

REACHA

REACHA (Research and Extension Association for Conservation Horticulture and Agro-forestry) is a Voluntary Organisation registered under the Societies Registration Act, 1860, Headquartered at Delhi, India since March 1992.



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

ABOUT REACHA

- Conceptualized in the year 1992 by a group of conscientious bureaucrats, technocrats, scientists and educationists to create an institution that could ‘reach-out’ to the masses and enable them to empower themselves with knowledge, know-how and the will to bring about positive changes in their lives.
- Initially established to serve as a bridge between the government programs and the people in order to create real impact.
- REACHA develops its own programs based on local needs, customs and traditions.

VISION

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

MISSION

- Deliver high impact to human development sectors like education, health, skilling of youth, women empowerment etc.
- Closely work with underprivileged communities by partnering with government and corporate CSR.

OUR APPROACH

- Seeks community partnership in a deep-dive effort, so that locals are heard, they decide, and they implement - for their own good
- REACHA is a knowledge partner, a facilitator, that gets all stakeholders together.
- Special emphasis given on community ownership

KEY APPROACH

Get all stakeholders together for co-creation, convergence and collaboration.

GEOGRAPHIES COVERED

Uttarakhand, Uttar Pradesh, Delhi NCR, Kashmir, Maharashtra, Karnataka, Madhya Pradesh, West Bengal, Punjab

WHAT WE DO

- Identify socio-economic and ecological needs of local people and the environment, across geographies in India.
- Present and deliver viable, practical, sustainable solutions that are led and driven by participating communities themselves.

HOW WE DO

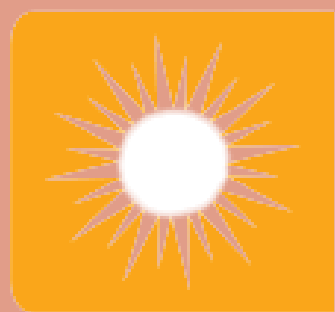
- Once an in-depth need assessment is undertaken, we develop an impactful model of engagement (MoE).
- The MOE connects all concerned stakeholders, consults them and on-boards their inputs. This leads to development of a Detailed Project Report (DPR).



PARTNERSHIPS



genpact
Transformation
Happens Here



**आरईसी
REC**

असीमित ऊर्जा, अनन्त संभावनाएं
Endless energy. Infinite possibilities.

NASSCOM[®]
FOUNDATION



Transforming the skill landscape



PARTNERSHIPS



MISSION KASHMIR

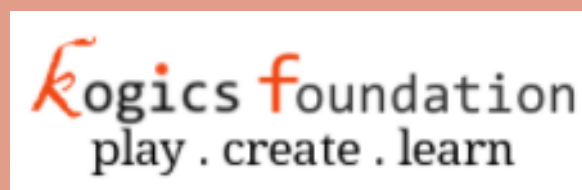
Baramulla - Ongoing Projects

- Fashion Designing Project
- Hospitality & Retail Sales Project
- Art & Culture Project
- Drug De-Addiction Program
- Kojo for Education and Livelihood
- Cell for Livelihood Enhancement

Kupwara - Pilot Projects

- Jazba and Samarth
- TRRAINHer Ascent

TYCIA Foundation



BARAMULLA, JAMMU AND KASHMIR

ONGOING PROJECTS



FASHION DESIGNING PROJECT



The fashion designing course helps prevent young Kashmiri women primarily belonging to large, financially unstable families from getting enmeshed in militancy, and provide these women with better livelihood opportunities. Every year, since the inception of the course, 60-80 young ladies between the age group 16 and 35 are trained in cutting and sewing, pattern making and designing clothing. These ladies are also trained in personality development and other soft skills to increase their chances of getting placed in a job and become part of the national mainstream. After the completion of the course, the students are certified by Associated Chambers of Commerce and Industry of India (ASSOCHAM), a leading Indian trade association. The trained women get jobs at local boutiques and some even start their own little endeavours and sell their products online. This course, therefore, helps bring about socio-economic transformation of women from a status of unemployment and vulnerability to a state of national mainstreaming and readiness for employability or self-enterprise.

