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The Good Sight

Building
Lives with
SKILLS



Presenting the CINCOMM Wellness Kit

At CINCOMM, we strive to make lives a little better every single day for the less fortunate. Amidst the second wave of the COVID-19 Pandemic, we have introduced the CINCOMM Wellness Kit to reach out to those in despair.

The Kit is an attempt to address three basic needs in these trying times.

NUTRITION

Food Supplement
CINI Nutrimix

PROTECTION

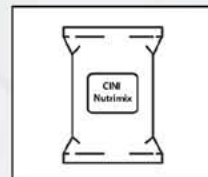
Face Masks

SANITATION

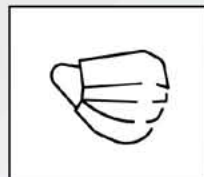
Soaps and
Sanitary Pads

And this is what the Wellness Kit would consist @ Rs.390*

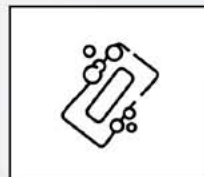
*Kit can be customised as per the beneficiary requirement.



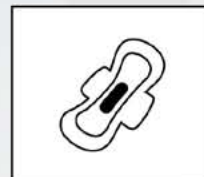
2 kg CINI Nutrimix
(100% Veg
Food Supplement)
worth Rs.260



3 layer washable
cotton masks
(Pack of 4)
worth Rs.60



Hand wash soaps
(Pack of 4)
worth Rs.40



Sanitary pads
(Pack of 6)
worth Rs.30

While we are trying our best to reach out to the underprivileged sections of the society at a time such as this, we would be happy to extend the Wellness Kit to you as an essential support.
To help you do your bit for a better tomorrow.

CINI Community Initiatives is a Section 8, Social Enterprise and a Sister Concern of Child In Need Institute.

All institutional and non-institutional NGOs & Valued Partners can place order at:

Phone/WhatsApp: 98314 86538 | E-Mail: info@cincomm.in



The Good Sight

Editor

Asit Srivastava
Bhesaja Choudhury

Creative Head

Arvind Das

Marketing Head

Nimesh Lal

Photo Editor

Abhirup Dasgupta

Team TGS

Editor's Note

Dear Reader,

As COVID-19 continues to exacerbate the hardship for the second year, human beings have developed the habit of living with it with changed behaviours like spending more time indoors, working remotely, keeping distance from others, wearing masks, giving sanitation more priority etc. Continuing the coverage of works carried out by the development organisations in these trying times, The Good Sight has featured some organisations in this issue with a special focus on skill development.

Skill development is as equally important as education today and vital to one's employability. It is crucial to empower people to safeguard their future and overall development. Also, it is very important for enhancing the employability of youth in today's era of globalisation. The reality is that schooling doesn't assure employment but skill does. The issue contains stories of both known and lesser-known non-profit organisations doing commendable work in this sector.

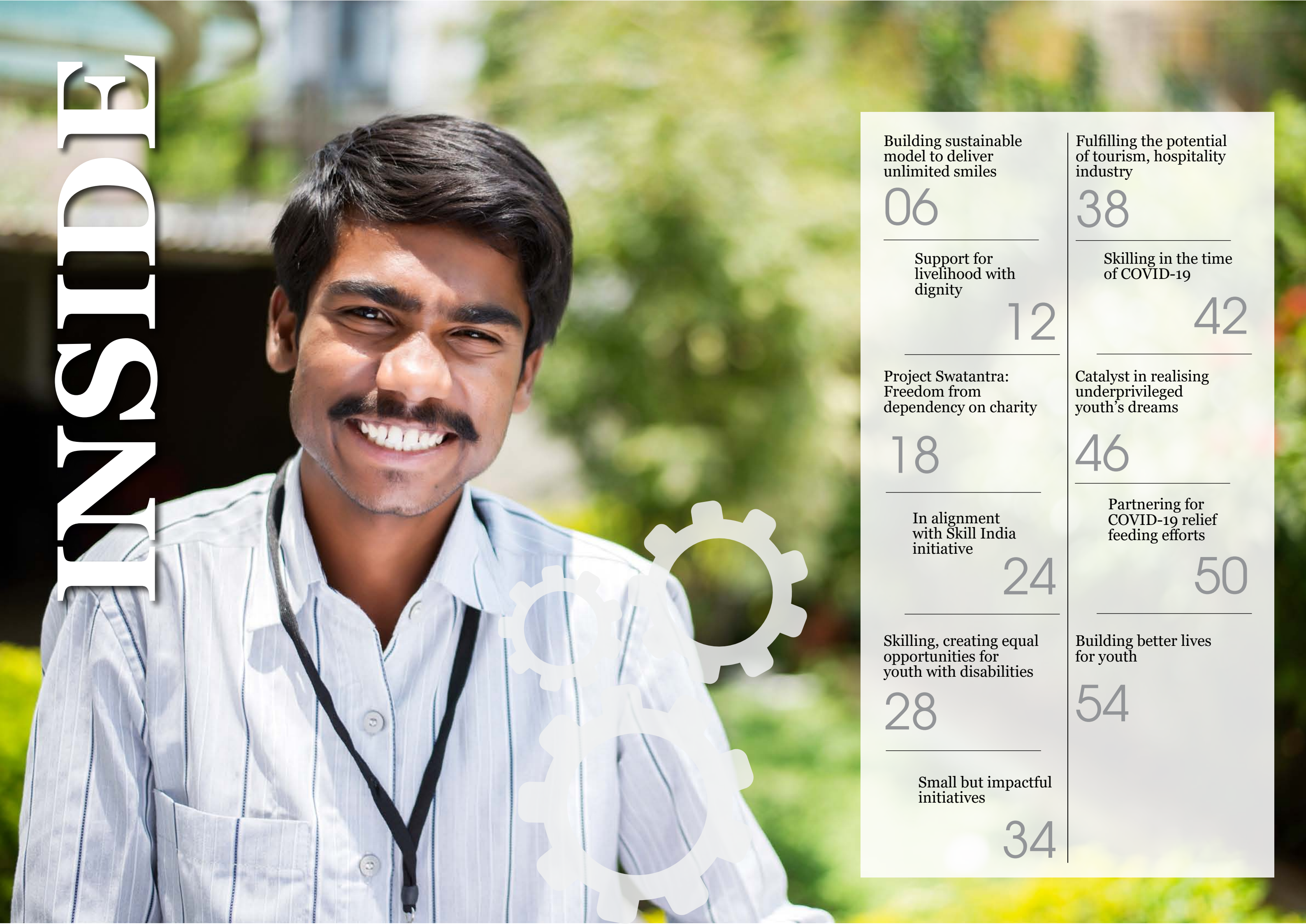
The Good Sight, a monthly webzine, is two years old. We have published stories of hundreds of development organisations from India and other countries in the past 24 issues of this one-of-its-kind publication which is free forever for its readers. On its second anniversary this month, we launched The Good Sight Podcast which is available on all popular platforms including Apple Podcast, Google Podcast, Spotify, Amazon Music and Gaana. The weekly podcast features notable personalities and attempts to know their approach towards inclusive development. We believe this will be interesting and inspiring listening for all of us.

As always, we look forward to gathering more and more amazing impactful stories from the development sector.

Editors

Asit Srivastava
Bhesaja Choudhury

INSTIDE



Building sustainable
model to deliver
unlimited smiles

06

Support for
livelihood with
dignity

12

Project Swatantra:
Freedom from
dependency on charity

18

In alignment
with Skill India
initiative

24

Skilling, creating equal
opportunities for
youth with disabilities

28

Small but impactful
initiatives

34

Fulfilling the potential
of tourism, hospitality
industry

38

Skilling in the time
of COVID-19

42

Catalyst in realising
underprivileged
youth's dreams

46

Partnering for
COVID-19 relief
feeding efforts

50

Building better lives
for youth

54



Building sustainable model to deliver unlimited smiles



Neha dreams of becoming a doctor.

Smile Train has provided high-quality cleft care in well-equipped, safe facilities to more than 1.5 million children across 90 plus countries and been recognised as the world's largest cleft charity

Being born with a cleft lip is still a taboo in India, even more so for a girl born in rural India. When little Divya was born with a cleft lip and palate in Tamil Nadu, her father considered her condition too great a burden and abandoned her mother and her. Luckily for her, everything changed the day her mother took her to Smile Train India's partner hospital, Sri Ramachandra Medical Centre at Chennai where she received free cleft treatment covering surgery and comprehensive cleft care. Today, she is a

trained Bharatanatyam dancer and has transformed from a little girl hiding in the shadows to a confident teenager not afraid of the spotlight.

