



REACHA ANNUAL REPORT

Financial Year 2022-2023

Reaching Out

Touching Lives

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

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

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Highlights

Beneficiaries Trained (T) & Placed/Livelihood Enhanced (P/LE)...

- ONGC Projects in Baramulla, Jammu and Kashmir
 - Kojo Coding and Basic Computer – 120 T; 60 P/LE
 - Drug De-addiction Center (DDC) – 1300 counselled
 - Fashion Designing – 80 T; 55 P/LE
 - Music & Culture – 70 T; 45 P/LE
 - Retail & Hospitality – 300 T; 75 P/LE
- Genpact Projects in Baramulla & Kupwara – Exploring Job Opportunities & Market Linkages
- IIFL Foundation Projects in Kupwara
 - Retail Sales Associate Training Programme – 120 T
 - Hospitality Training Programme (Chef Trade) – 40 T
- IBM SkillsBuild (Pan-India) –
 - 41,000 Onboarding
 - 15,000 Project-Based Learning (PBL)
 - 52,000 Course Completions
 - 3,23,000 Learning Hours

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 31 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 FY 2022-23 along with the continued support from its old partnerships, REACHA also developed a few new ones. REACHA is thankful to the Indian Army, ONGC, Genpact, IIFL, IBM-SkillsBuild, NASSCOM Foundation, Kogics Foundation, Titan, Government of Goa, Government of Uttar Pradesh, Government of Madhya Pradesh, Srujna Charitable Trust, National Skill Development Corporation (NSDC), Retailers Association's Skill Council of India (RASCI), UCaliber, SmartGaon Foundation and SmartGaon Mart Private Limited for their continuous support.

REACHA's projects have continued to transform the lives of people in need despite the tough times induced by the COVID-19 pandemic globally. While the ongoing projects shifted online, new projects and programmes were developed considering the unprecedented and testing times. Mostly, the projects aimed at child and youth development through skilling/guidance courses and vocational training.

REACHA has created a remarkable change in society through its drug de-addiction, women empowerment, and sustainable livelihood 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 FY 2022-23.

Vision, Mission and Approach



VISION

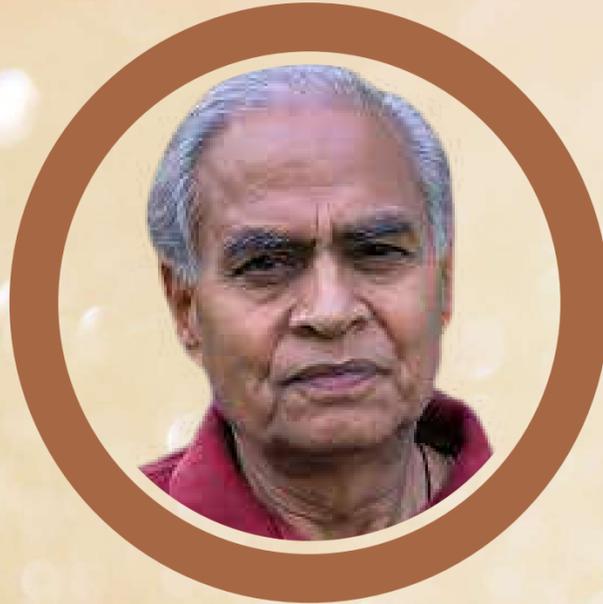
We aim to connect with communities, understand their needs and develop sustainable socio-economic growth models through a participatory process. Our focus is on local development in harmony with nature and aligned with people's aspirations.

MISSION

REACHA, a community-based NGO, strives to make a high impact on human development sectors such as education, health, youth skilling and women's empowerment. We collaborate with underprivileged communities, partnering with Government, Corporate CSR, Civil Society and Academic Institutions for effective outcomes. Our key approach involves bringing all stakeholders together for co-creation, convergence and collaboration.

APPROACH

In each intervention, REACHA deeply engages with communities, allowing locals to voice their needs, make decisions and implement solutions for their well-being. We act as a knowledge partner and facilitator, fostering collaboration among stakeholders, including local government. Intervention models are co-created and implemented in a participatory manner, with beneficiaries evaluating progress and taking ownership for sustainable development.



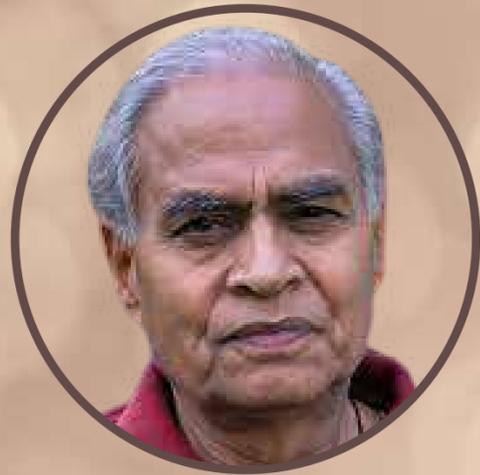
Shri. J. C. Pant
Chairman, REACHA

“REACHA has evolved significantly in recent years as an effective platform for training and upskilling genuinely aspiring youth. This progress extends beyond the initial discussions between Shri. V.P. Singh and me when we were conceptualizing the NGO, eventually named REACHA.

This trajectory holds immense promise for REACHA’s future, considering there is no limit to the number of aspiring youth emerging in the years to come.

Nikhil has played a pivotal role in the evolution of this aspect of REACHA’s forward movement through his own creative genius.”

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

Meet Our Team



Mr. Nikhil Pant

Chief Executive Officer

Know the people behind the
organisation's achievements...

Team at the Headquarters



Ms. Archana Singh

**Lead, Project &
Compliance**



CA Ibrahim Ansari

**Lead, Accounts &
Financial
Management**



Mr. K. Shashi Bhushan

**Senior Office
Manager**

Kojo Coding Team



Mr. Lalit Pant

Coding Mentor



Mr. Vasu Sethia

Online Master
Trainer



Ms. Kanchan Samant

Trainer

Team at Chinar Yuva, Baramulla, Jammu & Kashmir



Mr. Shabid Nabi

Coordinator



Ms. Seema Mehraj

**Counsellor,
Drug De-addiction Centre (DDC)**



Ms. Arifa Aslam

**Counsellor,
DDC**



Mr. T. I. Malik

**Community Coordinator,
DDC**



Mr. Hanzalla Kirmani

**Community Coordinator,
DDC**



Ms. Harmeet Kaur

**Trainer,
Fashion Designing**



Ms. Fozia Gul Bhat

**Assistant Trainer,
Fashion Designing**



Mr. Tariq Ahmad Dar

**Trainer,
Music and Culture**



Ms. Mehvish Riyaz

**Assistant Trainer,
Music and Culture**



Mr. Aijaz A. Dar

**Assistant Trainer,
Music and Culture**



Ms. Nighat Kareem

**English, Life skills
& Computer Trainer,
Retail & Hospitality**



Mr. Nadeem I. Lone

**Trainer,
Hospitality**



Ms. Mahpara Naseem

**Trainer,
Retail**



Mr. Junaid Shah

**Project Coordinator,
Genpact Projects**

IIFL Retail & Hospitality Team in Kupwara, Jammu and Kashmir

RETAIL



Mr. Azad Hussain

Project Manager



Ms. Rubeena Bano

Placement Coordinator



Ms. Nazima Jan

Soft Skills Trainer



Mr. Mushtaq Pir

Retail Trainer

HOSPITALITY



Mr. Javaid Ahmed Malik

Hospitality Trainer



Mr. Zubair Mohi Ud Din Dar

Soft Skills Trainer

Team for **IBM SkillsBuild**

**Head, Government Affairs,
Projects & Partnership**



Mr. Hitesh Goyal

Lead, Outreach and Operation



Mr. Vijay Prakash

Programme Manager



Ms. Rashmi Tilwankar

Consultants

Mr. Lawrie Colaco



Dr. Surabhi Yadav



Mr. Girish Saive



31st Anniversary



REACHA celebrated its 31st Anniversary at Chinar 9 Jawan Club (now renamed as Chinar Yuva), Baramulla, Kashmir, on March 9, 2023 with the Indian Army, local staff and students!

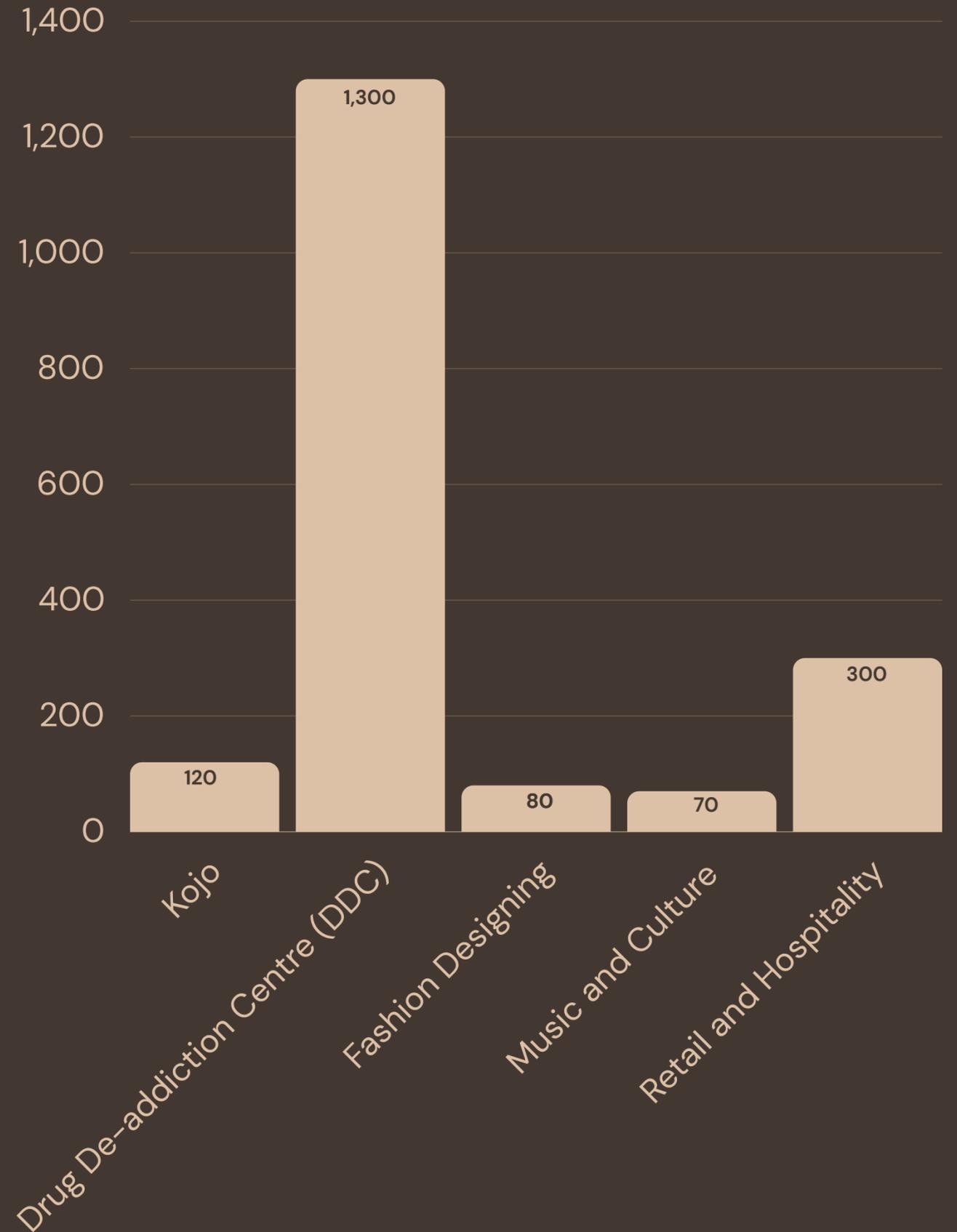
ONGC PROJECTS IN BARAMULLA, JAMMU AND KASHMIR



Oil and Natural Gas Corporation (ONGC) has been instrumental in enabling REACHA and the Indian Army to carry out their mission of addressing critical issues and fostering positive change in the region of Baramulla, Jammu and Kashmir, effectively, since 2016. By extending the reach into the heart of these communities, five transformative projects at Chinar Yuva ensure that the benefits are not superficial but deeply ingrained in the social fabric. It's about fostering sustainable development, empowering individuals and creating a ripple effect that resonates far beyond the immediate scope of the projects.

Projects in Baramulla, Jammu and Kashmir

Individuals benefitted in 2022-2023



The REACHA team conducted targeted mobilisation efforts across diverse areas including Baramulla and its nearby districts for all the five projects.





Kojo Coding and Basic Computer

Comprehensive education was provided to 120 young individuals in the domains of coding and essential computer skills, contributing to their proficiency in 21st-century capabilities and underscoring its alignment with the National Education Policy (NEP) 2020. It helps to improve five important fundamental skills – Creative Thinking, Problem Solving, Computational Thinking, Critical Thinking, Attention Fullness. Coding in Kojo also helps to improve the STEAM (Science, Technology, Engineering, Arts and Mathematics) skills. 4 batches with 30 trainees in each batch benefitted from the project between April 1, 2022 and March 31, 2023, ensuring an immersive educational experience for the youth of Baramulla; enhancing their employability and contributing to their personal and professional growth.

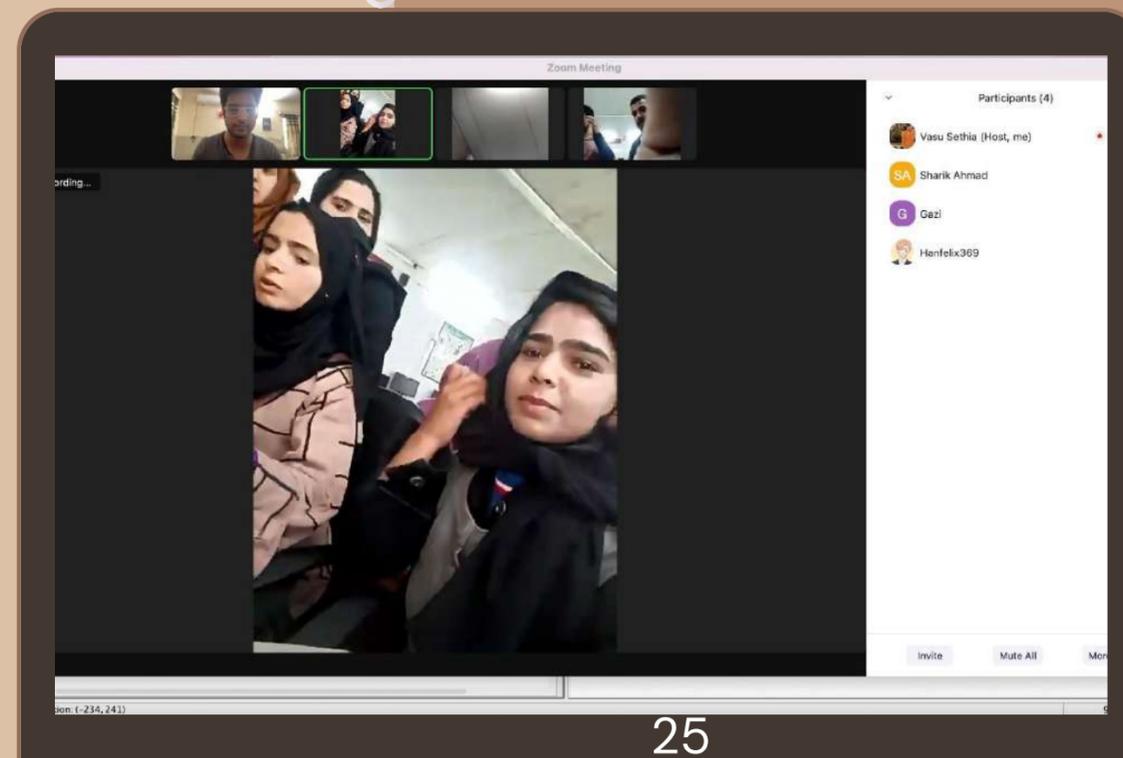




The programme's Coding and Computer curriculum, prepared by REACHA, adeptly guided trainees through comprehensive instruction in Kojo-based coding and Basic Computing/Desktop Publishing. The training, spanning 4 batches, encompassed dual pathways: 30 participants engaged in both Kojo-based coding and Basic Computing, while the other 30 focused on Basic Computing alone. This dynamic learning occurred 6 days a week, with 4-6 hours dedicated daily.



The initiative's online learning facets were skillfully overseen by Mr. Lalit Pant, Kojo Mentor and Mr. Vasu Sethia, Online Master Trainer, in collaboration with local trainers whose progress was diligently monitored. The Indian Army provided consistent support, ensuring timely progress. Kojo's Mentor-led sessions evaluated trainees' development, aligning with the coding mandate of NEP 2020. Additional online training by Mr. Sethia helped in reinforcing coding concepts and pedagogical strategies. The trainees showcased their creations through the Code Exchange platform, fostering collaboration and innovation, contributing to REACHA's overarching role in the project's success.



Special Event



**Distinguished Visit by
Deputy Commissioner (DC) Baramulla**

Ms. Syed Sehrish Asgar (IAS), the Deputy Commissioner of Baramulla, along with Assistant Commissioner Revenue (ACR), honoured Chinar Yuva with two visits in January 2023. During these visits, she immersed herself in the classroom environment, engaging with both faculty and trainees in the realms of Coding and Basic Computer education. The trainees enthusiastically showcased their projects to Ms. Asgar, showcasing their passion and dedication. Her interactions left a lasting impression, evoking optimism for the trainees' promising futures.



Testimonials

Name: Amik Mehtraj Rather
 Domain: Bc/Coding
 Batch: 01, 2023.



Myself Amik Mehtraj Rather Luckily I live in Boramulla. I completed graduation in GBC Boramulla. After that I decided to come to Chimax of Jawan Club Boramulla. When I went for admission in computers, I came to know about the two more wings like web designing and Java coding that motivated me more. During training I learnt computer skills along with web designing and Java coding (which is new for JBE). It is a programming which can help to make an application any game or graphical representation with the help of codes.