ART AND CULTURE PROJECT

It has been observed that the Kashmiri youth possess artistic abilities that can help them to generate livelihood and do well in this area. Keeping this in mind, the art and culture course is developed to keep them meaningfully engaged in positive activities. This course can also help them destress and defeat the broadly common emotional wellness problems in the locale. It also helps in the promotion of local culture (Sufi music) which further strengthens the efforts of counterinsurgency through peaceful means. Learning is not restricted to Sufi music as Jazz, Hip-hop and Pop music are also taught. Every year, 60-70 students are trained. Skilled youth are sent for competitions, performances at festivals/occasions/functions. Based on the skill level, some students are inclined to become mentors in view of their ability and sense of responsibility. In this manner, gradual job upgrade openings are explored. The best performers of the course have formed a band, “Strings of Baramulla”.

HOSPITALITY AND RETAIL SALES PROJECT



This course trains 300 students every year. 5 batches of retail domain and 5 batches of hospitality domain with 30 students in each batch are trained for 70-75 days. This free-of-cost course is divided into four sections:- (i) Vocational Domain; (ii) Communicative English; (iii) Life Skills; and (iv) Basic Computers. The students are also guided on various topics like psychological wellness, cleanliness, work situations, etc in order to condition and prepare them for what's to come. Each candidate is equipped with the following skills:- (i) Handling customers and their queries; (ii) Basic Sales techniques; (iii) Order taking etiquettes; (iv) Management skills; (v) Knowledge related to cleaning equipment; (vi) Knowledge related to brands; (vii) Working in a team environment; (viii) Serving guests and (ix) Interview skills towards the completion of the course. After the completion of the course, the students are certified by National Skill Development Corporation (NSDC). The course holds a record of 60% placement.



DRUG DE-ADDICTION PROGRAM

The Drug De-addiction Center at Baramulla has been creating awareness in the community by identifying youngsters between the age 14 and 25 who require assistance with rehabilitation, therapies, motivational counselling, detoxification/de-addiction, vocational rehabilitation, after care, preventive education and reintegration into mainstream. Every year, 1200-1300 youth are counselled. After the rehabilitation, they are motivated and enrolled for various skill development courses offered at Baramulla.



KOJO FOR EDUCATION AND LIVELIHOOD

Kojo aims to make the full benefits of coding available to school children in India to help them skill up for the 21st century. The New Education Policy 2020 has also identified coding as a core skill for the future. REACHA's basic goal to achieve through the Kojo course is to:-

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

In addition to the above, students enhance their logical, critical, and creative thinking skills; and they learn – computer programming and computing; problem solving; maths and physics; game development; electronics and robotics; artificial intelligence and data science; emotional grit; collaboration (via pair programming) and a lot more. All of this fosters in them a mindset of experimentation, innovation, self-reliance, growth, mental discipline, and teamwork – with Kojo as the enabler.