More than 100 babies are born with cleft lips and palates every day, in India. A facial birth difference, cleft is a gap in the upper lip and/or the palate (roof of the mouth) when certain body parts and structures do not fuse together during fetal development. Although unidentified scientifically, most experts agree that the causes of cleft lip and/

Celebrating the day of smiles with goodwill Ambassador Aishwarya Rai Bachchan.



Little Anoo (right) is one of Smile Train's many cleft warriors who dealt with the uncalled for social stigma.



or palate are multifactorial and may include a genetic predisposition, as well as environmental or nutritional factors

Annually, more than 35,000 Indian children are born with clefts and hundreds of thousands of children with untreated clefts live in isolation, but more importantly, have difficulty eating, breathing, hearing, and speaking. Children with untreated clefts can experience:

- Isolation and prejudice in their communities. No child deserves to feel isolated
- Malnourishment due to being unable to eat, leading to starvation, and in some cases even death
- Chronic ear infections, leading to permanent hearing loss
- Struggling to speak and express themselves, often resulting in a lifetime of anxiety and depression.

Cleft surgery is simple, and the transformation is immediate. However, cleft surgery is expensive,

requires an experienced plastic or maxillofacial surgeon and hospital infrastructure equipped for paediatric surgery. In addition, many patients require comprehensive care such as Speech Therapy and Orthodontics for complete rehabilitation. These factors make it nearly impossible for underprivileged patients to get this treatment as they cannot afford the cost of surgery and often live in rural and remote locations with limited access to the treatment and comprehensive care.

Transforming lives with free cleft treatment.





Multidisciplinary Cleft Team at Smile Train's Cleft Leadership Centre.



Bringing smiles to the hinterlands of India.

Building a sustainable solution

Smile Train is a non-profit organisation founded in 1999 at New York, USA with the focused objective of supporting totally free, safe and quality cleft treatment for underprivileged patients across the world.

The sustainable partnership model developed by Smile Train is unique. Instead of flying in doctor missions from other nations or across the country to hold free surgery camps, Smile Train took the sustainable approach of partnering with existing, credentialed hospitals, building capacities of local surgeons, anaesthetists, nurses and improving hospital infrastructure. This 'Teach a man to fish' approach

has enabled Smile Train to provide high-quality cleft care in well-equipped, safe facilities to more than 1.5 million children across 90 plus countries. Today, Smile Train is recognised as the world's largest cleft charity.

In India, Smile Train is at the vanguard of addressing this very vital but severely under-served health need. Smile Train India has supported 6,40,000 plus cleft surgeries in India in the past 20 years through a network of 140 plus partner hospitals. The impact Smile Train India has created is not just in the number of surgeries, but also in reduced DALYs (Disability Affected Life Years) as the average age for a primary cleft surgery has come down from 7 years to 2 years in the past 20 years.



Enabling children to live full and healthy lives.

These surgeries have enabled children born with clefts to go to school, get an education and grow up with equal opportunities in life as other children within their communities. Thus, Smile Train promotes the Sustainable Development Goals of 'Good Health and Well-being' and 'Reduced Inequalities.'

Smile Train India's toll-free Cleft Helpline (1800 103 8301) is the country's first and only national cleft resource which is available, free of cost, to all cleft patients and parents of children with clefts. The helpline not only provides information about the nearest Smile Train treatment centre but other cleft-related information as well.

Over the past 20 years, through investments in research, new technologies and capacity building, Smile Train India has helped raise the standard of cleft care across the country and facilitated an environment of thought leadership and advocacy in the cleft care communities.

India's first cleft leadership centre

One of the most recent initiatives by Smile Train is the launch of India's first Cleft Leadership Centre at Bhagwan Mahaveer Jain Hospital, Bengaluru. A first of its kind facility in India, the Smile Train Cleft Leadership Center supports 100% free multi-disciplinary cleft treatment from birth to adulthood.

Equipped with the latest technology and staffed with some of the best-trained medical professionals, the Cleft Leadership Center serves as a regional hub for cleft treatment and training, providing best in class, free comprehensive care. This includes a holistic, team-centred model that encompasses surgery, counselling, nutritional support, orthodontics, dental and ENT Care, speech therapy and psychosocial support.

Cleft lip and palate is one of the few treatable birth differences and Smile Train is determined to facilitate a world where every person has access to high-quality cleft care and is able to live a full and healthy life.



Support for livelihood with dignity

Established in 2005, Skill Training, Employability and Placement (STEP) Academy's programmes have had a transformative impact on the lives of 16,000-plus rural youth and their families, providing them with greater income security and dignity in employment

Mobile phone repairing training.



The ongoing COVID-19 pandemic has shone a harsh spotlight on how we function as a society. The particularly distressing images of swathes of migrant workers travelling home any way they could bring the harsh world of migration for employment into mainstream vernacular.

Kanaram, a tribal youth was working as a stone carver in Surat when the first nationwide lockdown was announced. Having earned only 400 rupees a day and with his meagre savings running out, Kanaram looked to his employer of many years to brave through the complete halt of economic activity. However, with no help forthcoming Kanaram with some of his fellow statesmen decided to travel back to their village in Rajasthan. But due to the lockdown, transportation was at a complete standstill forcing them to make the 500 kilometres journey on foot. With little or no money, food or water the

nightmarish trek left a deep impact on Kanaram's psyche. Although stone carving is a highly skilled profession, it is also a death knell for many who practice it. Silicosis of the lungs is a deadly irreversible disease commonly found in people employed in the profession. But with his migration back home, Kanaram was now unemployed with his only skill rendered useless in the village. Migrating to Surat had always been a distressing move for him but now he was adamant not to ever relive the deeply painful last few days he had spent in Surat and the lonely walk back home.

After learning about Aajeevika Bureau's skill training programmes from his acquaintances, Kanaram approached Aajeevika Bureau's training centre providing a commercial tailoring training programme for men. He was counselled about the various programmes run by the organisation including tailoring which is a very different skill from stone carving. Having made up his mind,

On-the-job mason training with COVID-19 safety.



Kanaram enrolled in the programme in March of 2021. Following the completion of the training, Aajeevika provided him with a sewing machine and some other tools which have helped him open a tailoring shop out of his house in the village. Although he might not be earning the same amount of money he made in Surat, his expenses are lesser and he lives with his family in his own village.

Kanaram is one among many returnees who have benefited from the skill training programmes. Not limiting to the current pandemic, many returnees and even people who migrate have enrolled in the customised skill training programmes which provide them with a more solid base for employment as they are not thrust into the lowest income bracket of unskilled labour.

The following is a little snapshot of Aajeevika Bureau and the work it strives to do.

Aajeevika Bureau is a specialised public service initiative working to enhance the dignity and well-being of families who are dependent on migration and informal labour as their prime source of livelihood. Working across Rajasthan, Gujarat and Maharashtra, it has facilitated over 10 lakh linkages in a range of high impact services to migrant communities, besides undertaking research and advocacy on important issues related to labour migration.

Skill Training, Employability and Placement (STEP) Academy was established in 2005 to further the mandate of skill training and enhancement for migrant communities. STEP Academy operates out of Udaipur with one main residential facility and three satellite centres in rural Udaipur and Dungarpur. The Academy works closely with the walk-in migrant resource centres run by Aajeevika Bureau, known as Shramik Sahayata Evam Sandharbh Kendras (Migration Resource Centres) for sourcing, training and post-placement support of trained youth. STEP Academy provides short-duration training courses, consisting of theoretical knowledge, practical skills and important life skills, making up for a complete

package for enhanced employability of the youth. Programmes at STEP have had a transformative impact on the lives of 16,000-plus rural youth and their families, providing them with greater income security and dignity in employment.

STEP offers three kinds of trainings to vulnerable migrant youth, specially tailored to suit their requirements. These trainings are carried out on a monthly basis:

Hunar: Residential trainings which last for 30 days and cover theoretical inputs, practical training (through on-site internships) and have dedicated emphasis on developing life skills.

OJT: On-the-job trainings (45 days) are designed for low-end construction and service sector workers who are unable to undergo formal training. These trainings are carried out by incentivising master technicians to train 2-3 workers on their worksites, aided by a structured curriculum.

Unnati: Refresher courses for skill up-gradation of existing low-wage workers in construction, light engineering and services sector. Fifteen-day training capsule catering to new and experienced workers, returnees and also women wishing to augment household incomes.

In addition to the above three formats,

entrepreneurial training assistance is provided to women from migrant families, seeking to enhance their earning by setting up small home-based enterprises.

