Pant. The website's home page incorporates snapshots of the key projects that REACHA is undertaking. It also has a live link with REACHA's social media accounts. Any updates on social media can be seen on the homepage of the website. We have tried to capture the mission, vision and goals of REACHA under the About Us section. A dedicated tab for COVID 19 displays ongoing efforts undertaken by REACHA to combat COVID. There is an interactive Eshop on the website as well. Products and designs created by the students of the Fashion Designing projects in Baramulla, Kashmir are sold here. Any funds generated through the Eshop are directly sent towards these projects and beneficiaries. People can now give donations to REACHA through the Razorpay platform on this website under the Giving tab. The whole goal of revamping the website has been to make it more interactive by sharing real time updates on projects.

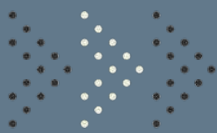




Increasing outreach through REACHA Social Media Accounts

The REACHA team has been focusing on increasing its outreach through Social Media Accounts. In 2020-21, we worked on enhancing REACHA's Facebook, Instagram, LinkedIn and Twitter accounts. Some of the key updates that we share on these on a regular basis include: Ongoing project updates, Case Studies of projects, Beneficiary interviews, REACHA dialogues and Inspirational Quotes. The goal of this effort has been to reach out to masses and get them on board to be a part of REACHA's journey of making a sustained positive impact on society.

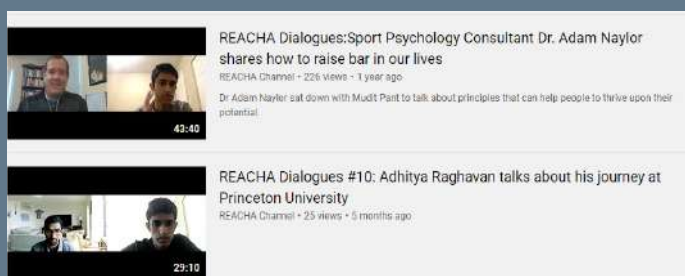
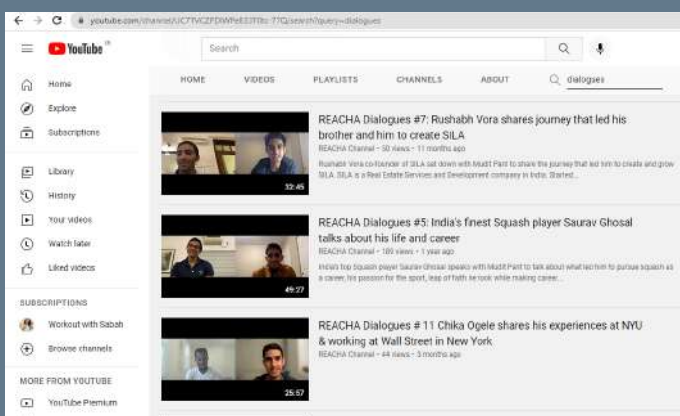
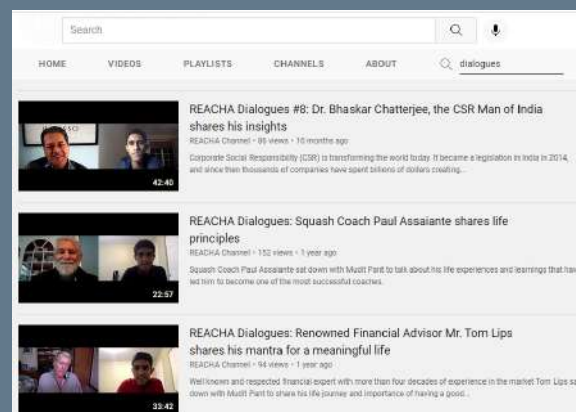
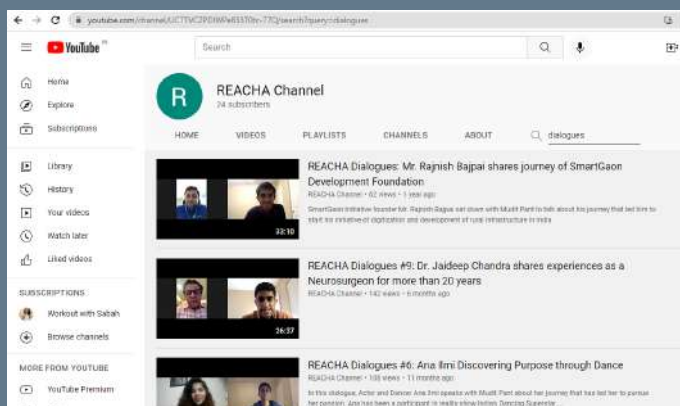