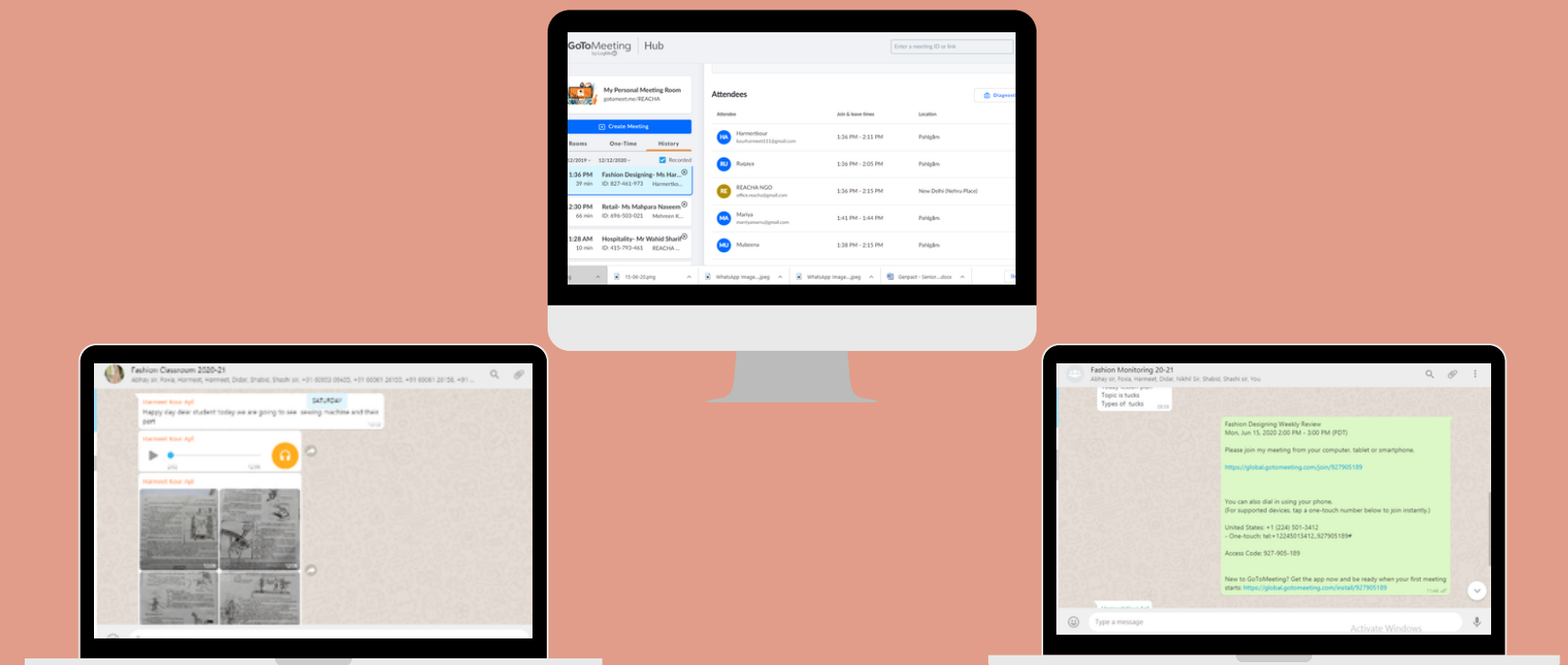


GENPACT FOR LIVELIHOOD ENHANCEMENT

REACHA and the Indian Army, with support from Genpact/NASSCOM Foundation initiated an innovative Cell for Livelihood Enhancement (CLE) in November 2018. This centre acts like an incubation centre for the beneficiaries of the skill development courses with the aim of making livelihood prospects more sustainable. This has been done through forming Self Help Groups (SHGs)/Group Enterprises and giving them additional training (if required) or by providing youth scholarships, and eventually helping them to find placements. Through this project, the alumni of the skill development courses have set up 2 Fashion Designing income generation groups, 1 Food Processing Unit, 1 Kojo printing, and 1 Music group. There has been substantial and consistent earning even during the unprecedented and testing times of COVID-19.



PROJECT ACTIVITIES DURING COVID-19



KUPWARA, JAMMU AND KASHMIR

PILOT PROJECTS



JAZBA AND SAMARTH

The intervention is dedicated to promoting entrepreneurship at the grassroots level. The program provides financial support for capital expenditure (purchase of machinery/devices, etc.) and working capital requirements, along with non-financial support like training, skilling, and mentoring to the small entrepreneurs to help them join the mainstream economy and emerge credit enabled in due course. 10 candidates have been identified under each of these projects.

JAZBA

This program aims at providing financial support via direct bank transfers and rendering capacity building to community role models in Kashmir working on social projects or promoting arts, music and culture.

SAMARTH

This program is for people who have lost their primary breadwinner to COVID-19 or their microbusinesses have shut down. The funds are being used by the beneficiaries to start over or scale up their livelihood in order to provide for their families. 9 Samarth beneficiaries have already received payments into their accounts. Setting up of their businesses and mentoring is going on.

TRAINHER ASCENT

This is an initiative to empower women to work in the retail segment. This is a carefully designed skills training program which incorporates retail skills, life skills as well as on – the job training for women.



ONLINE PROJECTS IN SKILL DEVELOPMENT

- **IBM SkillsBuild in Goa and country wide**
- **Learning for Life with Diageo - Goa**
- **Design Impact Movement - country wide**



IBM SKILLSBUILD



IBM SkillsBuild, REACHA, Goa State Government and technical Colleges/Institutes from around the country have come into a partnership to provide free of cost industry-relevant online skill development courses to students, job seekers, village level entrepreneurs and other government stakeholders to enhance their technical and professional skills. REACHA's roles and responsibilities as the implementing partner for this project include:

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

Till date, REACHA has onboarded 13,000 candidates (200+ teachers) who have successfully completed 34,534 courses and more than 570 candidates have earned badges.

