



# VISION N

Create Opportunities for deprived youth, empowering them to lead economically productive and socially useful lives

# MISSION N

To give a second chance to deprived youth through sustainable livelihood opportunities based on rural and urban livelihood skill training programs, that leads to attitudinal change and income generation



# PREFACE

As all Indians celebrate India@75, we also need to look at Rural India@75, since 60% of the Indian population and 90% of tribal population lives in villages.

The devastation caused by the pandemic has pushed the rural poor from poverty to extreme poverty. A recent World Bank Policy Research Paper shows that the rate of reduction of poverty had anyway slowed down during the past decade, and the pandemic delivered a bigger blow to it.

Rural India is getting left behind, and will continue to do so as long as the crucial issue of small rural livelihoods remains neglected. I am proud to say that this is precisely where the sharp focus of our Kherwadi Social Welfare Association has been. Our relentless push on reaching out for transforming lives in rural India assumes critical importance in this context.

On 15 February 2023, we will be celebrating our silver jubilee and the perfect time for us to look back as well as look forward.

Looking back, KSWA's flagship program Yuva Parivartan (YP) has been a movement that is focussed on providing livelihood training and support to underprivileged youth in villages and city slums. From a small beginning with one centre in Kherwadi, it is a matter of pride that we are now covering 18 states and making a significant contribution to giving a 'second chance' to our disadvantaged, marginalised youth. YP has expanded not only its scale but also its scope. It now touches several areas such as livelihoods, rural development, entrepreneurship development, financial inclusion and women empowerment.

Context decides the content. We at YP are no exception. Indeed, at YP we are reinventing ourselves.

Our mobile livelihood development centres have done a remarkable job. Now we are raising our aspirations to designing for sustainable rural livelihood creation and impacting at household as well as community level. We are particularly focusing on scaling up our skilling programmes to make a vast impact on livelihood generation. Our key words are speed, scale and sustainability.

Our vision has been to help other NGOs by handholding small and medium sized NGOs so that they stabilise and grow sustainably. To fulfil this vision, a major program called Yuva Engage (YE) is being launched. After YP, it will be YE that will be a major flagship program.

It is a matter of pride that we not only survived but succeeded despite the adversity of Covid. This was possible because of the dynamic leadership of Milind Chitre and his amazing team, the advice and guidance of our Advisory Board and the generous support of our well wishers. We thank them all from the bottom of our heart.

**Dr. Raghunath Mashelkar, FRS**  
**Chairman**  
**Advisory Board**  
**KSWA**

# President's Message

Rural Livelihoods have been a neglected issue in India's 75 years history and while some steps are being taken now to address the problem of small rural livelihoods, much needs to be done. Yuva Parivartan has been focusing on this issue for the last 15 years through Mobile Livelihood Development Centres & I am very happy that under the leadership of Milind Chitre CEO and his team, improvement of farm incomes has become a priority and focus area which I am sure will lead to a breakthrough for the benefit of the farm sector.

With India's ambitions as a major economy growing rapidly, there are already indications that the government is seriously looking at increasing farm income and improving the participation of women in the workforce, and some initiatives have already been rolled out for this purpose. Through our intervention in rural India over the last 15 years, we have already seen a new class of aspirational youth who are now accepting self-employment in a positive spirit. We see that while males are looking at skill based opportunities, women are contributing to improvement of farm incomes through productive kitchen gardens, backyard poultry, goatery, horticulture etc on their own initiative. What is encouraging is that while this aspirational group is small, it is growing at a steady space.

Another cause for satisfaction is the fulfilment of my 20-year-old dream of helping address the high mortality rate of NGOs in the social sector. I am happy to inform you that a year ago Kherwadi Social Welfare Association started a second initiative called Yuva Engage (YE) after the success of its first initiative of Yuva Parivartan. YE will handhold start-up NGOs and help small NGOs to scale up, in rural areas.

The validity of our concept was established early this year and a pilot batch with 100 NGOs is currently underway. We plan to launch YE as a major initiative on 15th February, 2023 at the inaugural event of Yuva Parivartan's Silver Jubilee.

Thank you, dear stakeholders for your continuing support.  
Yours in Service,

**Kishor Kher**  
**President & Trustee**



# Preamble

Our theme last year was “Reaching out, Transforming lives”.

When we started YP in 1998, our aim was to have one centre in Kherwadi and cover Mumbai city extensively. But that was not to be.

The challenges of youth, their mental & physical limitations and issues were innumerable, making us realize that YP cannot be confined to Bandra East and surrounding areas alone. We needed to explore skilling and expand YP to other areas.