I am very lucky to have these classes in Chimax which is free of cost and can be the source of income generating tool in future. And I am very thankful to Indian Army / ONGC, and REACHA and our faculty.

Name: Mohammad Younis Thoker
 Domain: Bc/Coding
 Batch: 01, 2023.



Hello, my name is Younis and I am from Khatlangam. After completing my 12th standard, I decided to learn basic computer and then my cousin told me about Chimax of Jawan Club Boramulla. When I came here I was very satisfied because of its faculty and all the other courses available here. All the teachers are very talented and so friendly with their students. After learning basic computer and coding, now I am able to teach computer/coding anywhere which can be support to my income source. I can proudly say that I am the student of Chimax of Jawan Club Boramulla. And for this I am thankful to Indian Army / ONGC, and REACHA and our faculty.

Date: 01/01/2023
 Name: Mehabh Shantik
 From: Durgam Boramulla
 Domain: Basic computer
 Batch: 01/2023

When I knew about Chimax of Jawan Club when I knew about Chimax. She told me Boramulla by my friend. She told me that there are various courses so I went to take admission in computer. When I came Chimax of Jawan Club I met their Man Nigat and she told me that the all classes are free of cost so I took admission in basic computer. Chimax of Jawan Club is a platform where we can learn Java, web design, Man Nigat can teach me computer in a brilliant way now I have good hold in computer skills. In Chimax of Jawan Club the teachers are very talented understanding and also very supportive.

Also that Man Nigat teaches us Java coding as well. Of course Java platform because she gets this information Chimax of Jawan Club. Because there is a lot of courses free of cost. I am thankful to ONGC, REACHA and Indian Army for creating this amazing platform.



Name: Muskan Ahmad Sabit
 Domain: Computer
 Batch: 02 (Oct 2022 - Dec 2022)

My name is Muskan Ahmad Sabit before joining Chimax I was finding a free institute to learn about computers and new technology. After 5 months I heard about Chimax of Jawan Club Boramulla. From one of my friend and I joined the Chimax of Jawan Club. Before joining I was little interest but after joining I made lot of friend here and learnt about computers and coding and I can say this place is really awesome to learn new skills. My experience is very good in computers and Java. I can give very beautiful and Creative, Graphical presentation in Java through coding and my logic building and creativity skills are very good and I am really grateful to Indian Army / REACHA / ONGC.



Name: Siddhant Kumar Mishra
 DOB: 01/01/2003
 From: Durgam Boramulla
 Domain: Basic Computer & Coding
 Batch: 02/2023

Before joining I was looking for a computer course and suddenly my friend told me about Chimax of Jawan Club that they are providing the same course free of cost. So I joined there as there are knowledgeable faculty members.

After joining the course, I got both theoretical and practical knowledge of both computer & coding which was missing in my life before. I learned all the necessary skills required for a computer relevant job.

After training at least I can thank to Indian Army, REACHA, ONGC, and Chimax of Jawan Club for providing us such a platform.



Name: Munish Kumar
 DOB: 01/01/2003
 From: Durgam Boramulla
 Domain: Basic Computer and Coding
 Batch: 02 (Oct 2022)

Before joining I was looking for a computer course and suddenly my friend told me about Chimax of Jawan Club that they are providing the same course free of cost. So I joined there as there are knowledgeable faculty members.

After joining I got both theoretical and practical knowledge of both computer & coding which was missing in my life before. I learned all the necessary skills required for a computer relevant job.

After training at least I can thank to Indian Army, REACHA, ONGC, and Chimax of Jawan Club for providing us such a platform.



Name: Ujjwal Singh
 DOB: 01/01/2003
 From: Durgam Boramulla
 Domain: Computer & Coding
 Batch: 02 (Oct 2022 - Dec 2022)



Before joining I came to know about Chimax of Jawan Club that they are providing course in basic computer & coding without any fee. So I joined the course.

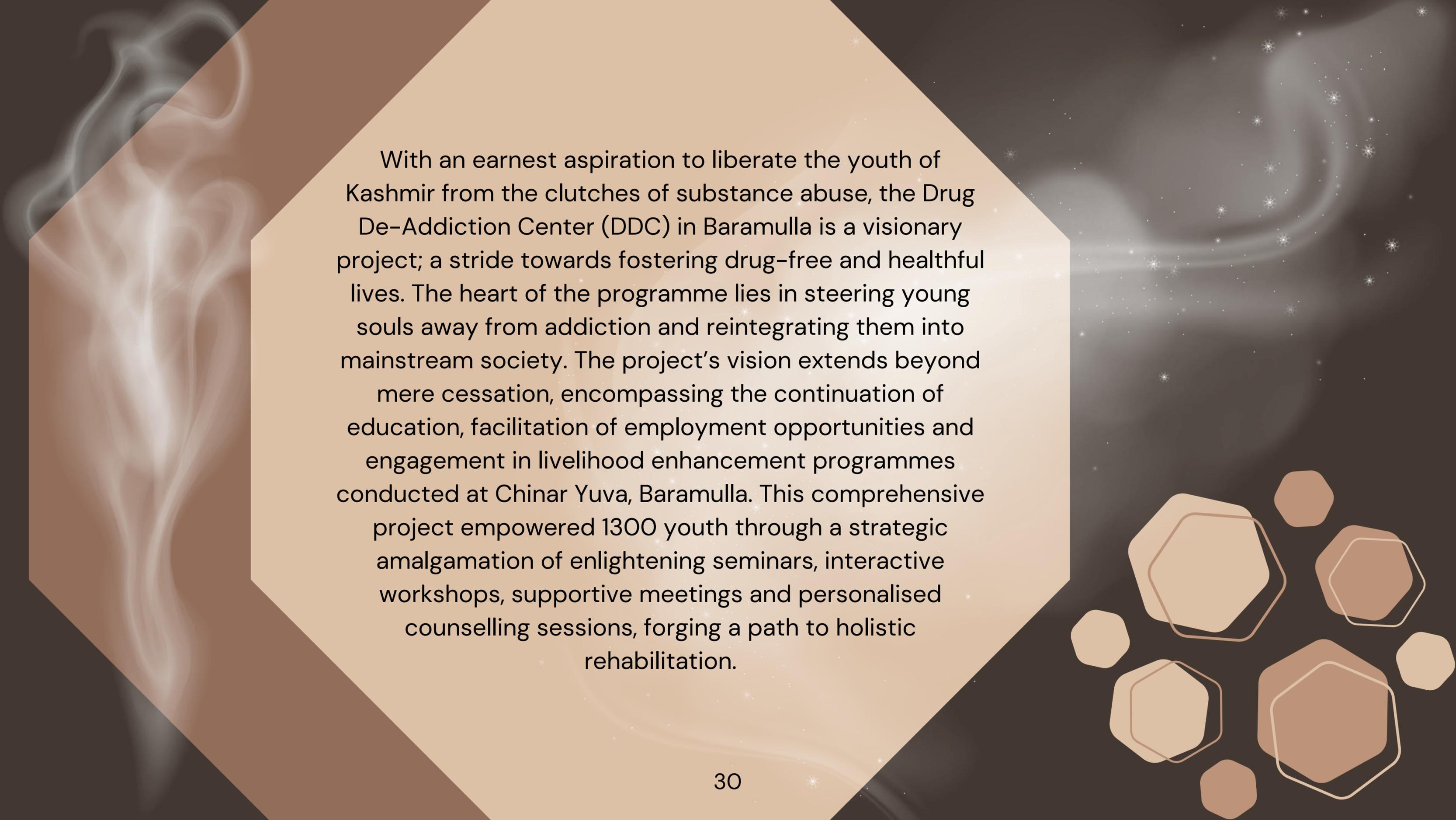
After joining I started to learn about computers & coding and when I joined the course I learnt about MS-Office, theory of computer & core concepts of coding. Now I am able to work in computers very comfortably.

After training I am looking for a computer relevant job here in Boramulla. I am hopeful that I will get very soon a good job as a computer operator.

I am thankful to ONGC, REACHA & CHIMAX for all this.

Drug De-addiction Centre (DCC)

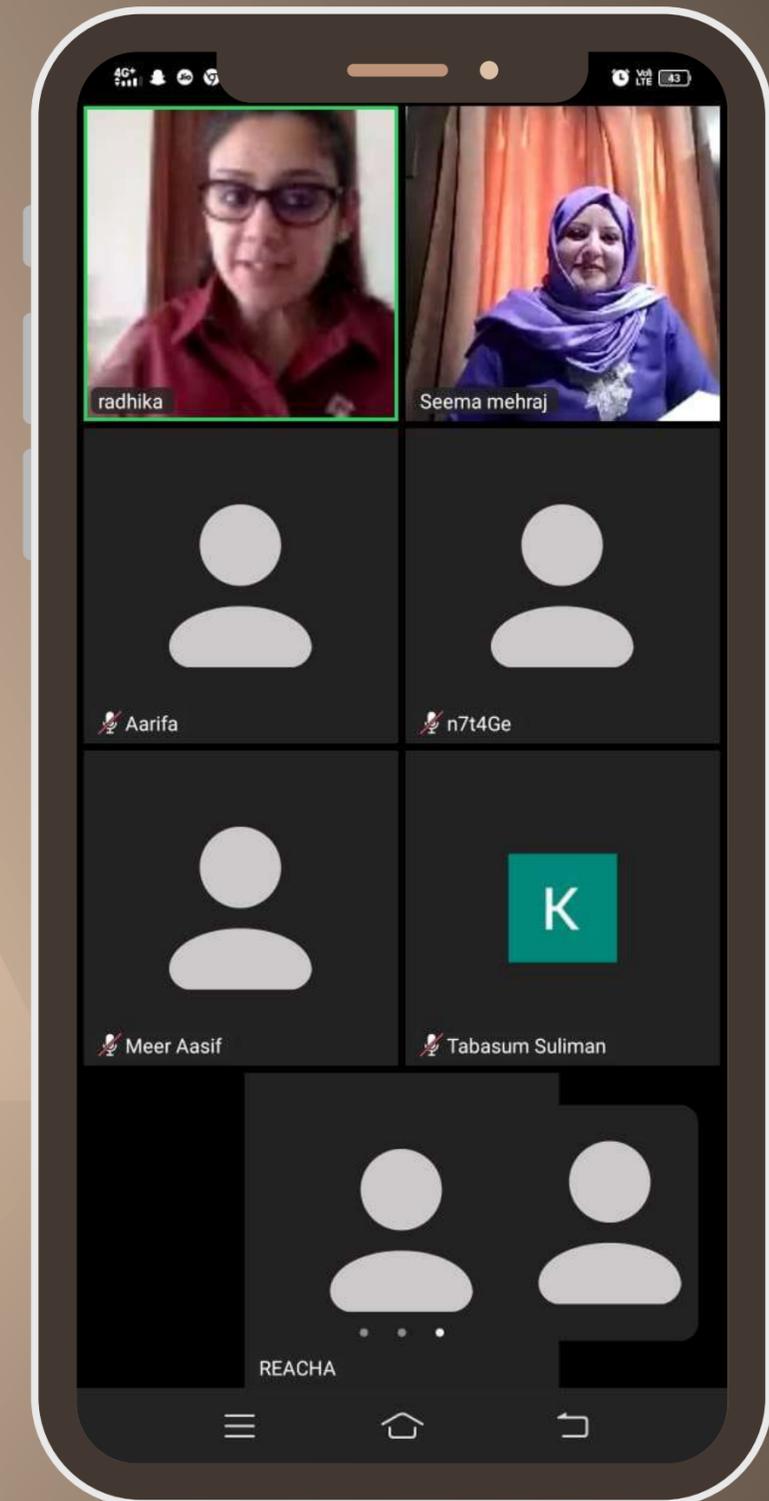


The background features a dark, starry sky on the right side, transitioning into a dark brown area on the left. A large, light brown, semi-transparent shape is positioned in the center, containing the text. The overall aesthetic is modern and professional.

With an earnest aspiration to liberate the youth of Kashmir from the clutches of substance abuse, the Drug De-Addiction Center (DDC) in Baramulla is a visionary project; a stride towards fostering drug-free and healthful lives. The heart of the programme lies in steering young souls away from addiction and reintegrating them into mainstream society. The project's vision extends beyond mere cessation, encompassing the continuation of education, facilitation of employment opportunities and engagement in livelihood enhancement programmes conducted at Chinar Yuva, Baramulla. This comprehensive project empowered 1300 youth through a strategic amalgamation of enlightening seminars, interactive workshops, supportive meetings and personalised counselling sessions, forging a path to holistic rehabilitation.

Comprehensive Mobilization and Precise Documentation

REACHA's commitment to meticulous record-keeping and thorough documentation underscores the dedication to this rehabilitation project. The management and staff play a crucial role in maintaining an array of essential documents: prescriptions crafted for each enrolled individual; filled forms housing comprehensive details of the respective individuals and an intricate register chronicling visit dates and subsequent follow-ups. The chronicle of the engagement extends further, capturing details of enlightening seminars along with associated forms. These carefully documented seminars resonate with the goal of empowerment. Moreover, the repository includes strategically planned follow-up session dates, ensuring the beneficiaries' journey toward rehabilitation – well-being and progress.



One-On-One Counselling

Within the Drug De-addiction Centre's compassionate haven, a continuum of dedicated one-on-one counselling sessions unfold, aiming to provide solace and healing for those in need. Trained counsellors engage with individuals and their families, extending support to address a spectrum of mental health challenges.



Empowering Seminars: Raising Awareness and Inspiring Change

A dynamic array of seminars strategically permeated vocational and educational institutions across Baramulla, yielding vital insights into the perils of drug abuse and its far-reaching consequences. The seminars act as an inspiring narrative of awareness dissemination and change catalysis.



**Mental Health Disorders,
Substance Abuse, Symptoms
and Remedial Measures**

June 22, 2022; 60 beneficiaries;
Chinar Yuva, Baramulla



**Drugs and Causes of Drug
Abuse in Youth**

July 20, 2022; 70 beneficiaries;
Guru Nanak School, Baramulla



**Drugs, Drug Abuse and
Remedial Measures**

September 14, 2022; 145 beneficiaries;
Azad Computers, Baramulla



**Types Of Mental Disorders,
Their Symptoms, Substance
Abuse and Relapse**

September 30, 2022; 70 beneficiaries;
Himayat Centre Budgam, Baramulla



**Mental Health &
Health and Hygiene**

October 10, 2022; 175 beneficiaries;
Government Degree College, Kupwara.



**Types of Mental Disorders,
Symptoms, Substance
Abuse and Relapse**

December 7, 2022, 206 beneficiaries;
Urban Primary Health Centre, Baramulla,

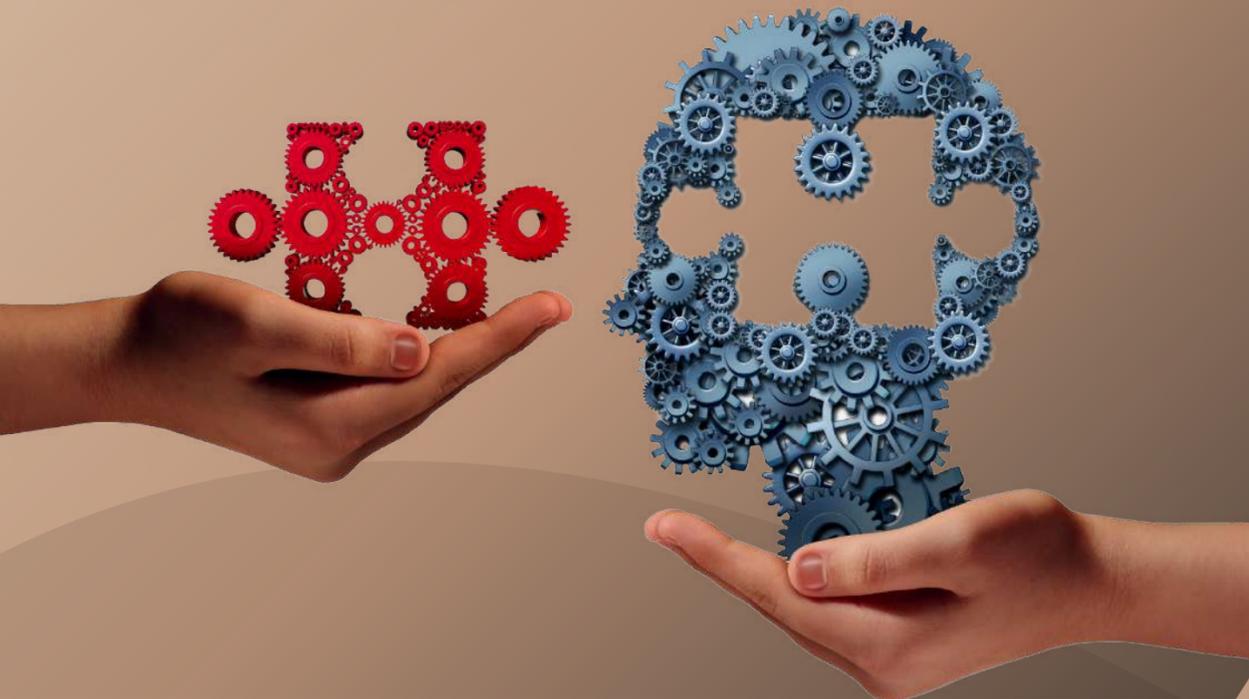
Through these impactful seminars, the aim to foster awareness, catalyse change and nurture wellbeing was vividly realised.

Special Event



Mr. A.P. Singh (ED-Chief CSR, ONGC), Mrs. Singh and Mr. Monu Bhatnagar (GM (Chem) ONGC) visited the Drug De-addiction Centre (DDC) on July 29, 2022, and interacted with the counsellors and engaged with beneficiaries actively undergoing counselling. The ONGC team, in their pursuit of fostering synergy and understanding, reviewed all the relevant documents. It wasn't just a one-location affair; the ONGC team made a visit to both DDC and Chinar Yuva. During this visit, the team had the valuable support of Mr. Nikhil Pant, CEO, REACHA, who played a facilitating role in ensuring a productive experience.