REACHA'S PARTNER INSTITUTIONS FOR IBM SKILLSBUILD

Goa

1. Don Bosco College of Engineering
2. Government Polytechnic Curchorem
3. Goa Engineering College
4. Goa College of Pharmacy, Panaji
5. Institute of Shipbuilding Technology
6. Padre Conceicao College of Engineering
7. Shree Rayeshwar Institute of Engineering and Information Technology
8. Government Polytechnic Panaji
9. Agnel Institute of Technology & Design
10. Government Polytechnic (GP), Bicholim
11. Agnel Polytechnic Verna

Maharashtra

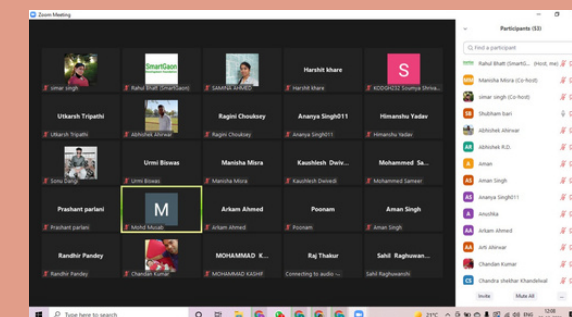
1. Sinhgad Institute Of Technology, Lonavala
2. R. C. Patel Institute of Technology, Shirpur
3. Zeal College of Engineering and Research, Pune
4. D. N. Patel College of Engineering, Shahada

Madhya Pradesh

1. Sagar Institute of Research & Technology, Bhopal
2. Lakshmi Narain College of Technology, Bhopal
3. Truba Group of Institutes, Bhopal

Chhattisgarh

Dr CV Raman University

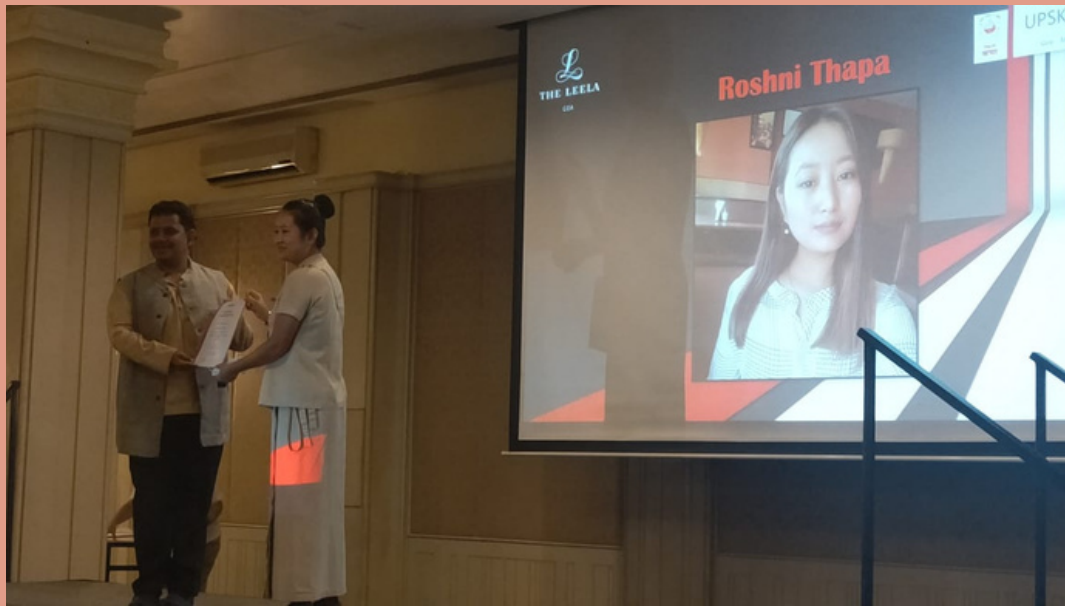


[Click here to watch a video](#)



LEARNING FOR LIFE

Diageo India, in partnership with REACHA, and with support of the Government of Goa, has introduced the “Learning for Life” program in Goa to empower youth, especially women, by training them with various skills that are required in the hospitality sector that can facilitate suitable job opportunities. The program is best suited for a place like Goa where the hospitality and tourism sector is the leading sector in terms of generating income and employment. The course curriculum offers modules on soft skills and personality development; life skills; and technical skills. The program started this year in April and between April 2021 and June 2021, 343 candidates have been certified through online teaching-learning mode due to COVID-19 wave 2.