There is an emphasis on undertaking post-training, tracking and follow up and offering handholding support to individual trainees to ensure their smooth integration with the labour markets.

Direct Placement: This is a special service offered by STEP Academy to relatively better-educated youth on a lookout for jobs in the hotel and hospitality, security industry and other formal sectors.

Rural youth with their certificates after completion of training at STEP Academy, Udaipur.





Training on painting and varnishing at Salumbar, Udaipur, under Unnati.



Hand-pump repair training being imparted for women at Dhungarpur in Rajasthan.



Prabhualal, a two-wheeler mechanic, owns a garage at his village Manpur in Salumbar, Udaipur, and earns Rs. 25,000 per month.



Kanaram rebuilding his life with a new profession.

Project Swatantra: Freedom from dependency on charity

GiftAble Foundation with its unique model makes people with disabilities employable and enhances the quality of their lives, through life skills programmes, workshops on disability laws and by enhancing their marketing and financial knowledge

According to WHO, about 15% of the world's population lives with some form of disability, of whom 2-4% experience significant difficulties in functioning. But Indian census 2011 says of 2.21% of the total population is 'disabled', which has to be definitely re-looked into after increasing the disabilities count to 21 in the RPwD Act 2016. Out of this, 69% reside in rural areas.

India has over 10 crore people with disability and their caretakers. People with disabilities and caretakers have always been marginalised with almost negligent opportunities to earn their livelihood. This holds especially true in rural areas where they are dependent on charity or the government doles for their survival.

A self-employed woman with a disability.



Project Swatantra - Freedom

The main aim of this programme is to provide them with employable skills and enhance the quality of their lives, through life skills programmes, workshops on disability laws and by enhancing their marketing and financial knowledge. It is disability and region-specific skill-based training which will lead to livelihood opportunities for people with disabilities and their caretakers.

GiftAble Foundation with its unique model addresses livelihood challenges by building end-to-end platforms - skilling, product design & development, supply chain optimization, marketing and technology.

Through direct training, it provides operational and capacity building training to resource training partners who are working with people with disabilities and other marginalised minority groups. This model also includes business and financial management skill training for resource centre management who are aligned to product-based training and are trying to promote their centres as production units and also to individual beneficiaries looking at starting entrepreneurship. Direct training

Self-employed women with disabilities.



Train the trainers.

provides disability and region-specific skill-based training which will lead to livelihood opportunities.

Train the Trainer: This model builds the capacities of the trainers through training workshops for any organisation working in the space of disability. The main aim is to upskill the trainers in current market requirements.

The goal is to provide training and also to facilitate the sale of products made through the platform: www.giftabled.com.

Sewing skill training

People with minimal educational qualifications have very few chances of securing a job in the formal sector. People with disabilities and their caretakers find themselves inept at supporting their families due to the absence of any professional skill. Skilling them in everyday needs of people like stitching various fabric-related products will provide self-employment at their homes, which can earn them a daily income. GiftAble Foundation also focuses on building the

skill of bag production in this training, through which the trainees are now able to take corporate orders and fulfil the same on time with quality which is providing them with a sustainable income. Sewing training is focused on the Nagapattinam and Thiruvallur regions of Tamil Nadu. Tsunami waves that struck the coastal areas in Tamil Nadu in December 2004 have caused immense damage to human lives and properties and Nagapattinam remains one of the most affected areas till date.



A woman busy at a sewing unit of GiftAble.

Spice and incense stick making training

Entrepreneurship development for persons with intellectual and developmental disabilities including Autism Spectrum Disorder, Cerebral Palsy, Intellectual Disabilities and Downs Syndrome. Persons with disabilities are paired with one of their caretakers and are trained in an assisted environment. Trainees learn the mechanism of processing incense sticks and spices which also

includes other associated skills like packaging, sealing, sorting, counting, dispatch, stalking and raw material maintenance. After completion of three-month centre-based training, the persons with disabilities along with their caretakers will be trained on independent entrepreneurship for three months with machinery and raw materials support. Thus, the products produced are bought by the centre and through their various networks are sold by the centre, and profits are shared with the beneficiaries.

Mushroom, horticultural and vermicompost training

A new beginning towards empowering people of tribal population in the self-employment sector where people with disabilities and their caretakers find themselves in a position to provide a helping hand to their families. Equipping them in mushroom, horticulture and vermicomposting skills will benefit them to generate income to feed their families and in order to have sustainable living.

The tribal residents of Toyaput and Koraput district in Odisha lack the benefits of basic necessities like education, health and government schemes which have been a hindrance for the tribal society even today.

Alish Mandinka was all fine till she was studying 12th standard. She was playing and going to college like any other girl. Suddenly she developed pain in her hand and legs with severe fever and diarrhoea. That changed her life, she gradually



Mushroom cultivation training.



Mushroom cultivation training for adults with intellectual disabilities.



Alisa preparing for mushroom farming.

developed an orthopaedic disability. Now, her sister takes care of her and they live with their parents. Both say they love the training

where they are learning a new skill and they look forward to growing mushrooms at home soon after the training.

“This is my life’s first salary, yayyy,” smiled 18-year-old Pitambar Roy, a trainee with Down Syndrome who comes from a middle-class family located at Kalyani in West Bengal. He was identified based on the assessment to get trained in our Kalyani Centre on Agarbatti and Masala making unit. After six months of completion of his training, he has now become an expert in pedal agarbatti making. And now has been appointed as a worker in the production unit. He is now handling one kilogram of raw agarbatti mix and preparing about a thousand agarbatti raw sticks a day. He has been assigned one paddle agarbatti machine and he is super excited about the work.



Pitambar Roy with his co-workers at work.



Ms Deekshitha Ramesh, Head, Skilling, Center of Excellence, GiftAbled.

“Livelihood for disability sector has always been a challenge, especially for the rural section of the society. In this sector, it requires us to match the skill training with disability type, we cannot have the same training for everyone. We have to understand the abilities and limitations of each. It is not just persons with disabilities but even their caretakers whom we have to look into while planning a training. Along with the skill training, we also have to note whether those skills will be helpful and will those generate a sustainable income in the respective geographical area where they reside.

At GiftAbled we look into each beneficiary as

an entrepreneur. We understand the needs and demands in the market growth for the skill and empower the beneficiaries to build a business around the same. We have deviated from the traditional method of fitting everyone into the same skill training to customised skilling. We are able to replicate the models and accelerate the programmes in different areas. We look into more collaboration of like-minded organisations to cascade this effect. We also aim to promote the supplier diversity through which the products made by our beneficiaries reach the customers and we believe this will create more employment opportunities in future,” says Ms Deekshitha Ramesh, Head, Skilling, Center of Excellence, GiftAbled.



In alignment with Skill India initiative



Training on basic healthcare.

Smile Foundation has trained over 47,000 youth through its e-learning programmes and more than 28,000 of them have been placed in over 200 brands across India

The COVID-19 pandemic has stressed the country's healthcare infrastructure and pushed millions of its citizens into poverty. During these grave times, India's non-profit sector has risen to the occasion and cushioned the blow of the pandemic for the masses.

The deep on-ground connection of NGOs like Smile Foundation has meant that they have been able to work consistently and effectively across the domains of health, education and skilling to help

millions of people out in these difficult times.

Smile Foundation's livelihoods mission is in strong alignment with the Government of India's Skill India initiative. The initiative aims to skill people in the 18-32 years age bracket and is operational through 81 centres across 18 cities in 16 states.

Mr Santanu Mishra, Co-founder and trustee of Smile Foundation, said, "Our country faces an acute shortage of skilled work personnel. So far, Smile Foundation has trained over 47,000 youth

through its e-learning programmes and more than 28,000 of them have been placed in over 200 brands through 95 operational projects across India."

The mode of learning in Smile's livelihoods mission is completely digitised and uses cloud-based platforms that allow continuous assessment. Teacher training remains in focus with the help of real-time data analysis.

In the healthcare stream, students who have passed the 10th standard are trained in bed-time assistance, general-duty assistance and as patient care executives over a course lasting 195 hours over three months.

In its training module for banking services, the NGO along with its knowledge partner has developed a 245-hour course which is delivered

over four months. Eligibility for the course is a graduate's degree and it is run across six centres.

As part of its Business Process Outsourcing course, Smile Foundation imparts training of 145 voice and non-voice training processes over three months.

Smile Foundation also runs a course in E-logistics training for students in supply chain management. This includes training in the management of all physical flow of goods that organisations sell online. The duration of the course is 176 hours over three months.

