

*Reaching
Out*



*Touching
Lives*

REACHA Annual Report 2021-22



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<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.

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.

MISSION

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.

Table of Contents

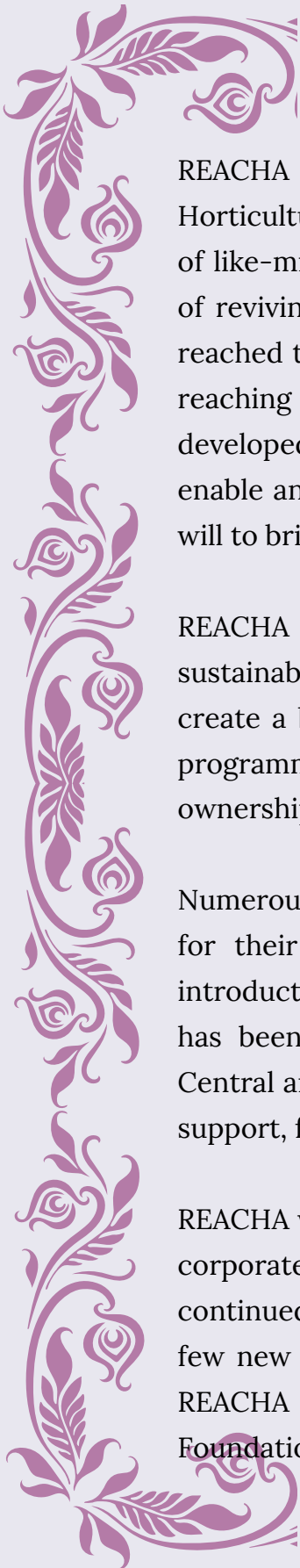
Introduction	1
Message From Chairman, REACHA	3
National Governing Board	5
REACHA's Team	7
REACHA Turns 30	16
Projects in Baramulla, Kashmir	18
Fashion Designing Project	23
Hospitality and Retail Project	27
Art and Culture Project	31
Drug De-Addiction Centre	35
REACHA's Partnership in Kupwara	44
Kojo for Education and Livelihood	53
Cell for Livelihood Enhancement	57
REACHA TRRAIN Partnership	62
IBM SkillsBuild	67
COVID Relief Programme	74
Learning for Life	76
UCAliber	78
Design Impact Movement	79
Key Developments	81
REACHA's Finances	89

MESSAGES FOR REACHA

Brig. Amit Dhir (Army).....	38
Mr. AP Singh (ONGC).....	39
Dr. Alka Mittal (ONGC)	40
Ms. Jyotika Bhatia (Srujna).....	43
Ms. Lavanya Shrinagesh (Genpact).....	61
Col. MS Navalgatti (Army)	65
Dr. Vivek Kamat (Goa Govt)	72
Ms. Joyeeta Das (IBM)	73



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 30 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 programmes 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.

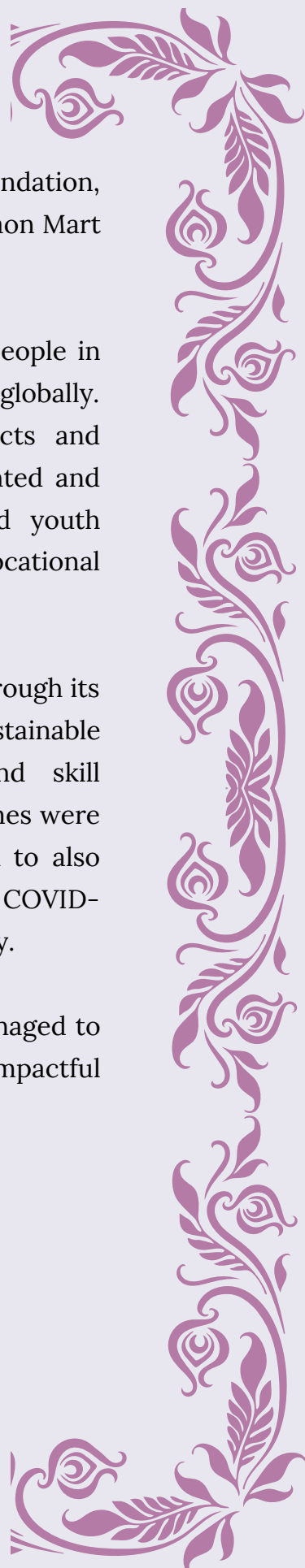
REACHA would like to express its sincere gratitude to all individual and corporate donors. During the financial year 2021-22 along with the continued support from its old partnerships, REACHA also developed a few new ones despite the difficult times due to COVID-19 pandemic. REACHA is thankful to the Indian Army, ONGC, Genpact, NASSCOM Foundation, Kogics Foundation, Titan, Government of Goa, IBM-

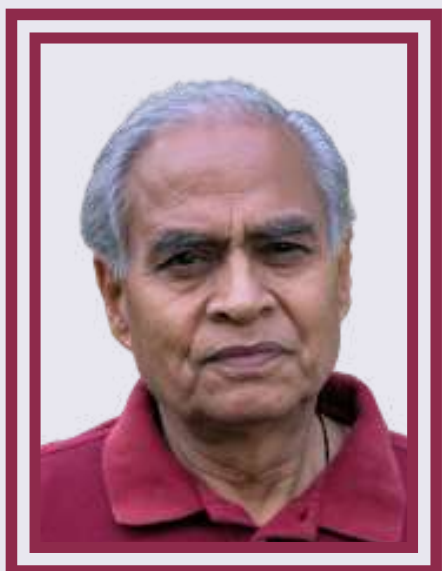
SkillsBuild, Diageo, Srujna Charitable Trust, SmartGaon Foundation, TYCIA, SIDBI, TRRAIN, NSDC, RASCI, UCaliber and SmartGaon Mart Private Limited for their continuous support.

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 the society through its drug de-addiction, women empowerment, and sustainable livelihood programmes along with its education and skill development projects. The beneficiaries of these programmes were 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 managed to serve the nation through its sustainable and impactful contributions during Financial Year 2021-22.





Jagdish Chandra Pant Chairman, REACHA

Very happy to see REACHA grow and achieve some of the following key highlights over the course of FY 2021-22:

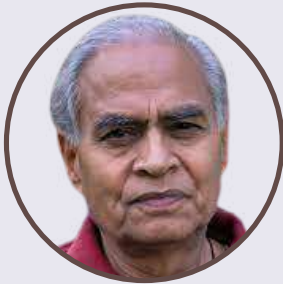
1. REACHA and its team members have been on ground trying to raise resources and help those who have been in need during the Covid pandemic. Team members relentlessly worked across states of J&K, Uttar Pradesh, Karnataka, Jharkhand, Maharashtra and New Delhi and assisted local people and hospitals in communities by providing them help in setting up Oxygen Plants, Oxygen Concentrators, Ventilators, BIPAP machines, Beds for Covid patients, Masks and Sanitizers.
2. DIAGEO (India's leading beverage company) and REACHA, partnered to implement DIAGEO's LEARNING FOR LIFE programme in Goa to support the hospitality and tourism industry through a skilling programme for youth to prepare them for employment and self-employment opportunities in the hospitality industry.
3. REACHA with the support of the Uttar Pradesh Government and Diageo India Private Limited set up 5 oxygen gas plants in UP in an effort to support Covid relief efforts.
4. REACHA scaled up its efforts in the State of J&K in partnership with the Indian Army, and are honored to announce new livelihoods and entrepreneurship project in Kupwara.
5. REACHA launched new coding project using Kojo platform at Chinar 9 Jawan Club.
6. REACHA continues its Pan India coverage to spread and onboard colleges for the IBM Skillsbuild Project. Project details are enclosed in this Annual Report. MOUs were facilitated with different states (refer report for details). The goal of this project is to provide online courses to students enrolled so that they can have better chances of getting employed in the industry and as a result, they can have better livelihood opportunities.

It has been a long journey, with REACHA celebrating 30 years on 9th March 2022 at Baramulla, Kashmir along with its team members, project staff members and the members of the Indian Army. Our salute to the Indian Army for trusting us and giving us the opportunity to strengthen its work in Kashmir to make INDIA STRONG and RESILIENT.

Sincere thanks to Dr Alka Mittal, former CMD, ONGC who has been a source of constant support and guidance to our efforts with Indian Army in Kashmir since 2016.

Our thanks to the dedicated TEAM REACHA that continues to work day and night to transform - silently but deeply, in a sustainable manner!

National Governing Board



Shri Jagdish Chandra Pant
IAS (Retd.)
Chairman



Dr. (Mrs.) Abha Pant
Vice Chairman



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



Dr. S. L. Seth
Member



Shri. Ramesh Mital
Treasurer



Shri. Aakash Khandelwal
Member



Shri Lalit Pant
Member



Dr. Haresh Gupta
Member



Ms Chitra Awasthi
Member



Shri. Nikhil Pant
Chief Executive Officer



REACHA Headquarters



Mr. K. Shashi Bhushan
Sr. Office Manager



Ms. Archana Singh
Programme Manager



Mr. Ibrahim Ansari
Finance Executive



Ms. Sarita
Office Assistant

Fashion Designing



Ms. Harmeet Kaur
Fashion Trainer



Ms. Fozia Gul Bhat
Trainer/Assistant



Ms. Nihgat Saba
Mobilizer/Receptionist

Hospitality and Retail



Mr. Shabid Nabi
Coordinator



Ms. Nighat Kareem
*English/Lifeskill/Computer
Trainer*



Ms. Mahpara Naseem
Retail Trainer



Mr. Nadeem Ibrahim Lone
Hospitality Trainer

Art and Music



Mr. Tariq Ahmad Dar
Music Trainer



Mr. Aijaz Ahmad Dar
Music Assistant



Ms. Mehvish Riyaz
Assistant Trainer

Drug De-addiction Centre



Ms. Seema Mehraj
Counsellor



Ms. Arifa Aslam
Counsellor



Mr. Tazamul Islam Malik
Community Coordinator



Mr. Ashiq Syed Mohammad
Hanzalla Kirmani
Community Coordinator

IBM SkillsBuild



Mr. Hitesh Goyal
*Head, Projects & Partnerships
REACHA*



Mr. Vijay Prakash
Senior Programme Manager



Ms. Rashmi Tilwankar
Digital Success Manager



Mr. Lawrie Colaco
Digital Success Manager

Kupwara Projects



Mr. Azad Hussain Pir
*Sr. Advisor of
REACHA/Project Manager*



Mr. Mushtaq Ahmad
Retail Trainer



Ms. Nazima Jan
Soft Skill Trainer



Ms. Rubeena Bano
*Coordinator/Placement
Facilitator*

KOJO



Mr. Aamir Abdullah Lone
Computer/KOJO Trainer



Ms. Kanchan Samant
KOJO Trainer

REACHA turns 30

We began our journey on 9 March 1992

REACHA team has been working at Baramulla Kashmir since 8 March 2022 with our staff, children and youth along with the Indian Army. The team celebrated Women's Day on 8 March 2022 and on 9 March 2022 cut a cake for REACHA @30.

REACHA team showed sincere gratitude to all the partners since inception - ONGC, Genpact, NASSCOM Foundation, Titan, IBM, REC Foundation, Tata Power, and Diageo for their continued support, trust and encouragement without which REACHA wouldn't have been able to achieve this milestone.