REACHA Dialogues



REACHA blog: “Dialogues for Positive Change”. The blog seeks to bring conversations, experiences, learnings from around the world to inspire Action for Good. The intent behind the blog is to make our lives more meaningful in our personal/professional capacity through the learnings that come out of these discussions. There have been 11 Dialogues so far with people from professions ranging from Athlete, Coach, Psychologist, Actor, Financial Advisor, Entrepreneur, Social Worker, Investment Banker, IAS Officer etc. This is an ongoing effort with an aim to learn from these learnings coming out of different stories of people. These dialogues have been started by Mudit Pant.





Finances



S.No.	Bank Name	Branch Address	Closing Amount as on 31st March 2021
1.	Axis Bank (2656)	C-75 Malviya Nagar, Shivalik Road, New Delhi-110017	₹ 33,164.48
2.	Axis Bank (7577)	C-75 Malviya Nagar, Shivalik Road, New Delhi-110017	₹ 84,83,668.32
3.	Canara Bank (3015)	Dehradun S.P. Road, 38, Arhat Bazar, Dehradun-Uttarakhand	₹ 7,101
4.	Canara Bank (6051)	7/48, Malcha Marg, Chanakyapuri, New Delhi-110023	₹ 1,115.5
5.	Canara Bank FCRA (7736)	7/48, Malcha Marg, Chanakyapuri, New Delhi-110023	₹ 237.44
6.	Canara Bank (1892)	D-84, Malviya Nagar Delhi-110017	₹ 1,769.89



Donation received :-

Shri. J. C. Pant	-	₹ 2,00,000.00
Shri. Rahul Koul	-	₹ 59,649.00
UK Online Giving (Benevity)	-	₹ 51,605.13
Shri. R. S Krishnaswamy	-	₹ 50,000.00
Hoffensoft	-	₹ 25,000.00
Shri. Abhishek Vyas	-	₹ 14,995.98
Ms. Ramya	-	₹ 9,999.89
Shri. Rohil Saklani	-	₹ 495.28
Mudit Pant	-	₹ 377.00

Grants received:-

Titan	-	₹ 75,00,000.00
ONGC	-	₹ 60,99,810.00
IBM	-	₹ 22,50,000.00
USL (Diageo)	-	₹ 20,08,125.00
NASSCOM FOUNDATION	-	₹ 12,50,000.00

REACHA
(RESEARCH AND EXTENSION ASSOCIATION FOR CONSERVATION HORTICULTURE AND ARGO-FORESTRY) NEW DELHI
177-178, 2nd FLOOR, TRIVENI APARTMENTS, JHILMIL COLONY, DELHI, 110095

BALANCE SHEET AS ON 31st MARCH 2021

Liabilities	Amount	Assets	Amount
CORPUS FUND		Fixed Assets (Annexure-1)	
As Per Last Year	25,67,496	Capital Car Honda	4,05,552
Add : Excess of Income over Expenditure	98,315	Battery (Luminous)	11,791
	26,65,811	Computer	7
Current Liabilities		Car	1,38,170
TDS Payable	1,75,943	Electrical Equipments	14,415
Expenses Payable		Furniture & Fixtures	27,182
-Manish Aggarwal & Co	54,750	Library Books	107
-Other Expenses Payble	2,97,128	Office Equipment	10,517
Other Current Liabilities		Printer	4,636
Advances received against projects	75,27,144	Training Equipment	2,150
		Asus Laptops	1,76,000
		Telephone	4,053
			7,94,580
		Current Assets	
		Cash and Cash Equivalent	
		Bank Balances	
		Axis Bank (2656)	33,164
		Axis Bank(7577)	84,83,668
		Canara Bank Dehdadun (3045)	7,101
		Canara Bank Dip Enclave (6051)	1,116
		Canara Bank FCRA (7736)	237
		Canara Bank Mal. Ngr. (1892)	1,770
			85,27,057
		Cash in Hand	289
		Other Current Assets	
		Grants Receivable-ONGC	3,36,161
		Other advances	10,19,372
		TDS Receivable	35,317
		Imprest	2,000
		Security Deposits	6,000
			13,98,850
	1,07,20,776		1,07,20,776