With an increase in internet usage, the online marketplace has grown exponentially. Business is increasingly going online. Smile Foundation's 300-hour course in digital marketing equips graduates to deal with challenges in this field.



Skill development class by Smile Foundation.



Training on basic healthcare by Smile Foundation.



Smile Foundation's skill development training on healthcare.

Smile Foundation facilitates all its trainees with placement services. Even during the pandemic, the NGO has seen good placement across companies like KFC and Pantaloons and Cantabil showrooms, Paytm, Reliance, Hathway Cables, DTDC Courier, Jio Care, Commtech, Hexaware BPS, HDB Financial Services, Axis Bank, Muthoot Finances, Portea, Apollo Hospital, Max Hospital and Jaipur Golden Hospital.

The training programmes focus on core employability including 10 competencies like communication skills, attitude, computers and problem-solving.

Mobilisation is an important part of the project. The Foundation introduced Google Forms to identify children for training across communities and created WhatsApp groups to rope them in during the pandemic last year.

All these initiatives are aimed at helping India benefit from its demographic dividend. The youth comprises over one-third of its population. The number of underprivileged youths in India who lack education and proper guidance is colossal. According to an estimate, only around 15% of young graduates passing out of India's colleges are employable.

It is not their lack of theoretical knowledge that causes this. Instead, it is a lack of the right skills and attitude. There is an increasing concern among corporates about the dearth of skilled employees. It is crucial for the energy of the underprivileged youth to be channelised properly to aid economic growth and development.

Smile Foundation's Twin E-learning Programme (STeP) is an initiative in this direction. The NGO, through its e-learning programmes, aims to create a pool of skilled and independent people, from a section of underprivileged youth, by training them in tandem with market requirements. It is an effort to bridge the gap between demand and supply of skilled manpower in the fast-emerging services and retail sectors of modern India.

Skilling, creating equal opportunities for youth with disabilities

NCPEDP believes when persons with disabilities have access to training in skills that are relevant to the labour market and suited to their abilities and interests, they excel

Even though disabled people constitute a significant 6 per cent of our population, yet their basic needs for social security, individual dignity and meaningful employment remain unmet. The Disability Act 1995 provides for 3 per cent reservation in all categories of jobs in the government sector, however, till today its adaptation and implementation remain problematic, leaving a large scope of improvement in the employment of persons with disabilities in the public sector.

Representation of people with disabilities in the workforce of the private sector also remains very low, notwithstanding, since the last decade, the private sector has started proactively hiring people with disabilities. But nowhere is it close to the ideal state of equal participation of people with disabilities in the sector. Given the various challenges that people with disabilities face in finding jobs, self-employment today serves as

an important option for a lot of people in India, especially for people with disabilities.

As a leading policy advocacy and research cross-disability organisation fighting for the rights of persons of disabilities for the past 25 years, the National Centre for Promotion of Employment for Disabled People (NCPEDP) envisions a world where people with disabilities are equal members leading dignified lives through economic independence.

By putting the rights of people with disabilities at the heart of everything it does, NCPEDP aims to empower people with disabilities through appropriate legislation, encouraging employment of people with disabilities, creating awareness on disability issues, and promoting accessibility in public spaces, products, services and technologies.

In 1999, findings of a survey conducted of the top 100 companies of India by NCPEDP revealed that

*Observance of World
Disability Day.*





the average percentage of employment of people with disabilities was as follows: in the public sector: 0.54 per cent; in the private sector: 0.28 per cent; and in the multinationals: 0.05 per cent. This led to the creation of The NCPEDP-Mindtree Helen Keller Awards, which paved way for a path-breaking discourse on equal opportunities for persons with disabilities in the area of employment at a time when no one was even thinking about it. Started in 1999, these awards have come to be recognised as the most prestigious Indian benchmark for honouring people and organisations that have been working towards

promoting employment opportunities for persons with disabilities. It has encouraged organisations and employees with disabilities to become brand ambassadors for the cause of employment of persons with disabilities and take the momentum forward.

When persons with disabilities have access to training in skills that are relevant to the labour market and suited to their abilities and interests, they can make a significant contribution in the workplace and to the living standards of their households, the community and wider society. To

encourage skilling and inclusive entrepreneurship amongst persons with disabilities, NCPEDP has time and again organised workshops and dialogues on the topic bringing multi-stakeholders together including the youth. The recent one was organised in partnership with Youth4Jobs Foundation and Axis Bank which identified solutions to enhance the scope of employment of persons with disabilities under the ambit of the Rights of Persons with Disabilities Act for the private sector. The workshop deliberated on creating sustainable employment and entrepreneurship opportunities for persons with disabilities by training them and

creating a brighter path of career progression for them. The need for creating equal opportunities for persons with disabilities in rural settings was also highlighted during the series of discussions organised in this regard.

In September 2019, NCPEDP Executive Director Mr Arman Ali also represented India at the 22nd session of the Working Group of the UN Committee on the Rights of Persons with Disabilities and gave key recommendations on the key issues of accessibility of transportation services, accessibility of information and

acceleration of the implementation of the barrier-free buildings - all of which are critical to the employment of persons with disabilities.

Today, the COVID-19 pandemic has disproportionately impacted persons with disabilities, leaving a large number of them behind. The COVID-19 pandemic even though disrupted the traditional practices to offer innovative ways of working and provided reasonable accommodations enabling people with/without disabilities to remain a part of the mainstream workforce, people with disabilities have been altogether missed in the discourse.

NCPEDP, therefore, continues to work relentlessly to make a difference and create a level playing ground for people with disabilities in terms of employment opportunities amidst the pandemic.

NCPEDP views this 'new normal' as a way to change the status quo in terms of how people

work and change the mindsets and attitudes of employers and employees, bringing them in favour of persons with disabilities.

Mr Arman Ali, Executive Director, NPCEDP, says, *"Today we are confronted with the spectre of the disappearance of scores of employment opportunities due to the ravaging pandemic. The employment situation is grave and this issue can no longer be avoided. However, the pandemic has offered an opportunity to rebuild better. It is time for people from all sectors to come forward and offer concerted, creative and sustainable initiatives so that people with disabilities can remain mainstreamed in the workforce. If we want to see a better, inclusive and accessible tomorrow, we must come together and work as one, enabling every person with a disability to reach his or her highest potential."*

A workshop on skilling Youth with Disabilities.



National Convention on Youth with Disabilities.





Small but impactful initiatives

Swami Sivananda Memorial Institute of Fine Arts and Crafts is dedicated to empowering women to realise their potential with dignity for more than half a century

A room100-ssmi.com collection.



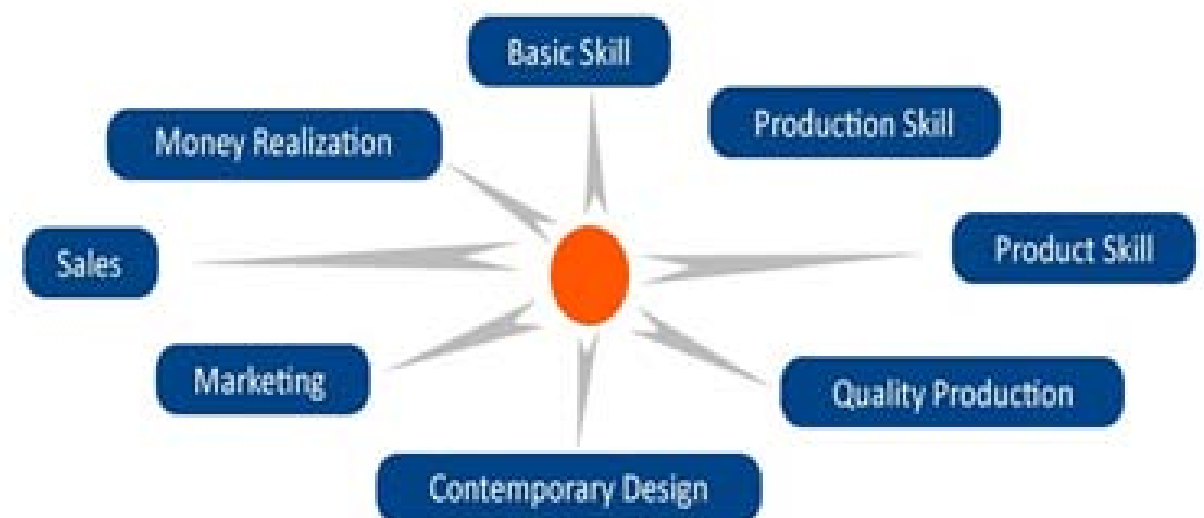
Livelihood is defined by the Cambridge English dictionary as “(the way someone earns) the money people need to pay for food, a place to live, clothing, etc.” However, given the patriarchal character of the society for women, it is, in addition, ensuring dignity. An example would illustrate the point. In one of the SSMI production kitchens when women were asked would they prefer additional payment in the form of an increment or a bonus, the unanimous reply was bonus. The reason for that was explained by one woman, “Just getting a job and earning an income gives us a boost to our self-esteem and dignity within the family. However, the husband and mother-in-law take charge of the income. Whereas bonus would be exclusively ours to enjoy at least a part of our income.”