Our salute to the Indian Army for trusting us and giving us the opportunity to strengthen its work in Kashmir to make India strong and resilient.

Our sincere thanks to the dedicated Team REACHA that continues to work day and night to transform - silently but deeply, in a sustainable manner.

Over the years REACHA has impacted hundreds and thousands of lives across the length and breadth of the nation. These are the Changemakers that are attempting to bring India back to its greatness. The task is humongous but not impossible.

We continue our efforts with much diligence, empathy, intent for good and nationalism.

Your continued support, trust and blessings have powered REACHA to where it is today. Our thanks!

Jai Hind!

Message from Nikhil Pant (CEO, REACHA) on completing 30 years







*Fashion
Designing*



*Hospitality and
Retail*



Art and Culture



Drug De-addiction

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 dissuade them from unlawful activities.

REACHA has been reaching out to the youth of Baramulla and mobilising the Kashmiri youth to enroll 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; Art & Culture, so that they can contribute to their family incomes.

The “Theory of Change” that the Indian Army and REACHA had envisioned together, has brought, over these years, a lasting mindset change in the youth towards the Army and India as a nation. Students have begun to accept the nation of its diverse religions and festivals, have started to participate in extracurricular activities and volunteer for many events, especially this year for Covid care programmes.

Patriotism and understanding of the diversity of our nation have started to take strong root in these youth. This has positively impacted their chances of availing jobs, moving to other states and exploring multiple options of livelihood, including entrepreneurship.

Market relevant skilling initiatives like computer coding, which is also part of National Education Policy (NEP) 2020 has been introduced. This has attracted young youth to take up the challenge of becoming computer coders.

In addition, there is a Drug De-addiction Centre at Baramulla, which is in close vicinity of Chinar 9 Jawan Club, where affected youth 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.

During the financial year, from April 2021 to March 2022, the classes for the skill development courses and the counselling sessions for the affected youth were held on site primarily, except for a few periods when there were covid outbreaks in the community.

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. 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.

Success is dependent on the accomplishment of goals, completion of quarterly plans, and results achieved. REACHA has been making an honest effort to move the compass for the advancement of youth 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.

During the year, offline classes for all the domains were conducted from 14 July

2021 to 12 January 2022 and from 11 February 2022 to March, 2022. Chinar 9 Jawan Club was opened 100% for fully vaccinated students. Those who had difficulty in learning through online method, were provided extra classes. Students did not mind staying back an extra hour to catch up with the syllabus. They braved Kashmir cold to attend classes regularly.

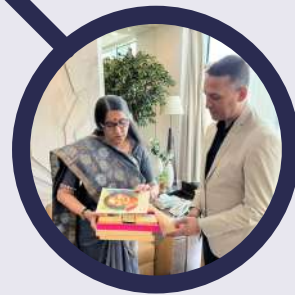
Going into a new normal of things after the pandemic, factoring in the hybrid work environment – online and offline, REACHA set in place the monitoring of the entire process – classroom monitoring, documentation, and project progress reporting during online sessions using Go-to-Meeting Application (App) or WhatsApp. REACHA HQ team sent links for conducting classes every day. Timetable was also prepared, and classes were conducted accordingly after the approval of Officer-In-Charge of Chinar 9 Jawan Club.

Weekly review meetings were also conducted through Go-to-Meeting App and REACHA monitored the overall project progress with the help of these online applications. The weekly review agenda was on various issues like improvement of the attendance of students, status of documentation, counselling of students, how to achieve overall project targets etc.



Visit to meet CMD ONGC

On 7 March 2022, Major Puskar Basu (OIC- Chinar 9 Jawan Club, Baramulla), Mr Nikhil Pant (CEO, REACHA) and Ms Archana Singh (Programme Manager- REACHA) visited ONGC Office, Delhi and met Dr. Alka Mittal (Chairman and Managing Director- ONGC), along with CSR/HR team of ONGC. Discussions related to progress of projects, ground situation due to covid, new initiatives and the way forward took place.





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.



In 2021-22, despite harsh circumstances induced by the Covid pandemic, 40 girls were enrolled in Cutting and Sewing and 40 girls were trained in fashion designing. These ladies were 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.

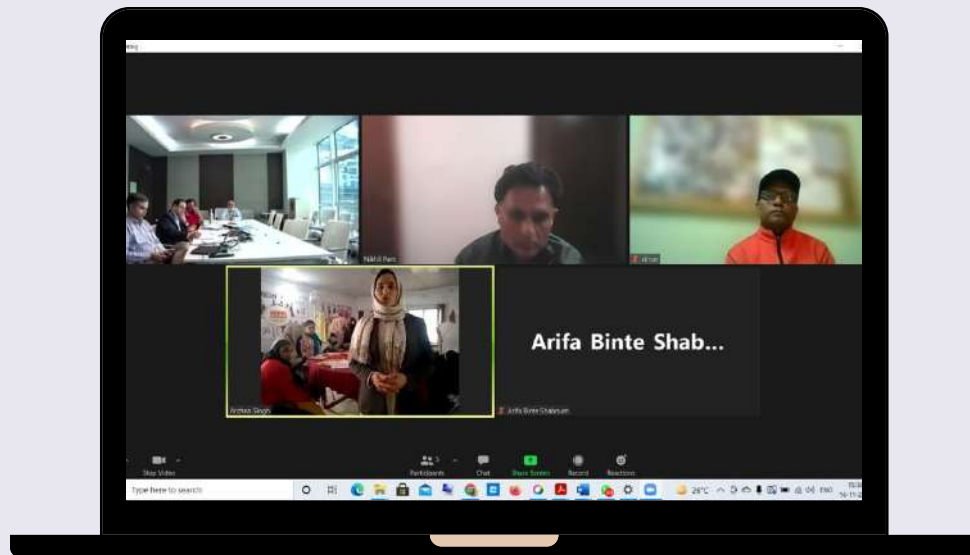


Setting up of Group Enterprise for Fashion Designing within and outside Chinar Club has led to exponential income generation even during and post covid. This has given the young women and families a stable and regular income. Many children who had dropped out due to financial crisis have started to resend their children once again to schools.

After the second wave of the pandemic, which started in April 2021, the centre reopened only for the faculty. Army was being cautious and used a watch and wait approach to ensure it was safe for the students to come back to the center. The faculty was checked at the entrance gate for temperature. Hand sanitizers were provided across the center, and all were asked to wear masks when they were at the center.



Online classes and mobilization from the centre continued. During REACHA HQ team visit, the curriculum was re-designed to suit online classes. Chinar faculty prepared the chapters using power point presentations and YouTube videos. They completed enrolment forms along with proper documentation, online counselling of the student, and other work.



TESTIMONIALS

Name: Meekofan Altob ✓
Domain: Fashion Designing
Batch: (2021-2022)



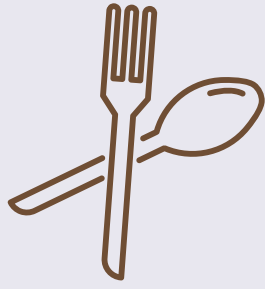
My Name is Meekofan Altob. I reside in Kanispora Baramulla. Some 10 km away from Chinari. One day my friend told me that Chinari Club is a best institution. There are all courses free of cost. like wsc, F/O Computer, Music, Retail, etc and best teachers are there to train the students within months. So I thought I am too much interested in fashion designing. My friend guided me to go CAFE and join there. I joined my course in Oct 2021. I am so glad to join "Chinari & Tawon Club". I achieve a lot of things here (cutting, stitching, painting, dyeing etc) I am much thankful to my trainer Hameed Mann who is much hardworker and kind person who trained me very well. Now I am able to cut a frock. stitch such a designing frock suits.

I am very thankful to Intron Army, ONGC, REACHA, and Chinari & Tawon Club who are providing us the course. (Thank You)

Name: Zeeshan Mushtaq ✓
Domain: Fashion Designing
Batch: B2, 2021-2022



I am Zeeshan Mushtaq from Delima Bta. I heard about this training from my sister. Before this training I was not able to cut a frock but I was stitching a frock perfectly. When I came here I took admission in fashion designing free of cost. When I join the class I learn how to cut and design a frock. Now I am able to cut a frock perfectly. Now I am working at home and earning money & now I am not dependent on my parents and I am helping them also. I suggest my other friends also to come here and take admission in Chinari Club. & they are providing us everything at free of cost. I am very thankful to ONGC, REACHA and Intron Army and especially the staff who provide us this platform.



Hospitality and Retail 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 stops them from getting involved in unlawful activities like consumption of illegal drugs, stone pelting and anti-national activities.

REACHA and the Indian Army together have developed a comprehensive curriculum for Hospitality and Retail Management as per National Skill Development Corporation (NSDC) requirement.



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: - (i) Vocational Domain; (ii) Communicative English; (iii) Life Skills; and (iv) 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 1 April 2021 and 31 March 2022. The students are also guided on various topics like psychological wellness, cleanliness, work situations, etc in order to condition and prepare them for

for what's to come.

Each candidate is equipped with the following skills:-

- Handling customers and their queries;
- Basic Sales techniques;
- Order taking etiquette;
- Management skills;
- Knowledge related to cleaning equipment;
- Knowledge related to brands;
- Working in a team environment;
- Serving guests
- Interview skills towards the completion of the course.



Centre Inspection Visit by National Skill Development Corporation

On 30 October 2021, Mr. Fida Hussain from NSDC visited Chinar centre for Hospitality and Retail Laboratory inspection. He also conducted due diligence to verify trainers and beneficiaries. Mr. Hussain pointed out a few additional equipment required for the labs which were immediately furnished.

On 2 January 2022, Mr. Fida Hussain from NSDC visited the Club to ensure that the labs were equipped as per NSDC requirements. He was satisfied with the inspection of Hospitality and Retail sector Labs and certified them for usage for classes.

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.



TESTIMONIALS

Name: Iqbal Ahmad Bafi
Address: Chakloo Baramulla
Trade: Hospitality
Batch: BS



Before Training: Before training I completed my 12th standard and got a good marks percentage of 80% (Distinction). After that I kind of was unsure what to do and there were a lot of things going on my mind one day I met my friend and he suggested me to go to "Chinar & Tawar Club Baramulla". It took me some days and I finally admitted here.

During Training: I took the course in hospitality and I am learning about it. Apart from that I am also learning English speaking here as well as computer. In the break time I also go to gym and I play games as well. The staff and the faculty is also amazing here overall it has been a great experience for me.

After Training: After training I am hopefully looking for my placement here in this sector or any other sector, because there are a lot of responsibilities on me and I want to fulfill those responsibilities.

Name: Neelofar Altaf ✓
Domain: Fashion Designing.
Batch: (2021-2022).
(2)



My Name is Neelofar Altaf. I reside in Kanispora Baramulla. Some 10 km away from our Chinar. One day my friend told me that Chinar Club is a best institution. There are all courses free of cost. Like wise, F/O Computer, Music, Retail, etc and best teachers are there to train the students within months. So I thought I am too much interested in fashion designing. My friend guided me to go CATE and join there. I joined my course in Oct 2021. I am so glad to join "Chinar & Tawar Club". I achieve a lot of things here (Cutting, Sticking, Painting, dyeing, etc) I am much thankful to my trainer Haroon Mam who is much hardworker and kind person who trained me very well. Now I am able to put a frock, stick such a designing frock suits. I am very thankful to Indian Army,

VENUE:- China Square Club Basamulla.