Training and Capacity Building

A continuous pursuit of elevating trainer proficiency forms the cornerstone of REACHA's attempts. A symbiotic collaboration with Emotional Health trainers fosters a trajectory of growth, skill refinement and knowledge amplification among DDC, Baramulla Counsellors. Spearheaded by REACHA, this strategic partnership underscores skill augmentation. Central to these efforts is the objective of nurturing a nuanced approach to emotional health and wellness, a fundamental pillar in effective counselling. Through these sessions, both counsellors and team members are armed with an array of tools and tactics, to enhance their interactions with students. This approach encapsulates a repertoire of strategies, astutely calibrated to navigate the dynamic and ever-evolving counselling landscape. The infusion of Neuro-linguistic Programming tools adds an extra dimension of empowerment, infusing sessions with innovative methodologies to inspire trainers and catalyse sustainable transformation.



SUCCESS STORIES



Background:

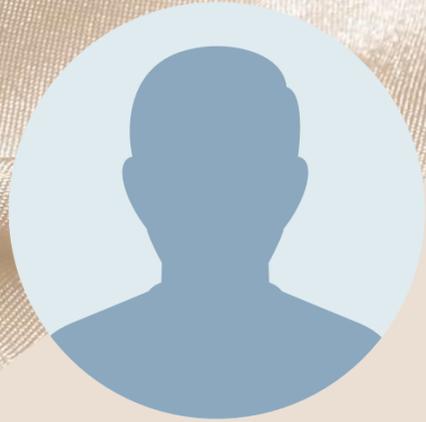
Gauhar Rashid, a 28-year-old married man with a 12th-grade education, sought help at the Drug De-addiction Centre for drug abuse, aggression, and depersonalization.

History: Introduced to drugs by friends, Gauhar's addiction progressed from cannabis to 'ganja,' 'alcohol,' and finally, 'codeine phosphate.' His 1.5-year dependence led to a daily expenditure of Rs 500–800, often borrowed or stolen. Physically, he exhibited signs of anxiety and irritability.

Feelings and Reactions to Drugs: Drugs provided Gauhar with relaxation, but withdrawal caused peevishness, reluctance to engage, fever, headache, body itches and vomiting.

Interventions: The centre employed Motivational Enhancement Therapy, Psycho-Supportive Therapy, open-ended and close-ended questioning, family counseling, anti-craving and relaxation techniques.

Outcome: Positive results emerged, with significant improvement in behaviour and withdrawal symptoms. Gauhar no longer craves drugs, marking a positive shift in mood and behaviour. His success underscores the effectiveness of comprehensive psychological interventions in overcoming substance abuse.



Background:

Tanveer Ahmad, a 30-year-old single man with a 10th-grade education, sought help for stealing habits; drug addiction; poor problem-solving, abstract reasoning and communication skills.

History: Tanveer's stealing habits began 18 years ago, driven by financial struggles and neglect in his lower-middle-class family. Seeking excitement, he joined friends involved in unethical acts, including stealing and drug abuse. After a heartbreaking breakup, he turned to heroin for solace.

Psychological Assessment: Diagnosed with cannabis and heroin withdrawal, Tanveer's intervention plan aimed at resolving problems, fostering positive self-concept and promoting healthy interactions.

Interventions: The centre employed rapport building techniques, supportive psychotherapy, psychoeducation, relaxation techniques, assertiveness training, relapse prevention techniques, family counseling and follow-up sessions

Outcome: Positive changes unfolded as Tanveer became aware of his issues, actively preventing relapse through goal setting and trigger identification. Improvement in behaviour, communication, body movement, facial expressions and hygiene were evident. Tanveer is now free from drug cravings, marking a successful journey towards personal transformation.



FASHION DESIGNING

REACHA developed a 6-month curriculum for Fashion Designing (FD) and Cutting-Sewing aligned with Associated Chambers of Commerce and Industry of India (ASSOCHAM) standards. The curriculum encompassed training in cutting, tailoring, pattern design, manual and electric sewing machines and garment finishing. 80 women were successfully trained through two batches during FY 2022-23 and ASSOCHAM assessed and certified trainees.



An online orientation session for 10 Fashion Design trainees took place on December 22, 2022, followed by an interview session conducted by Srujna's Ms. Neeta Patil on January 19, 2023, aimed at enhancing their self-confidence for future entrepreneurial pursuits. On February 1, 2023, REACHA organised an online training session for 5 trainees at Chinar Yuva, teaching them to create sanitary pads using medical-grade fabric. This initiative empowers trainees with skills for income generation, facilitating their connection to the market for improved livelihood opportunities.



Music and Culture

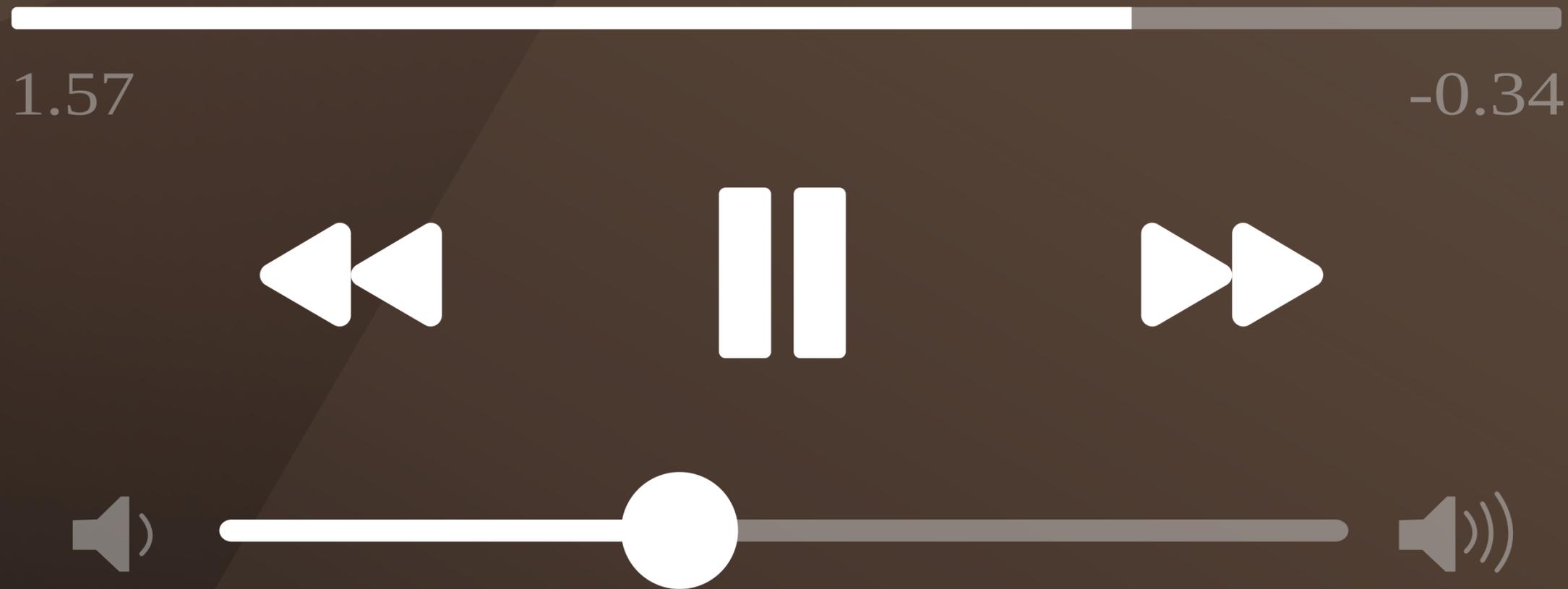


Prepared with care, a 6-month programme unfolded under the guidance of REACHA. Resounding through 6 days a week, the programme imparted vocal and instrumental training. A harmonious spectrum of musical genres were explored – Classical, Sufi, Jazz, Hip-Hop/Pop, Bollywood, Kashmiri folk and Rouf songs, Gazals and even Rap. Two batches totaling 70 beneficiaries found completion, nurturing their musical talents and cultural bonds.



Musical Events

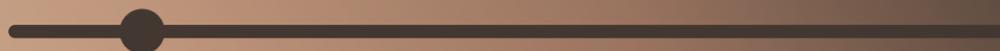
The "Strings of Baramulla" band, composed of alumni trainees, participated in the following performances, along with the current trainees, offering them exposure, on-the-job training, and incremental income opportunities.



November 12, 2022



Delhi Public School, Baramulla
(Classical and rap songs;
Cash Incentive: Rs. 20,000/-)



00:12

03:45



January 15, 2023



Thimayya Hall, Baramulla
(Rouf, Bhangra, Duet Songs, Qawali,
Solo Songs, Rap, etc.)



00:12

03:45



March 11, 2023



Kupwara
(Cash Incentive: Rs. 16,000/-)



00:12

03:45



March 20, 2023



NHPC Gingal, Baramulla
(Sufi and Rouf songs;
Cash Incentive: Rs. 25,000/-)



00:12

03:45



Testimonials

Name: IBdat wali.

S/O: Wali Mohd gamie

R/O: USHKARA-Bla.

Email:

Domain: ART And Culture.



I started learning music at 9 Jawan club in octomber before that I was not aware what music originally is and what is its basic are after joining there I come to know about a lot of things like I got a stage to perform throughout my all 6 months course and now I am in that position to conduct live show and sing in front of people and it was all possible by the efforts of our teachers me [Tariq SIR] and [Ajaz SIR] and now I am a member of the band now.

I would like to thank [Recha, ONGC and Indian Army] for providing us this great platforms.

Name: SHAFKAT ZAHOR

S/O: ZAHOR AHMAD MELAK

R/O: DRANGBAL BARAMULLA

Domain: ART & Culture

Email:



I was wondering here & there to learn music, finally I got this opportunity when I became to know that CHINAR 9 JAWAN CLUB BARAMULLA is having music domain then I took admission and started training under the supervision of Tariq sir & Ajaz sir.

During training I also got a number of chances to perform at various stages like marriage ceremonies, Hotel functions, & other stage shows. In this process I continue my learnings with learning. Now after the completion of my course I am able to perform at any level & any stage. I learnt guitar & vocal & met my desire without any cost & fee. This all is possible by the humble help of ONGC RECHA INDIAN ARMY & CHINAR 9 JAWAN CLUB. I personally am very thankful to above mentioned, supports.

Name: IQRA NISAR

D/o: NISAR Ahmde

R/O: Sangri Colony

Domain: ART and culture



I am iqra nisar and I have want to share my experience of course ART & culture first of all I am thankful to ONGC Recha & and chinar 9 jawan club bIA that they have provide us such a great program believe that my knowledge about music come very fast my teachers Mr Tariq sir & Ajaz sir provided me Treasur of knowledge about music the basic elements of sur & taal, now I am able to sing & play music.

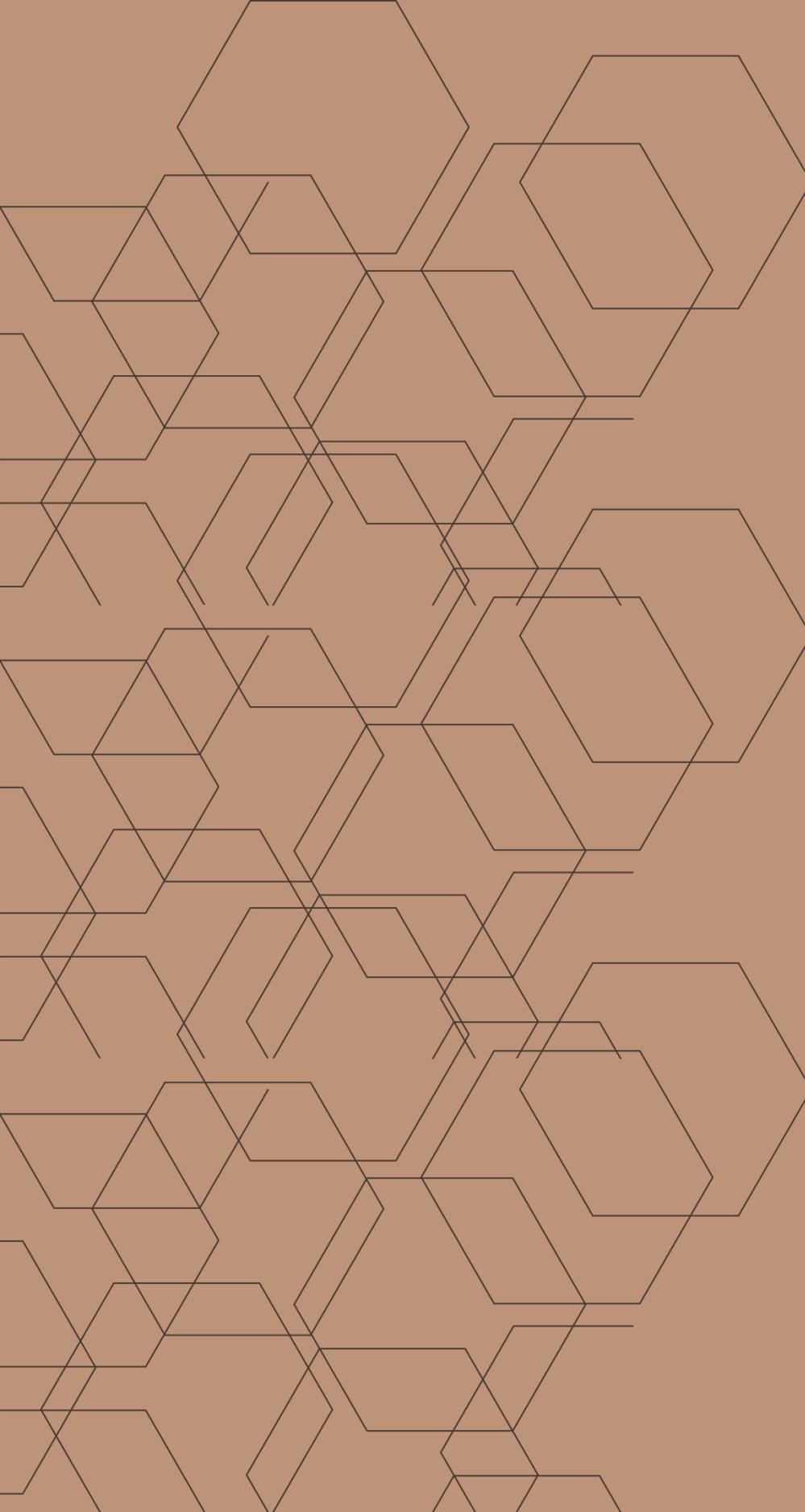
Amazing fact about chinar 9 jawan club that you need to be passionate.

Thanking again to chinar 9 jawan club.

& Recha & Indian Army.

Retail and Hospitality

REACHA has designed a 3-month curriculum for Retail and Hospitality, aligned with the Tourism and Hospitality Skill Council (THSC) and Retailers Association Skill Council of India (RASCI) standards, ensuring certification under the Skill India initiative. The training programmes operate 6 days a week, spanning 4–6 hours daily. A total of 300 beneficiaries, equally divided between Hospitality and Retail sectors, have been proficiently trained during FY 2022–23 through 8 well-structured batches, each accommodating around 37–38 participants.



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Jammu & Kashmir
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Testimonials

Name:- Danish Mustaq
Domain: Hospitality
S/o :- Mustaq Ath. Ganio
R/o :- Jihangir paza Kerezi



① Before Training:- I recently passed my 12th class exams and my prime reason was that I was looking for job to support my family. As I came from economy backward class I came to know about Chinara & Jawan Club Baramulla through my friend who has already been placed by the same skill development center.

② During Training:- I joined Hospitality Domain and the batch started from July 2023. As Hospitality my core Domain I get to learn Basic Computers and English Speaking as well. The classes run smoothly and training was up to level.

③ After Training:- My Training finished October 2023 I have got placed at Lupin Gulmarg with the starting salary of 8000 P.M. and my assessment has also been completed.

I am very thankful to ONGC, REACHA, INDIAN Army for this very helpful platform which is very beneficial for the needy one.

Name:- Adil Nazir Lone
Course :- Hospitality
S/o :- Nazir Ahmad Lone
R/o :- Nowsheza



I, Adil Nazir Lone from Baramulla. I have recently completed my 12th class. I belong to very poor family my father is Labour, and our parents are hardly able to manage the expenses of our family. I wanted to support my family so I was looking for job.

I came to know about "Chinara & Jawan Club" when the mobilization team of Chinara & Jawan Club visited our native village Nowsheza. Next day I personally visited Chinara & Jawan Club and get counselled by trainers. As I was looking for job I choose "Hospitality" as my core Domain.

Before training I was confused what to do as the number of unemployment was very high.

During training, I learned lot of skills regarding Hospitality in addition we learned Basic Computer & personality development. As I was regular for my daily classes I learned things quickly.

After training, I was placed, within few days at Hotel The Dewan Srinagar, with the salary of 12000 per month and will increase with time and experience.

Lastly I am very thankful to ONGC, REACHA, INDIAN ARMY for providing such a platform in form of Chinara & Jawan Club and my message to the youth is to come here and get skilled and feel a difference.

CROSS-PROJECT ACTIVITIES AT CHINAR YUVA

Notable Visits and Engagements

Visit by OIC Sadhbhavana (May 12, 2022)

Col Ayyup, the newly appointed OIC Sadhbhavana, toured Chinar Yuva, gaining insights into the centre's operations and ongoing programmes. Faculty members shared their roles and the courses conducted at Chinar Yuva.

Media Interaction (May 31, 2022)

Ms. Durga, a journalist from 19 Div, engaged with trainees and faculty, capturing the essence of ongoing classes through photographs and media bytes. Trainees' transformative journeys were shared, highlighting their evolution at Chinar Yuva.