Income-generating work at its most rudimentary form is manual, unskilled work. For any other

form of work, there is a need for honing skills. Skills that are required by the marketplace, where skill could be exchanged for money to meet the requirement of the dictionary meaning of livelihood.

The basic skill is learning how to manipulate thought or material in a generic form. However, in order to add value and increase income, it is important for an individual to specialise by gathering product skills. The greater the value addition, the greater the income.

There are institutions that impart basic skills such as vocational training institutes and there are specialised apprentice training institutes that impart specialised skills on a specific machine/s or product/s. Generally, apprentice training is imparted by the production organisation to mould an individual’s abilities to suit the specific needs of the organisation.



Caption: The figure shows how production training becomes a part of an entrepreneurial cycle that would enable an enterprise to hire people and give them a livelihood.

SSMI experience

The Swami Sivananda Memorial Institute of Fine Arts and Crafts is a 57-year-old institution dedicated to empowering women to realise their potential with dignity. In an earlier phase, SSMI imparted basic skills through a women's Industrial Training Institute (ITI); however, in the past 15 years, the emphasis is to create livelihood by completing the entrepreneurial cycle, in two areas textile and food.

Textile

SSMI produces a range of textile products under the brand name of SUBHA – a new dawn for women and a label for homeware and beachwear called Room 100 (www.room100-ssmi.com) “SUBHA” Design Centre trains women having basic skills in the art of hand block printing, hand embroidery, stitching and tailoring, to equip them to produce a range of high-quality customised textile products like apparels, furnishings - Home Furnishing, Dress materials, Kurta & Dupatta sets, Saris, Stoles, Scarves, accessories etc.

- ROOM 100 collection is of pared-back clean lines, lashings of white, painted wood and tactile textiles.
- Subha has expertise in developing export quality bags ranging from simple tote bags to complicated laptop sleeves and banana bags. (www.hindbag.fr)

Food

At present, even though SSMI has FSSAI certification, SSMI does not sell under a brand name. It is mainly concentrating on job work. There are two types of job work.

1. Collaborating with the Govt, of NCT of Delhi to prepare hot cooked meals and take-home ration for about 20,000 beneficiaries every day.
2. Manufacture millet-based products like flours, high protein goods and gluten-free cookies that are marketed by Earthspired.

Through both these activities, SSMI is able to generate livelihood for more than 100 women.

Soft cotton napkins made by artisans of SSMI.



Creation of women working with SSMI.

Ms Sunita Bhasin, Director, Swami Sivananda Memorial Institute, says, “Start by doing what’s necessary, then do what’s possible and suddenly you are doing the impossible.”

One of the items from room100-ssmi.com collection.



Hand block printing being done by an artisan.



Artisans of SSMI busy creating beautiful designs.

Fulfilling the potential of tourism, hospitality industry

Tourism & Hospitality Skill Council has been providing training to India's young workforce, helping equip them for careers in tourism and hospitality sector



A chef at work.

The Tourism & Hospitality Skill Council (THSC) operates under the Ministry of Skill Development & Entrepreneurship (MSDE) to fulfil the potential of the tourism and hospitality industry. Currently celebrating its 7th year, the not-for-profit organisation is formed by the industry and for the industry and regulated by the National Council for Vocational Education and Training (NCVT). It plays the crucial role of bridging the gap between opportunities in the sector and the abilities of the youth, by tackling large scale skilling of manpower to meet industry requirements. THSC has the mandate to create

a robust and sustainable eco-system for skill development in the industry, catering to 5 sub-sectors: Hotels, Travel & Tour Operators, Food Service Restaurants, Facilities Management and Cruise Liners.

As a part of the honourable Prime Minister's Skill India mission, THSC is providing training to India's young workforce, helping equip them for careers in tourism and hospitality. It implements training programmes, practice-based curriculum, apprenticeship and vocational skilling through its 375+ training centres across India. Till date, nearly 9 lakh individuals have benefited from

THSC initiatives through its network of 3600+ trainers and 2000+ assessors. In response to the pandemic, it has also initiated online training and certification for its students, trainers and assessors.

Mr Rajan Bahadur, CEO of THSC, encapsulates the vision of the organisation on its 7th anniversary, “We are committed to the future of the Indian youth and see huge potential in the Indian tourism & hospitality sector. Under the vision of our honourable PM, we are working closely with the industry to showcase the remarkable potential of our youth and to drive success for them. Seven years back, the Tourism and Hospitality Council

was initiated with the aspirations of our youth and the opportunities in our industry in mind. India being home to the youngest demography in the world, as well as a robust tourism and hospitality sector, it is poised to transform the fortunes of both. We look forward to doubling the milestones achieved thus far in the coming years.”

THSC has also supplemented its core training objectives with 100+ placement drives and job fairs, paving the way to make lakhs of youth industry-ready and leading to well-paying, respectable jobs with industry partners.

THSC has tie-ups with the most prestigious names

in the sector, including renowned hotel chains like The Oberoi, Marriott, Radisson, Sarovar, Taj, Lemon Tree along with speciality restaurants and food chains like Burger King, Farzi Café, Mamagoto. They are also associated with Facilities Management Companies like JLL, Sodexo, Compass, and leading Travel Agencies of India and the world are also regular participants in THSC job fairs. Through its partners and based on industry requirements, THSC has helped to find placement for 1,51,058 certified individuals. If you have the will, THSC helps you develop the right skill sets so you’re ready for when opportunity knocks, opening doors to an incredible and exciting industry.

Chef Mohit Dudeja being felicitated after winning the silver medal in the Patisserie & Confectionary Skills category at the World Skills 2017 in Abu Dhabi.



A chef with some happy customers.



Chef Mohit Dudeja after winning the silver medal in the Patisserie & Confectionary Skills category at the World Skills 2017 in Abu Dhabi.

Skilling in the time of COVID-19

Rangoonwala Foundation (India) Trust's online trainings with a vocational focus helped many who had lost touch regain their skills as well as confidence, increasing earning potential

The COVID-19 pandemic has thrown up enormous challenges for lives as well as livelihoods. It is said Mumbai never sleeps, but the pandemic induced lockdown brought a sudden pause in many ways. For many, living 'inside the house' was a new experience. Most homes in Mumbai's slums are not large enough to hold the whole family together at a time. Dwindling resources, no avenues to borrow and mental stress made survival a challenge for many.

Being a people-centric organisation working with communities to achieve inclusive and sustainable

development, Rangoonwala Foundation (India) Trust-RF(I) draws its strength from the never-say-die spirit of the people it works within Mumbai's bastis.

Where there was a will to overcome, it now saw hopelessness. It saw women trying to hold their families together despite many odds. Pivoting to keep up with the changing realities seemed the only option.

Before the pandemic, its six Rangoonwala Community Centres in the western suburbs of Mumbai were bustling physical spaces in the midst

of congested slums, which women and children could easily access to focus on their capacity building and health needs.

Skilling has been an integral part of its interventions. While entrepreneurship was a choice before, it now had become a necessity. Incomes which families grudgingly considered supplementary before became a ray of hope for survival in the new normal.

Necessity helped surmount the technological divide. Online, network, data pack etc. were integrated with the vocabulary and became a way

of life, be it with borrowed or shared smartphones. Virtual meetings replaced community meetings and online trainings replaced centre-based ones. Its efforts in tweaking skill training modules and training methodology where ever possible are showing results.

Given that working from home was becoming the way of life, it focused on online computer trainings with a vocational focus. A range of trainings helped those who had lost touch regain their skills as well as confidence, increasing income earning potential. Its community youth have found these trainings of immense value.



Community volunteers and entrepreneurs join hands to improve sanitation and hygiene.

For women who had some basic mehendi application and beautician skills, it started online trainings which included COVID-19 safety protocols for self and clients. Kits are given to trainees at the end of the training to support entrepreneurship. Its mehendi artists were invited to apply mehendi at a wedding as soon as the lockdown eased giving much-needed incomes and more importantly many more contacts! The most empowering experience in these times has been that of its women entrepreneurs who learnt to make cleaning materials of commercial quality –

phenol, liquid floor and toilet cleaners and liquid bleach.