COURSE:- Retail

BATCH:- 4th (2021-2022)

Name:- Moham Mohi-ud-din Safi.



Before joining:- Before joining to China. I had no idea about China Square Club Basamulla. I had no idea, no thought, no knowledge. One of my [cousin brother] told me about the institution (China Square Club Basamulla). After joining I was in deep thought about my upcoming plans after I completed my 12th class.

During joinings:- Firstly I want to say that this institution is a very vast institution in terms of education, character and also behaviour.

ok, now, move on the main point.

When I joined this institution, I was very happy by joining this institution. I was not able to speak in English. I was not understanding the concepts of Retail course.

After joinings:- After joining this institution, I am now able to speak in English language. And I also understand the concepts of Retail course. At last, I want to say that I am now full of skills in terms of Retail and English courses.

VENUE:- China Square Club Basamulla.

COURSE:- RETAIL

BATCH:- 5th

NEELOFAR LATEEF SHEIKH

Address:- Sangri Colony Basamulla.

Email:- neelofarlateef70@gmail.com

Phone No:- 7889907963.



I am neelofar and I live in Basamulla and I have completed my 11th class. Then I was thinking what to do now and I was call my friend randomly then I asking him How is you and your family etc. and then suddenly he told me you go to China. because China is a very good place for such courses like Retail, Computer, Home, Fashion designing etc. that's why he told me because he have already read it here. and then I was like ok. I have to go. but sometimes I was thinking that China is not good because of defense unfair, because everyone know the reputation of Army persons in J&K. everyone used to say badly about China that it is like this. but I did not matter who says what about China. I told my father that I would go here. He said, 'okay, go and read', and I have come to China and join the club. after that I come here and I studied for 5, 6 days and I really liked the China club, here teachers and the head here too. I have seen that the atmosphere, and there's courses and also teachers are very good. So here will be a nice adjustment here. ~~And~~ And now I am able to do Retail business and also Computer...

THANK YOU



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 work, so that they stay away from rebellious and anti-social activities. This course can also help them de-stress and defeat the broadly common emotional wellness problems in the area. 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 and are popular.

Art and Culture programme is a 6 months course where students are trained in performing art like singing and playing musical instruments. 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. English (communication skills) and basic computer training are also embedded into the training schedule of students.



Several Kashmiri Ustads have visited Chinar 9 Jawan Club to appreciate the initiative, to speak to the students, to train them and provide opportunities to sing with them.

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

A total of 70 students (2 batches of 35 students each) were enrolled and trained in this programme.

On 13 August 2021, a renowned singer of Kashmir from Sopore, Mr. Shafi Sopori visited Chinar 9 Jawan Club. He interacted with the Art and Culture faculty. He was impressed that Kashmiri culture and Sufi music was being propagated at Chinar.

On 12 September 2021, a musical evening was organized at 19 Artillery Brigade, Baramulla. Guests were Senior officials from Indian Army and District Administration including DC Baramulla, SSP Baramulla, Commander 19 Artillery Brigade etc. Art and Culture participants were awarded cash incentive of ₹6000/- which was equally distributed among four performers.





On 25 September 2021, another musical evening was held at 19 Artillery Brigade for Deputy Commander and his guests. The students performed songs. They were awarded cash incentive of ₹4000/-



On 10 October 2021, Jashn-e-Baramulla was held at Eco Park, Baramulla. Renowned singer Javid Ali was invited. Other local singers including Waqar Khan and Chinar singers Mr. Tariq (trainer) & Ayash Iqbal (student) performed a duet. Chinar singers were felicitated with a cash incentive of ₹20,000/-.

On 26 October 2021, students of Art and Culture were felicitated at 32 RR (Rashtriya Rifles) at Dangi wacha. They got two cash awards ₹25000/- for first place to Mohsin Khan and ₹15000/- for second place to Azam Dar respectively.



On 10 November 2021, Kala Utsav programme was organized by the Education Department of Baramulla. Three of our students Ishfaq, Abid Haroon, and Mohsin Khan qualified for the 1st round. Each of them was awarded ₹1,000/- cash incentive along with participation certificates and trophies. 2nd round was held in the last week of Nov 2021 at Tagore Hall, Srinagar, where all the three students qualified for next round.

On 07 December 2021, Brigadier Amit Dhir of 19 Artillery Brigade handed over the baton to the new Commander Brigadier R.S Rana. Other army officials of 59 Regiment were also present. They all visited each classroom in the Club and spoke to the students. Students of Art & Culture played farewell songs for the outgoing Commander. It was a tearful day for all.

On 15 December 2021, a music competition, Tunes of Baramulla was held inside the premises of Chinar. 20 beneficiaries of different domains participated and sang various songs. The purpose of the programme was a step towards students overcoming stage fear, coming forward and inspiring others to join them. Three students were declared winners and were awarded cash incentives. They were all also given participation certificates.

TESTIMONIALS

Name: Hafsa Javid ✓
D/o: Javid Ahmad Sheikh
Email: Hafsaahmed0109@gmail.com
Domain: Art & culture
Batch: B2 - 2021



I started learning music online at Jawan Club Baramulla in January 2021 before that I wasn't aware of what music actually is and what its basic are. After joining there I came to know about a lot of things. Like I got to perform without any hesitation and shyness. Yet I have completed my course of 6 months and now I am in position to conduct live shows and sing in front of thousands of people and it was possible of our teachers Mr. Tariq Hussain and Mr. Ajaz Sultan and Now I am a member of the band.

I would like to thank (Recha and ONGC) for promoting us.

Name: - Mustafa Ali
D/o: Ali Mohammad Teli
R/o: Shangeldand sapor.
Email:-
Domain: Art & Culture
Batch: - B2



With great regards to clinical - a jawan club Baramulla. I want to say that before joining the club, I had very little knowledge of music especially guitar & vocals. After joining the course at clinical a jawan club I am able to play guitar & have better knowledge of its chords major chords & minor. I am in a position to perform along with guitar. I also get knowledge of tabs like Rehanna, Dastar, Chumta, Deepchandi & teen taal.

I am highly thankful to clinical a jawan club, ONGC, RECHA & I am also thankful to INDIAN ARMY & our teachers.

Drug De-Addiction Centre, Baramulla

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

During the pandemic, a lot of the youngsters 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. 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. They conducted workshops on topics like mental stress, educational stress, drug addiction, and discussed its causes and its impacts on life and health with the patients.



Between April 2021 and March 2022, around 1300 youth were counselled. Counselling sessions were held for the affected youth as well as their families. The whole community is involved as part of the complete rehabilitation within the society. A large number of affected youth 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.

After the second wave of the pandemic in April 2021, the centre reopened on 7 September 2021 only for the faculty. The DDCB faculty was checked at the entrance gate for temperature. Hand sanitizers were provided across the center and all were asked to wear masks.

REACHA continuously tried to improve the quality of trainers by providing them with leads for seminars with professional counsellors. Apart from Kashmir being a hotbed for drugs, the pandemic increased the stress levels, and many complained of mental health issues. The condition was severe for youth with drug issues.

Emotional Health trainers also engaged to assist in upgrading the skills of DDCB Counsellors as the youth faced emotional issues due to the pandemic. This effort was facilitated by REACHA.

On 13 September 2021, a seminar was held at Drug De-addiction Unit (DDU), Himmayat Centre, Janbazpora. Around 70 students participated in this. Topics covered were Mental Health, Drug Addiction causes, symptoms and remedial measures.

On 23 September 2021, another seminar was conducted at Himmayat Centre, Khawaja Bagh, Baramulla. This was attended by 140 students. The topics were Mental Health Disorder and Drug Addiction and how to identify drug users and remedial measures. After every counselling session, the faculty spent time with the students for one-on-one sessions which lasted for about 2-3 hours.





TESTIMONIALS

"I was homeless, I was not eating anything It was completely mess my family was always searching me calling me and my friends. I wasn't answering call because at that time I was enjoying with my drugs. My family and my friend was only drugs. I was struggling with breakup sleepless nights and the past thoughts of my girl friend I was not able to live my life I was in depression at that time. One of my friend gave me herion I use it and my thoughts were gone and I was feeling some pleasure inside me when I was consuming herion. I was so much depending on it. I was gone here and there for herion and bagging for it and for money .I was in a situation, I was not live without drugs. I came here with mask but now fake mask has gone I can live my life without drugs."

(Name not shared for confidentiality reasons)

"I have been with addiction from last 5 years and I want to get rid of it but withdrawal symptoms were so horrible I was always failed. When I was 16 years somebody offered me opiods and at that time he was my friend and I was in a school, I did it and I like it for so many years. It was my opiod addiction after 2 years somebody told me about herion and I became curious I really don't want to do it but I was physically addicted. I did it and continuously for 3 years my family has gone away from me I was stealing money gold from my family I was lost myself at that time. But suddenly death of my father and the tears of mother eyes I can't see it. My friend told me about this centre and before this centre I already came across with three centers but I wasn't able to open up myself. This centre gave me such environment and a family type of surrounding that I was looking for these years. I stopped because of my family especially my mother and these counselors this centre has save my life."

(Name not shared for confidentiality reasons)





ब्रिगेडियर अमित धीर

कमांडर

Brigadier Amit Dhir

Commander

Tele : 2001 (O) 2031 (R)
Land Line : 01952-235274

मुख्यालय 19 आर्टिलरी ब्रिगेड

पिन : 926919

द्वारा 56 ऐ पी ओ

HQ 19 Artillery Brigade

PIN - 926919

C/o 56 APO



308501/C9JC/Op Sadh

Mr Nikhil Pant
Chief Executive Officer
REACHA

10 Aug 2021

LETTER OF APPRECIATION

Dear Mr Nikhil,

1. I wish to place on record my sincere appreciation for you and team REACHA for all the productive activities undertaken for vocational skill development, livelihood enhancement and welfare of Kashmiri youth.

2. You have been working closely with Indian Army in setting up and running various guidance courses and skill development training at the Chinar 9 Jawan Club, Baramulla, Kashmir since February 2016. Since 2016 more than 1500 youth have been trained at Chinar Nau Jawan Club through REACHA's intervention. This effort has significantly contributed in strengthening the hands of Indian Army as part of peaceful means to counter insurgency in Kashmir. The drug de-addiction centre, Baramulla has provided support to approx 1800 youth since REACHA took up the project in July 2019 and has provided much relief through counselling, guidance, and rehabilitation. REACHA under your leadership had also implemented the Uri Rehabilitation Project in FY 2017-18 wherein four houses/ hutments of villagers which were destroyed during counter insurgency operations were reconstructed and handed over to the villagers.

3. You were a great support in the Army's fight against COVID - 19 in Baramulla. Projects through CSR funds have played a significant role in generating employment, imparting training during the trying times and distribution of COVID-19 related materials. Women from self-help groups could generate funds as they recd orders from NGOs to make masks and distribute to local communities. Till date approximately 13,500 masks worth Rs three lakhs have been distributed.

4. I must make a mention that projects conducted by REACHA has majorly contributed in main streaming the school dropouts, drug addicts as well as youth from radicalised areas of Baramulla during challenging times. On behalf of my Formation, I would like to thank you and REACHA for partnering us in this initiative through development and empowerment. I wish you all the success for future endeavours and look forward to continued partnership in nation building through empowerment and socio economic development.