As per report of even date annexed
For Manish Aggarwal & Co.
Chartered Accountants
Firm No. 031007N

Shubham Jain
Partner
M. No. 544551
UDIN No.21544551AAADU5897

Place : New Delhi
Dated : 25 October, 2021



RAMESH CHANDRA
MITAL
(TREASURER)



J. C. Pant
(CHAIRMAN)



Nikhil Pant
(CEO)



REACHA
(RESEARCH AND EXTENSION ASSOCIATION FOR CONSERVATION HORTICULTURE AND AGRO-FORESTRY)
177-178, 2nd FLOOR, TRIVENI APARTMENTS, JHILMIL COLONY, DELHI, 110095

INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDING 31st MARCH 2021

EXPENDITURE	AMOUNT	INCOME	AMOUNT
Expenses		Incomes	
Project Expenses- ONGC		Project Income- ONGC	
Fashion Design Project	16,71,625	Fashion Design Project	16,71,600
Hospitality & Retail Project	16,90,377	Hospitality & Retail Project	16,90,000
Culture Project	9,67,863	Culture Project	8,37,900
DDC Project	17,65,454	DDC Project	16,78,949
Porta DDC Project	16,50,340	Porta DDC	16,50,299
	77,45,659		75,28,748
Project Expenses- Genpact/Nasscom Foundation Ph-2	11,85,233	Project Income- Genpact/Nasscom Foundation Ph-2	12,50,000
Project Expenses- Titan Project	42,30,981	Project Income- Titan Project	42,30,981
Other Administrative Expenses		Donation (Indian)	3,00,282
Audit Fees	35,400	Donation (Foreign)	1,21,633
Donation Paid	1,18,242		
Car Insurance Exp	42,227	Other Income	
Depreciation A/c	1,51,441	Bank Interest	1,59,740
Website Development Fee	20,000	Interest on IT Refund	53,438
Office Exp	1,666		2,13,178
Travelling Exp	1,100		
Repair and Maintenance	12,823		
Misc Expenses	1,734		
	3,84,634		
Excess of Income over Expenditure	98,315		
	1,36,44,822		1,36,44,822

As per report of even date annexed
For Manish Aggarwal & Co.
Chartered Accountants
Firm No. 031007N

Shubham Jain
Partner
M. No. 544551
UDIN No.21544551AAAADU5897

Place : New Delhi
Dated : 25 October, 2021



Ramesh Chandra Mital
RAMESH CHANDRA MITAL
(TREASURER)



J. C. Pant
(J.C. Pant)
J. C. Pant
(CHAIRMAN)



Nikhil Pant
Nikhil Pant
(CEO)



REACHA
(RESEARCH AND EXTENSION ASSOCIATION FOR CONSERVATION HORTICULTURE AND AGRO-FORESTRY)
177-178, 2nd FLOOR, TRIVENI APARTMENTS, JHILMIL COLONY, DELHI, 110095