This realization made us visit educational institutions, ITIs in Maharashtra and private institutions in technical education. We noticed that most were non-inclusive due to the many stringent mandatory requirements which left out the major population of youth in cities, towns villages & tribal India.

The YP model has evolved from our learnings in running YP in remote Uri, Anantnag in J.K. to the conflict zones of Jharkhand, MP, Chhattisgarh to remote areas of Rajasthan, Maharashtra and now AP, Telangana. Each challenge & experience has added greatly to our knowledge.

The vastness of India is overwhelming. The population, different communities, the geographical spread from tropical forests, to snow-capped mountains, to the long coastline and the Thar desert, makes our country intriguing and mystical. All of us at YP never realized the challenge we had taken up to reach disadvantaged and marginalized young boys and girls.

In 2009 it was Mr. A.H. Tobaccowala of Voltas, a philanthropist who came forward to support us if we accepted the challenge of extending our movement to Bhiwandi, a textile weaving hub of migrant workers and Wada, a town in the tribal region of the then Thane district. We started the “Anwarali Tobaccowala Welfare Centre” in Wada by purchasing a building. This introduction to the rural economy, has today helped us to work in over 400+ villages in the now Palghar District and 150 villages in the remote East of Maharashtra and also four districts and more in AP, Telangana & Orissa.

The statistics show 60% of our population lives in the villages while 90% of tribals live in villages and 10% in towns. If we want to become the most progressive and leading economy of the world, we cannot afford to neglect the 70% of our fellow countrymen with low connectivity and low technology adoption. The divide between, urban and rural India will continue to grow, and that is where NGOs have a big, vital role to play.

To be effective, we have to be passionate, focused on the health, nutrition, education and skilling of our real India i.e. our Bharat. KSWA needs other stakeholders to join us in our 100th year. Bharat @100 is our focus for 2047 and KSWA @100 for 2028.

The period 2022-2024 promises to be our most exciting 24 months for us.

**Mrinalini Kher**  
**Hon. Secretary & Trustee**

## CEO Message

The year started with all of us, reeling under the second wave of Covid, much more devastating than the first. As the second wave started to ebb from June onwards, Yuva Parivartan doubled its efforts and focus on “Reaching out and Transforming Lives” of the underprivileged youth and women, who were worst impacted by Covid.

We succeeded in this outreach due to the goal orientation, passion, and commitment and execution focus of team Yuva Parivartan- making an impact on 80,452 students during FY 21-22 compared to 43,394 in FY 20-21 and 38,404 in FY 2019-2020. For FY 22-23 team Yuva Parivartan has set an aspirational target of transforming 200,000 lives.

The foundation of this success and growth was laid through the “Re-inventing Yuva Parivartan” program in which, everyone from first line managers to the Trustees and Board of Advisors participated. As part of the reinvention program, a strategic visioning workshop was conducted, followed by a brainstorming session to identify the critical factors for scaling up and the successful implementation of the program, which culminated in our identifying the key thrust area for the next five years.

While Yuva Parivartan was addressing rural livelihoods for the last 15 years, through its mobile livelihood development centres, Yuva Parivartan will now design holistic programs for sustainable rural livelihood creation and development clusters of villages. Instead of creating an impact at an individual level, we aim to create an impact at a household and community level.

Yuva Parivartan’s Holistic Rural Development Program will target a cluster of villages for a period of 3-5 years. The intervention will combine primarily livelihood-based vocational and farm-based skill training and will be supplemented by the necessary infrastructure development for the cluster of villages. The impact of skilling programs will be multiplied by implementing complementary community infrastructure programs, leading to improved livelihood generation and better water supply, sanitation and healthcare.

The success of any program depends on the capacity, capability and the competency of the implementing team. Creating a team with required experience and skills and then nurturing, mentoring, training and providing them with the tools, processes and a technology backbone needs investment. While sponsors are more than willing to fund a program, not many are willing to fund the building of capacity and capability that is needed to implement these programs.

I request and look forward to support from all our program sponsors and other stakeholders in enhancing both capacity and capability of the Yuva Parivartan team.

I take this opportunity to thank all our partners, students and their families for demonstrating confidence and trust in our programs and thank our program sponsors, trustees and our Board of Advisors for their continued guidance and encouragement. My Special thanks to all YPIans who are our backbone and help convert Yuva Parivartan’s dream into reality.

**Milind Chitre**  
CEO



## B. G. Kher - Our Founder

"Balasaheb Kher was one of the great men in India of our generation, a man of the highest integrity and devotion to the cause of India and the Indian people."