Reboot - the road ahead in hospitality recruitments in the middle east

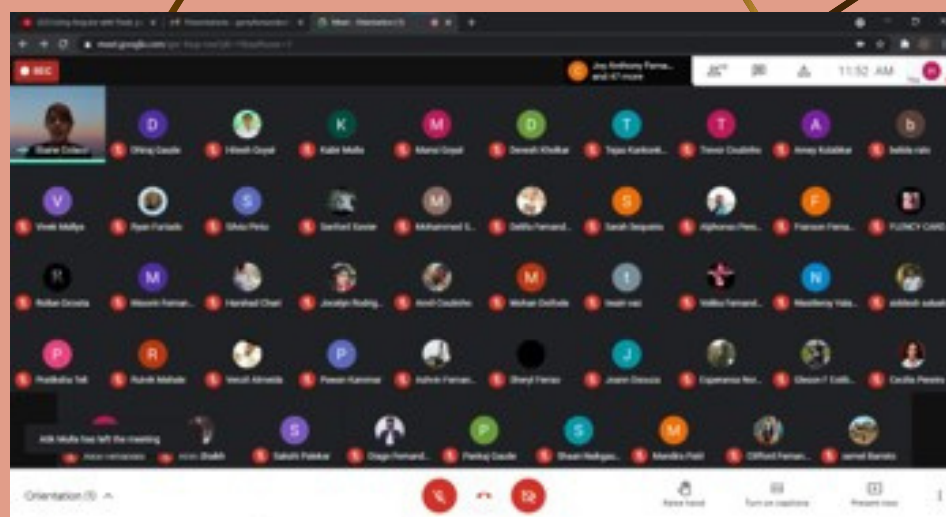
26th JUNE 2021
3:30 - 4:30 PM

Please join us for a 60-minute expert panel discussion and Q&A on the outlook for post-COVID scenario Hospitality recruitments in the middle east

Alijan Rajan
Chief Executive Officer
Vira International Placements Pvt. Ltd.
Vira international

Paloma Quadros
Moderator

Link: <https://meet.google.com/fdf-hbyk-xxg>



Industry interactive Expert Panel Discussion

Football and Life – Skills to Succeed

4th June 2021 10:00 AM Scan this QR code to join the meet.

Mr. Lector Mascarenhas
Asst. Commissioner, CGST, Goa
Former International Footballer

Mr. Derrick Pereira
Technical Director
ISL Club - FC Goa
Former International Footballer

Mr. Brahmanand Sankhwalkar
Chairman of GFDC
Arjuna Awardee
Former International Footballer

3. STRONG PARTNERSHIPS AND VISIBILITY – GOVERNMENT, EDUCATION INSTITUTES, HOTELS AND FOOTBALL CLUBS

AIFCCS
ASSOCIATION OF FOOTBALL CLUBS IN GOA

Rosary College of Commerce & Arts
Re Accredited by NAAC with Grade A (CGPA Score 3.29 on a 4 point scale)

CALING COLLEGE FOR WOMEN
BANGALORE

FC GOA

DIRECTORATE OF SKILL DEVELOPMENT & ENTREPRENEURSHIP
GOVERNMENT OF GOA
कौशल विकास आणि उद्योजकता संचालनालय, गोवा सरकार

Skill India
Skill for growth

ITC Grand Goa
A Luxury Collection Resort & Spa, Goa

TAJ
Hotels Resorts and Palaces

HERITAGE VILLAGE

THE LEELA
PALACES HOTELS RESORTS

THE LaLIT

W GOA

SALGAOCAR FC

LIFE SKILLS

WELCOME TO DIAGNO LEARNING FOR LIFE: VIRTUAL ACADEMY

Spirit of Progress: Society 2030

Society 2030: Spirit of Progress is Diago's 10-year action plan to help create a more inclusive and sustainable world. Building on the legacy of our founders to create a positive impact in our company, with our communities and for society. It is the action plan towards achievement of the Sustainable Development Goals (SDGs) in our company, with our communities and for the societies. It is how we will continue to celebrate life, every day, everywhere.