*Best wishes,
Yours,
Lalitomi*



Oil and Natural Gas Corporation Limited

Corporate Social Responsibility Group

Deendayal Urja Bhawan,

3rd Floor, Tower-A, 5 Nelson Mandela Marg,

Vasant Kunj, New Delhi – 110 070.

Tel NO. (011)-26753142 Fax No: 011-26129073 Email: csrdelhi@ongc.co.in

No. ONGC/DLI/CSR/REACHA/2022-23

Date: 04.11.2022

To,
Shri Nikhil Pant
Chief Executive Officer,
Research and Extension Association for Conservation
Horticulture and Agro-forestry (REACHA),
177-178, 2nd Floor, Triveni Apartments,
Jhilmil Colony, Delhi 110095


ONGC CSR is diligently involved in nation building. We take a lot of pride in partnering with Indian Army and REACHA in the Aspirational District of Baramulla, Kashmir, since 2016.

Projects on skill development training in areas like fashion design, retail sales, hospitality, art, culture, music and coding have been undertaken successfully to empower the youth. The Drug De-addiction and Rehabilitation program with focus on mainstreaming the youth is also being executed by Indian Army and REACHA.

I would like to appreciate REACHA's efforts in the state of Kashmir for implementation of the above projects that have been highly impactful. This has resulted in strengthening efforts to bring peace and harmony in Kashmir through socio-economic development by engaging the youth in a productive way, resulting in nation building.

We look forward to continuing our partnership with REACHA to bring increased impact through our CSR.

Thanking you,


4/11/2022
A.P. Singh
(ED-Chief CSR)

Dr. Alka Mittal

*Former Chairman and Managing Director,
ONGC*



“Reaching out to the areas and communities which need support has been the prime focus of ONGC for decades. 'REACHA' provided us one such opportunity when we could get into a collaborative skill development initiative with Army in the state of Jammu and Kashmir. The beginning was made in 2016 for creating goodwill and positivity in the trouble torn areas around Baramulla . Youth were engaged in various employment generating skilling initiatives.

When I look back at results after 6 years I see a lot of progress made towards their socio-economic upliftment and cultural shift has happened too. This gave us confidence to take up other CSR projects in the state and I can see many other organizations have stepped in. Thus, a multiplier effect is definitely seen and all credit goes to Team REACHA led by Mr. Nikhil Pant , who together with the Indian Army created a progressive and positive ecosystem. I salute them. ”

Spotlight

Exposure visits of other NGOs to Chinar

On 12 November 2021, Mr. Nikhil Pant, CEO, REACHA brought along members from Srujna (a Mumbai based NGO that works on women empowerment, livelihood enhancement and entrepreneurship), TYCIA (Turn Your Concern Into Action) Delhi based organization, working in the sector of education, livelihood, prison reformation, rehabilitation etc. and TRRAIN Foundation (Trust for Retailers & Retail Associates of India), a Mumbai based organization that works in the sector of Retail. This was an exposure visit for these organisations to provide value addition to the ongoing projects in Kashmir. The organizations visited every classroom to understand what improvements could be made. Team TYCIA showed interest in helping students develop entrepreneurial skills. Team TRRAIN were eager to bring in changes for the Retail training at Chinar to help improve training outcomes and placements. Srujna was keen to help with Fashion Designing through market access. They specialize in marketing and encouraged students to develop quality products. The Art and Culture students performed for the guests through a welcome song and entertained everyone.



REACHA and Srujna Partnership

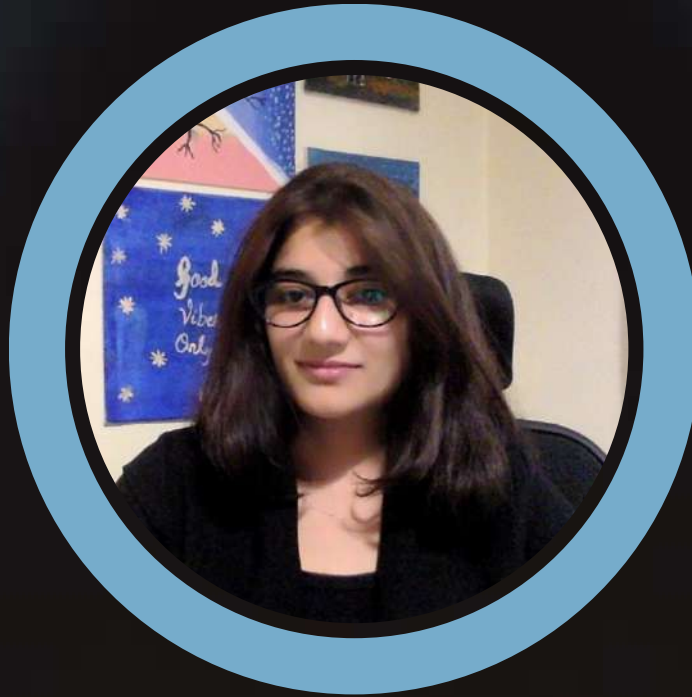
Srujna, an organisation for women empowerment has shown keen interest in developing the entrepreneurial skills of the young women and to assist them in exploring to become entrepreneurs and self-reliant, leading to employment of other skilled local women in their micro enterprises. This is a big shift from the mindset of just trying to get conventional jobs.



Ms. Jyotika Bhatia

CEO and Trustee

Srujna Charitable Trust



"REACHA is one of the brilliant organisations operating in several locations of India, and especially doing path-breaking work in Kashmir, a difficult territory to operate for NGOs.

It has planned, implemented and is successfully scaling projects by engaging multiple stakeholders for maximum impact in various communities.

Srujna has been working for three years (started in 2020) with REACHA, and has been inspired by REACHA's professionalism, the width of projects, and impeccable field execution.

We look forward to see this collaboration grow stronger and wider in the coming years."

Spotlight

REACHA's partnership with TYCIA and SIDBI in Kupwara



SIDBI (Small Industries Development Bank of India) in partnership with TYCIA Foundation, REACHA and the Indian Army launched Projects Jazba and Samarth. These are sustainable livelihood projects that are promoting entrepreneurship and local innovation spirit in Kupwara.

Project Samarth supported individuals who lost their livelihood during the Covid 19 pandemic. Ten such families in Kupwara were identified and approved by the Indian Army. The primary family earner was given a one-time fund of Rs 30,000 to revive livelihood related activities so that their families could be supported as well.

Project Jazba provided end to end support to individuals who wanted to start their own handicraft business. The project has helped in incubating 10 micro enterprises by addressing constraints faced by the local community. REACHA has opened two resource centres for 10 Jazba members who will use these centres as production units.

Case Study from this initiative:

- Zahoor Ahmad lost his greengrocery business due to the Covid-19 lockdown. Project Samarth provided INR 30,000 to restart his business. He's now making a daily profit of over INR 200 and making his ends meet. Here's hoping his business grows by leaps and bounds!
- Abdul Rashid Lone is from Surigam, Lolab. Despite 9 years of experience as a Kashmiri chef, COVID-19 had wiped out his livelihood. He is grateful for project Samarth, a REACHA, SIDBI (Small Industries Development Bank of India), TYCIA Foundation initiative, that gave him financial assistance. He has started a dhaba in his locality.



Media Visits to Chinar 9 Jawan Club for Our Projects

On 12 July, 2021 two media persons from Doordarshan TV visited the Club and interacted with the faculty to understand the impact of ONGC-REACHA programme. They recorded the voices of the faculty. The programme at Chinar has been impactful in changing many lives in Kashmir and this has spread far and wide through media promotion.

On 18 February 2022, National Media Team (ANI, CNN, IBN and India TV) and Commander 19 Artillery Brigade visited Chinar. The media interacted with all faculty members, beneficiaries and top achievers of Chinar (who are currently employed in various companies). The esteemed guests were impressed to know the achievements of students of different domains.



Teachers Day at the Club

On 6 September 2021, Teacher's Day was celebrated at Chinar 9 Jawan Club. Students gave tokens of appreciation and other gifts to the faculty thanking them for their contributions. Mr. Wahid, the Hospitality trainer made a video and circulated among everyone at the Club including the Army.



Wives of Senior Army Officials visit Chinar

On 23 October 2021, wives of Commander and General Officer Commanding (GOC) visited Chinar 9 Jawan Club. They interacted with students and with faculty, and encouraged and motivated them to learn well for their brighter future. Shape



Celebrations

Army Day

On 18 January 2022, 120 students from Chinar along with the faculty went to Degree College, Baramulla to attend the Army Day event which was organized by 19 Artillery Brigade and 59 Medium Regiment. The students interacted with General Officer Commander (GOC) Dagger Division and Commander of 19 Artillery Brigade. The event was covered by the local media.



Celebrations

Republic Day

On 26 January 2022, Republic Day was celebrated inside the premises of Chinar 9 Jawan Club. 20 beneficiaries from all domains along with the faculty took part in flag hoisting. Be it the Army Day, various religious festivals or National Day celebrations, the students and the faculty participate wholeheartedly. The impact of this programme has been an enormous change in mindset of youth towards the Army and the nation.

Gone are the days when only local festivals were celebrated. Religious tolerance and celebration of all the festivals of India has become part of youth at Chinar!



Women's Day on 8 March 2022



REPORT

A humbling act of kindness

On 8th of March 2022, the Indian Army, REACHA and Genpect came together to celebrate the occasion of National Women's Day by distributing equipments for healthcare at the Chinar 9 Jawan Club. A total of 3 wheelchairs, 3 stretchers, 1 first aid kit and 2 foldable stretchers were handed over.

The items distributed aim to facilitate immediate healthcare to the students and faculty at times of emergencies.

A CELEBRATION WITH A CAUSE

The event was celebrated in presence of Army officials of the 19Arty Brigade, Brigadier R.S Rana, Deputy CDR Col Aditya Verma, 2IC 59 Medium Regiment LT. Col Narendra Reddy, Major Puskar Basu (Officer In-Charge, Chinar 9 Jawan club) Baramulla, Mr. Nikhil Pant, CEO, REACHA and Ms. Archana Singh, Programme Manager, REACHA. Students and faculty of Chinar 9 Jawan club were also present.

Brigadier R.S Rana and Mr. Nikhil Pant took over the podium with encouraging words to motivate the staff and students.

Mr. Rishi Bawa from Genpect also joined the event through the GoToMeeting app.



REPORT

A humbling act of kindness

On 8th of March 2022, the Indian Army, Genpect and NASSCOM Foundation came together to celebrate the occasion of National Women's Day by distributing equipment and machinery at the Chinar 9 Jawan Club. A total of 9 Laptops and 3 Tailoring machines were

The event was supported by Genpect and NASSCOM Foundation for upliftment of Kashmiri youth and to bring peace and harmony. The items distributed aim to support and encourage the youth, especially

A CELEBRATION WITH A CAUSE

The event was celebrated in presence of Army officials of the 19Arty Brigade, Brigadier R.S Rana, Deputy CDR Col Aditya Verma, 2IC 59 Medium Regiment LT. Col Narendra Reddy, Major Puskar Basu (Officer In-Charge, Chinar 9 Jawan club) Baramulla, Mr. Nikhil Pant, CEO, REACHA and Ms. Archana Singh, Programme Manager, REACHA. Students and faculty of Chinar 9 Jawan club were also present.