*Condolence message from Prime Minister Jawaharlal Nehru in 1954*

Balasaheb Gangadhar Kher was born on August 24, 1888 in Ratnagiri district of Maharashtra. He spent his formative years in Kundgol (former Jamkhadi State), and completed his B.A. from Mumbai University in 1908. He was a freedom fighter, the first Premier of Bombay Presidency and founded Kherwadi Social Welfare Association (KSWA) in 1928. Shri Balasaheb Kher happened on a chance to visit Bandra (East) a large tract of marshy land, He found a few hundred migrants living in very unhealthy conditions, lacking the basic infrastructure. Balasaheb gathered his Gandhian associates and established a committee to work for these few families. The committee was called "Chamdewala Committee" to help the khatiks from Rajasthan who were engaged in preparing soft leather. This was the beginning of what was renamed as Kherwadi, Bandra East in 1954.



*Shri B.G. Kher & Mahatma Gandhi*

The Committee started with establishing a dispensary, and providing educational services- a school from nursery upto 7th class. Then they focused on income generation by starting a sewing class, an unit to make matches for Khadi Village Commission & a soap making unit. When Balasaheb Kher joined the freedom movement, the work at Kherwadi continued with the support of his dedicated associates Dr.Jhaveri, Smt.Maniben Nanavati, Mr.Kora, Prof.V.G.Rao, Prof.V.B Kamath, Master Santram Singh and others from the Kherwadi community.

Balasaheb Kher was an integral part of the various social and political movements in India and worked closely with Mahatma Gandhi, Pandit Jawaharlal Nehru, Subhash Chandra Bose and others.



*Shri B.G. Kher & Subhash Chandra Bose*

In 1954, he was awarded the Padma Vibhushan in recognition of his sterling qualities and distinguished service to the country. After 1954, he devoted his time entirely to social work. In addition to his work at the Kherwadi Social Welfare Association, He also devoted his time to adivasi welfare with Adivasi Seva Mandal Balkan-ji-Bari, children's films, etc. He was also the Chairman of the Gandhi Smarak Nidhi, a position he held until his death on March 8, 1957.



*Shri B.G. Kher in Constituent Assembly with The Sardar*

Chief Minister BG Kher of Bombay State listening to P M Shri Jawaharlal Nehru, with Governor of Bombay Raja Maharaja Singh and Morarji Desai at Santa Cruz Airport in Bombay on March 3, 1951



Aug. 08, 1953 Mr. B.G. Kher Indian High commissioner, stands in front of a painting of Gandhiji while making a speech during the India Independence Day celebrations at India House, London

Members of the Drafting Committee of the Constitution- With the then President of India, Rajendra Prasad, BG kher, NV Gadgil, VL Mehta



Independence day celebration, B. G. Kher at meeting at Gowalia Tank, Bombay, Mumbai, Maharashtra, India, 15th August 1947

Presentation of colors to Home Guard, part of celebrations of Indian Independence Day at Brabourne Stadium, Bombay.

B. G. Kher(1st CM of Bombay State) salutes flag





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“Yuva Parivartan relentlessly continues its noble mission to contribute to national need of upliftment of underprivileged youth. We give them a second chance of repositioning in society. We do this by imparting livelihood skills and making them economically independent on the strength of four powerful pillars, namely livelihood training, community engagement, placement support and industry partnership.”

**Dr. R.A. Mashelkar**

*Chairman – Advisory Board -YP*

“I have had the pleasure and privilege of working closely with Yuva Parivartan since a decade in my capacity as Projects Committee chairperson of the NGO, the Time & Talents Club. The empowerment of our marginalised rural population, particularly the women and children are a cause that is very dear to our NGO and we are grateful to YP for giving us an opportunity to support a vast variety of projects in the vital areas of health and livelihoods. The dedication and compassion of the YP family is awesome and should serve as a role model. And we wish them even greater success in the future.”

**Kamal Mulla**

*Director, Projects - Time & Talent Club*

“Yuva Parivartan is addressing a very important societal need, that of providing dignified and economically vibrant livelihood opportunities to youth whose formal education may have been interrupted due to various life circumstances. SPJIMR and its Centre for Innovation in Sustainable Development are excited about the opportunity to work with Yuva Parivartan to scale its offerings and impact in a digital world.”

**Varun Nagraj**

*Dean - SPJIMR*

# Introduction

**Kherwadi Social Welfare Association (KSWA)** presents its 67th Annual Report, celebrating uninterrupted reporting of its activities that defines the core value of its existence, since the past 94 years. Since its inception in 1928, KSWA's founders have worked relentlessly for the community, its people, their welfare, their health, social & economic conditions and education.

The Founder of KSWA, Late Shri. B.G. Kher popularly known as Balasaheb Kher, adopted the area of Bandra East, then known as Cham-dewala-ki-Wadi to help the 100 odd families of tanners who were settled in that region. From Building first road, the first school, the earliest medical dispensary, the first vocational school and training institute for leather and the start of the first Government Polytechnic, in addition to all the public amenities are some of the major contributions of the great philanthropist and leader Balasaheb Kher.