This was a new initiative for RF(I)T. The pandemic brought into sharp focus the dismal state of sanitation and hygiene in community toilets. At times, COVID-19 positive patients were also using the same facilities as others because there were no options. RF(I)T started processes to make people aware of the impact of these conditions on health. Groups of women showed interest in monitoring this.

Simultaneously it started processes to train economically vulnerable women to make the cleaning materials combined with entrepreneurship training – sourcing, costing, packaging, marketing.

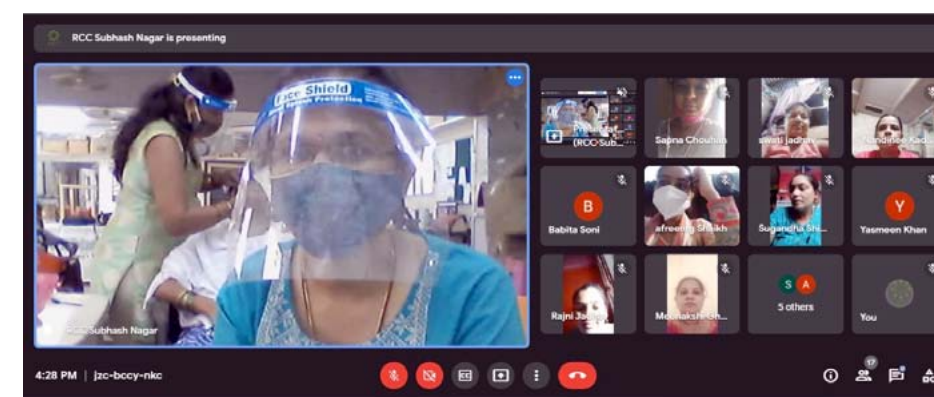
Today, this small but growing group of women volunteers and entrepreneurs ensure hygiene at more than 100 community toilets in the bastis. The entrepreneurs are steadily building a dedicated clientele. Building skills around utility products and services that do not require much resource investment and in a city like Mumbai do

not occupy space for material and equipment in small homes have a better chance of translating to incomes and hence building lives in these trying times.

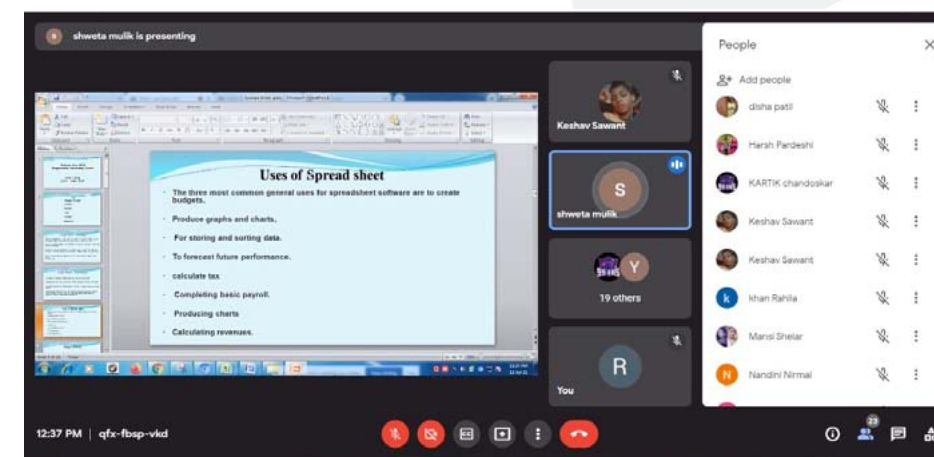
“RF(I)T believes that building skills in women paves the way for their empowerment – social as well as economic. It brings a sense of self-worth, enhances their esteem in the family and social circle and is a tool in her kitty for earned income,” says Nisreen Ebrahim, CEO, Rangoonwala Foundation (India) Trust.



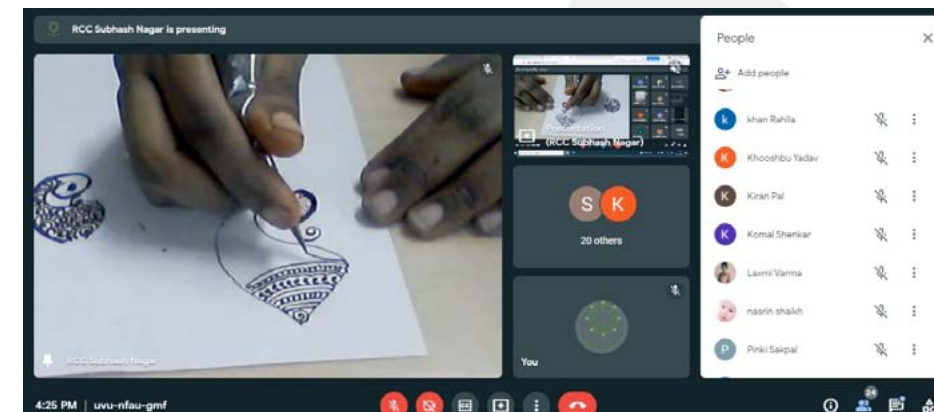
Entrepreneurship training for cleaning materials.



Online beautician training in progress.



Online computer training in progress.



Online mehendi training in progress.



Catalyst in realising underprivileged youth's dreams

With over 30 centres in the country, Unnati has been training nearly 10,000 youth every year

Unnati with its tagline 'Learn, Earn, Stand Tall' is a vocational training and social transformation programme for the underprivileged youth in the age group of 18–25 years who are less educated and unemployed with a guaranteed job at the end of the training of 35 days in corporate houses with social securities.

Unnati trains the youth for over 300 hours which includes spoken English, computers, tally, life skills and values. The training programme is

extremely unique with a lot of interactive learning which ensures their identifying their goals and helps them realise their dreams.

Unnati works from a platform of love, care and concern and approaches the issues of the youth in an empathetic way. The emphasis is to make the youth realise their potential, be part of the inclusive society and be a change agent in the community from where they come from.

Unnati concentrates on value systems more



Unnati Skill Centre in Bangalore, Karnataka.

than just giving knowledge to the youth. Unnati believes that if a person is a responsible person, he or she will be able to contribute positively to the country's growth. It has over 30 centres in the country and is training nearly 10,000 youth every year.

Its thematic areas of work are Promotion of Education, Gender Equality & Women Empowerment, Employment, Enhancing Vocational Skills, Livelihood programme and Workforce Development.

'Being persistent is the key to success'

Bhavya is a 20-year-old girl who can handle two jobs in a day and manage everything

independently. Her mother works as a housekeeper in an apartment and her father works as a daily wage at a construction building. In her words, she had always struggled to have a normal life due to her economic conditions. She spent her childhood in an NGO called Baalemane. She completed her 12th grade but couldn't take up graduation due to learning difficulties. Bhavya took months to find possible ways to get a job but faced rejections everywhere. It is during such a time that Bhavya came to know about the Unnati Skill Centre through her NGO and she took admission in the 73rd batch, during 2018.

"I spent 35 days undergoing a vocational course which was packed with life skills, computer knowledge, Tally, English, public speaking,

communication skills and social values. I used to stay at the Unnati girls hostel. It was a safe place and I never needed to worry about my meals. In the beginning, I was apprehensive about the step I had taken, but in a few days I had friends from across many states and everything was fine. I received guidance about various jobs, career options and the challenges I needed to be prepared for. They are the reasons behind every life change I observe. I worked as a teacher at PATCP (Parents Association of Persons with Cerebral Palsy and Associated Disorders). I taught Basic Computer, English, Yoga, Paintings and Craftworks to the differently-abled. Unnati's change-makers motivated me to be a teacher. Earlier there were many people who had belittled me and now the same people shower praises on my achievements," Bhavya said.

Bhavya's family lives in a slum in Bangalore. She's helping her parents build a new home from her yearly savings. Recently Bhavya got her second job at an online food delivery company called "Woken Stove Food Work Pvt. Ltd" where she works as a store supervisor.

"As youngsters, we sometimes give up all our dreams due to the difficult situations we face in life. Many times it can be very challenging, but as they say 'there is always light at the end of the tunnel'. Disappointments pave the way to joy and rich experiences. Being persistent is the key to success. My dreams don't stop here. In future, I hope to open my own yoga and wellness centre," Bhavya added.

This is not only Bhavya's story, this is the story of thousands of many youngsters who struggle to find out what they want to do in the early stages of their career.

A student being interactive during life skills class.