Debate Competition (June 29, 2022)

A debate competition was held with participants from various domains engaging in it. Professor Ismail and the OIC adjudicated the event, fostering a constructive exchange of ideas and rewarding winners wherein three winners received cash prizes and all the participants were given participation certificates.



Visits by REACHA and Taj Vivanta (July 28, 2022)

Mr. Nikhil Pant (CEO, REACHA) and Ms. Archana Singh (Programme Manager, REACHA) visited Chinar Yuva, engaging with trainees and faculty. Simultaneously, Mr. Sandeep Gore and Mr. Yousuf Yamin from Taj Vivanta, Srinagar delivered a lecture, imparting insights to trainees from all the domains



**Visit by ONGC
(July 29, 2022)**

Mr. A.P. Singh (ED-Chief CSR, ONGC), Mrs. Singh, and Mr. Monu Bhatnagar (GM (Chem) ONGC) interacted with faculty and trainees, motivating them and gaining insights into the curriculum's implementation.



Painting and Poetry Competition (August 11, 2022)

A vibrant canvas of creativity unfolded within the club premises as a painting and poetry competition unfolded, celebrating the talents of our trainees. The occasion yielded deserving winners who were recognized and rewarded for their artistic prowess.

Jashn-E-Baramulla Music Festival (August 27, 2022)



A symphony of cultural expression resonated at the Showkat Ali Stadium during the Jashn-E-Baramulla music festival. Our trainees added their fervour to the event through spirited performances encompassing bhangra, rouf dance, solo songs and dance. Esteemed guests including the GOC of Dagger Division, Commander 19 Arty Bde, CO 59, as well as dignitaries such as DC Baramulla, SSP Baramulla and the President of MC Baramulla graced the occasion. The festival's ambiance was enriched by the participation of renowned musicians and singers from Kashmir.



Quiz Competition (October 20, 2022)

Intellectual engagement took centre stage during a quiz competition focusing on "India's contribution to Interpol." The event was presided over by Col RJ Singh, CO, who steered the programme with insight and enthusiasm.



Debate Competition (November 24, 2022)

Thought-provoking discussions on the topic "Impact of Abrogation of Article 370 on Kashmir" highlighted a vibrant debate competition. Maj. Gen. Ajay Chandpuria, GOC 19 Infantry Division, graced the event as Chief Guest, fostering a platform for youth to exchange diverse perspectives while nurturing healthy discourse. Maj. Gen. Chandpuria's motivational address added a profound dimension to the event, culminating in the felicitation of all participants.





Medical Camp (December 7, 2022)

Paninwath (Women of Kashmir) along with the Indian Army organized a medical camp in Baramulla where primary health needs were addressed, offering free medical advice and medicines, with a special focus on women's health. Over 60 locals benefitted from the camp, and a health awareness lecture covered topics like good health, hygiene, PCOS, drugs, and gynecological problems. The initiative received praise, and the community expressed the need for regular medical camps across J&K. REACHA staff in Baramulla supported the Indian Army in this endeavour.

Financial Literacy Training (February 1, 2023)

A virtual session saw an enlightening awareness lecture, with 80 trainees spanning various domains. Facilitated by the faculty, the session offered clarity on financial matters, addressing queries and sparking valuable discussions.



Industry Visit by Distinguished Guests (March 11, 2023)

Visitors including Mr. Nirmal Jain, Chairman of IIFL, Ms. Madhu Jain, Director, IIFL Foundation and Mr. Yusuf Yamin of TAJ Vivanta, Srinagar, visited Chinar Yuva. This visit aimed to explore collaboration possibilities, student exposure and market linkages. Their interaction with the faculty underscored their keen interest in the training and opportunities presented at Chinar Yuva.





Mega Job Fair (March 20, 2023)

In a grand culmination, all-domain trainees participated in a 'Mega Job Fair, 2023' at Kashmir Haat, facilitated by the Indian Army. This opportunity allowed trainees to present their CVs to matching companies, fostering interviews and connections. The fair epitomised a constructive step toward future career prospects for our accomplished trainees.

REACHA's Monitoring Visits

Throughout the project's duration, REACHA orchestrated a series of planned monitoring visits to Chinar 9 Jawan Club, each serving as a critical juncture for comprehensive assessment, guidance and interaction.

- July 25, 2022 (Ms. Archana Singh and Mr. Vijay Prakash)
- July 27–28, 2022 (Mr. Nikhil Pant and Ms. Archana Singh)
- August 28, 2022 (Mr. Vijay Prakash)
- November 4, 2022 (Ms. Archana Singh and Mr. Vijay Prakash)
- January 14–24th, 2023 (Ms. Archana Singh and Mr. Ibrahim Ansari)
- March 4, 2023 (Mr. Vijay Prakash)
- March 9–18, 2023 (A joint REACHA–Srujna team)
- March 22, 2023 (Mr. Girish Saive)
- March 29, 2023 (Mr. Vijay Prakash)



“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. 🙌”



Dr. Alka Mittal
Former Chairman and Managing Director,
ONGC



Genpact has been playing an important role in the Indian Army's efforts towards Operation Sadbhavana, since September 2018, through the Cell for Livelihood Enhancement (CLE) Project at Chinar Yuva in Baramulla and Kupwara, Jammu & Kashmir, by empowering local communities, particularly young women, enabling them to start Self Help Groups (SHGs) and providing employment opportunities within their communities. Genpact's support has facilitated the creation of SHGs, in areas like Fashion Designing, Food Processing, Music, Printing Designs etc., connected to various organizations and markets, contributing to the livelihood of the local youth. The initiative extends a lifeline to the youth ensnared in the complex web of socio-political unrest; the project becomes a catalyst for tangible change.

Baramulla

Food Processing Group (FPG) Project



Kupwara

Entrepreneur Development Centre (EDC) for Women



Kojo Printing Unit (KPU) Machine Setup



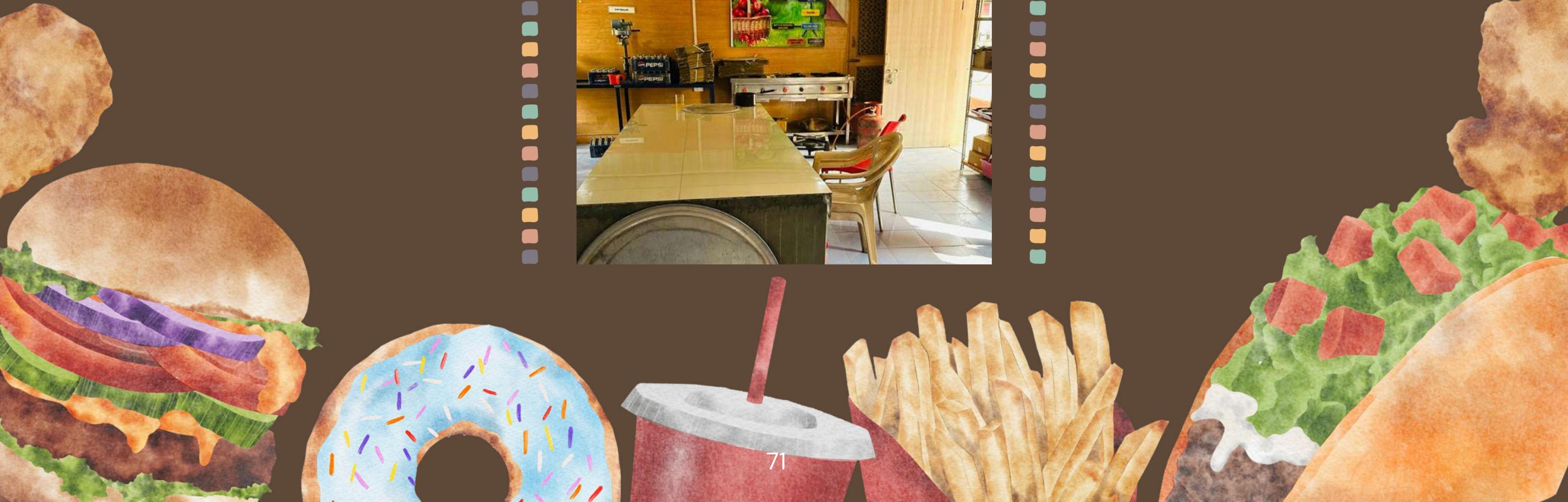
Entrepreneur Development Centre (EDC) 2



Food Processing Group (FPG) Project

Project Overview:

- Collaboration between Srujna Charitable Trust, Anubhuti NGO and Indian Army.
- Objective: Empowering the local community through food processing.



PROJECT MILESTONES



Srujna's CEO visited REACHA's entrepreneurship development centre at Kashmir to interact with the beneficiaries

www.srujna.org

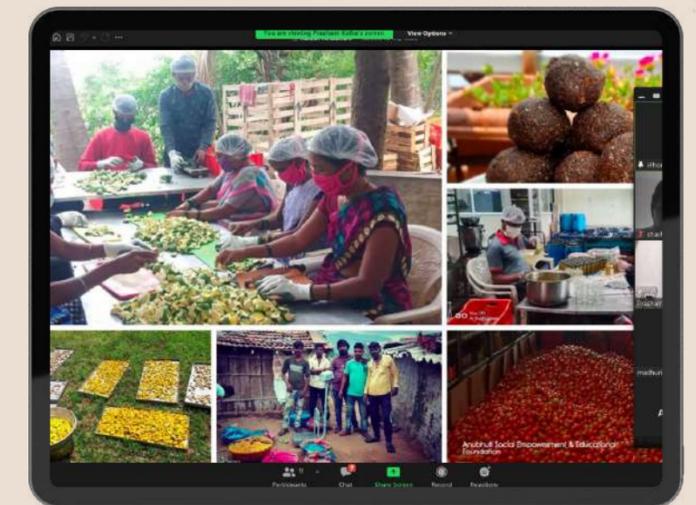
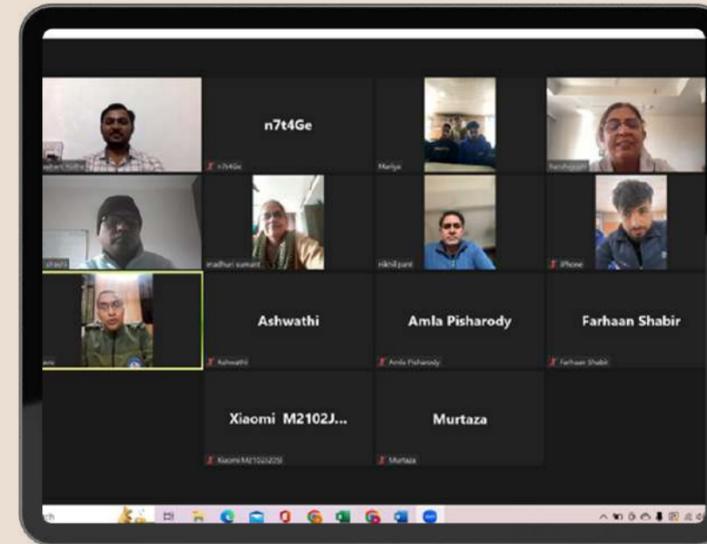


Visit to Baramulla by Srujna and Anubhuti in December 2022 for planning and strategy.



- 15 trainees mobilised for FPG Unit in Baramulla.
- Orientation conducted via Zoom in January 2023 with key stakeholders.

- Mushroom cultivation for pickles initiated in May 2023.





- Theory and practical classes commenced in February 2023.



- Visit to the food processing unit and Horticulture Department in March 2023.



- Retail training workshop for trainees in March 2023.



- Research & Development using Kashmiri Apples by Anubhuti for various products.

Production and Marketing:

- Mushroom yield: 600 kg.
- Core group of 5 trainees established for production, packaging and marketing.
- A product was named "KASHMIR DELIGHT" as suggested by the Army.
- Sales focused on Army outlets, canteens and local communities.
- Army-approved vendor to assist in marketing and product success.
- 1-month NSDC training facilitated by the Army-approved vendor.

Social Impact:

- Trainees engaged in skill development and entrepreneurship.
- Core group awarded an honorarium of Rs. 5,000/- based on sales.
- Emphasis on seasonal vegetables and fruits for production.

Kojo Printing Unit (KPU) Machine Setup

Project Overview:

- Installation of a new Kojo Printing Unit (KPU) at Chinar Yuva, Baramulla.
- Equipment setup for printing designs on T-shirts, mugs and keychains.

Milestones:

- KPU Machine setup on April 17, 2023.
- Selection of 5 beneficiaries for the Self-Help Group (SHG).
- Coding trainees from Chinar Yuva completed designs for printing.

Income Generation:

- KPU generates income for trainees.
- Average monthly sale: 15-20 mugs.
 - Mug price: Rs. 150/- each.



Entrepreneur Development Centre (EDC) for Women

Project Establishment:

January 1, 2023

Saafkins (Sanitary Napkins) Production:

- Commencement of Saafkins sanitary napkin production in February 2023.
- Stitching and distribution within the local community.
- Distribution of 100 Saafkins kits in TP Drangyari village.



Community Engagement:

- Mobilisation of young women entrepreneurs.
- Nominated 10–11 local women and 1 master trainer for training.

Upskilling and Sustainability:

- Collaboration with Taj hotels for upskilling, job opportunities and placement support.
- Shifting of centre from Trehgam to Glasgdaji based on Army recommendation.
- Focus on sustainable delivery mechanisms, government resources, corporate partnerships and market linkages.

Progress and Support:

- The Srujna team visited in March 2023 for assessment and market linkage planning.
- Generated Rs. 18,000/- from community orders facilitated by Srujna (Feb to Mar 2023).
- New Saafkins raw material received on July 4, 2023, for upcoming production.



Entrepreneur Development Centre (EDC) 2

Centre Establishment:
March 2023

Artisan Nomination:

- 10–13 skilled artisans nominated from Kunan Poshpora, Kupwara, J&K.
- Nomination aligned with market requirements/House of Chikankari needs.
- Expertise in Ari Crewel work, Ari Stable, Sozni and Tilla work.



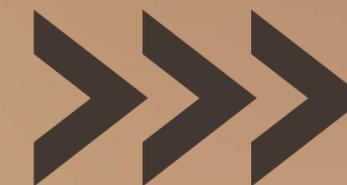
Embroidered Bags Production:

- REACHA placed an order for embroidered bags in June 2023.
- Sample embroidered material (Ari and Sozni work) completed (10 pieces).
- Samples sent to Srinagar for professional stitching into bags.

Market Linkages and Future Steps:

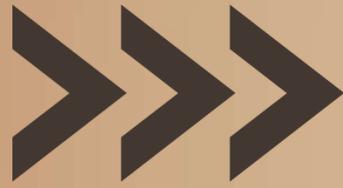
- Srujna team to seek costing details and bag samples for potential orders.
- Emphasis on establishing market linkages to support the EDC's sustainability.

In Baramulla and Kupwara



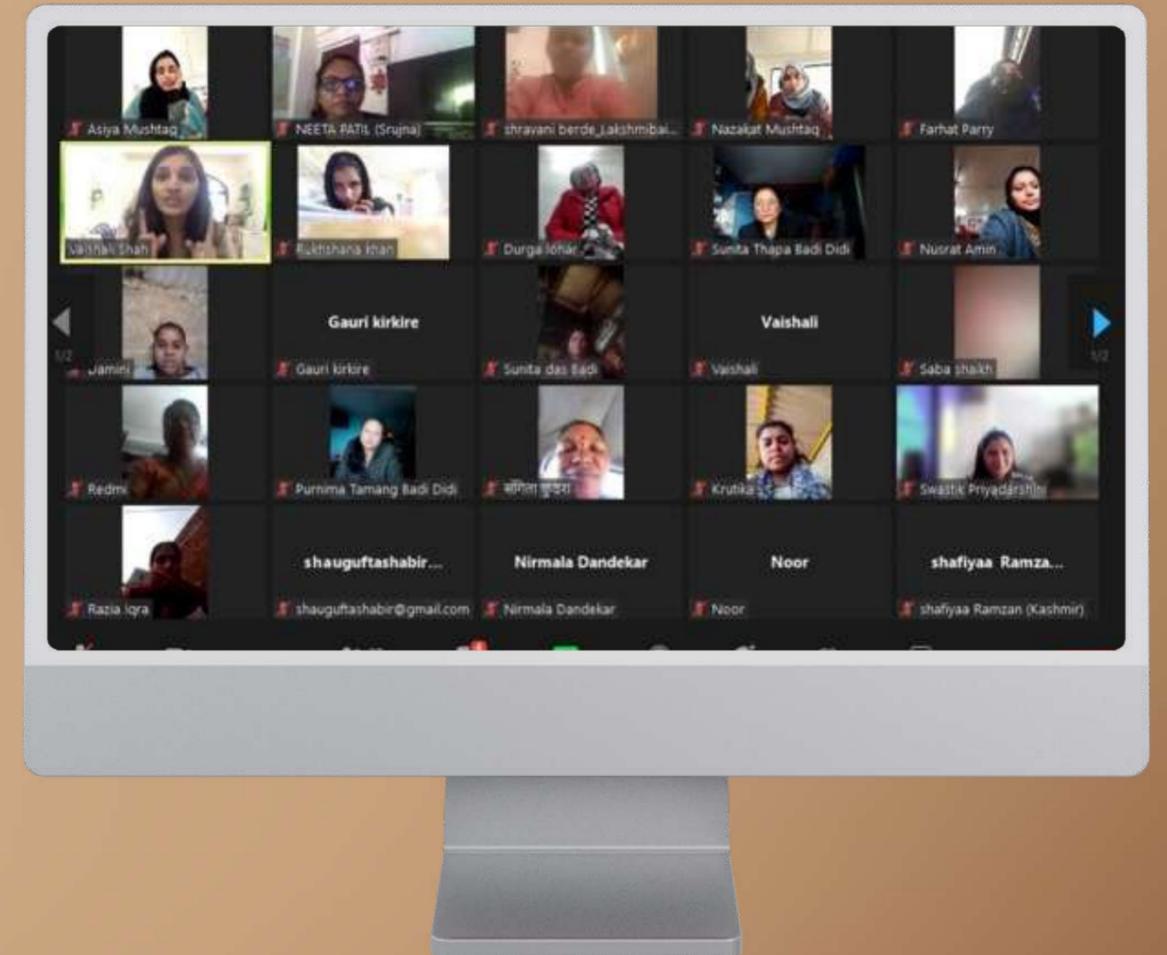
Mass Awareness Programme

In February 2023, a Mass Awareness Programme was held at Chinar Yuva, Baramulla, focusing on financial literacy, digital literacy and marketing. Expert-led sessions were attended by 80 beneficiaries (30 men, 50 women), garnering positive feedback. Subsequently, from February to May 2023, financial literacy campaigns reached 3,300 individuals across Baramulla and Kupwara.