He received immense support from his followers and colleagues of the freedom struggle movement, Prof. V. G. Rao, Mr. G. K. Rao, Diwan Bahadur, K. M. Jhaveri, Prof. V. B. Kamath, Mr. M. K. Natrajan, Mr. V. V. Kora, Mr. N. R. Wadia, Mr. Vaikunthrai Mehta, Mr. Tulsidas Khirnji to name a few. The Trustees have continued work, following the Gandhian philosophy and traditions set by late Shri. B. G. Kher. KSWA has also been closely supported by the Khatik Community members who have lived in Bandra East for over 100 years.

## Dental Clinic

The lack of medical facilities in Bandra East was severely felt in 1992. Sant Singh Sahney Medical Center was inaugurated in 1992. The center expanded from a general physician clinic to include eye clinic, paediatric, gynaec and dental clinic in 1995 with the help and encouragement from Rotarians and members of Inner Wheel Club of Bombay. The equipment and facilities are modern and are regularly upgraded. The charitable clinic has been popular for its effective treatments and reasonable rates. Except the dental clinic all other clinics were discontinued from 2010.

## Balwadi

The Balwadi or Nursery school in our Head Office has been nurturing the little ones around our centre from 1930!! The founder of this institution Shri B G Kher, was disturbed to see the appalling conditions in which about 100 families from Rajasthan who were living in the most miserable conditions. Balasaheb Kher was so moved during this chance visit, that he immediately gathered his Gandhian friends to help serve this community. This was the beginning of the Kherwadi Social Welfare Association. Immediately a doctor's clinic was set up and seeing education as another important aspect, a Nursery school was established in 1930.

It is said that BG Kher and his friends themselves would bathe the children and dress them in fresh clothes. Thus, the great work of this group continues to educate and nurtures about 120 children every year. Nutritional supplements like freshly cooked meals, health check-ups celebration of festivals picnics and fun activities attract children from the nearby locality to our Balwadi.



## Gymnasium

The Gymnasium was one of the earliest community activities we started as a way to attract youth to "Parishramalay" our centre in Kherwadi. Mr Madhukar Talwalkar, an icon in body building, was invited to inaugurate the facility and motivate the youth. The gymnasium equipment was funded through donations by Rotarians from the Rotary Club of Bombay and provided by Talwalkars'. This centre named "Parishramalay Gymnasium" gained fame by hosting regular competitions in Bodybuilding and inviting participants to compete for the title of "Kherwadi Shree." In the next few years we had over 150 to 170 participants from across Maharashtra vying for the title!

The competitions continued for about 12 years sponsored by Rotarian Nalin Parikh for several years. Mr Suresh Shinde and his son Milind are managing the Gymnasium for the past 28 years. The Gym was recently renovated and new equipments were installed.

The Parishramalaya plot has mainly two buildings, one which houses the Head office of the Yuva Parivartan Project, dental clinic and gymnasium. The second building called the Urna Ghar, was the income generating space where in 1940s and 50s women were trained to spin wool on charkhas. Today this houses the Bandra Livelihood Development Centre (LDC), Yuva Parivartan Counseling Department, the Call centre.

# Yuva Parivartan Report of Activities 2021-22

## Operations

Ajit Parab – Sr. Director

Yuva Parivartan has a deep understanding and connect with the communities that we work in. Over the last 24 years, **we have improved the employability of more than 1.25 million deprived youth and women** through our skilling courses and helped them earn livelihood. Our course content, structure and delivery, flexibility of timings, focus on practical training and support to earning livelihoods is tailored to **embark our students on their journey towards livelihood**. The time to benefits is reduced due to short course durations ranging from 15 to 90 days.

Our network of field counsellors, community leaders, trainers and connects with local livelihood providers and/or enablers, coupled with our digital reach through social media and our e- learning app Yuva Kaushal, enables us to mobilize students at scale and help them earn wage or self-employment.



- **Livelihood Development Centres (LDCs)** are typically located in slums or rural backward areas and conduct short-term employment-oriented courses for youth. YP has 50 LDCs in Maharashtra, Madhya Pradesh, Chhattisgarh, Karnataka & Delhi.

- **Rural Livelihood Development Centres (Village Camps)** take the vocational skills courses to the rural interiors and tribal belts thereby reaching out to areas where setting up a Livelihood Development Centre might not be feasible. YP runs the village camps in Maharashtra, Madhya Pradesh, Chhattisgarh, Karnataka, and Telangana & Andhra Pradesh.