The canteen at Unnati Skill Center, Bangalore.



One of the student batch in the computer lab.

Partnering for COVID-19 relief feeding efforts

With BillDesk's support, Akshaya Patra has so far served over 3.27 lakh cooked meals and 10,220 Family Happiness Kits in various parts of the country



With the support of BillDesk, The Akshaya Patra Foundation's COVID-19 Relief Feeding Efforts in progress.

BillDesk has donated over INR 2 crores towards Akshaya Patra's relief feeding initiative, enabling the Foundation to serve over 3.27 lakh cooked meals to vulnerable populations and distribute 10,220 Family Happiness Kits—amounting to over 12 lakh meal servings pan India.

With the country grappling with the second wave of the COVID-19 pandemic, Akshaya Patra has scaled up its relief feeding efforts to serve cooked meals and distribute food relief kits to vulnerable communities. Employees of the renowned online payment gateway company, BillDesk volunteered at The Akshaya Patra

Foundation's COVID-19 relief feeding centres in Chanakyapuri and Sarojini Nagar in Delhi on 17 July 2021. With the continued support of the Government and donors, the Foundation is reaching out to daily wage earners, migrant labourers, rough sleepers, etc., to ensure their food and nutrition security in these difficult times.

MN Srinivasu, an IIM-A graduate who co-founded BillDesk, a home-grown pioneer in the fintech sector, says: "As a part of our CSR activity at BillDesk, hunger eradication initiatives have been an area of key focus. We have partnered with Akshaya Patra for many years now on such initiatives and are very glad

with the work and the actual implementation they do at the grassroots level. We are grateful for the opportunity we have been blessed with, to give back to the society and to the nation”.

Speaking about the volunteering efforts, Mr Sundeeep Talwar, CMO – The Akshaya Patra Foundation, said, “We are immensely grateful to BillDesk for their wholehearted support to our food relief efforts in Delhi through this volunteering initiative. We have always believed that we need to work together and serve the people in need. We are fortunate that BillDesk and Akshaya Patra are on the same page on this aspect. They have been supporting our school feeding programme, enabling us to serve nutritious mid-day meals to thousands of children in various parts of the country. Today, they are supporting our food relief initiative, enabling us to feed thousands of people from vulnerable communities affected by the COVID-19 pandemic. We are happy to have BillDesk as our partner and confident that this collaboration will continue to serve children and communities in the years to come.”

BillDesk has been among the eminent partners of Akshaya Patra since FY 2016-17 and has so far contributed towards various feeding initiatives across India. In FY 18-19, they supported the feeding of 10,782 children in Rourkela and 4,094 children in Puri, Odisha. In FY 19-20, they donated eight food delivery vehicles to the Foundation’s unit in Silvassa, Dadra & Nagar Haveli, and supported the feeding of over 10,000 kids.

As of 30 June 2021, Akshaya Patra under its Covid Relief Feeding Programme has cumulatively served over 14.55 crore meals to vulnerable populations across 19 states and one UT. These include 7.05 crore cooked meals, 12.09 lakh food relief kits with essential groceries for 42/28 meal servings, 12.21

Food relief kit being distributed by The Akshaya Patra Foundation



lakh Happiness Kits for MDM beneficiaries with dry ration for 20 meal servings, hygiene products and educational supplies, and 5,444 Family Happiness Kits with dry ration for 120 meals, notebooks for children, sanitary pads for girls and a COVID Awareness Booklet.

The Akshaya Patra Foundation is a not-for-profit organisation that strives to address classroom hunger and malnutrition in India. By implementing the Mid-Day Meal Scheme in Government and Government-aided schools, Akshaya Patra aims to fight hunger and, at the same time, bring children to school. Since 2000, Akshaya Patra has worked towards reaching out to children with wholesome food every single school day. The Foundation is continuously leveraging technology to cater to millions of children. Its state-of-the-art kitchens have become a subject of study and attract curious visitors from around the world.

In partnership with the Government of India and various State Governments and the inestimable support of many philanthropic donors and well-wishers, Akshaya Patra has grown from humble beginnings serving just 1,500 school children across five schools to becoming the world’s largest (not-for-profit run) mid-day meal programme, serving wholesome food to over 1.8 million children from 19,039 schools across 13 states and one union territory in India.



“Those days in quarantine were the toughest of times as I was not allowed to go out in my village. I was in a dilemma of whether I will get a job in my area or not.” - Rajendra

Rajendra, age 42 is a resident of TaragutuAmbatoli, a small hamlet in the Gumla district of Jharkhand. The village, encircled by hills and green forests, remains untouched by development. The villagers mostly belong to the Oraon tribe whose chief occupation is agriculture. Within the periphery of this agro-based village, Rajendra heads a family of 5 including him, his wife, and three children.

Due to the lack of irrigation facilities, the farmers depend on rain and their agricultural period spans from June to January. For the remainder of the year, most of the youths migrate to Uttar Pradesh to earn at the Brick Kilns.

For the past 4 years, Rajendra has been migrating to Uttar Pradesh for a span of six months to work in the brick kilns. “We workers reside near the brick factory. Hearing about the pandemic, we took it very casually like other diseases. While watching the television we heard the news about the nationwide lockdown and we were new to such a situation. All of us were in tremendous pressure that everything would be closed from 24th March 2020.”

The UP government arranged a vehicle for the guest workers to revert to Jharkhand but when Rajendra arrived at his village, his life took an unpredictable turn. “After all the medical checkups in the village, I was in home quarantine for 14 days. Those days in quarantine were the toughest of times as I was not allowed to go out in my village. I was in a dilemma of whether I will get a job in my area or not.”

“While I was in-home quarantine, the Team of CASA visited our village to make the people aware of the COVID-19 pandemic and informed us about the safety measures from washing hands to practice physical distancing and also using the masks.”

During the awareness program, Bilash Oraon, a volunteer of CASA, communicated about how MGNREGA job cards can help them get employment. Rajendra continues, “Due to the Nationwide lockdown, I thought that even if I have the job card, it will not help me in finding work. I have the MGNREGA card so it came as good news for me.”

“When the quarantine period was over, I got employed for 20 days at a plantation and land development work site, near my village. I



CASA helping communities severely affected by COVID-19 pandemic

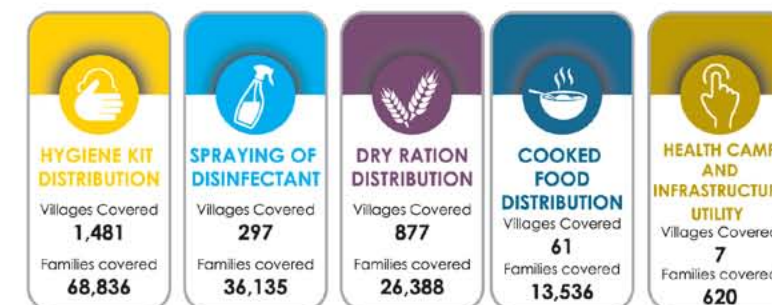
Awareness- The Harbinger of Change

“I was in a dilemma of whether I will get a job in my area or not.” - Rajendra



TOTAL REACH OF MATERIAL DISTRIBUTION AND OTHER SUPPORT

Villages Covered: 1946
Families covered: 1,14,045



received Rs 194/- per working day. In the field, we use masks and follow physical distancing. We practice the regular washing of hands at home. I thank team CASA for sharing the dos and don'ts of COVID-19 and also making us aware of the job card facilities.”

CASA looks forward to helping more individuals and families to survive through these unpredictable times with social security and adequate help.

Total Reach of Material distribution/ other Support and Awareness Initiative

| | | |
|-------------------------|--------------------------------------|---------------------------------------|
| 23 States Covered | 11,133 No. of villages covered | 40,23,150 No. of people reached |
|-------------------------|--------------------------------------|---------------------------------------|

Church's Auxiliary
for Social Action

4th Floor, Rachna Building
2 Rajendra Place, Pusa Road
New Delhi - 110084
Phone: +91 011 25730611/12
Fax: +91 011 25752502
email: casadel6@yahoo.com
www.casa-india.org

Follow us on



Building better lives for youth



A training session organised by Nada India.

Nada India has been constantly working towards building capacities of youth through relevant skill development trainings

Nada India Foundation is a non-profit organisation that advocates people-centred policies towards the health and wellbeing of young people, through the promotion of healthy lifestyles and the prevention of non-communicable diseases, including mental and environmental health. Organisations can be based within communities, but Nada India Foundation ensures that its programmes are owned by the communities that they serve.