Super Didi Awareness Programme

'Super Didi' empowers young women in Baramulla and Kupwara as leaders in income generation. It offers coaching, capacity building and market connections to establish livelihoods. Beneficiaries engage with peers nationwide via calls and Zoom meetings. From February 9, 2023, 10 Fashion Designing beneficiaries received online training from Srujna. A new batch selection process begun, nominating 10 candidates from EDs, Retail, and Hospitality training in Kupwara.





Job Fair Initiatives

Our trainees participated in the 'Mega Job Fair, 2023' at Kashmir Haat, Srinagar on March 20, 2023, facilitated by CO Col Rajinder Jit Singh and OIC Major Puskar Basu of Chinar Yuva. Free transportation and pre-event counselling were provided, enhancing trainees' CVs and interview skills.



Partnership with National Institute of Electronics and Information Technology (NIELIT) and Model Career Centre (MCC) for Placements

Collaborating with NIELIT, Srinagar and MCC, REACHA showcased its impactful work in Baramulla and Kupwara. MCC, an arm of the National Career Service (NCS), recognized our efforts and pledged to assist our trainees with job placements. Regular updates on job fairs and drives are provided and that will facilitate placements for Hospitality Training Programme students, particularly with Khyber and ARCO Hotels. Further support from Employment Exchange SPOC and upcoming connections with Pizza Hut are in progress and collaboration continues with MCC for future planning.



Enhancing Market Linkages

REACHA's efforts in strengthening market linkages have yielded positive outcomes. A visit to a Srujna-supported Mumbai production unit on January 31, 2023, offered insights for running an ED centre in textiles and fashion. An online training session by Srujna on February 1, 2023, guided 5 Fashion Design trainees in Baramulla to create sanitary pads, generating income through skill development. Further, discussions on market connections occurred during an April 28, 2023 meeting between Mr. Nikhil Pant and Mr. Sandeep Gore from IHCL in Mumbai. Discussions with Amazon are in progress to onboard REACHA and Genpact-supported products onto the e-commerce platform.



Market Linkages Collaboration: House of Chikankari

REACHA is in active talks with House of Chikankari (HoC), a shark tank startup (www.houseofchikankari.in), to establish market connections and facilitate orders for women from the EDC. Ms. Archana Singh, visited HoC's Okhla Phase 3 office on April 27, 2023, highlighting Genpact's support for improved livelihoods through the EDCs. Co-Founders, Ms. Aakriti Rawal and Ms. Poonam Rawal, showed keen interest in collaborating with REACHA, demonstrating their enthusiasm to provide dress orders for our women.



Market Linkages Support: Khadi and Village Industries Commission (KVIC), J&K

At the 3rd Women's Leadership Workshop 2023, Mr. Nikhil Pant highlighted REACHA's impactful work in Kashmir, showcasing empowered women beneficiaries. Dr. Hina Shafi Bhatt, Vice Chairperson of KVIC, was greatly impressed and committed INR 50 Lakh with a 35% subsidy for Tabassum's enterprise, an aspiring alumni. Following this, the REACHA team met Tabassum and other alumni to discuss this support, shared with the Army as well. On June 3, 2023, the team met Mr. Bashir Ahmad and Mr. Shafqat Ahmad from KVIC, securing their interest and support. They offered financial aid and up to 35% subsidy for trainees' entrepreneurial efforts in hospitality and retail through the Prime Minister's Employment Generation Programme (PMEGP).





Name: Shahista Akther
Location: Kunan, Kupwara
Project: Entrepreneurship
Development Centre

— “ —————

I belong to a marginalized family and couldn't continue my studies due to the very poor financial condition of my family. Being the youngest daughter of Abdul Ahad Bhat, I am very much concerned about my family. A couple of years ago, I joined a training center to learn cutting and tailoring. By stitching clothes at home, I support my family. However, due to the non-availability of proper machines, I am unable to get the required orders from the neighbours. I am well trained in Ari crewel and Ari stable skills. I heard about REACHA in my village when its team was on mobilization and there I decided to become a part of this entrepreneurship development center.

————— ” —

Continued...



REACHA provided me with a golden opportunity to become a part of the entrepreneurship development center where I could work to become self-sufficient. REACHA provided me with online training of Super Didi, which helped me learn about different aspects of my life. It was my first experience of online training through which I learned many things, like how to build rapport and how to become independent. I also created a hand-embroidery design sample of bags. I will always be thankful to REACHA for their initiative in transforming the lives of the underprivileged.

I want to become a woman entrepreneur before my marriage. I hope that the organization provides us with multiple orders so that we can fulfill our needs and support our family.





Name: Shaheena Bano
Location: Hayhama, Kupwara
Project: Entrepreneurship
Development Centre

I belong to Glassdaji Manigah village of Hayhama, Kupwara district. I have done my schooling from Manzhar Hayhama. I belong to a very poor family which has always made it challenging for me to continue my studies and pursue a good career.

I have faced a lot of challenges in young age. When it was the first step to building my career that time I was busy doing home chores due to the financial issues and illiteracy of my whole family. In our village parents are giving much focus to their sons rather than daughters, this is one of the main cause not to continue my education. I have no skills to earn money to fulfill basic necessities of mine. I was very helpless to do anything in my life. I heard about the entrepreneurship development centre implemented by REACHA to empower the women from locality when it's team was on ground survey.

Continued...



During the period of connectivity with Entrepreneurship Development Centre, Glassdaji, I am getting a training of cutting and tailoring from last three months, trainers guided and mentored me to get hold on my skills so that in coming days, I will become a finished cutting tailoring master trainer. I have made a number of Saafkins and nowadays, I have capability to stitch a kurti pajama. I am very grateful to REACHA Organisation who gave me this platform where I got a free training of cutting and tailoring and I am also a part of online training of Marketing and selling. I am very thankful to REACHA and Genpact which brings a lot of change in my life.

I want to become the finest master trainer of cutting and tailoring. I want to learn fashion designing so that i will earn money to fulfill the necessities of my family.



"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."



*Ms. Lavanya Shrinagesh
Global CSR and Diversity, Equity, and
Inclusion Leader, Genpact*

"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."



*Ms. Jyotika Bhatia
CEO and Trustee,
Srujna Charitable Trust*



Inaugurated on July 27, 2022 and on March 11, 2023, the Retail Sales Associate Training Programme and the Hospitality Training Programme (Chef Trade), respectively, were executed with the support of IIFL Foundation and in collaboration with REACHA under the guidance of the Indian Army's 41 Rashtriya Rifles (RR) and Maratha Light Infantry (LI) at Sheikh-Ul-Alam, Main Bus Yard, Kupwara, Jammu and Kashmir. Both programmes aimed to provide training to economically disadvantaged Kashmiri youth (180 in retail and 160 in hospitality) to uplift their prospects by nurturing a skilled workforce.

Mobilisation Drives

The mobilisation phase was instrumental in reaching out to the youth of Kupwara District and introducing them to the programme. Mobilisation drives were done for each batch:



Batch 1:
July 27, 2022



Batch 2:
September 25, 2022 –
October 6, 2022



Batch 3:
December 7, 2022



Batch 4:
February 10, 2023

Mobilisation served as a cornerstone, enhancing community engagement and driving enrollment success, contributing to the overall impact of the training programme.

Retail Sales Associate Training Programme



Training, Curriculum and Ongoing Classes



Batch 1:
August 5, 2022



Batch 2:
October 7, 2022



Batch 3:
December 14, 2022



Batch 4:
February 20, 2023

The training initiative, spanning across 4 batches, with 30 students in each batch, exemplified a holistic approach to empower beneficiaries with essential skills. The curriculum is aligned with Retailers Association's Skill Council of India (RASCI) and Skill India, under the Government of India. This collaboration facilitated the registration of trainees on the RASCI portal, granting access to well-structured content and modules encompassing Basic English, Life Skills and Basic Computer knowledge. Master Trainers from REACHA offered support, both online and on-ground, ensuring trainees' smooth navigation through the curriculum. A partnership with IBM SkillsBuild further enriched the experience, enabling additional courses aimed at enhancing employability and job market readiness. Comprehensive training sessions, practical exercises, mock interviews and soft skills development were facilitated across batches. Importantly, the training centre ensured a nourishing environment, addressing the nutritional needs of both trainees and staff. The commitment and enthusiasm of trainees in all batches underscored the programme's impact and its role in shaping a skilled and confident workforce poised for success.

Trainee Counselling and Motivation



Recognizing the unique challenges stemming from the conflict environment in Kashmir, we acknowledge the critical role of motivation and counselling in empowering trainees. The programme's success hinges on igniting their enthusiasm and instilling a sense of purpose. Counselling sessions, both in group and one-on-one formats, are strategically integrated into and beyond the training period. Trainees receive guidance from master trainers during classes, supplemented by programme managers, REACHA team and Army personnel during their visits. This support network ensures that trainees are nurtured and motivated throughout their journey, extending even after graduation. Our commitment is reflected in consistent efforts to track, counsel and offer support to both placed and unemployed trainees. Additionally, engaging with guardians through informative sessions further boosts motivation, resulting in increased participation and success rates.

Parent-Teacher Meetings

Two impactful Parent-Teacher Meetings epitomised our community engagement.



The first session on March 15, 2023, spotlighted the programme's all-encompassing benefits. Curriculum, trainers, and employability were discussed, sparking parental enthusiasm.

The second PTM on May 17, 2023, deepened bonds. Collaboration in nurturing trainees' success was emphasised, fostering insights and unity. Both PTMs illuminated the potential of unity for brighter futures.



Monitoring Visits

Regular monitoring visits by the Indian Army, REACHA and IIFL Foundation have been instrumental in steering the programme's success. These visits have played a vital role in programme assessment, ensuring milestones are met and nurturing the trainees' growth.



The Indian Army's engagement has been exemplary, encompassing guidance, counselling and interaction with both trainees and the programme team. Their involvement has significantly contributed to motivating trainees, positively shaping their outlook.



IIFL Foundation's visits (March 11, 2023, April 26, 2023, and July 7, 2023) underscored a shared commitment to trainee progress. Their engagement aimed to motivate trainees, assess programme delivery and celebrate achievements.



REACHA's monitoring has brought oversight, ensuring compliance and optimal progress. From verification of documentation to interactions with faculty and trainees, REACHA's visits guarantee programme quality and alignment with objectives. Noteworthy visits on August 22, 2022 – August 30, 2022, November 1, 2022 – November 4, 2022, January 9, 2023 – January 24, 2023, February 28, 2023 – March 5, 2023, March 9, 2023 – March 13, 2023 and March 19, 2023 – March 22, 2023 have been integral in shaping our approach.



These visits have not only ensured programme excellence but have also enabled valuable partnerships to flourish, fostering an environment of continuous improvement and empowerment.

Industry/Exposure Visits

Industry exposure has been a vital component of our training, fostering practical understanding and enriching trainees' skill sets across all batches.

Batch 1 (September 15, 2022) – a collaborative effort by REACHA and the Army facilitated an industry visit to Srinagar for 27 trainees. They explored City Mall, Aqsa Mall and Sahara City Mart, gaining insights into retail operations and job placement avenues.



Batch 2 (November 29, 2022) – A trip to Srinagar's malls imparted valuable knowledge about retail sector dynamics, supplemented by placement agency interactions, which led to on-the-spot placements for some trainees.



Batch 3 (February 4, 2023) - The trainees explored Drangyari and Chowkibal. Adventure activities and interaction with young entrepreneurs inspired trainees. The district's winter carnival provided further exposure opportunities.

Batch 4 (March 22, 2023) – Industry visits to Srinagar's malls were organised. This initiative aimed to provide firsthand retail experience, fostering interactions with professionals, understanding job roles and gaining practical insights into customer service, visual merchandising and stock management.



These visits collectively broadened trainees' horizons, enhancing employability skills while nurturing their enthusiasm for the retail sector. Through these initiatives, we aim to equip our beneficiaries with real-world perspectives.

Assessment Excellence

REACHA ensured the success of trainee assessments across all batches.

- Batch 1: Facilitated trainee registration on the RASCI portal, followed by submission of attendance records.
- Batch 2: Ensured a seamless assessment process despite challenges such as weather-related delays and technical glitches.
- Batch 3: Guided trainees through portal registration, attendance submission, and verification, ultimately culminating in a successful assessment
- Batch 4: Mr. Vijay Prakash's direct involvement exemplified REACHA's commitment to trainee success. Reassessments, overseen by him, spotlighted REACHA's belief in providing second chances, resulting in significant achievements and empowerment for trainees.



In the spirit of acknowledging excellence and fostering motivation, REACHA hosted impactful certificate ceremonies for the trainees:-



Batch 1: November 2, 2022

Celebrating Achievements



Batch 2 and 3: March 11, 2023

In the presence of Mr. Nirmal Jain, Chairman, IIFL (India Infoline Group), and Mrs. Madhu Jain, Director, IIFL Foundation.

Placement



84

Based on REACHA's efforts, 84 trainees have been placed in organisations such as Natural Life Care, Vishal Megamart, SBI Life, Airtel Call Centre, Phonepe, Akbar Hotels, Urban Style, Green Resort and MB Collections to name a few.



**Hospitality Training
Programme
(Chef Trade)**

Empowering the Hospitality Workforce

The Indian hospitality sector plays an important role in the nation's economy, yet faces a substantial skill deficit, with a 60% demand–supply gap and limited employability rates. To foster its sustainable growth, strategic investments in skill–building are essential. These include training, internships, apprenticeships and academic–industry partnerships. Government support, like incentivizing skill development and promoting entrepreneurship, is vital. REACHA's programme addresses this challenge, aiming to reduce the skill gap by training 160 youth in the 'Hospitality Training Programme (Chef Trade)' in Kupwara, Kashmir. Each 90–day batch, comprising 40 trainees, strives for holistic professional development, offering opportunities for a rewarding career and contributing to Kupwara's economic and social progress.

Strategic Planning and Implementation



Upon programme approval in December 2022, the REACHA team swiftly initiated project planning, strategy development and timeline creation in close collaboration with the Indian Army and Tata Strive/Taj Vivanta. Key early challenges involved setting up a suitable hospitality kitchen to facilitate practical training for the participants. Procuring and installing various kitchen equipment posed initial difficulties but was crucial to providing hands-on experience with modern culinary tools. Ensuring a well-equipped kitchen was essential to prepare trainees for industry demands. REACHA's on-site visits to Kupwara ensured the correct implementation of this vital first step.

Culinary Excellence Selection

The ideal culinary trainer for the programme, Mr. Javid Ahmad Malik, emerged from cooking trials held at Vivanta Taj Hotel, Srinagar, Kashmir, on February 13, 2023 and February 23, 2023. Mr. Malik showcased his culinary expertise by preparing a delightful continental menu featuring dishes like Spinach Soup, Shredded Chicken, Broccoli, Mushroom with Hot Garlic Sauce, Garlic Rice, Pineapple, Potato Salad and intricate food carvings.



Effective Mobilisation Strategies



Batch 1 (January 10, 2023): Our team conducted extensive awareness campaigns in Kupwara District, reaching out to various villages and engaging with community leaders, including Sarpanches and Block Development Officers. These efforts resulted in enrollments from diverse locations within a 60 Km radius of the training centre, ensuring accessibility for interested and eligible individuals.



Batch 2 (April 15, 2023): Covering areas such as Kunan, Poshpora, Trehgam and many more and engaging with village heads, residents and particularly females, we presented the programme's benefits to the community, receiving an overwhelmingly positive response. Communities recognized the programme's value, expressed eagerness to participate and appreciated our initiatives, motivating us to further expand opportunities

Training, Curriculum and Ongoing Classes

Upon onboarding Batch 1 into the programme, we initiated registrations on Tata Strive. Classroom sessions commenced on February 2, 2023, covering a curriculum that encompasses Basic English, Life Skills, Basic Computer knowledge and soft skills such as Human Resource management, Team Work, Résumé Building, Interview skills and Branding. Our Master Trainers provided robust support, ensuring trainees' success in all programme facets. To enhance employability, top-up courses were delivered through the IBM SkillsBuild portal, with certification upon course completion. Nutritious snacks were provided to both staff and trainees during training sessions to optimise learning experiences. For Batch 2, a similar approach was adopted, with classroom activities starting on May 12, 2023 with a focus on skill development.

Trainee Counselling and Motivation

In Kashmir's conflict-prone setting, trainees' motivation is crucial. REACHA provides group and one-on-one counselling to students by master trainers, supplemented by programme managers and field visits from the REACHA team and the Indian Army. This support continues post-graduation, if needed. We track and support all trainees, including counselling their guardians, to promote programme participation.



Parent-Teacher Meetings

In our ongoing commitment to community involvement and promoting our training programme's benefits, we organised two Parent-Teacher Meetings in 2023. The first, held on March 15, 2023, provided parents with an in-depth understanding of our programme's curriculum, trainers and career opportunities, emphasising skill development and holistic growth. The second meeting on May 17, 2023, focused on building a strong partnership between parents and our team, fostering open communication and celebrating the collective efforts of parents and trainers in shaping the trainees' futures.