- **Partnerships** involve identifying, training and monitoring "like minded" NGOs to run the YP model of livelihoods training

## *Livelihood Development Centres- Locations*

### Maharashtra

Akot, Hinganghat, Wardha, Nagpur, Lakhani, Alibag, Bandra, Marol, Wadala, Kandivali, Goregaon, Khopoli, Thane, Kalyan, Navi Mumbai, Palghar, Vikhroli, Bhandup, Wada, Panvel, Kondhwa, Chembur, Aurangabad, Bhandara, Bhokardan, Brahmmapuri, Chandrapur, Gadchiroli, Gondia

### Karnataka

Bangalore

### Chhattisgarh

Raipur

## Operations are divided into 4 Regions

### Region 1

**Maharashtra** :- Districts - Akola, Amravati, Buldhana, Nagpur, Wardha, Yavatmal, Gondia

**Madhya Pradesh** :- Districts - Balaghat, Pandhurna, Katni, Seoni

### Region 2

**Maharashtra** :- Districts - Ahmednagar, Mumbai city, Mumbai suburban, Nandurbar, Nashik, Pune, Raigad, Ratnagiri, Sindhudurga, Thane, Palghar, Satara, Kolhapur, Dhule, Solapur

**Goa** :- District - North goa

### Region 3

**Uttar Pradesh** :- Districts - Kanpur, Muzaffarnagar, Bareilly, Ghaziabad, Badaun, Moradabad, Shahajapur, Lakhampur, Philibhit Delhi

**Madhyapradesh** :- DisRICTS - Indore, Manawar, Khargone, Mandsaur, Khandwa

**Odhisha** :- Sambalpur

### Region 4

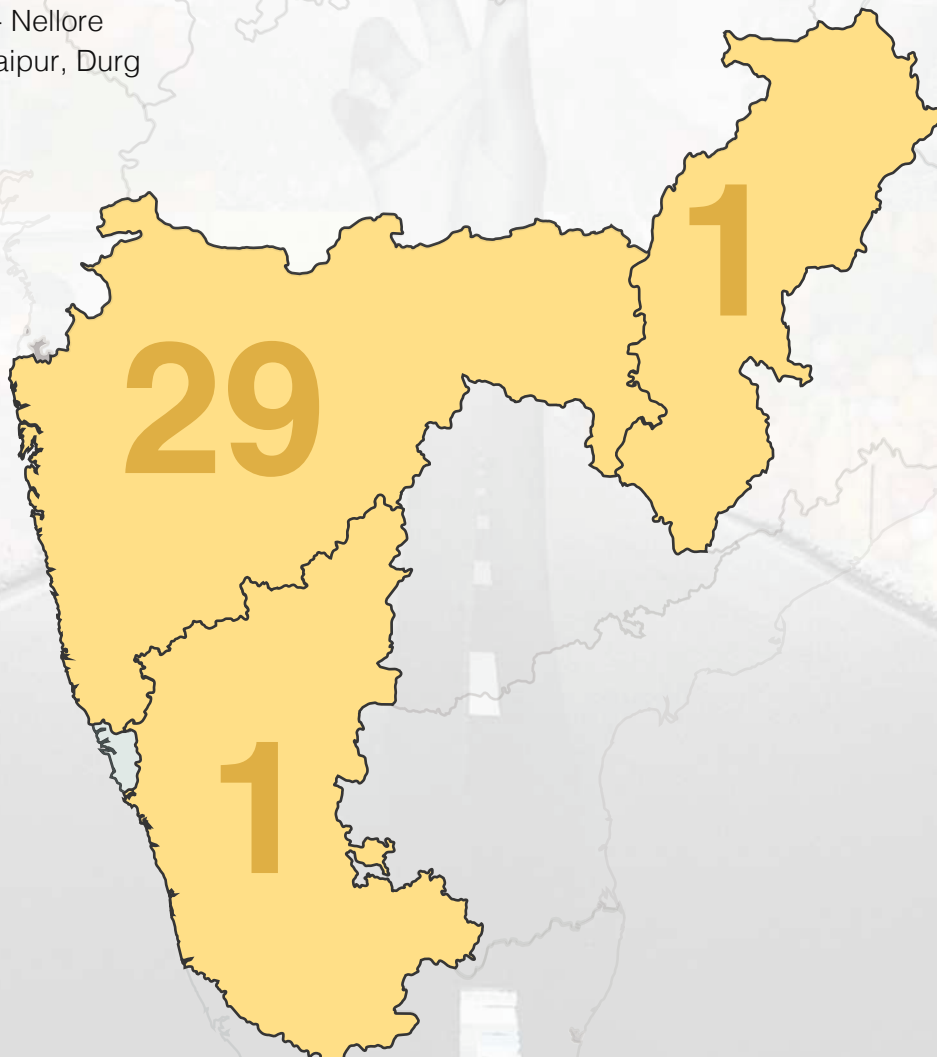
**Maharashtra** :- Districts - Aurangabad, Bhanadara, Chandrapur, Gondia, Gadchiroli, Hingoli, Jalna, Latur, Nanded, Beed, Washim