It believes that youth should be engaged at all

levels, from conceptualisation to implementation of health and development policies, and integrating transparency and accountability as components of effective implementation. Therefore, Nada India has led to the formation of Nadia Young India Network NYIN which is a youth group under the Youth For Well Being Initiative that reinforces strategic national plans to represent and support youth concerns.

Nada India Foundation aims to engage and strengthen NYIN and other youth groups in its vision to support the amendment of the

Cigarettes and Other Tobacco Products Act, 2003 (COTPA), increase tobacco taxes, and expose tobacco industry tactics to addict the next generation of smokers. The NYIN aims to make youth groups more aware of the laws related to tobacco and alcohol control, their rights, and their responsibility to make fully informed choices.

“Meaningful engagement of young people is the key for tobacco control and the impactful implementation of good health policies. We try to build their capacity as critical thinkers and problem solvers who can leverage the tools of research and advocacy to produce thought-provoking solutions to pressing issues that affect our societies today. I am confident that the youth-led Nada Young India Network is ready to bring up some stories of young health advocates across India and amplify the voices of people living with NCDs,” said Mr Suneel Vatsyayan, Chairperson and Founder of Nada India Foundation.

Through the medium of Vlead Academy, Nada India Foundation provides induction (training of all team members) & orientation of COTPA and NTCP programmes. The focus is to help them understand the role of peer educators in tobacco control and enhance the subject knowledge on NCDs, tobacco and its social-cum-health effects. It wants them to learn to voice and express youth vulnerabilities that affect one’s well-being and health by understanding social media channels of communication.

Its four founding pillars are LEARNING, an open-ended pedagogy which is inclusive, practical, socially relevant, field-based, peer-based and self-based that focuses on learner-centric and participation-based training; ENRICHMENT, engaging with practice-based curriculum and fun-based project focusing on life enrichment, cultural enrichment national enrichment among the youth; ACTION, encouraging empathetic, compassionate,

A member of Nada Young India Network.



courageous and resilient actions; and DISTINCTION, a life long self-directed, cooperative and evidence-based learning.

It constantly works towards bridging the gap between academia and the healthcare industry and also exposes the abundant opportunity present in the development sector, social work, and public health sector for youth and professional social workers. It also focuses on building interpersonal skills, enhance employability and foster a sense of social entrepreneurship to leverage the capabilities of the Nada Young India Network for Good Health and promote social change, development, cohesion, and the empowerment of people and communities.

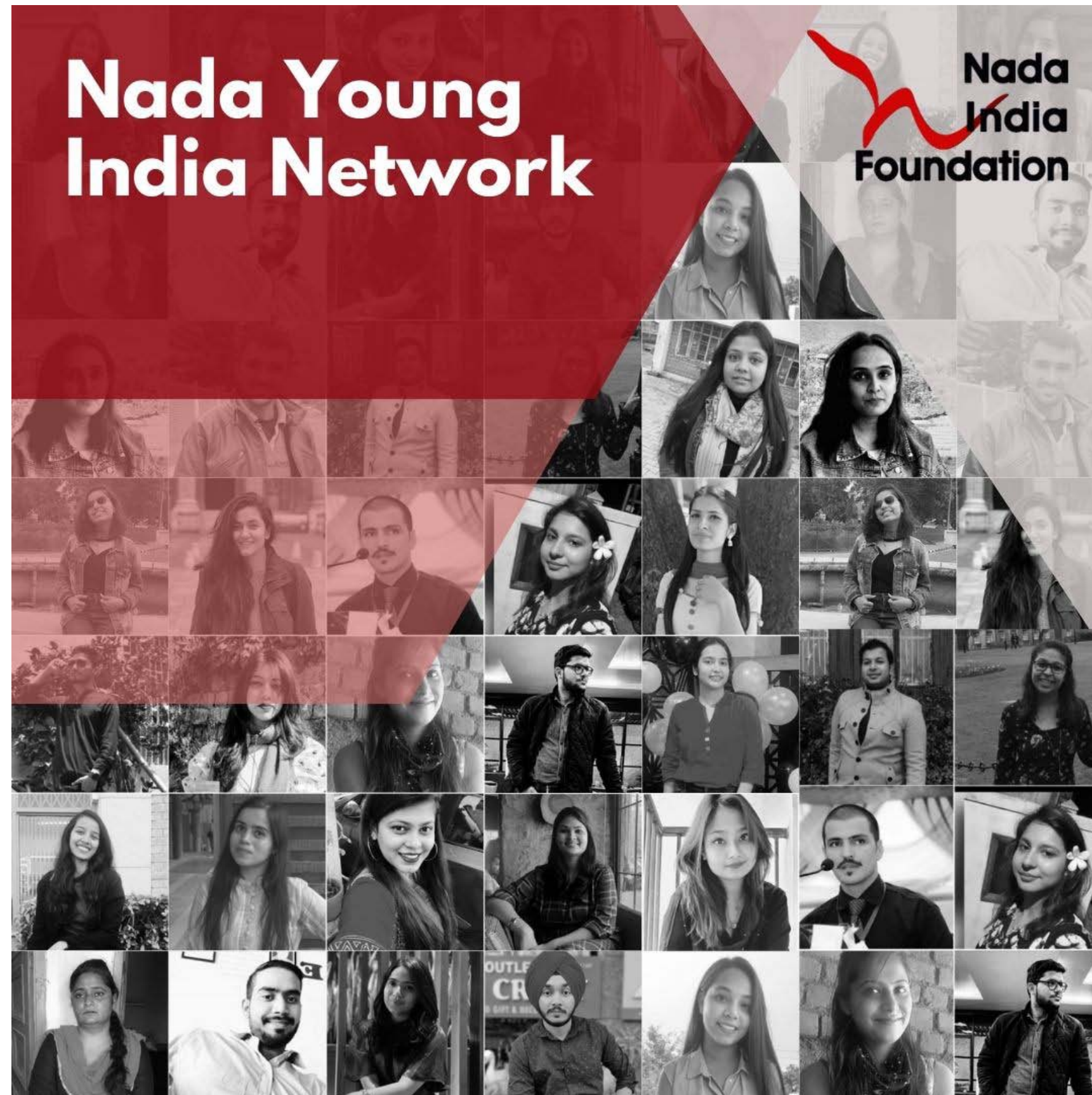
“My learnings from this experience as a Peer Supporter are now incorporated in my personality - the confidence boost I got, independent thinking and problem solving, greatest of all teamwork is a learning to take with me forever,” says Dr Antara Singh, an NYIN member.

It believes that building capacities of our NYIN network through relevant training and skill development across different verticals will help them raise awareness and expressing their concerns related to the ban of DSA's (Designated Smoking Areas), Point of Sale of Tobacco advertising, and maintaining minimum legal smoking age at 21 years uniformly across states

Participants during a rally organised by Nada India.

A workshop organised by Nada India.





according to Section 6 of the COTPA Act 2003. It is empowering its youth groups to network with policymakers and parliamentary decision-makers to ensure youth-centred and youth-driven policies are formed.

This in turn will help initiate a dialogue with the authorities, members of the Health and Finance Ministry, and GST council to push forward tobacco tax advocacy to fight a war against tobacco within the country as tobacco is a Gateway Drug, opening the door to the use of other illicit drugs.

Nada India has fought to protect youngsters from the #1 cause of preventable death: tobacco use. Its vision is a future free of the death and disease caused by tobacco because tobacco has already killed enough.

"We at Nada learn that no change is small, it always starts by taking the first step, and here my first step was to unlearn. I started with building my potential, developing a new perspective, and widening my thought process. Nada India Foundation has given me wings to unleash the true spirit of serving the community. The journey at Nada India Foundation began with the curiosity to explore the unknown and to serve the nation. The thought of unleashing the true spirit of mankind was something that took me forward and meanwhile on the roads of hard work we realised the potential of holding hands with teammates to grow together and broaden the network of communication and building relationships not just for the sake of work but for personal and professional developments," said Akshay Sharma, Nada State Coordinator- Haryana.



REVIVING TRADITIONAL AGRICULTURE FOR NUTRITIONAL SECURITY

Through our interventions we aim to help indigenous communities in the Nilgiris have the right to own and develop their land, and its resources to follow their own traditional ways of growing food. The preservation of traditional forms of farming knowledge and practice helps to enhance food security.

Your Donation will enable us to

- Help indigenous farmers grow traditional food crops (Millets) that are rich in micronutrients, through seed and inputs support.
- Support its production and linking supply through the local Public Distribution System.

DONATE NOW



Aao Badlein Bharat





The Good Sight

C #83 Aliganj, Lucknow - 226024, India

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