Exposure Visit



On March 23, 2023, top restaurant owners from City Park Hotel, Raj Palace Hotel, Kief Restaurant, Kejooz Restaurant, Shahenshah Hotel, Bread Box Cafe, Northern Cafe and Papa Please Restaurant visited the Kupwara centre, interacting with trainees. The owners offered valuable feedback, proposed 10 days of On the Job Training (OJT), and expressed interest in hiring deserving trainees based on performance.

“It is commendable to note the methodical approach of REACHA to identify socio-economic and ecological needs of local people and the environment, across geographies in India, and present and deliver viable, practical, sustainable solutions that are led and driven by participating communities themselves.

IHCL partnered with REACHA in doing path breaking work in tough terrains like Jammu and Kashmir, setting up Hospitality Training Programme (Chef Trade) for 160 Kashmiri youth at Kupwara, Jammu & Kashmir. It has planned, implemented, and is successfully scaling projects by engaging multiple stakeholders – public, private, academia, community.

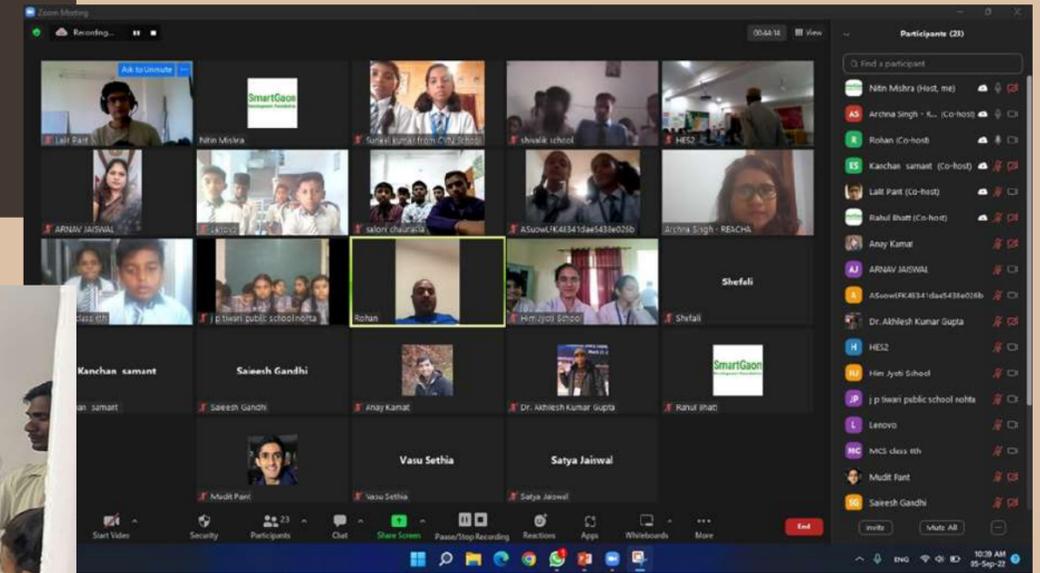
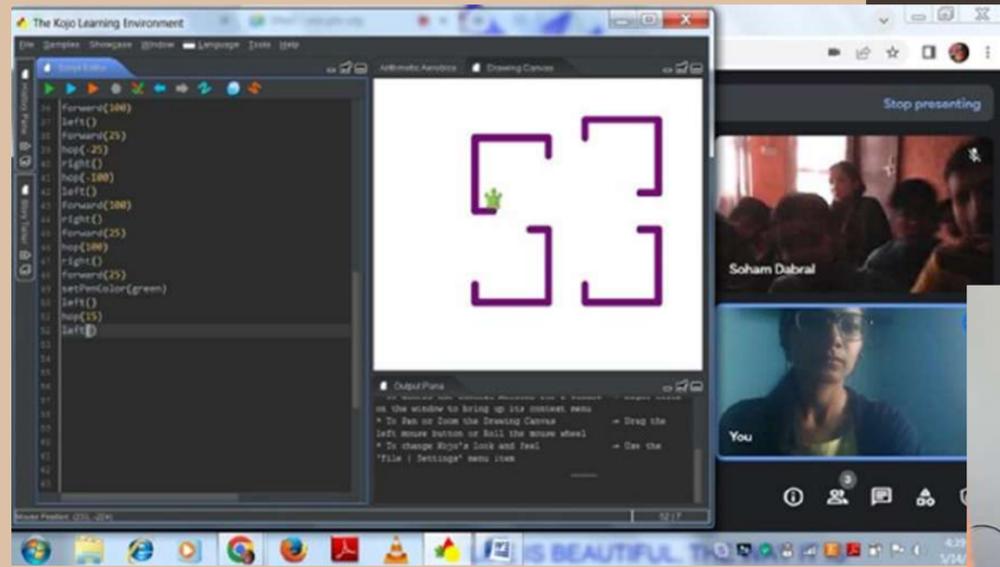
It has been a pleasure to work & I wish REACHA my best to continue to take up the work it does and making lasting positive impressions on the community.”



*Ms. Sireesha Chandana
Vice President, Sustainability and Learning &
Development, IHCL*



Kojo Kalpana Project



REACHA along with SmartGaon implemented the Kojo Kalpana Project, focusing on 21st Century Skills Development through Kojo Coding in rural schools across India. Aligned with the National Education Policy (NEP) 2020, the project spans 9 selected schools in Uttarakhand, Uttar Pradesh, Madhya Pradesh, and Bihar. Teachers were trained and certified at the project's onset, conducting weekly sessions supported by Kojo Instructors. Bi-weekly online sessions, led by Kojo Instructors, guide students and review progress. Mr. Lalit Pant, Kojo's creator, serves as a mentor, enhancing the learning experience for teachers and students. Under this project, two competitions were organised for the students with the themes: *National Action Plan for Climate Change*, and *Indian National Flag Tri-Colour*.



IBM's CSR initiative, IBM SkillsBuild is a dynamic skill-building programme designed for college students and job seekers; and REACHA is its implementing partner pan-India. This digital learning platform with over 5,000 industry relevant courses for skill development in individuals aged 18 and above, makes learning valuable through IBM-certified badges and certificates in 21st century skills.

Statistics

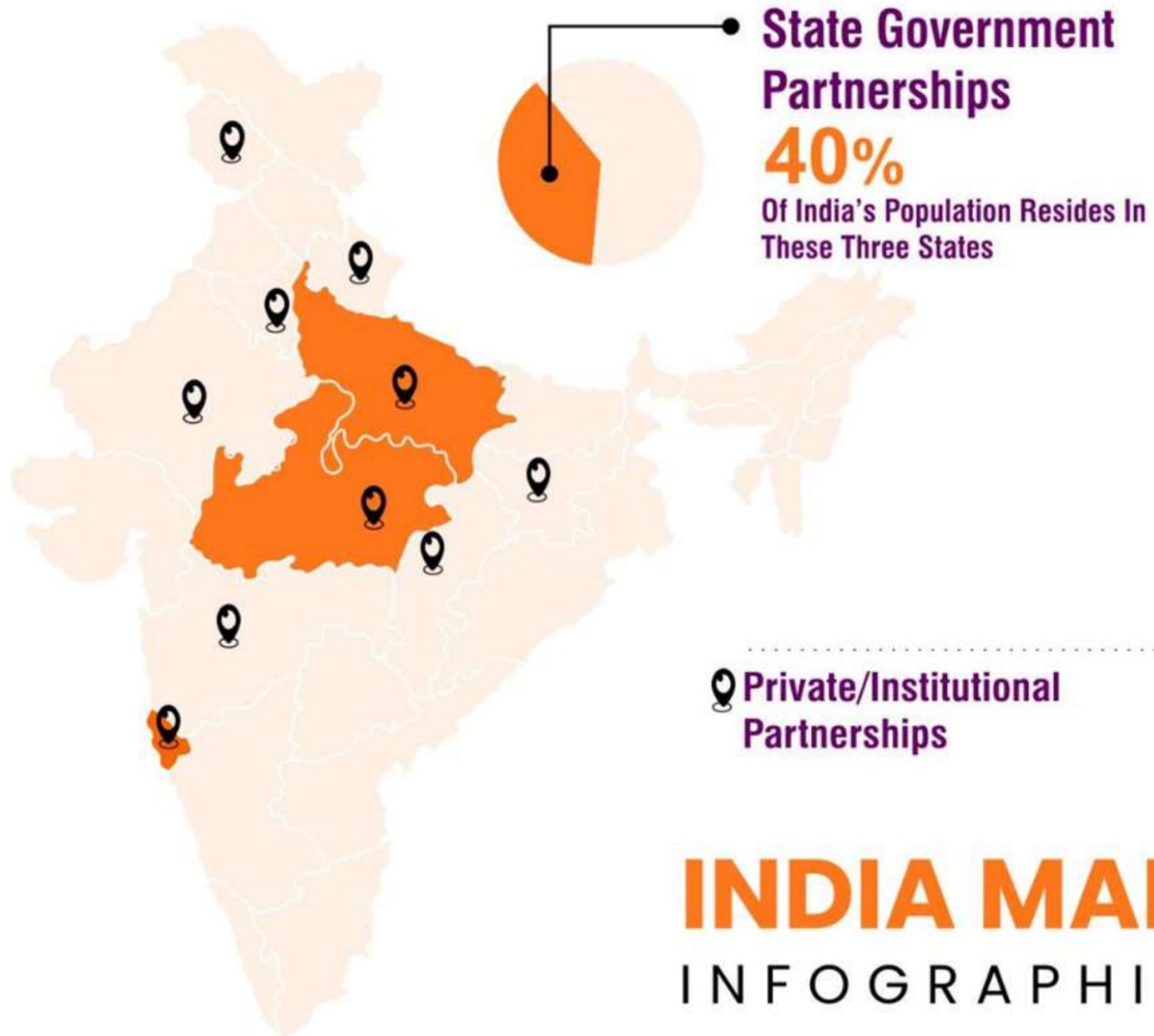
Onboarding **A** 41,000+

PBL's **B** 15,000+

Course Completion **C** 52,000+

Total Learning Hours **D** 3,23,000+

100% TARGET ACHIEVED



Meetings with Important Government Officials



Shri. Piyush Goyal, Union Minister of Textiles, Commerce and Industry, Consumer Affairs, Food and Public Distribution, Shri. Kapil Dev Aggarwal, Minister of State, Vocational Education and Skill Development, Mr. Andra Vamsi, Uttar Pradesh Skill Development Mission Director, Mr. Manoj Balachandran, Head CSR, IBM India & South Asia, and Mr. Nikhil Pant, CEO, REACHA

Shri G. N. Agrawal, Additional Director,
Directorate of Skill Development,
Madhya Pradesh



Dr. Pramod Sawant, Chief Minister, Goa



Mr. S. K. Golait, Officer from MP DSD in presence of Secretary, Technical Education and Director, Skill Development, Govt of MP

Major Highlights

Achieved v/s Target

Total Onboarded Learners – 41,000 v/s 19,000

Total Active Learners (PBL) – 15,100 v/s 15,000

LoUs Signed – 18

Government MoUs – 3

Learning Hours Completed – 3,23,692.5 hours

Course Completions – 52,296

REACHA's Outreach for IBM SkillsBuild:

Key Performance Indicators as per agreement and actuals

- Number and quality of partnerships developed – corporate, academia, NGO, Government (3–5 numbers) = Actual 18 LOUs with Academia / NGO and facilitated 3 IBM MOUs with state Governments of Madhya Pradesh, Uttar Pradesh, and Goa (Spanning more than 60 partner institutions under government partnerships).
- Geography covered (3–5 states across India) = Actual geographies covered 7 (Rajasthan, UP, MP, Maharashtra, Goa, Jammu & Kashmir and Delhi NCR).

SUCCESS STORIES

Nitin Mishra attended the IBM SkillsBuild Ambassador Recognition event organised by IBM at Delhi in November 2022 where he shared his IBM SkillsBuild Impact story with the attendees as part of Impact Talk Event 2022.





Ankita Rawat, a Dehradun resident with a Bachelor of Arts degree from DAV PG College, found her path to success through IBM SkillsBuild. Introduced by word of mouth and supported by REACHA, Ankita dedicated over 50 hours to the platform, earning 13 certificates. Her journey includes mastering HTML and CSS, along with other technical courses, transforming her into an industry-ready professional.



Amol Rathod, a final-year Mechanical Engineering student at Sinhgad Institute of Technology, Pune, is shaping his success journey through IBM SkillsBuild. Introduced via REACHA, Amol received support for onboarding and learning. With 40+ dedicated hours, he earned certificates in Cybersecurity, Web Development, and professional skills, transforming into an industry-ready professional.

Learner Engagement Activities



Media Coverage

लखनऊ, बुधवार 23 मार्च, 2023

व्यवसायिक प्रशिक्षण और रोजगार का लगा मेला

भारत कनेक्ट संवाददाता

लखनऊ। केएमएसडी कालेज नवम्बर और कच्चा संस्था-टिचरिबि के तत्त्वकार ने आईबीएम रिस्कल्स बिल्ड ऑरिएंटेशन सत्र का आयोजन किया। कार्यक्रम का उद्देश्य छात्रों को व्यवसायिक प्रशिक्षण और रोजगार के अवसरों के बारे में जानकारी देना है। कार्यक्रम में 40 छात्रों को शामिल किया गया।

कार्यक्रम में, आईबीएम रिस्कल्स बिल्ड ऑरिएंटेशन सत्र के उद्देश्य को स्पष्ट किया गया। कार्यक्रम में, आईबीएम रिस्कल्स बिल्ड ऑरिएंटेशन सत्र के उद्देश्य को स्पष्ट किया गया।

आईटीआई में छात्र-छात्राओं को रोजगार संबंधी जानकारी दी गई

लखनऊ। आईटीआई में छात्र-छात्राओं को रोजगार संबंधी जानकारी दी गई। कार्यक्रम में, आईबीएम रिस्कल्स बिल्ड ऑरिएंटेशन सत्र के उद्देश्य को स्पष्ट किया गया।

दैनिक भास्कर शिवपुरी भास्कर 30-12-2022

तकनीकी शिक्षा - प्रदेश सरकार के साथ हाइटेक एवं सॉफ्टवेयर कंपनी आईबीएम 40 सरकारी आईटीआई के छात्र-छात्राओं को नि:शुल्क प्रशिक्षण दे रही

आईबीएम ने 450 छात्रों को पोर्टल पर फ्री एक्सेस दिया, कौशल विकसित करने 8 हजार कोर्स उपलब्ध

लखनऊ। आईबीएम रिस्कल्स बिल्ड ऑरिएंटेशन सत्र के उद्देश्य को स्पष्ट किया गया।

केएमसी भाषा विश्वविद्यालय के विद्यार्थी करेंगे IBM की ट्रेनिंग

लखनऊ। केएमसी भाषा विश्वविद्यालय के विद्यार्थी आईबीएम रिस्कल्स बिल्ड ऑरिएंटेशन सत्र के उद्देश्य को स्पष्ट किया गया।

एमसीयू एवं रिव फाउंडेशन का प्रशिक्षण कार्यक्रम पाठ्यक्रम के साथ कौशल का होना बहुत जरूरी: कुलपति प्रो. केजी सुरेश

लखनऊ। एमसीयू एवं रिव फाउंडेशन का प्रशिक्षण कार्यक्रम का उद्देश्य छात्रों को व्यवसायिक प्रशिक्षण और रोजगार के अवसरों के बारे में जानकारी देना है।

कैम्पस आईबीएम के प्रोग्राम संवारेंगे मविष्य

लखनऊ। कैम्पस आईबीएम के प्रोग्राम संवारेंगे मविष्य। कार्यक्रम में, आईबीएम रिस्कल्स बिल्ड ऑरिएंटेशन सत्र के उद्देश्य को स्पष्ट किया गया।

अपने हुनर का विकास कर हम देश का भविष्य संवारने में योगदान कर सकते हैं- डॉ. उमेश कुमार सिंह

लखनऊ। डॉ. उमेश कुमार सिंह ने कहा कि छात्रों को अपने हुनर का विकास करना चाहिए।

प्रज्ञा संस्था की ओर से आईबीएम रिस्कल्स बिल्ड प्रोग्राम आयोजित, दो सत्र में छात्रों को कोर्स के संघर्ष में प्रतिस्पर्धा समझाई

लखनऊ। प्रज्ञा संस्था की ओर से आईबीएम रिस्कल्स बिल्ड प्रोग्राम आयोजित किया गया।

माधव विज्ञान महाविद्यालय में हुआ वृहद रोजगार कार्यक्रम का आयोजन

लखनऊ। माधव विज्ञान महाविद्यालय में हुआ वृहद रोजगार कार्यक्रम का आयोजन किया गया।

वी एस एस डी कालेज में हुआ आई बी एम रिस्कल्स बिल्ड ओरिएंटेशन सत्र का आयोजन

लखनऊ। वी एस एस डी कालेज में हुआ आई बी एम रिस्कल्स बिल्ड ओरिएंटेशन सत्र का आयोजन किया गया।

एमएलके कॉलेज में आईबीएम रिस्कल्स बिल्ड ओरिएंटेशन सत्र का आयोजन

लखनऊ। एमएलके कॉलेज में आईबीएम रिस्कल्स बिल्ड ओरिएंटेशन सत्र का आयोजन किया गया।

भाषा विवि के छात्र करेंगे आईबीएम की ट्रेनिंग

लखनऊ। भाषा विवि के छात्र आईबीएम की ट्रेनिंग करेंगे। कार्यक्रम में, आईबीएम रिस्कल्स बिल्ड ऑरिएंटेशन सत्र के उद्देश्य को स्पष्ट किया गया।

साह-साविता कार्यक्रम के साथ लखनऊ दो सत्रों में आईबीएम रिस्कल्स बिल्ड ओरिएंटेशन सत्र का आयोजन

लखनऊ। साह-साविता कार्यक्रम के साथ लखनऊ दो सत्रों में आईबीएम रिस्कल्स बिल्ड ओरिएंटेशन सत्र का आयोजन किया गया।

स्टूडेंट्स करेंगे आईबीएम में ट्रेनिंग

लखनऊ। स्टूडेंट्स आईबीएम में ट्रेनिंग करेंगे। कार्यक्रम में, आईबीएम रिस्कल्स बिल्ड ऑरिएंटेशन सत्र के उद्देश्य को स्पष्ट किया गया।

'आईबीएम कोर्स में बढ़-चढ़ कर हिस्सा लें छात्र'

लखनऊ। छात्रों को आईबीएम कोर्स में बढ़-चढ़ कर हिस्सा लेना चाहिए। कार्यक्रम में, आईबीएम रिस्कल्स बिल्ड ऑरिएंटेशन सत्र के उद्देश्य को स्पष्ट किया गया।

आईबीएम रिस्कल्स बिल्ड ओरिएंटेशन सत्र का आयोजन सम्पन्न

लखनऊ। आईबीएम रिस्कल्स बिल्ड ओरिएंटेशन सत्र का आयोजन सम्पन्न हुआ।

भाषा विवि: छात्रों को आईबीएम में ट्रेनिंग का मौका

लखनऊ। भाषा विवि के छात्रों को आईबीएम में ट्रेनिंग का मौका मिला।

हिन्दुस्तान शिवाजी भास्कर 30-12-2022

लखनऊ। शिवाजी भास्कर 30-12-2022 का समाचार।

एमएलके पीजी कॉलेज के छात्र-छात्राएं अब कर सकेंगे आईबीएम रिस्कल्स बिल्ड की ट्रेनिंग

लखनऊ। एमएलके पीजी कॉलेज के छात्र-छात्राएं अब आईबीएम रिस्कल्स बिल्ड की ट्रेनिंग कर सकेंगे।

वीएसएसडी कालेज में व्यवसायिक प्रशिक्षण और रोजगार का लगा मेला

लखनऊ। वीएसएसडी कालेज में व्यवसायिक प्रशिक्षण और रोजगार का लगा मेला हुआ।

"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."