**Karnataka** :- Districts - Bangalore, Bidar

**Telangana** :- Districts - Adilabad, Nirmal, Ranga Reddy, Nizamabad, Mancherial

**Andhra Pradesh** :- Nellore

**Chhatishgarh** :- Raipur, Durg



# Our Courses

1	Training In Chillies Cultivation	Agriculture
2	Training in Paddy Farming	Agriculture
3	Training in Floriculturist Open Cultivation (Mogra Cultivation) RPL	Agriculture
4	Training In Organic Grower RPL	Agriculture
5	Training In Vermicompost producer RPL	Agriculture
6	Goat Farming	Agriculture
7	Small Poultry Farmer	Agriculture
8	Piggery Farmer	Agriculture
9	Beekeeper	Agriculture
10	Citrus Fruit Grower	Agriculture
11	Dairy Worker	Agriculture
12	Nursery Worker	Agriculture
13	Mushroom Grower	Agriculture
14	Fashion Designing	Apparel
15	Advance Tailoring	Apparel
16	Bag Making	Apparel
17	Basic Tailoring	Apparel
18	Micro Knitting	Apparel
19	Motor Rewinding	Auto & Auto Components/Atomotives
20	Motor Mechanic	Auto & Auto Components/Atomotives
21	Four Wheeler Mechanic	Auto & Auto Components/Atomotives
22	Two Wheeler Repairing & Servicing	Auto & Auto Components/Atomotives
23	Tally	Banking and Financial Services
24	Mehendi	Beauty and Wellness
25	Advance Beautician	Beauty and Wellness
26	Basic Beautician	Beauty and Wellness
27	Hair, Hair style & Makeup	Beauty and Wellness
28	Makeup	Beauty and Wellness
29	Yoga	Beauty and Wellness
30	Certificate in Hair cut & hair style	Beauty and Wellness
31	Wireman	Building Construction and Real Estate Services
32	Helper mason	Building Construction and Real Estate Services
33	Electrician	Building Construction and Real Estate Services
34	Welding	Building Construction and Real Estate Services
35	Multiskill	Building Construction and Real Estate Services
36	Carpenter	Building Construction and Real Estate Services
37	RAC	Electronics and IT Hardware
38	Computer Hardware	Electronics and IT Hardware
39	Home Appliance Repair	Electronics and IT Hardware
40	LED Bulb Assembling	Electronics and IT Hardware
41	Data Entry Operator	ITES
42	Basic Computers	ITES
43	DTP	ITES
44	Programing in C (partially aligned)	ITES
45	Web designing (partially aligned)	ITES
46	Programing in Java (partially aligned)	ITES
47	Digital Marketing using Social Media	Media & Entertainment
48	Spoken English	Management
49	Communication Skills & Personality Development	Management
50	Financial Literacy & Mobile Banking	Management
51	English/Hindi/Marathi Typing	Management
52	Front / Office Assistant	Management
53	EDP	Management
54	Un armed Security Guard	Management
56	Generic Skills for Employability	Management

55	Nursing Assistant	Healthcare
57	Patient Care/Bedside Assistant	Healthcare
58	Dresser	Healthcare
59	Vision (ophthalmic) Technician	Healthcare
60	Patient care Management	Healthcare
61	Emergency Medical Technician- Basic	Healthcare
62	Multi cuisine cook	Domestic Workers
63	Domestic workers-RPL	Domestic Workers
64	Basic Painting Paints & Coats	Paints & Coats
65	Wood Polisher- RPL	Paints & Coats
66	Decorative Painter-RPL	Paints & Coats
67	Hospitality	Tourism & Hospitality
68	F&B Training	Tourism & Hospitality
69	Recyclable Waste Collector and Segregator	Green Jobs
70	Preparation of laundry detergent & floor cleaning agent	Green Jobs
71	Solar system Equipment repairing & installation	Green Jobs
72	Paper Plate & Drona Making	Green Jobs
73	Sales Associate	Organized Retail
74	Gym Instructor	Sport
75	Mobile Repairing	Telecom
76	Customer Care Executive (Call Center)	Telecom
77	Mobile Software (partially aligned)	Telecom
78	Jewellery Making	Handicrafts & Carpet
79	Chocolate Making & Cake Making	Food Processing/Cold Chain/ Refrigeration
80	Certificate in Bread Making	Food Processing/Cold Chain/ Refrigeration
81	Certificate in Cooking	Food Processing/Cold Chain/ Refrigeration
82	Certificate in Baking	Food Processing/Cold Chain/ Refrigeration