Brigadier R.S Rana and Mr. Nikhil Pant took over the podium with encouraging words to motivate the staff and students.

Mr. Rishi Bawa from Genpect also joined the event through the GoToMeeting app.

ONGC Visits on the Ground

On 9 and 10 March 2022, 2 Senior officials from ONGC visited Chinari Jawan Club. They were Ms. Shobha Singh (GM-Corporate Communication ONGC New Delhi) and Ms. Smriti Nandakumar (Sr. HR Executive ONGC) along with Mr. Nikhil Pant (CEO REACHA) and Ms. Archana Singh (Programme Manager REACHA). The purpose was to understand the Programmes and the impact these have been creating among the local youth as part of ONGC CSR efforts since 2016 to transform Kashmir. Based on this an ONGC documentary film is to be developed by them. REACHA team facilitated all interactions with students, staff, army and all other stakeholders.



Officials interacted with the alumni who have been employed and visited them at their respective workplaces. The students shared their journey from Chinari to current workplaces. The faculty as well as the present batch beneficiaries, described their role and work experiences.



On 9 March 2022 ONGC officials along with REACHA staff visited Uri and met with the families who were provided support/rehabilitated by ONGC in 2017 when their dwellings were lost/destroyed during counter-insurgency operations by Indian Army.

Kojo for Education and Livelihood

Students and teachers at the Chinar 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 (NEP) 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, back-packs, 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.

Inclusion of Kojo in Government of Goa Schools' Curriculum officially

The new revised ICT curriculum for classes V to VIII in Government and Government Aided schools in the State of Goa brings together coding, computational thinking, problem solving, and more to help impart 21st century skills to children – in alignment with NEP 2020 and the Coding and Robotics Education in School scheme. This curriculum makes extensive use of Kojo as a tool for learning.

REACHA in partnership with Government of Goa looks forward to launching new interesting projects using Kojo to help impart coding skills in the children of Goa.

Kojo Pilot Project at Baramulla conducted by REACHA (1 January to 31 March 2022)

An Army and REACHA initiative, Kojo project took place in Baramulla district at Chinari 9 Jawan Club during Q4 of FY 2021-22. 30 Kashmiri youth were mobilized for this pilot effort.

REACHA approached the local administration in Baramulla and emphasized the need to include coding in government and private schools. As a result, this pilot was conducted, and with this effort being successful, potential collaboration for the same project are being explored with donors like ONGC.



Kojo Kalpana Project in partnership with SmartGaon

Kojo Kalpana project started in March 2022, with the goal of the project being - 21st Century Skills Development through Coding in Rural and Urban Indian Schools aligned with National Education Policy (NEP) 2020. 9 Schools were selected with Smartgaon Mart Pvt Ltd /REACHA network.

Out of these 9 schools, 4 schools are in Uttarakhand, 2 are in Uttar Pradesh, 2 in Madhya Pradesh and 1 in Bihar. ‘

We look forward to sharing the outcomes of this project next year!





NASSCOM[®]
FOUNDATION



Cell for Livelihood Enhancement with Genpact-NASSCOM Foundation's Support

Kashmiri youth is mobilised and encouraged to join the various skill development courses available at the Chinara 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 weaker education foundation.

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. The Cell acts like an incubation centre for beneficiaries of the courses with the aim of making livelihood prospects more sustainable. This has been done by 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.



During the pandemic, the group enterprises, especially the ones from the fashion designing course took a hit and suffered. As a result, to cover this gap, a few skilled women were chosen from the villages 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 Srujna, an NGO based out of Mumbai. Gradually, as the business restarted, desired targets were realized 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 enterprise 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.

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.

In continuation to the above, Genpact partnered again with REACHA and Indian Army for phase 2 of the above project for FY 2021-22. Achieved cumulative revenues of SHGs for Phase 2 were ₹ 12,80,690/-

Some key milestones achieved during this project were:

- Entrepreneurship Development (ED) training - 5nos. trainings were conducted through NGO Srujna, a GSIF Partner.
- 10 students were trained in 2 months in Food Processing Unit (FPU). 50 bottles of Jam were produced for Army consumption
- Army finally approved a local vendor with FSSAI certification and J&K Horticulture Department for short term training certification. Based on the trainings & certification - production of processed food items is proposed to be taken up in FY 2022-23.
- KOJO group printed 30 welcome kits for students for Culture which consisted of bags, t-shirts, caps, study material, books, pens.

We introduced a placement agency, Jeevitam at Baramulla for student placements. Efforts are underway.

Ms. Lavanya Shrinagesh

*Global CSR and Diversity, Equity,
and Inclusion Leader, Genpact*



"At Genpact, we are in the relentless pursuit of a world that works better for people. As a part of our Corporate Social Responsibility programme, we have been proud partners of REACHA for the past five years. Together we are empowering the youth and women entrepreneurs in the district of Baramulla, Kashmir. We look forward to continuing this partnership and expanding our impact to the district of Kupwara".

Spotlight



TRRAIN REACHA Partnership in Kupwara

REACHA and TRRAIN (Trust for Retailers and Retail Associates of India) along with the Indian Army launched TRRAINHer Ascent, an industry/placement linked woman's empowerment project in Kawari, Kupwara (an Aspirational District), J&K in February 2022. The tech enabled programme is designed for 45 days. Due to time constraints, the pilot project with 30 girls was completed in 35 days along with two term assessments and one field trip. The students were certified on 4 April 2022.



Two NSDC qualified trainers – Nazima (Centre Coordinator), and Mushtaq (Retail trainer) were hired after rigorous selection process.

The Deputy Commissioner (DC) Mr. Imam Dir was present and highlighted the importance of working, and motivated all the students. He also mentioned that Niti Aayog has funds to support such initiatives, and encouraged women to set up their own retail units.

Colonel MS Naval Gatti, strongly spoke about empowering girls and said that it is important that these efforts are spread through media, and traditional mindsets regarding women to be not employed at retail outlets be changed in the communities of Kupwara.

Key milestone achieved: 20 out of 30 girls have been successfully placed in and around Kupwara

Media Coverage



Show of Confidence, Grit and Enthusiasm by 30 Young Women of Kawari, Kupwara

BY CORRESPONDENT
KUPWARA, APR 05

The day was pronounced by the poised and self-confident young women of Kawari who completed their 35-day Retail Associate Training. The event was anchored by the girls themselves who volunteered to manage the entire show. Pride, immense possibilities, financial independence, what's not to love about a career in retail? "REACHA" in association with the Indian Army and in partnership with TRRAIN (Trust for Retailers & Retail Associates of India), aims to create sustainable livelihood for women in retail, provide them employment opportunities in the retail industry and make the young women financially independent. Today marked the "Certification ceremony" for these passionate young women who are looking forward to getting employed in the very near future. Importance of any training is rigor, discipline, courage and consistency for the trainees. In this one month, they have shown positive changes in their attitude, confidence levels and willingness to take up jobs. These young women were asked to speak their heart about the impact this program has created in their lives. Four of them volunteered to talk about their learning. One talked about how she was going to be assertive and self-assured in her own life which



she would apply in her workplace. Another girl spoke about how she would not take on any form of violence passively, if afflicted on her. She encouraged her fellow students to also follow the same. Another girl spoke about the mindset change in the retail industry to hire talented young women in the sector. She emphasized the fact that getting retail jobs for girls for next to impossible in Kashmir. She requested that the retailers provide them with an opportunity to prove themselves that they too can efficiently work in the sector.

The District Collector Mr Imam Din* was present and highlighted the same to the retailers. He also spoke about NITI Aayog and the funds available for the young women to utilize to establish their

own retail units! Placements is the key for any skilling center. REACHA has taken small steps towards this and has agreed to take on board 2 of these young women immediately. REACHA's other partners in development have shown keen interest in employing one or two others. REACHA will handhold and provide counselling and guidance to each girl in obtaining jobs. This pilot project has shown that there is genuine interest among the girls to learn employable skills, girls are keen to break barriers and forge ahead to make independent lives for themselves, thereby supporting their families financially. Before the closure of the pilot program, 30 new girls have already enrolled for the next program.

GDC Nowshera, Career Counselling cell organises one day workshop

ON MEDIA, SOCIETY AND CULTURE, INTERACTIONS AND EMERGING TRENDS

DC Kupwara distributes certificates among 30 trainees

Refugee Message Bureau

Kupwara, April 04:

The Deputy Commissioner (DC) Kupwara, Imam Din Monday urged the unemployed youth of the district to take advantage of government schemes envisaged for self-employment generation in the district. The DC was addressing a certificate distribution camp held at Government Higher Secondary School (GHSS) Laderwan today. The camp was organized by the Indian Army. The DC was chief guest on the occasion. Town Commander Trehgam, Major Sanjay, Colonel 41 RR Naval Gatti, Tehsildar Trehgam and concerned officers were present at the



occasion. Speaking at the occasion, the DC appreciated the agencies which provided the skill training to the girl trainees adding that the skill training will strengthen the roots of women empowerment. He advised the trainees to take advantage of completion of

training course and ensure establishment of their own self-employment units.

He said Government is always at the back of

unemployed youth adding that the need of the hour is to follow the guidelines given by the Government from time to time for establishment of self-employment units. On the occasion, the DC distributed Training Certificates among 30 girl trainees who had completed a 35 days retail skilling training course.

Later, the DC inspected the classrooms of the Higher Secondary School and interacted with the students and teaching staff. He also gave a lecture on Environment Science and Urdu and asked the students to become the ambassadors for generation of awareness in their homes and respective localities regarding proper sanitation and discouraging the use of polythene.

Iftar with Awam in Kupwara at Carrier Counseling session held at



Col M S Navalgatti
Commanding Officer

☎ : 9797797200
✉ : chatrapati41@gmail.com

41 राष्‍ट्रीय राईफलस (मराठा एल आई)
पिन - 934541
मार्फत 56 ए पी ओ
41 RASHTRIYA RIFLES (MARATHA LI)
PIN - 934541
C/o 56 APO

64465/MSN/Pers

13 Oct 2022



Mr. Nikhil Pant
Chief Executive Officer,
REACHA, New Delhi



**LETTER OF APPRECIATION FOR REACHA EFFORTS AT
KUPWARA FOR FY2021-22**

Dear Mr. Nikhil Pant,



1. REACHA has been working closely with Indian Army in setting up and running skill development and livelihood enhancement projects in J&K since 2016, and in Kupwara from 2021.

2. I wish to place on record my sincere appreciation for team REACHA's outstanding efforts for all the productive socio-economic activities undertaken for vocational skill development, livelihood enhancement and welfare of Kashmiri youth in Kupwara.

3. We started the intervention with REACHA at Kupwara in 2021, an Aspirational District, through a livelihood initiative where 20 families were suitably provided not only livelihood support in their own skills but also capacity building in the form of finance management, digital payments, and financial aid to start an enterprise of their choice and experience. They were promoted for entrepreneurship and local innovation. In addition to this, 30 girls have been trained in the field of Retail sales associate trade and have been suitably certified by Retailers Association's Skill Council of India (RASCI), Government of India. Most of these girls have been placed in jobs now in and around Kupwara and Srinagar.

4. REACHA has also provided great support in the Army's fight against COVID-19 in Kupwara. Covid relief projects undertaken through CSR funds have played a significant role in providing medical support to the local community in Kupwara.