Ms. Joyeeta Das
Lead and Strategist, Global Education &
Workforce Development, IBM

“We have collaborated with IBM under their MoU signed with Directorate of Skill Development (DSD), Madhya Pradesh. This is a very beneficial platform and the courses have been advantageous for the trainees as well as the trainee officers. On behalf of DSD, Madhya Pradesh, I would like to extend my gratitude to IBM and REACHA and we’re hopeful that we’ll sign more such MoUs in the future.”



Mr. G. N. Agarwal
Deputy Director, Directorate of Skill
Development, Government of Madhya Pradesh

"We have officially launched the IBM SkillsBuild Programme in collaboration with the REACHA team across SURABI's partner institutions in Tamil Nadu. This exciting partnership aims to bring the advantages of IBM SkillsBuild to a remarkable 10,000 students within our affiliated institutions. We eagerly anticipate the opportunity to continue our collaboration with REACHA, extending the numerous benefits of IBM's SkillsBuild programme to even more students and contributing to their personal and professional growth."



*Mr. Francis Xavier C.,
CSR, Monitoring and Evaluation Officer,
SURABI / Don Bosco, Chennai*



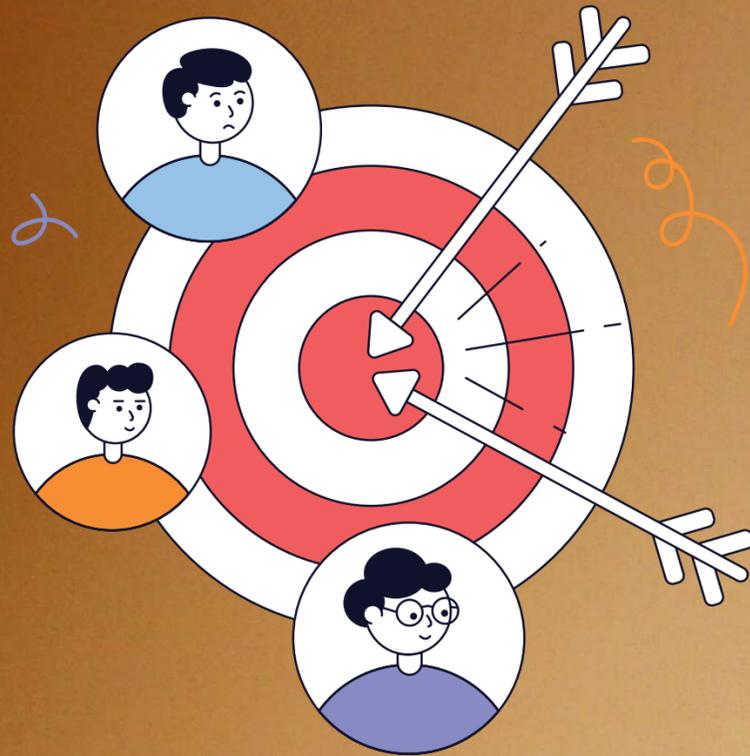
UCaliber is a career development platform created with the vision of identifying every youngster's core strengths & natural abilities in a data-driven and scientific way that can further help them in figuring out career and education choices. This strengthens Goal Alignment and is one of the biggest 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 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 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.



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.



Award Received this Financial Year

CSR Times Award

REACHA received the 2022 CSR Times Award for the projects implemented at Chinar Yuva at the 9th National CSR Summit in New Delhi on December 8, 2022. This project focuses on empowering Kashmiri youth, boosting their self-confidence, and providing opportunities for employment and self-employment. The initiative contributes to holistic development, steering the local population away from negative influences. A big thanks to our partners, the Indian Army, and our donors: ONGC, Genpact, and IIFL for their continuous support in these nation-building efforts in Kashmir.



Appreciation Letters for REACHA



Lt Col Pushkar Bansi
Officer in Charge
Chinar 9 Jawan Club

39 मध्यम तोपखाना
 पिन - 925759
 झुगा 56 ए पी ओ
 59 Medium Regiment
 Pin - 925759
 C/o 56 APO



110209/OIC/DO

17 Sep 23

Mr. Nikhil Pant,
 CEO, REACHA
 177-178,
 2nd Floor, Triveni Apartments,
 Jhilmil Colony,
 Delhi 110095
 nikhil@reacha.org

LETTER OF APPRECIATION

Dear Mr Nikhil,

1. It gives me immense pleasure to express my heartfelt appreciation for the outstanding initiatives undertaken by REACHA under your able leadership, in the Kashmir region, particularly in Baramulla, where I was posted and witnessed the impact of your work, over the past three years. Your steadfast commitment to the welfare of the local youth and the transformative projects conducted at Chinar 9 Jawan Club as well as Drug De-addiction Center at Baramulla have left an indelible mark on the community and have significantly strengthened the Army's Operation Sadbhavana efforts.

2. The initiatives undertaken by REACHA, under supervision and facilitation of Indian Army, to mainstream school dropouts, local unemployed youth and rehabilitate drug addicts from radicalized areas of Baramulla have been extraordinary. Through impactful socio-economic activities aimed at vocational skill development and livelihood enhancement, you have successfully engaged the youth in meaningful training and projects. This partnership with the Indian Army has played a crucial role in countering insurgency in Kashmir by providing opportunities for the youth to positively contribute towards the society.



4.2" Hy How (1965-1985)



3.7" How (1966-1971)



75/24 How (1971-1978)



23 Pounder (1978-1985)



105mm LFG (1985-03)



105mm LFG (2002-2014)



130mm M-46 Gun (2014-2020)



120mm Brandt Mortar & 160mm Tempeta



105mm LFG 2020 till date

3. Your collaborative nation-building efforts with the Indian Army have not only benefited the local community but have also fostered a sense of unity and pride among its members. The trust that has been built over the years is a reflection of the dedication and hard work of the REACHA team. The following data provides an overview of the accomplishments of the projects spanning from April 2016 to August 2023, with a focus on the number of beneficiaries impacted:

- (a) Fashion Designing - 460
- (b) Retail and Hospitality - 1800
- (c) Music - 200
- (d) Coding and Basic Computer (Aligned with National Education Policy 2020) - 120
- (e) Rehabilitation under Drug De-addiction - 4,400

4. The impact of REACHA in the above efforts, placement/livelihoods have been achieved to the satisfaction of the Indian Army, keeping the ground situation in mind. Many students who were trained at Chinar 9 Jawan Club, Baramulla and others who were provided rehab at our Drug De-Addiction Center, Baramulla took to pursuing higher education as they were motivated and counselled to do so by the staff at the center under REACHA's guidance. This impact has played a very positive and transformative role in mainstreaming the youth in Kashmir, encouraging them towards progressive careers, and brought peace in the valley. This has encouraged more Army units in Kashmir to replicate this outcome.

5. The above data highlights the positive impact of your organization on youth and their families since 2016 and the significant progress made during my stint as Officer in Charge from October 2020 onwards till date, especially during the challenging times of the COVID-19 pandemic when everything was transitioned to online mode. At a time when many were left without jobs or a source of income, REACHA's support in Baramulla through CSR projects has been commendable wherein by generating employment and imparting training, especially to women from self-help groups, you have helped in the battle against the pandemic as well as empowered the community economically. REACHA's resilience in continuing its training programs online helped the youth and strengthened the trust between the local community and the Army.

6. I have personally observed the positive changes in the local community over these three years. The transformation from a community that was hesitant to trust the Indian Army to one that actively participates in training programs, seeks meaningful employment and takes pride in being responsible citizens of our nation, is inspiring. REACHA has played a vital role on the ground in facilitating this transformation.

7. I convey my deepest appreciation to REACHA for its outstanding contributions to the well-being and development of the Kashmiri community, as well as its significant role in strengthening the bonds between the Indian Army and the local population. Your dedication to nation-building and community empowerment is impressive and I look forward to witnessing even greater achievements in the future.

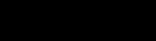
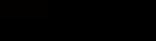
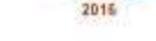
8. Thank you once again for your exceptional efforts and I look forward to our continued partnership and success to develop Kashmir through peace, harmony and focused action.

Thanking you

Yours sincerely

[Signature]
 OIC
 CHINAR 9 JAWAN CLUB





Col Rishikesh P Suryawanshi
Commandant

22 Medium Regiment
(Sittang & Yenang Young)
PIN - 925722
c/o 56 APO

IC-63568/Pers

01 Oct 2023

Mr Nikhil Pant
Chief Executive Officer
REACHA
New Delhi

LETTER OF APPRECIATION

Dear Mr Nikhil Pant,

1. I wish to place on record my sincere appreciation for the efforts put forth by REACHA towards the overall development of youth in the Kashmir region.
2. REACHA under your leadership is working closely with Indian Army, through projects supported by ONGC and Genpact, in running Chinar YUVA -Youth Upliftment & Vocational Association (Its earlier name was Chinar 9 Jawan Club).
3. Presently, in FY 2023-24, more than 151 youth (girls & boy) have been trained and mentored in Chinar Yuva and 650 have been provided guidance under the Drug De-addiction Centre (DDC) till date.
4. 6980 youth have shaped themselves under the wings of Chinar Yuva and DDC from FY 2016-17 to March 2023. The staff there is highly motivated with great energy. Your vision and execution have placed this youth development center on a growth path. These efforts are going a long way in strengthening Indian Army's efforts towards peace and development in the region.
5. Students trained in the projects implemented by REACHA are now doing well in their careers and higher studies. Many school/college dropouts, drug addicts and radicalised youth have taken positive turns in their lives.
6. I wish REACHA under your stewardship to continue to achieve higher success.
7. We look forward to a continuing positive partnership towards your efforts for youth development and thereby nation building in this region.

With warm regards,
Yours sincerely
[Signature]



ब्रिगेडियर आर एस राणा
कमांडर
Brigadier R S Rana
Commander



मुख्यालय 19 आर्टिलरी ब्रिगेड
पिन : 926919
द्वारा 56 ए पी ओ
HQ 19 Artillery Brigade
PIN - 926919
C/o 56 APO

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

308501/A

03rd May 2023

Mr Nikhil Pant
Chief Executive Officer
REACHA
177-178 2nd Floor, Triveni Apartments
Jhilmil Colony, Delhi - 110095

LETTER OF APPRECIATION

Dear Nikhil,

1. I wish to place on record my sincere appreciation for various initiatives undertaken by you and team REACHA towards skill development, vocational training and welfare of local youth of Kashmir.
2. The setting up of Chinar 9 Jawan Club and Drug De-addiction Centre at Baramulla by your team in partnership with Indian Army was a major milestone towards youth empowerment and national integration. Since, it's opening in Apr 2016, the club has trained and empowered nearly 2500 local youth. Also, the Drug De-addiction Centre has helped in re-habilitating almost 4400 youth back into the national main stream.
3. I must make a mention that projects conducted by REACHA have majorly contributed in mainstreaming the schools dropouts, drug addicts as well as youth from radicalised areas of Baramulla. The concerted efforts have not only uplifted the youth of Baramulla but also got the institute the honour of being declared the second best CSR Project in India "CSR Times Awards 2022". On behalf of my formation, I would like to thank you and REACHA for partnering with Indian Army in the noble initiative and wish you all the success for future endeavours.



Best wishes & warm regards,
[Signature]



विपरीत पवित्र मोहन बाली
 पुत्र बाली
Brig (Dr.) P.M. Bali
 Group Commander
 Ph. 9093326711
 Email : pavittarmohan@gmail.com
 nccphq@bharatnagar@gmail.com

न के को सुर सुखदाता
 (विधा - 716011) (अनन्य)
 NCC Group Commander
 Message : 7 Gif
 Group : 716 011 (Anany)

49505/PMB/Pers/NCC

07 Dec 2023

Mr. Nikhil Pant
 CEO REACHA
 177-178, 2nd Floor,
 Triveni Apartment, Jhilmil Colony,
 Delhi-110095,
 Email: nikhil@reacha.org

Dear Sir Nikhil ji,

1. We would like to express our appreciation for REACHA's efforts towards 'Home Stay Host Training Programme' for 160 youth at Tezu, Arunachal Pradesh funded by IIFL Foundation facilitated by National Cadet Corps (NCC), Ministry of Defence, Government of India.
2. REACHA is operating in several locations of India, to include tough areas like Jammu and Kashmir & Northeast etc. Being the first project of its kind in Tezu (Lohit Distt of Arunachal Pradesh), Team REACHA in collaboration with NCC has planned and implemented this project successfully by engaging multiple stakeholders - public, private, academia, community. We found CEO REACHA & its Team to be sincere and professionally competent.
3. We wish REACHA all the best to continue to take up the work it does and keep making a lasting societal impact.

With warm regards!

Yours sincerely,
 P. Bal.



To whomsoever it may concern

Glad to acknowledge Team REACHA's efforts in nurturing and empowering youth by implementing Retail specific skill development programmes under various CSR initiatives in geographies having high degrees of difficulty like Baramulla, Kupwara & North-East Region (NER). They have demonstrated inherent capabilities to operate and excel irrespective of geographical challenges to enable high social impact.

Team REACHA has engaged with RASCI for curriculum & course alignment, training, NSQF aligned assessment & certification, besides facilitating livelihood opportunities for youth.

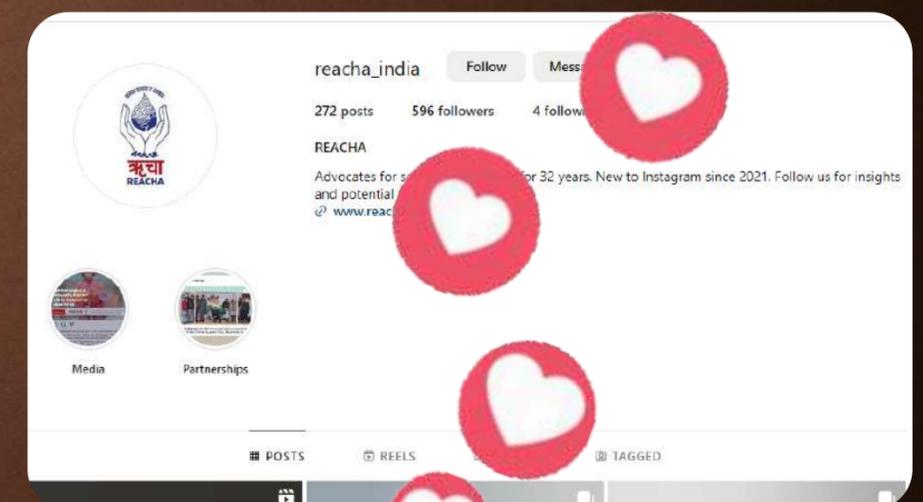
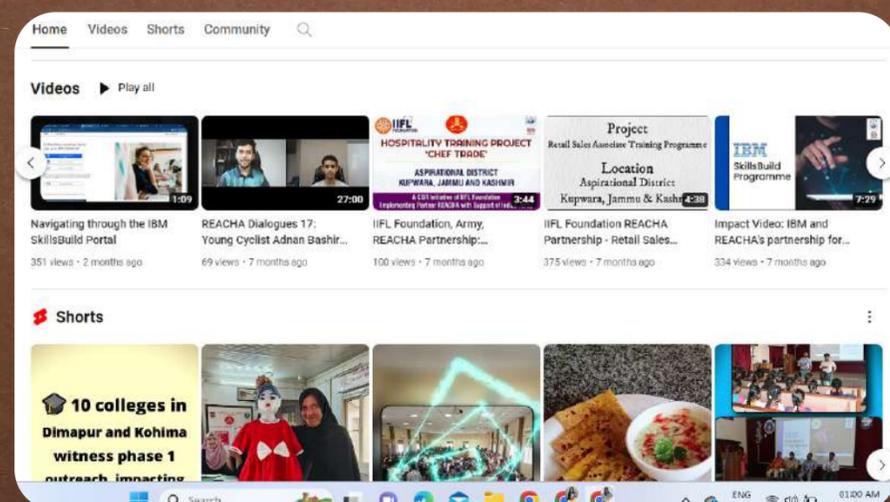
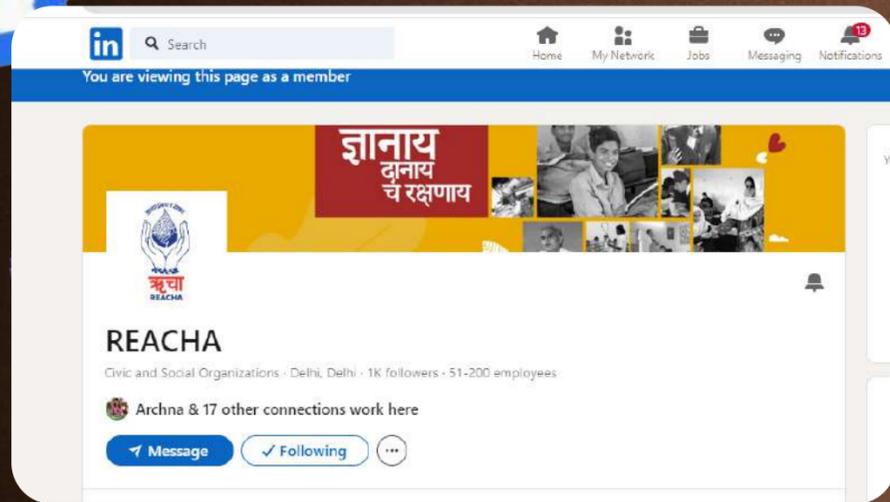
Team REACHA is adept in planning, designing, mobilising and implementing skill initiatives across diverse segments & geographies to achieve desired outcomes, whilst keeping all stakeholders engaged and informed.