### Overview, Geographical spread and students skilled in different delivery formats and verticals

FY 21-22 total numbers								
Region	HOP	Camp	Partnership	LDC	C&GP	IRDP	YCI	Total
R1	Vineet Patel	11598	6338	1800				19736
R2	Suresh Utekar	9745	6531	6381				22657
R3	Sanjay Singh	2563	989					3552
R4	Kailash Joglekar	16007	6169	4783				26959
Partnership	Vaishali Solanki		3047					3047
C&GP	Yogesh Meher				246			246
Operations Total		39913	23074	12964	246			76197
IRDP	Nicola Monteiro					4123		4123
Hospitality & Rehabilitation	Shomali Johri						132	132
Grand Total		39913	23074	12964	246	4123	132	80452

## Integrated Rural Development Program (IRDP)

Nicola Monteiro - Director

Under its Integrated Rural Development Program (IRDP) vertical, YP creates an impact in rural areas through its five pillars of:

- **Agriculture including afforestation**
- **Animal Husbandry**
- **Water Resource Management including sanitation**
- **Women's Empowerment including women and farmers self-help groups**
- **Farm and Non-Farm based Skills Training**



### Approach

YP adopts a community driven, needs based approach to design and implement its interventions. The IRDP team of more than 50 associates- with a combination of engineers, agriculturists, professional social workers and local community workers follow a program driven approach. YP/IRDP can set up a new program team in less than 30-45 days depending on the size and complexity of the program.

YP's IRDP programs have been funded by marquee sponsors like HSBC, Tata Trusts, Mukul Madhav Foundation, Volkart Foundation, R.G Manudhane Foundation, The Time and Talents Club to name a few. YP also collaborates with

### Interventions in Palghar district

The Akhtarali H. Tobaccowala Model Farm and Training Centre, Wada block, Palghar district, Maharashtra state is a knowledge and demonstration centre for showcasing innovative ideas and practices on the 3.5 acres land dedicated to rural development.

Despite the COVID pandemic and repeated lock downs, the team at The Akhtarali H. Tobaccowala Model Farm and Training Centre, fondly known as The Demonstration Farm found ways and means to continue to serve the people, at the farm and in the community.

The following activities were conducted at the Demonstration Farm

#### Come to learn, volunteer....

A total of 340 visitors were hosted at The Demonstration Farm. The representation included urban and rural folks, families, adults and children. A number of out station school teachers from NGO - QUEST, and trainers from Colour Academy, Asian Paints availed of the residential facilities at The Demonstration Farm during their training programs. The number totalled 383 nights.

#### Aao Gaon Chale

The Indian Medical Association, Mumbai branch implements its Aao Gaon Chale program at the Demonstration Farm, where a team of 5 doctors ( including one gynaecologist) visits every month to offer free consultation and medicines to a minimum of 100 villagers on a pre decided Sunday.

A total of 6 monthly medical check - ups were organised and covered 732 patients.

#### Skilling of villagers at the village level

Since there were gram panchayat restrictions on the number of villagers visiting, The Demonstration Farm team organized training programs in village communities. The following were skilled and provided with start – up kits to commence livelihoods

- **386 men in multi – skilling ( basic training in house painting, plumbing, masonry, electrical work)**
- **272 villagers in Improved Kitchen Gardens**
- **50 households in Backyard Poultry**
- **47 villagers in Honey Bee Keeping**
- **80 tribal women in Basic Tailoring**

#### Research

Based on the past few months' observations and outputs, it has been confirmed that for a landless farmer with just one gunta- approx.1000 sq. ft. land holding , agriculture alone will not provide adequate income to the family; his Income needs to be augmented by Backyard poultry and Vermi composting.

#### Infrastructure

Exposure visits of villagers to The Demonstration Farm to learn about various agriculture, livestock, water, sanitation and other interventions, has broadened the horizon of villagers, exposed them to several new interventions and has resulted in many of them being implemented at the village level with the support of donors.

- **One such intervention is installation of 60 solar street lights in 4 adjoining villages**

## Interventions in Gadchiroli district

To address the challenges of piling waste, low payment to rag pickers, and unsafe unhygienic period huts, KSWA has come up with a concept of Converting unsafe Period Huts into Safe Resting Homes for menstruating women using bottle-bricks. Eco – bricks are used plastic bottles filled with compacted material like sand to create a dense strong brick for construction. They are four times stronger than an average earthen brick. Based on research, plastic bottles are made from a product known as polyethylene terephthalate (PET) which is non-biodegradable, and remains intact for around 1,650 years. Therefore, any construction done using bottle – bricks, can last a couple of decades. The bottle – brick is a solution to recycle - already created and disposed plastic bottles sitting in dumps and oceans while also preventing wild and marine life death, entrapment and poisoning.