"AAJ MUQABLA HOGA"

5. REACHA's partnership for the above activities with Indian Army has been significantly contributing in countering insurgency in Kashmir by engaging the youth in meaningful livelihood training and projects, and helping them get placed in suitable jobs so that they can support their families.

6. I must mention that projects conducted by REACHA continue to majorly contribute in empowering women in areas of Kupwara during these challenging times.

7. I wish REACHA team all the success for the future endeavors and look forward to a continued partnership in nation-building through empowering the youth in Kashmir, and thereby helping in the social economic development of the region.

Warm regards

*Yours sincerely
Anurag*



IBM SkillsBuild



IBM SkillsBuild, REACHA, Goa State Government and technical Colleges/Institutes from around the country 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/hybrid environment in order to 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.
- Mobilisation and registration of Candidates in courses on Skills Build platform through support from Goa Government and partner institutes.
- Nominating Single point of Contact (SPOC) for all coordination related activities with IBM, Government of Goa and partner institutes.

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 was able to successfully onboard 12000 youth from September 2021 to March 2022, crossing the target of Active Learners with 3106 active learners between September 2020 and March 2021. This was possible as REACHA collaborated with various educational institutions including those located in Aspirational Districts across India. Students registered on the IBM SkillsBuild portal could choose from 7,500 courses. The courses are for the all-round development of youth and consist of online lectures, recorded sessions, pre-recorded videos and other necessary documents (mainly in the form of PDFs).

In continuation of the above efforts, some key highlights of the above project in FY 2021-22 were:

- 12000 learners were successfully onboarded across India.
- 8 letters of partnership were signed with Academia, NGOs, and Government in order to magnify these efforts.
- MoA was signed with Government of Goa – Director of Technical Education in February 2022. MoA was also initiated with Madhya Pradesh Government to actively promote this programme.
- 23 partner Institutions and learners were onboarded from Maharashtra, Madhya Pradesh, Gujarat, Delhi, Uttar Pradesh, Goa, West Bengal and Chattisgarh.
- 2 Aspirational Districts were covered – Damoh in Madhya Pradesh and Nandurbar in Maharashtra.
- A total of 45000+ learning hours were registered and 53000+ completions were done.
- LoU was signed with Jagran LakeCity, University, Bhopal in February 2022.
- IBM Skills build Special Session – On 5 March 2022: REACHA and IBM SkillsBuild organised an interactive online session on 'Developing Traits of a Global Leader.' The speaker, Mr Ramesh Dewangan is a graduate of MBA School of Business, Berkeley, and the CEO of Quantum Vision Consulting USA.



IBM SkillsBuild Sessions



IBM SkillsBuild  **SmartGaon**
 Online Session With Industry Expert
ON
HOW TO PREPARE FOR INTERVIEWS AND GET SELECTED FOR JOBS
Sunday May 29, 2021 10:30AM - 11:30AM (IST)



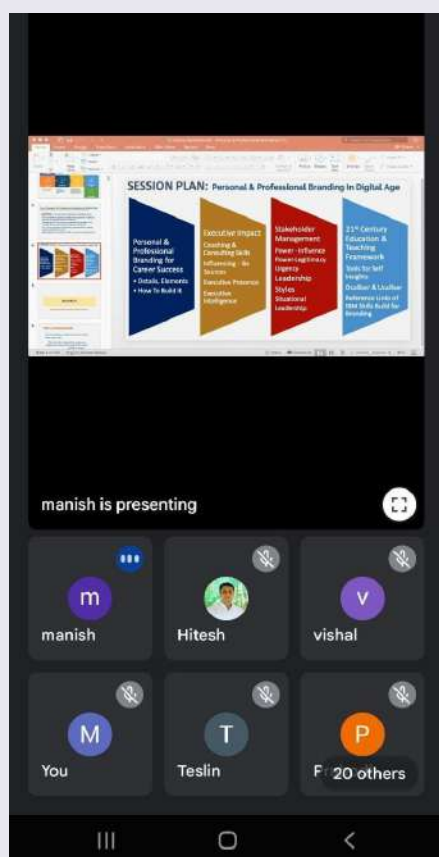
MR. AJAI KUMAR
 Designation- Head ES Integrated Engineering Services America
 Company- Tech Mahindra
 Location- Chicago, Illinois, United States

ABOUT SPEAKER
Ajai Kumar (www.ajaikumar.com, Email ajaikumar@ajaikumar.com) is an accomplished/seasoned/hands-on business leader with approx. **29 years** of Technology Industry experience with last 15+ years in managing global PnL for Revenue and EBITDA exponential growth. Proven expertise in revitalizing teams with focus on Human Capital development. Part of executive council and governing body for organization's vision, strategy and execution. Revenue acceleration via new innovative channels/methods (one such innovative example - worked with Private Equity company and closed a large deal north of \$200M). This deal involved end to end process, right from pitch with ROI, creating/closing/executing the deal). Expertise in communicating with various internal and external stakeholders (eg. board members, colleagues, partners, CXOs, analysts etc.)

IBM SkillsBuild  **Innovation camp**
Front End Web Design

Dates: 11 to 26 December 2021 11:00 AM IST

About Mantor:
Adwait Rao has 13+ years of experience in IT field. Currently working in own IT company named Rudram Solutions as Owner/CEO. His expertise is in Full stack web/android/software development, ERP and Innovative Software Solutions



LoU signed with Jagran Lake City University, Bhopal

REACHA would like to thank Jagran Lakecity University for joining hands with us in this nation building effort through IBM SkillsBuild.

JLU Foundation for Incubation & Entrepreneurship (JLUFIE) signed an LoU with 'REACHA' - the partner for IBM SkillsBuild Training project in India.

This LoU entails collaborations in the area of Skill Building & Learning for students on digital platform, where they can achieve Industry-relevant skills, get IBM certified badges and seek employment opportunities.

The LoU was signed on 3 March 2022 by CEO, REACHA, Mr. Nikhil Pant and Executive Director, JLUFIE, Mr. Navniit Singh Chatwal on behalf of JLU.

Other notable dignitaries present during the LoU signing were Vice Chancellor of Jagran Lakecity University, Dr. Sandeep Shastri, Dean of Faculty of Journalism & Creative Studies, Dr. Prof. Diwakar Shukla and Hitesh Goyal, Head Projects and Partnerships REACHA



REACHA team met Ms. Yashodhara Raje Scindia (Minister of Technical Education, Skill Development Employment and Sports, Govt. of Madhya Pradesh) and Sh. Jitendra Singh Raje, Director of Skill Development, Madhya Pradesh. MoA was proposed between Madhya Pradesh Government and IBM with REACHA as implementing partner.





GOVERNMENT OF GOA
DIRECTORATE OF TECHNICAL EDUCATION
ALTO PORVORIM - GOA
403521

CERTIFICATE

REACHA has been an enabler in terms of bridging the IBM SkillsBuild-Government of Goa partnership with the Directorate of Technical Education. REACHA team was very proactive in mobilizing the youth and orienting them on IBM SkillsBuild platform. There is also a positive change amongst the students and they are taking online courses on IBM SkillsBuild platform resulting in better academic performance.

I appreciate REACHA for their sincere service to Goan students.

(Dr. Vivek B. Kamat)
Director
Directorate of Technical Education

Date: 28th October, 2022

Place: Porvorim - Goa

DTE BUILDING, ALTO-PORVORIM, BARDEZ, GOA 403 521, PH: 0832-2412145, FAX: 0832-2413572

" VOTING IS OUR DEMOCRATIC DUTY "

Ms. Joyeeta Das

Lead and Strategist

Global Education



"I would like to express my sincere appreciation for the outstanding efforts put in by team REACHA in deploying and scaling up the IBM Skillbuild Project across the country from September 2020 onwards. REACHA has developed strategic government partnerships for IBM SkillsBuild for Job Seekers in Goa, Madhya Pradesh, and Uttar Pradesh. This has enabled us to reach the unreached through the government Skill Development machinery. Besides this, REACHA has forged successful partnerships with Colleges, Institutions and Universities across the country for successfully implementing this project.

I am confident that REACHA will continue to strengthen IBM efforts to skill Indian youth with 21st Century Skills that are so critical for development of our nation – today and in future."

Spotlight



DIAGEO



COVID Relief Programme

During the second strain of Covid, Hospitals faced acute shortage of medical equipment and devices as they were flooded with people infected with Covid. As a responsible Corporate, Diageo pro-actively came forward on a war footing and partnered with REACHA to provide Oxygen Plants, Sanitizer and Medical Equipment across India.

This effort fully aligned with government request that exhorted Corporates and Civil Society to come forward and lend a helping hand during these tough times.

REACHA with Diageo's support installed 5 Oxygen Plants in the Uttar Pradesh Region – Jhansi, Jalon, Lalitpur, Banda, Fatehpur. REACHA team visited all of these centres in October 2021. These were inaugurated by district's respective government officials and doctors.

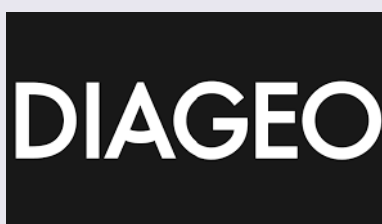
Other important covid initiatives taken in partnership with Diageo were –

- Delivered 1500 litres of sanitizer to Government of Karnataka, at Vidhana Sabha in Bangalore – 3 May to 5 May 2021
- Delivered 75 Oxygen Concentrators to the Government of Delhi – 12 May to 9 June 2021
- Delivered 6th Oxygen Concentrators to a Government Hospital in Godda, Jharkhand – 4 May to 28 May 2021
- Delivered 6 BIPAP and 6 BP monitors to Government hospitals in Nashik, Maharashtra – 10 May to 14 June 2021
- Delivered 18 Ventilators and 30 Semi Fowler Beds to Government Hospital at Manchar, Pune – 18 May to 5 July 2021.

Diageo also provided support to procure and deploy Covid relief equipment in Kashmir to Indian Army and provided face masks during Covid in Kupwara and Baramulla.

We are grateful for Diageo's support under the leadership of Late Ms. Sangeeta Thakral, that we could contribute and help the people in need during these tough times!





Learning for Life

Diageo India, in partnership with REACHA, supported by the Government of Goa, introduced the “Learning for Life” programme in Goa - empowering youth, especially women, by training them in various skills required in the hospitality sector and facilitating suitable job opportunities.

Despite the challenges of worsening COVID situation in Goa and in the aftermath of cyclone Tauktae, REACHA re-calibrated, in collaboration with Diageo, the project approach, timelines and outcomes in a manner that could deliver maximum value to stakeholders and the community in these difficult times.

“Learning for Life” Programme offered the following modules:

- Soft skills and Personality Development: Focused on aspects such as verbal and non-verbal communication, initiative and leadership, teamwork, business communication, decision making, grooming, equality and diversity, motivation, interviewing skills, building self-confidence and self-empowerment.
- Life skills: Focused on aspects such as self-management, financial literacy and investment goal setting, effective time management, ethics, stress management.
- Technical Skills: Focused on (options offered to learners) Bar Service and Guest Services. Top-ups offered to hospitality professionals and footballers on project management and post Covid customer requirements / health and safety. Diageo Bar Academy modules included as top-ups to the course.