SPRIT OF PROGRESS SOCIETY 2030

Learners - SKILL UP Orientation

LEARNER FEEDBACK ON PROJECT IMPACT (2/2)



"I enjoyed every bit of the programme, each day new learning, I would request to hopefully stay positively connected with the learning for life family"

BETTY D'COSTA
HOSPITALITY FRONT OFFICE

Learner feedback / videos have been provided separately

"Learning for Life course has provided knowledge and guidance and has helped me to develop my personal and professional skills. The trainers of the course were very friendly and enthusiastic in delivering the lectures. My hearty appreciation to the organizers for organizing this course"

ELVISHA COLACO
Budding entrepreneur in the Food & Beverage sector



LEARNER FEEDBACK ON PROJECT IMPACT (1/2)



"The training programme helped me grow professionally and during these trying times was a great support to enhance my knowledge. I strongly recommend the same to others."

TAPAN KUMAR
CRUISE LINER EMPLOYEE



"The Skill Up programme gave me insights on how to better myself as a future leader. The trainers were knowledgeable and practical. I request Learning for life team to support the hotel staff with more such trainings."

MUKESH KUMAR
HOSPITALITY EMPLOYEE

"I enjoyed learning and connecting with industry professionals, learnt working in groups, handling my finances and more over development of my self. I would look forward towards more such exciting programmes from the learning for life team. I appreciate the effort of the operations and teaching team."

DENSON FERNANDES
HOSPITALITY EMPLOYEE





DESIGN IMPACT MOVEMENT

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

1. Agriculture & Livelihood
2. Environment
3. Healthcare

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

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

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

OTHER PROJECT: COMBAT COVID-19

PROJECT A

Supporting Indian Army at Baramulla, Jammu & Kashmir to fight against Covid 19. Following was taken up:

Mask Making, Sanitization Drive, Counselling, Music and Art, Essential Items

PROJECT B

Providing essential support to migrant laborer near Delhi, NCR, Uttar Pradesh

PROJECT C

Fight against Covid-19 in villages where Smart Gaon have been set up by REACHA and SGF.

Click here to know more —→ [Combat COVID-19](#)

SUCCESSFULLY IMPLEMENTED PAST PROJECTS ON EDUCATION

REC Project Learn

- Aimed at Improvement of Learning Outcomes at Atraulia, Azamgarh, UP.
- The model implemented to teach kids is called 'LEARN' Learning in Education through Applied Reinforcement as per Needs.
- Young women are engaged as active partners in the form of community teachers

Tata Power Energy Club

- Success of NDPL Energy Club spurred parent company Tata power to scale its program and set this up
- Imbibed energy saving concepts in more than 2200 students.
- In April 2009, handed over the Project to TATA Power, and is now known as "Club Energy"

Village Sports

- Initiative for integrated child development through sports
- Initiative was led by former national squash champion Ritwik Bhattacharya.
- The initiative was supported by Nathani Steel

NDPL Club

- The goal through this club was to sensitize school children on issues relating to energy, Indian heritage and and citizens' duties.
- Children were involved in two projects: Project Conserve and Project Nest
- REACHA carried out extensive fieldwork activities during this period

Sameer Club

- Platform for school children to practice moral values in schools through 'Child Centric Learning By Doing' modules
- Emphasis on developing children physically, mentally, emotionally and spiritually
- Satyagraha with parents is the most powerful tool for positive social change in a country like India

Maitreya Club

- Set up so that parents in community can spend time with children to assist in their personality development
- Basic approach is to guide children with active involvement of parents through Child Centric Learning By Doing modules.

Tata Teleservices

- Samvedna connected school children from across cities through Information and Communication Technology (ICT)
- CBSE and NCERT emphasize need to integrate ICT toolkits in classroom teaching learning.