We wish Team REACHA the very best for their ongoing and future projects, focussed on enabling higher social and livelihood impact.

James A. Raphael
 Executive Head
 Retailers Association's Skill Council of India (RASCI)

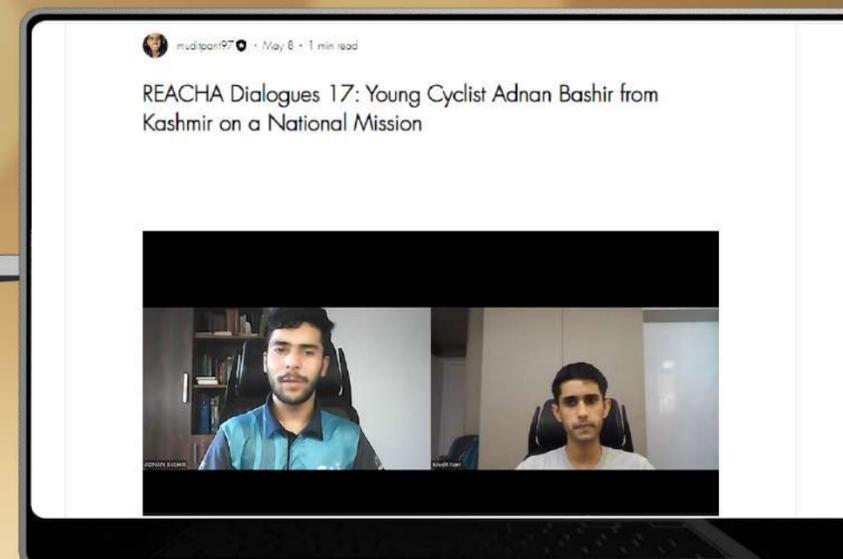
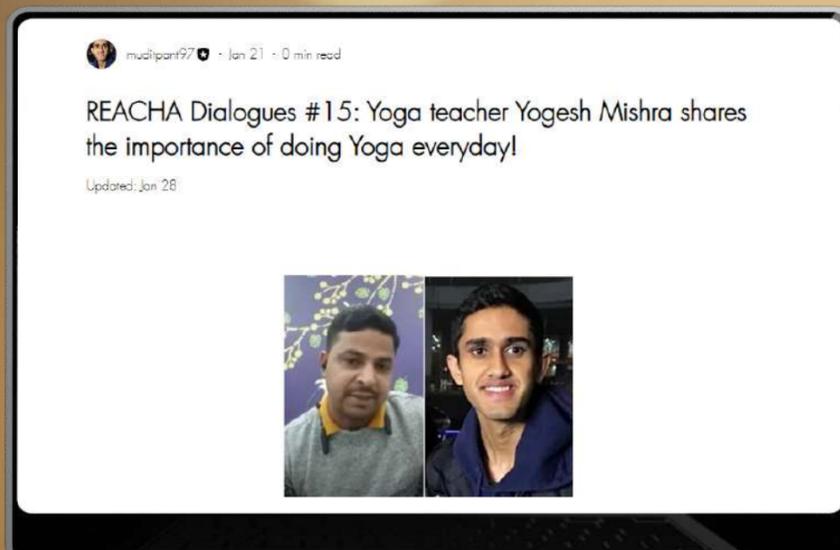
07/12/2023

Website & Social Media



REACHA Dialogues

REACHA blog, *Dialogues for Positive Change* seeks to bring conversations – experiences and 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.



Finances

S. No.	Bank Name	Branch Address	Amount
1	Axis Bank (2656)	C-75 Malviya Nagar, Shivalik Road, New Delhi- 110017	35,169
2	Axis Bank(7577)	C-75 Malviya Nagar, Shivalik Road, New Delhi- 110017	1,18,39,143
3	SBI FCRA A/c	FCRA Cell, 4th Floor, State Bank of India, New Delhi Main Branch, 11, Sansad Marg, New Delhi- 110001	9,56,320
4	Canara Bank Dip Enclave (6051)	7/48, Malcha Marg, Chanakyapuri, New Delhi- 110023	1,182
5	Canara Bank FCRA (7736)	7/48, Malcha Marg, Chanakyapuri, New Delhi- 110023	1,937
6	Canara Bank Mal. Ngr. (1892)	D-84, Malviya Nagar, Delhi- 110017	1,846

Donation Received:

Srujna Charitable Trust	1,39,905
Shri Kushagra Mittal	10,917
The Online Giving Foundation	6,34,097
UK Online Giving (Benevity)	2,80,303

Grants Received:

IBM	45,00,000
IIFL Foundation	34,65,000
Genpact	37,23,301
ONGC	1,29,59,205
Titan	97,50,000
TRRAIN	1,66,446

REACHA
(RESEARCH AND EXTENSION ASSOCIATION FOR CONSERVATION HORTICULTURE AND AGRO-FORESTRY) NEW DELHI
177-178, 2nd FLOOR, TRIVENI APARTMENTS, JHILMIL COLONY, DELHI, 110095
BALANCE SHEET AS ON 31st MARCH 2023

LIABILITIES	AMOUNT	ASSETS	AMOUNT
Corpus Fund		Fixed Assets	
As Per Last Year	63,19,045	Property, Plant and Equipment (As per annexure-1)	9,25,936
Add: Excess of Income over Expenditure	26,80,097		
	89,99,142	Current Assets	
Current Liabilities		Cash & Bank Balance	
TDS Payable	7,84,382	Bank Balance	
		Axis Bank (2656)	35,169
Other Current Liabilities		Axis Bank(7577)	1,18,39,143
Expenses Payable	56,31,001	SBI FCRA A/c	9,56,320
		Canara Bank Dip Enclave (6051)	1,182
		Canara Bank FCRA (7736)	1,937
		Canara Bank Mid. Ngr. (1892)	1,846
		Cash in Hand	291
			1,28,35,888
		Other Current Assets	
		Grant Receivables	13,63,075
		Other Current Assets	2,45,511
		Security Deposits	6,000
		TDS Receivable	38,115
			16,52,701
	1,54,14,525		1,54,14,525

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

Shubham Jain
Partner
M. No. 544551
UDIN No. 23544551BGTTWWS767

Place: New Delhi
Dated: 27/10/2023



R.M.
RAMESH CHANDRA MITAL
(TREASURER)

J.C.P.
J. C. PANT
(CHAIRMAN)

N.P.
NIKHL PANT
(CRO)

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

INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDING 31st MARCH 2023

EXPENDITURE	AMOUNT	INCOME	AMOUNT
Expenses		Income	
Project Expenses- ONGC		Project Income- ONGC	
Project Designing Project	22,27,281	Project Designing Project	22,27,699
Recall & Reappraisal Project	18,81,438	Recall & Reappraisal Project	18,81,210
Health Project	22,54,000	Health Project	22,54,665
DOC Project	38,28,887	DOC Project	38,28,887
Coding & Brain Computer Project	29,68,701	Coding & Brain Computer Project	29,68,400
	1,29,62,166		1,29,62,166
Project Expenses- IBM	45,97,491	Project Income- IBM	45,96,000
Project Expenses- IIFL Foundation		Project Income- IIFL Foundation	
IIFL Project (Hospitality)	14,08,158	IIFL Foundation Project (Hospitality)	14,08,000
IIFL Project (Retail)	30,27,451	IIFL Foundation Project (Retail)	30,27,000
	34,65,709		34,65,000
Project Expenses- Gopact (CLEP-3)	6,62,887	Project Income- Gopact (CLEP-3)	37,23,301
Project Expenses- TITAN	97,59,801	Project Income- TITAN	97,49,000
Project Expenses- TERRAIN	1,94,868	Project Income- TERRAIN	1,94,444
Project Expenses- KOJO Kalpana (FCRA)	1,21,287		
Other Expenses		Other Incomes	
Bank Fees	59,000	Bank Interest	1,16,694
Donation Fund	19,000	Donation Foreign	2,80,363
Car Insurance Exp	18,951	Donation Indian	3,84,909
Depreciation Adv	2,09,303		
Website Development Exp	12,428		
Staff Welfare Exp	999		
Printing Exp	39,508		
KOJO Coding Expenses	1,41,708		
Office Expenses	000		
Training Course Exp	3,19,311		
Vehicle Running and Maintenance	7,325		
Traveling Expenses	289		
Misc. Expenses	519		
Interest on TDS	3,080		
	4,10,822		
To Surplus (Excess of Income over Expenditure)	36,80,097		
	3,59,46,128		3,59,46,128

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

Shubham Jain
Partner
M. No. 544551
UDIN No. 23544551BGTTWWS767

Place: New Delhi
Dated: 27/10/2023



R.M.
RAMESH CHANDRA MITAL
(TREASURER)

J.C.P.
J. C. PANT
(CHAIRMAN)

N.P.
NIKHL PANT
(CRO)

REACHA
(RESEARCH AND EXTENSION ASSOCIATION FOR CONSERVATION HORTICULTURE AND AGRO-FORESTRY)
 177-178, 2nd FLOOR, TRIVENT APARTMENTS, JHILMIL COLONY, DELHI, 110089
RECEIPTS AND PAYMENTS ACCOUNT FOR THE YEAR ENDING 31st MARCH 2023

RECEIPTS	AMOUNT	PAYMENTS	AMOUNT
Opening Balance		Current Liabilities	
Bank Accounts		March Aggarwal & Co.	1,13,400
Axis Bank (2016)	24,124	Expenses Payable	11,294
Axis Bank (2017)	96,49,802		1,24,794
SBI Bank (PCRA)	14,51,277	Supplier Creditors	
Canara Bank Dep. Endorse (6001)	1,144	Future IT Zone	1,36,000
Canara Bank PCRA (TTM)	1,911	Space IT Solutions	60,000
Canara Bank Mkt. Svc. (1992)	1,822		3,56,800
	84,38,324	Fixed Assets	
Call-in-hand		Prevention (Delhi/India)	22,140
Cash	184	Laptop (2001)	24,000
			46,140
Current Assets		Current Assets	
ONGC Project	9,80,161	Advance TDS	921
Sanjiv Deyan	68,973	Advance for Proposals	48,000
	10,49,134	Staff Advances	1,94,511
			3,46,432
Indirect Income		Indirect Expenses	
Bank Interest	3,14,904	Bank Charges	518
Debit Card Pledge	2,88,263	Car Insurance Exp	18,511
Debit Card Banked (Delhi)	6,61,014	Auto Ins	3,800
	12,64,181	CSR Advisory Exp	29,938
General Project - (Receipt)		Office Expenses	638
Gaspar Project - (Receipt)	37,23,281	Interest on TDS	3,000
IBM Project - (Receipt)		Staff Welfare	399
IBM Project - (Receipt)	43,89,094	Travelling Exp	380
ONGC Project - (Receipt)		Vehicle Running and Maintenance	7,523
Shree Project - (Receipt)	30,29,196	Website Exp	920
DOC Project - (Receipt)	18,34,228	COVID Caring Related Expenses	1,00,000
Practice Designing Project - (Receipt)	20,94,329	Expenses Reserve Center	3,18,111
Hospitality & Hotel Project - (Receipt)	20,43,089	Donation	10,000
COVID Caring Project - (Receipt)	26,72,460		4,90,438
	1,14,43,288	Diagne Covid Project - (Receipt)	
Titus Project - (Receipt)		Diagne UP Project - (Expense)	7,280
Titus Project - (Receipt)	97,58,800	Diagne Project - (Expense)	
TRRAIM Project - (Receipt)		Diagne Project - (Expense)	9,084
TRRAIM Project - (Receipt)	1,66,446	PCRA - (Expense)	
HEL Foundation Project - (Receipt)		PCRA Project (Expense)	3,88,187
HEL Foundation Project (Hospitality) - (Receipt)	1,08,808	IBM Project - (Expense)	
HEL Foundation Project (Retail) - (Receipt)	25,71,808	IBM Project - (Expense)	6,29,779
	34,80,616	IBM Project - (Expense) - FY 2012-21	37,71,451
			44,01,230
		HEL Foundation Project - (Expense)	
		HEL Foundation (Hospitality) - (Exp)	6,50,640
		HEL Foundation (Retail) - (Exp)	17,25,283
			23,75,923



ONGC Project - (Expense)		
Music Project - (Expense)	20,12,215	
DOC Project - (Expense)	28,27,873	
Practice Designing Project - (Expense)	20,94,329	
Hospitality & Hotel Project - (Expense)	20,43,089	
COVID Caring Project - (Expense)	26,72,460	1,17,34,122
Titus Project - (Expense)		
Titus Project (Administrative) - (Expense)	22,09,483	
Titus Project - (Expense)	69,39,177	91,48,660
TRRAIM Project - (Expense)		
TRRAIM Project - (Expense)		2,20,200
Gaspar Project - (Expense)		
Gaspar Project - (Expense)		4,89,969
TYCTA Project - (Expense)		
TYCTA Project - (Expense)		49,000
Closing Balance		
Bank Accounts		
Axis Bank (2016)	35,108	
Axis Bank (2017)	1,08,29,140	
Canara Bank Dep. Endorse (6001)	1,164	
Canara Bank PCRA (TTM)	1,821	
Canara Bank Mkt. Svc. (1992)	1,848	
SBI PCRA Ac.	9,36,278	1,18,35,299
Cash in hand		291
	4,36,99,148	4,36,99,148

As per report of over date assessed
 For March Aggarwal & Co.
 Chartered Accountants
 Firm No. 0319025

Shashank Jain
 Partner
 M. No. 54655
 UDIN No. 230403180791010107

Place : New Delhi
 Dated : 27/09/2023



ANNEXURE-1:

REACHA
(RESEARCH AND EXTENSION ASSOCIATION FOR CONSERVATION HORTICULTURE AND AGRO-FORESTRY) NEW DELHI
Details of Depreciation as on 31st MARCH 2023

S.No.	Particulars	Rate	W.D.V. as on 01.04.2022	More Than 180 Days	Less Than 180 Days	Total	Sales	Sales Less Than 180 days	Balance	Depreciation (Short Gain)	W.D.V. as on 31.03.2023
Books @40%											
1	Library Books	40%	64	-	-	64	-	-	64	26	38
Furniture & Fixtures @10%											
2	Furniture & Fixtures	10%	24,464	-	-	24,464	-	-	24,464	2,446	22,018
Plant & Machinery @15%											
3	Battery (Luminous)	15%	10,022	-	-	10,022	-	-	10,022	1,503	8,519
4	Car	15%	4,62,164	-	-	4,62,164	-	-	4,62,164	69,325	3,92,839
5	Electrical Equipments	15%	12,253	-	-	12,253	-	-	12,253	1,838	10,415
6	Office Equipments	15%	8,939	-	-	8,939	-	-	8,939	1,341	7,598
7	Printer	15%	16,519	-	-	16,519	-	-	16,519	2,478	14,041
8	PROJECTOR (Zabronics)	15%	-	-	1,18,140	1,18,140	-	-	1,18,140	8,861	1,09,280
9	Sewing Machine Kupwara	15%	43,706	-	-	43,706	-	-	43,706	6,556	37,150
10	Telephone	15%	3,445	-	-	3,445	-	-	3,445	517	2,928
11	Training Equipment	15%	1,828	-	-	1,828	-	-	1,828	274	1,554
Plant & Machinery @40%											
12	Computer/Laptops	40%	1,01,605	26,990	3,00,000	4,32,595	-	-	4,32,595	1,13,036	3,19,559
Total			8,89,009	26,990	4,18,140	11,34,139	-	-	11,34,139	2,08,203	9,25,936



RAMESH CHANDRA MITAL
(TREASURER)



J. C. PANT
(CHAIRMAN)



NIKHEL PANT
(CEO)



Credits



*ONGC, Genpact & IIFL
Projects' Documented by
Ms. Amla Pisharody &
Ms. Archana Singh*



*IBM SkillsBuild Project
Documented by
Mr. Hitesh Goyal, Mr.
Vijay Prakash & Ms.
Rashhmi Tilwankar*

Contributors



*Collation of Pictures by
Mr. Archana Singh,
Ms. Mansi Sharma &
the Ground Teams*

Credits

Creators



Annual Report's Content Created & Designed by
Ms. Shreya Singh



Annual Report Reviewed by
**Mr. Nikhil Pant, Mr. Mudit Pant &
Ms. Lishaka Gulati**



ऋचा
REACHA



<https://www.linkedin.com/company/reacha-ngo>



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



https://twitter.com/_REACHA



https://instagram.com/reacha_india?utm_medium=copy_link



<https://www.youtube.com/channel/UC7TVCZPDIWPe833T0tc-77Q>

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

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