The course curriculum (including the new courses) was customized to each target segment (hospitality students, upskilling hospitality professionals, and local community members) who wished to pursue a career in tourism and hospitality.

Some key outcomes of the project were:

- Online Interactive Training sessions conducted by Industry Experts
- UCaliber and Jeevitam linked learners to potential hospitality opportunities based on economic recovery; core project team was available as per necessity
- Programme competition and certification target was met despite grave circumstances due to Delta Covid outbreak.
 - Students – 109 certified
 - Hospitality Professionals – 196 certified
 - Community learners – 38 certified

Industry Session on: **Pathways to Entrepreneurship and Innovation: Success Stories**

LEARNING FOR LIFE™ 


Mr. Avinash Martins
Chef entrepreneur
Cavatina Cuchina Grill And Bar
Table in the hills


Mr. Atish Fernandes
Hospitality entrepreneur
Joseph Bar
Mamaramma


Mr. Hansel Vaz
Entrepreneur
Vaz Liquor Industries Cazulo Feni


Mr. Vasant Hede
Food Entrepreneur
Café Lovii

Join us for a 60-minute panel discussion and Q&A with Goa's prominent food, beverage and hospitality entrepreneurs to understand what it takes to push beyond boundaries and become a successful entrepreneur

FRIDAY | June 11, 2021
3:30 to 4:30 PM Meet Link: <https://meet.google.com/buk-jspr-hev>


Mr. Colin Coelho
Moderator



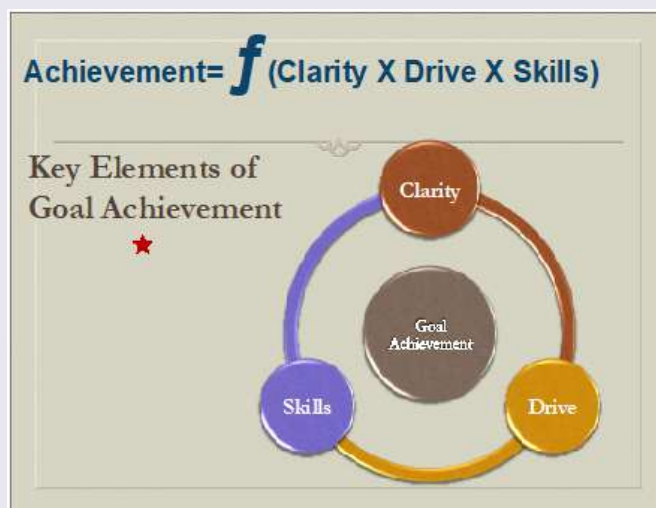
UCaliber is a career development platform created with the vision of identifying every youngster's core strengths & natural abilities in a data-driven and scientific way that can further help them in figuring out career and education choices. This strengthens Goal Alignment and is one of the biggest 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 partnered with UCaliber for its Diageo project. In collaboration with UCaliber, enrolled students took the UCaliber Career Assessments. Detailed individual reports were generated for the students on completion of the in-depth assessments. Thereafter, students were counselled for their career choices in order to select the best-suited employment opportunities. This ensured candidates' high engagement and productivity in their roles.





Titan Company Limited launched a programme 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 programme 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 programme is targeted at youth with a special focus on students from Design, Engineering and Architecture backgrounds. The inaugural edition of the programme focuses on three thematic areas: Agriculture, Environment and Health.

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.

Three thematic areas



Agriculture and Livelihood

Environment

Healthcare

- 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 project 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.

Note: All Testimonials are in the language of those giving them

Key Developments

5

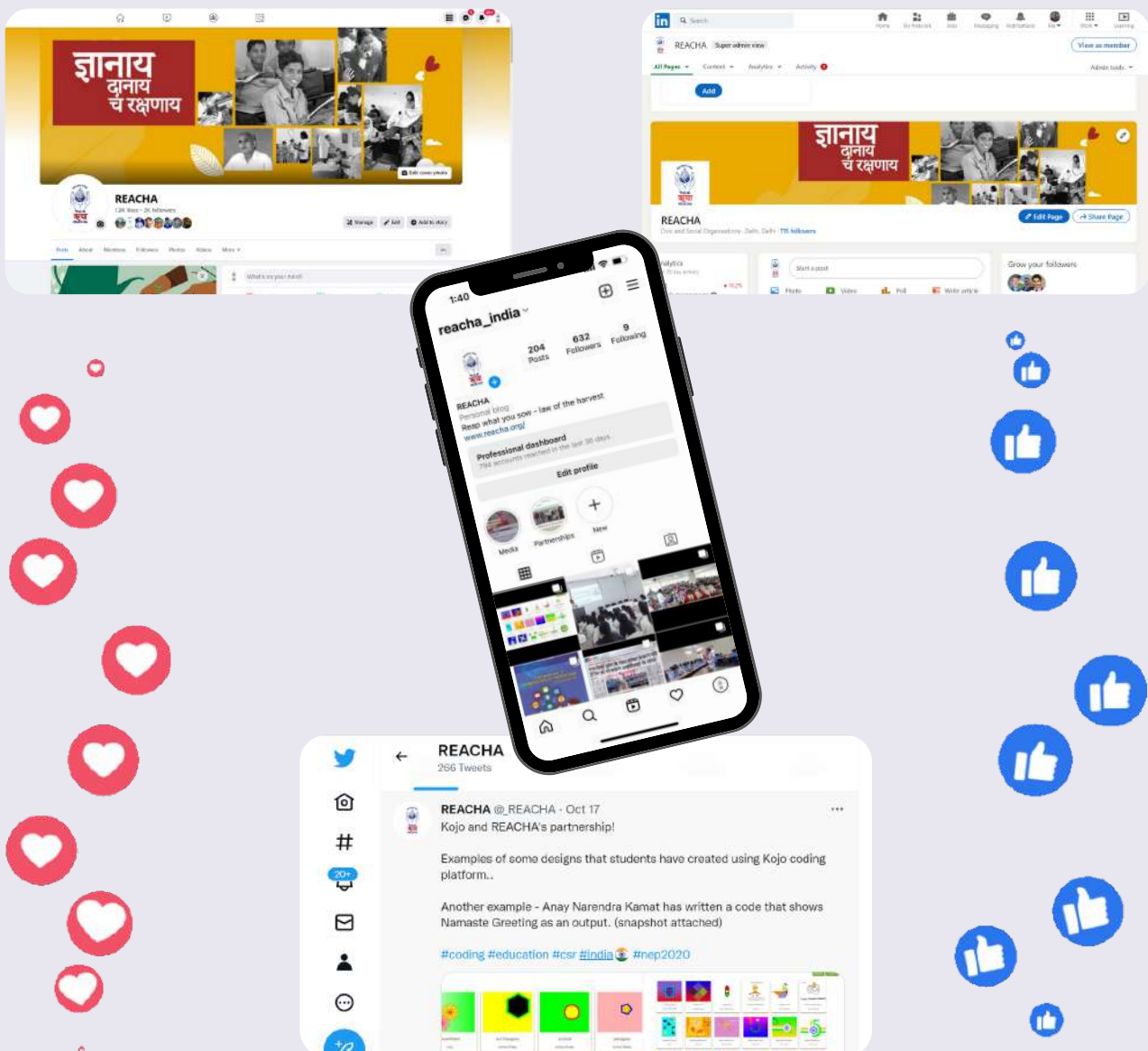
Building upon on REACHA's New Website

REACHA continued to revamp its website during 2021-22 (www.reacha.org). This effort was taken up by Vasu Sethia and 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.

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 give donations to REACHA through the Razorpay platform on this website under the Giving tab.

Increasing outreach through REACHA Social Media Accounts

The REACHA team has been focusing on increasing its outreach through Social Media Accounts. In 2021-22, 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 14 Dialogues so far with people from professions ranging from Athlete, Coach, Psychologist, Actor, Financial Advisor, Entrepreneur, Social Worker, Investment Banker, IAS Officer, Scientist, Doctor etc. This is an ongoing effort with an aim to learn from the experiences coming out of different stories of people. These dialogues have been started by Mudit Pant.



Sweden based renowned scientist and entrepreneur; Professor Ram Upadhayaya (Ram S Upadhayaya) shares his findings from his extensive research on COVID 19. He explains the effect of the Covid virus on human body, the benefit of vaccination, and also talks about T cells and its importance. The Professor stresses on lifestyle practices for strengthening host defence, highlighting the importance of nutrition, stress reduction, sleep, exercise and social factors/connections.



Mudit Pant · Feb 28 · 1 min read

REACHA Dialogues #14: Infectious Disease Expert Ram S Upadhayaya talks about his studies on COVID 19

Updated: Mar 1

Professor Ram Upadhayaya - currently based in Sweden is , Health Advisor to Southern African country of Lesotho; Medicinal Scientist infectious Disease and oncology - visiting professor Kwangwoon University, South Korea; Co founder and CEO Nih life Sciences Singapore; Head Medicinal Scientist ZedCe, Medicals AB Sweden; Medicinal Scientist at Harvard Medical School MA; Principal Health and Education Advisor - Uttar Pradesh Development Forum; and Principal Advisor (Healthcare) of SmartGain Development Foundation shares findings from his extensive research on COVID 19.



REACHA Dialogues #14: Infectious Disease Expert Ram S Upadhayaya t...



Copy link



StreetSquash Founder and CEO George Polsky talks about his life story & learnings at Harvard, from where he acquired his undergraduate degree. He then walks us through his journey of 6-7 years after college, and the unique experiences that led him to where he is today.

In the dialogue we touched upon the main objectives of Street Squash, its focus on child development, some challenges running a non-profit organization, role of Squash in George's life, and lastly, advice from him on how one can lead a more meaningful life!



mudipoint97 • Feb 19 • 3 min read

REACHA Dialogues #13: Street Squash Founder and CEO Georgy Polsky shares his life story & learnings

Updated: Mar 24

George Polsky shares his learnings at Harvard University where he did his undergraduate degree. He then goes on to share his journey of 6-7 years after college of different experiences that led him to where he is today.....



Sattva Consulting CEO Srikrishna Sridhar Murthy's (Krishna) unique perspective on using business as a tool to solve societal problems gave birth to Sattva as a for profit, sustainable organisation addressing social challenges. Interesting to know the trends that Krishna has observed during his decade in the social sector in India and some very important lessons on handling adversity, high pressure situations, both personally and professionally.



muditpant97 • Feb 9 • 4 min read

REACHA Dialogues #12 Sattva Consulting CEO Krishna shares the company's journey and vision!

Updated: Mar 25



The dialogue covers the following:

- Krishna walks us through the time when he realized his irrational commitment towards social impact and social development of the country.
- Touch upon important factors leading up to formation of Sattva, and then the focus behind

Asian Games, Commonwealth Games medalist and Arjuna Award Winner Saurav Ghosal shares what led him to pursue Squash as a career, decision regarding career choice that he made when he was young, how he deals with uncomfortable situations and challenges, mental training, things he does on a daily basis consciously to become a better version of himself, a word of advise to make our lives more meaningful!

REACHA Dialogues: In Conversation with India's finest Squash player Saurav Ghosal



Asian Games, Commonwealth Games medalist and Arjuna Award Winner Saurav Ghosal shares what led him to pursue Squash as a career, decision regarding career choice that he made when he was young, how he deals with uncomfortable situations and challenges, mental training, things

A black binder with a white label that reads "FINANCE" in bold, black, sans-serif capital letters. The binder is open, showing a white spiral-bound notebook inside. The scene is set on a white desk with various office supplies scattered around: several silver paper clips, a clear ruler, a small globe in the background, and a piece of paper with a grid pattern and a dimension line labeled "30".