SUCCESSFULLY IMPLEMENTED PAST PROJECTS ON LIVELIHOOD

Uri Rehabilitation

- Objective was to construct 3 houses and repair 1 house damaged during army encounter with militants on Sep 24, 2017.
- The location was close to “Line of Control”.
- REACHA completed the reconstruction within 3 months despite the conflict.
- Kashmir Humanity NGO was engaged for construction and was approved by the Indian Army.

Strategy for Counterterrorism

REACHA has worked on the consequence management capability that needs to be adopted by people for a safer tomorrow.

- Awareness Generation through pamphlet Safe India – Judo Bharat
- Community Policing
- Organize training camps for learning survival skills
- Organize first aid training camps with the help of the Red Cross
- Organize training camps for training in minimizing damage due to terrorist strike

Garbage Management

REACHA has taken up the following in the area of Garbage management for a cleaner tomorrow.

- Minimize garbage by cutting the use of plastic bags
- Reuse, Recycle & Reduce Consumption
- Use Jute carry bags while shopping
- Segregating biodegradable and non-degradable garbage
- Do not burn garbage
- Report any suspicious packet wrapped in polythene in garbage

KNOWLEDGE BANK

Action Ideas

Following action ideas have been written by the members of the REACHA Team:-

- Reverse Migration: A People’s Movement
- Approach to Disaster Management
- Lecture on Disaster Management
- Bharat Ki Kahaani
- Farmer-Scientist Partnership
- Haridwar Mahakumbh Srijan Sankalp
- Nishkalank Sampooran Kranti
- Panchsheel for Gender Relations
- Some Stray Thoughts
- Sustainable Agriculture as a Means to Poverty Alleviation
- Sustainable Land Utilization in the Central Himalayas
- The Dilemma of Development
- Uttaranchal: A Perspective
- Care for Adolescents and Youth
- Ganga Abhiyan
- 12 Months in Uttaranchal and 10 in Uttarakhand
- Parsi Community in India
- Celebrating the Girl Child
- Safe India..Safe Next Door
- REACHA Vision through Q&A
- Dharma-Nirpekshsta Kidhar
- Uttarakhand Ka Punar Nirmaan
- Shiva Tatva
- Recollection and Perspectives on Disaster Management
- Kuch Toh Karna Hi Hoga

REACHA IMPACT

| Ongoing Projects/Programs | Inception | Impact- Till Date |
|--------------------------------------|-----------|--|
| • Fashion Designing Project | 2016 | Trained 340 students; 215 placed |
| • Hospitality & Retail Sales Project | 2017 | |
| ◦ Hospitality | | Trained 660 students; 217 placed |
| ◦ Retail | | Trained 660 students; 214 placed |
| • Art & Culture Project | 2020 | Trained 95 students; 15 placed; 30 formed a music band |
| • Drug De-Addiction Program | 2019 | 2824 youth counselled and rehabilitated |
| • Kojo for Education (Coding) | 2009 | Reached out to more than 200 countries |
| • Cell for Livelihood Enhancement | 2018 | 5-7 group enterprises |
| • Jazba and Samarth | 2021 | |
| ◦ Jazba | | 10 candidates identified |
| ◦ Samarth | | 10 candidates identified; 9 benefitted |
| • IBM SkillsBuild | 2020 | 13,000 candidates onboarded |
| • Learning for Life | 2021 | 343 candidates certified |

PUBLICATIONS

Vibhinnata

The Hindi translation of the book “Being Different” by Rajiv Malhotra was taken up Sri Jagdish Pant. The project translation Vibhinnata was to take the message across the Hindi heartland

Pandit Sriram Sharma Acharya As I knew Him

Autobiography of a Civil Servant and how he worked within the system to bring transformational change for the betterment of society.

Bat for All Seasons

The book emphasis on child development, and how every child is unique and can be developed as a responsible global citizen by parents. It also encourages and motivates parents towards creative and responsible parenting.

AWARDS

FICCI CSR Award 2018



FICCI CSR AWARD 2018 presented to ONGC

Utkal University Award 2019

In 2019 ONGC received this award for best CSR Project for Women Development in partnership with REACHA from Utkal University, Government of India

REACHA ANNOUNCEMENTS

REACHA – SOCIAL MEDIA

*Click on the
links*



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



<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/UC7TVCZPDlWPe833T0tc-77Q>

*Thank
you!*