RECEIPTS AND PAYMENTS ACCOUNT FOR THE YEAR ENDING 31st MARCH 2021

RECEIPTS	AMOUNT	PAYMENTS	AMOUNT
Opening Balance		Current Liabilities	
Bank Accounts		Manish Aggarwal & Co	22,409
Axis Bank (2656)	32,240	Duties & Taxes	3,778
Axis Bank(7577)	17,77,164		36,178
Canara Bank Dehradun (3045)	6,892	Fixed Assets	2,20,000
Canara Bank Dip Enclave (6051)	1,083	Current Assets	32,554
Canara Bank FCRA (7736)	98,223		
Canara Bank Mal. Ngr. (1892)	1,717	Indirect Expenses	
	19,17,319	Bank Charges	636
Current Assets		Car Insurance Exp	20,555
Loans & Advances (Asset)	10,62,061	Interest on TDS	1,098
TDS Receivable	4,45,412	Office Expenses	1,666
	15,08,073	Repair & Maintenance	12,823
Indirect Incomes		Travelling Exp	1,100
Bank Interest	1,59,740	Website Development Fee	20,000
Donation Foreign	1,21,633	Donation	1,18,242
Donation Received (Indian)	2,00,282		1,76,120
Interest on IT Refund	53,438	Diageo Project- Expenses	1,07,284
	6,35,093	Genpact Project- Expenses	11,85,233
Diageo Project- Receipt	20,08,125	IBM Project- Expenses	8,93,075
IBM Project- Receipt	22,50,000	ONGC Project- Expenses	
Genpact Project- Receipt	12,50,009	Culture Project	9,51,921
ONGC Project- Receipt		DDC Project	16,20,918
Culture Project	8,37,900	Porta DDC Project	10,06,640
DDC Project	10,07,369	Fashion Design Project	17,20,905
Fashion Designing Project	15,04,439	Hospitality & Retail Project	17,97,796
Hospitality & Retail Project	15,21,000		70,98,270
Porta DDC Project	1,65,029	Titan Project - Expenses	38,28,287
	50,35,737	Closing Balance	
Titan Project- Receipt	75,00,000	Bank Accounts	
		Axis Bank (2656)	32,164
		Axis Bank(7577)	84,83,668
		Canara Bank Dehradun (3045)	7,101
		Canara Bank Dip Enclave (6051)	1,116
		Canara Bank FCRA (7736)	237
		Canara Bank Mal. Ngr. (1892)	1,770
		Cash-in-hand	85,27,057
		Cash	289
	2,21,04,347		2,21,04,347

AS PER REPORT ATTACHED
FOR MANISH AGGARWAL & CO
CHARTERED ACCOUNTANTS
Firm No. 034007N

Shubham Jain
Partner
M. No. 544551
UDIN No.21544551AAAAU5897

Place : New Delhi
Dated : 25 October, 2021



RAMESH CHANDRA MITAL
(TREASURER)



J. C. Pant
(CHAIRMAN)



Nikhil Pant
(CEO)



ANNEXURE-1

REACHA
(RESEARCH AND EXTENSION ASSOCIATION FOR CONSERVATION HORTICULTURE AND AGRO-FORESTRY) NEW DELHI
Details of Depreciation as on 31st March 2021

S.No.	Particulars	Rate	W.D.V. as on 01.04.2020	More Than 180 Days	Less Than 180 Days	Total	Balance	Depreciation (Short Gain)	W.D.V. as on 31.03.2021
1	Computer	40%	14	-	-	14	14	6	8
2	Battery (Luminous)	15%	13,872	-	-	13,872	13,872	2,081	11,791
3	Electrical Equipments	15%	16,959	-	-	16,959	16,959	2,544	14,415
4	Furniture & Fixtures	10%	30,202	-	-	30,202	30,202	3,020	27,182
5	Library Books	40%	179	-	-	179	179	71	107
6	Office Equipments	15%	12,373	-	-	12,373	12,373	1,856	10,517
7	Laptop Asus 10 nos	40%	-	-	2,20,000	2,20,000	2,20,000	44,000	1,76,000
8	Telephone	15%	4,769	-	-	4,769	4,769	715	4,053
9	Car	15%	6,39,673	-	-	6,39,673	6,39,673	95,951	5,43,722
10	Training Equipment	15%	2,530	-	-	2,530	2,530	379	2,150
11	Printer	15%	5,454	-	-	5,454	5,454	818	4,636
Total			7,26,022	-	2,20,000	9,46,022	9,46,022	1,51,441	7,94,581



This report is prepared by



Mudit Pant



Shreya Singh



Thank You



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177-178, 2nd Floor, Triveni Apartments,
Jhilmil Colony, Delhi, 110095

<https://www.reacha.org/>