FINANCE

S. No.	Bank Name	Branch Address	Amount
1	Axis Bank (2656)	C-75 Malviya Nagar, Shivalik Road, New Delhi- 110017	34,134
2	Axis Bank(7577)	C-75 Malviya Nagar, Shivalik Road, New Delhi- 110017	66,48,082
3	SBI FCRA A/c	FCRA Cell, 4th Floor, State Bank of India, New Delhi Main Branch, 11, Sansad Marg, New Delhi- 110001	14,51,227
4	Canara Bank Dip Enclave (6051)	7/48, Malcha Marg, Chanakyapuri, New Delhi- 110023	1,148
5	Canara Bank FCRA (7736)	7/48, Malcha Marg, Chanakyapuri, New Delhi- 110023	1,911
6	Canara Bank Mal. Ngr. (1892)	D-84, Malviya Nagar, Delhi- 110017	1,822

Donation Received:

Shri J. C. Pant	2,00,000
Shri Lalit Pant	15,000
UK Online Giving (Benevity)	14,50,171
Srujna Charitable Trust	2,50,000
Shri Mukesh Gupta	50,000
Shri Puneet Kumar	51,000
Shri Shirish Jain	25,000
Shri Rajesh Singh	11,000
Shri Kushagra Mittal	2,950

Grants Received:

Diageo	4,78,60,938
ONGC	98,03,850
Titan	61,98,419
IBM	45,00,000
TYCIA	8,25,000
TRRAIN	1,81,388

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

BALANCE SHEET AS ON 31st MARCH 2022

LIABILITIES	AMOUNT	ASSETS	AMOUNT
Cornus Fund		Fixed Assets	
As Per Last Year	26,65,811	As per Annexure-I	6,89,009
Add : Excess of Income over Expenditure	36,53,233		
	63,19,044		
Current Liabilities		Current Assets	
TDS Payables	5,04,445	Cash & Bank Balance	
		Bank Balances	
Other Current Liabilities		Axis Bank (2656)	34,134
Expenses Payable	30,24,842	Axis Bank (7577)	66,48,082
Other Payables	887	SBI FCRA A/c	14,51,227
	30,25,729	Canara Bank Dip Enclave (6051)	1,148
		Canara Bank FCRA (7736)	1,911
		Canara Bank Mal. Ngr. (1892)	1,822
		Cash in Hand	184
			81,38,508
		Other Current Assets	
		Grant Receivables	9,80,385
		Security Deposits	6,000
		TDS Receivable	35,317
			10,21,702
	98,49,219		98,49,219

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

Shubham Jain
Partner
M. No. 544551
UDIN No. 22544551ATLPDES421

Place : New Delhi
Dated : 19th September, 2022

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 ENDED 31st MARCH 2022

EXPENDITURE	AMOUNT	INCOME	AMOUNT
Expenses		Incomes	
Expenditure on objects		Project Income- ONGC	
Project Expenses- ONGC		Fashion Design Project	24,17,100
Fashion Design Project	24,17,152	Hospitality & Retail Project	36,80,250
Hospitality & Retail Project	36,80,812	Culture Project	18,83,700
Culture Project	18,83,753	DDC Project	18,22,800
DDC Project	18,23,181		98,03,850
	98,04,898		
Project Expenses- TYCIA	8,25,000	Project Income- TYCIA	8,25,000
Project Expenses- TRRAIN	1,52,966	Project Income- TRRAIN	1,81,388
Project Expenses- IBM	45,64,997	Project Income- IBM	45,00,000
Project Expenses- Diageo	40,16,250	Project Income- Diageo	40,16,250
Project Expenses- Diageo Covid	4,21,03,159	Project Income- Diageo Covid Projects	4,38,44,688
Project Expenses- Titan	61,98,419	Project Income- Titan	61,98,419
Establishment and Administration Expenses		Donation (Indian)	6,04,950
Audit Fees	46,200	Donation (Foreign)	14,50,171
Donation	1,94,025		
Insurance Expenses	20,917	Other Income	
Depreciation	1,67,620	Bank Interest	3,84,776
Website Expenses	6,428		
Office Expenses	11,900		
Subscription Fees	5,000		
Travelling Expenses	23,729		
Staff Welfare	9,720		
Bank Charges	390		
Interest on TDS	4,560		
Round off	80		
	4,90,569		
Excess of Income over Expenditure	36,53,233		
	7,18,09,491		7,18,09,491

As per report of even date annexed
For Manish Aggarwal & Co.
Chartered Accountants
Firm No. 031907N

Shubham Jain
Partner
M. No. 544551
UDIN No. 22544551ATLPDE5421

Place : New Delhi
Dated : 19th September, 2022

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
RECEIPTS AND PAYMENTS ACCOUNT FOR THE YEAR ENDING 31st MARCH 2022

RECEIPTS	AMOUNT	PAYMENTS	AMOUNT
Opening Balance			
Bank Accounts		Loans (Liability)	
Axis Bank (2656) 33,164		Diageo Covid Project 11,17,656	
Axis Bank (7577) 84,83,668			
Canara Bank Dehradun (3045) 7,101		Current Liabilities	
Canara Bank Dip Enclave (6051) 1,116		Manish Aggarwal & Co. 57,000	
Canara Bank FCRA (7736) 237			
Canara Bank Mal. Ngr. (1892) 1,770	85,27,057	Fixed Assets	
		Printer 14,798	
Cash-in-hand		Sewing Machine Kupwara 47,250	62,048
Cash 289			
Current Assets		Current Assets	
Staff Advance 3,143		Loans & Advances (Asset) 6,049	
ONGC Project 3,36,060	3,39,203		
		Indirect Expenses	
Indirect Incomes		Bank Charges 372	
Bank Interest 3,84,758		Car Insurance Exp 20,917	
Donation Foreign 14,50,171		FCRA Renewal Fee 5,000	
Donation Received (Indian) 6,04,950	24,39,879	GST Expenses 10,800	
		Interest on TDS 3,848	
Diageo Covid Projects- (Receipt)		Staff Welfare 9,720	
Diageo Bangalore Project- (Receipt) 1,85,850		Travelling Exp 10,970	
Diageo Delhi Project- (Receipt) 51,15,600		Balance Written Off 712	
Diageo Jharkhand Project- (Receipt) 7,97,328		Website Development Fee 5,541	
Diageo Nashik Project- (Receipt) 15,52,320		Donation 1,94,025	2,61,905
Diageo Pune Project- (Receipt) 1,52,58,096			
Diageo U.P. Project- (Receipt) 2,20,53,150	4,49,62,344	Diageo Covid Project- (Expenses)	
		Diageo Bangalore Project- (Expenses) 1,80,500	
Diageo Project- (Receipt)		Diageo Delhi Project- (Expenses) 48,72,000	
Diageo- (Receipt) 20,08,125		Diageo Jharkhand Project- (Expenses) 7,59,360	
		Diageo Nashik Project- (Expenses) 14,78,400	
IBM Project- (Receipt)		Diageo Pune Project- (Expenses) 1,40,45,773	
IBM Project- (Receipt) 22,50,000		Diageo U.P. Project- (Expenses) 2,06,78,626	4,20,14,659
ONGC Project- (Receipt)		Diageo Project- (Expenses)	
ONGC- Culture Project- (Receipt) 16,95,330		Diageo Project- (Expenses) 38,99,966	
ONGC- DDC Project- (Receipt) 16,40,520			
ONGC Fashion Designing Project- (Receipt) 21,75,390		FCRA- (Expenses)	
ONGC Hospitality & Retail Project- (Receipt) 33,12,225	88,23,465	Travelling Exps 9,750	
Titan Project- (Receipt)		IBM Project- (Expenses)	
Titan Project- (Receipt) 29,29,400		IBM Project- (Expenses) 27,98,554	
TRRAIN Project- (Receipt)		ONGC Project- (Expenses)	
TRRAIN Project- (Receipt) 1,81,388		ONGC- Culture Project- (Expenses) 18,49,722	
		ONGC- DDC Project- (Expenses) 18,11,699	
TYCIA Project- (Receipt)		Fashion Design Project- (Expenses) 24,07,957	
TYCIA Project- (Receipt) 8,25,000		Hospitality & Retail Project- (Expenses) 36,53,240	97,22,618
		Titan Project- (Expenses)	
		Titan Project- (Expenses) 43,03,832	



		TRRAIN Project- (Expenses)	
		TRRAIN Project- (Expenses)	1,17,541
		TYCIA Project- Expenses	
		TYCIA Project- (Expenses)	7,76,073
		Closing Balance	
		Bank Accounts	
		Axis Bank (2656)	34,134
		Axis Bank(7577)	66,48,082
		Canara Bank Dip Enclave (6051)	1,148
		Canara Bank FCRA (7736)	1,911
		Canara Bank Mal. Ngr. (1892)	1,822
		SBI FCRA A/c	14,51,227
			81,38,324
		Cash-in-hand	184
	7,32,86,149		7,32,86,149

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

Shubham Jain
Partner
M. No. 544551
UDIN No. 22544551ATLPDE5421

Place : New Delhi
Dated : 19th September, 2022



RAMESH CHANDRA MITAL
(TREASURER)



J. C. PANT
(CHAIRMAN)



NIKHIL PANT
(CEO)



REACHA

(RESEARCH AND EXTENSION ASSOCIATION FOR CONSERVATION HORTICULTURE AND AGRO-FORESTRY)

Details of Depreciation as on 31st March 2022

S.No.	Particulars	Rate	W.D.V. as on 01.04.2021	More Than 180 Days	Less Than 180 Days	Total	Sales	Sales Less Than 180 days	Balance	Depreciation (Short Gain)	W.D.V. as on 31.03.2022
1	Computer	40%	8	-	-	8	-	-	8	3	5
2	Battery (Luminous)	15%	11,791	-	-	11,791	-	-	11,791	1,769	10,022
3	Electrical Equipments	15%	14,415	-	-	14,415	-	-	14,415	2,162	12,253
4	Furniture & Fixtures	10%	27,182	-	-	27,182	-	-	27,182	2,718	24,464
5	Library Books	40%	107	-	-	107	-	-	107	43	64
6	Office Equipments	15%	10,517	-	-	10,517	-	-	10,517	1,578	8,939
7	Laptop Asus 10 nos	40%	1,76,000	-	-	1,76,000	-	-	1,76,000	70,400	1,05,600
8	Telephone	15%	4,053	-	-	4,053	-	-	4,053	608	3,445
9	Car	15%	5,43,722	-	-	5,43,722	-	-	5,43,722	81,558	4,62,164
10	Training Equipment	15%	2,150	-	-	2,150	-	-	2,150	323	1,828
11	Sewing Machine (Kupwara)	15%	-	-	47,250	47,250	-	-	47,250	3,544	43,706
12	Printer	15%	4,636	14,798	-	19,434	-	-	19,434	2,915	16,519
Total			7,94,581	14,798	47,250	8,56,629	-	-	8,56,629	1,67,620	6,89,009





Prepared by

Mudit Pant



Designed by

Shreya Singh



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