The prototype created at The Demonstration Farm, Wada block and the first Safe Resting Home for menstruating women in Tukum, Gadchiroli were structurally audited.

During the year, 7 Safe Resting Houses were constructed in Gadchiroli and Rajnandgaon districts upcycling 52,500 plastic bottles into eco bricks, improving the health and safety of app 350 women & providing employment for rag pickers and masons skilled by KSWA. Women utilizing the Safe Resting Houses were skilled under Green Jobs. The most visible change was seen in men who have started helping the women in bringing down the unsafe Period Huts and crafting eco – bricks.

The Safe Resting Houses served as an entry point for village development. Thereafter, 260 household toilets were constructed in the gram panchayats where the Safe Resting Houses are located. This intervention facilitated the declaration of 8 gram panchayats as Open Defecation Free, it will protect the health and safety of villagers and provide on job training and increased income to masons and laborers.

Post skilling, a production centre managed by Self Help Group women for making reusable washable sanitary napkins was started.

Three women's Self Help Groups commenced Food Services to provide lunches to the disadvantaged.

A 4 acre Demonstration Farm has been established in Gadchiroli.

### The following villagers were skilled

April 2021 to March 2022

Agri. Food Processing - STC	22
Basic Tailoring	210
BPC - Basic Painting course	988
Meson Training	92
Piggery Training	50
Poultry Farming	50
Pulses Cultivation	610
Recyclable waste Collection	879
SRI	179
SRI - One gunth	105
Vermi Compost	50
<b>Total</b>	<b>3235</b>

## IRDP - Case Studies

### Case Study Promoting reusable washable sanitary napkins

According to the National Family and Health Survey, 42 percent of women in India in the age group of 15-24 years do not use a hygienic method to deal with menstruation. In Gadchiroli district, the very traditional tribal women may use strips made of **Mahua** leaves covered with paddy chaff as sanitary napkins while others use old pieces of cloth.

It is for the reasons mentioned above and the negative impact on the health of women. KSWA came up with the idea of Crafting reusable washable cloth sanitary napkins to promote menstrual hygiene, and create livelihoods for women.

### Advantages of Cloth Sanitary Napkins

- reduce the monthly cost for a woman on menstrual products,
- impacts the environment positively, and
- when crafted by women, provides women flexible timings for employment and income.

Post training in basic tailoring and specialized training with a focus on crafting reusable washable sanitary napkins, the women of Navjivan Mahila Bachat Gat, Gadchiroli commenced crafting reusable washable sanitary napkins which have been distributed to 1,200 women. The SHG has earned Rs 240,000.00 for making the sanitary napkins.



Washable sanitary napkin when opened... when folded ready to use



Navjivan Mahila Bachat Gat



Distribution of sanitary napkins



## Story of Impact – Ma Ki Roti

The Ma Ki Roti project is conceptualized by Ma Foundation. The underlining principle is that nobody should go to bed on an empty stomach. The strategy followed is: a needy Self - Help Group (SHG) earns an income by cooking and serving subsidized lunches to 50 poor residents daily. The value of each lunch which consists of a bowl of rice, dhal, vegetable and 3 chapattis, is Rs 20/-. The diner is to pay Rs 10/- while the balance amount of Rs 10/- comes from a sourced grant.

Based on KSWA's experience of implementing 3 Ma Ki Roti projects in Gadchiroli district, each SHG earns Rs 18,000/- per month as labour. To summarise, each SHG woman works in rotation for an assured 9 days a month, each day for 6 hours doing non - heavy, non - manual work to earn Rs 1,800/-. In additional, she gets a free lunch on those 9 days.

SHG members comment that they feel liberated implementing this livelihood activity as it

- Is assured income for 9 days in a month
- Is non - manual labour,
- Cooking is something natural and enjoyable to them,
- Assures them of a clean and nutritious meal on 9 days of the month
- Allows them flexibility in choosing dates to cook and serve as well as take up other livelihood opportunities, and finally
- Gives them immense satisfaction serving the poor.

Jaganath Arjun Kukudkar is a 80 year old widower who lives in Tarasa, Taluka Gondpimpri, Chandrapur District, Maharashtra State. His sons left him to fend for himself. Jaganath lives in a small hut outside the village. He is too old to work and begs in the market place. If he is lucky, he gets some money to buy some food to eat. At times, when he gets nothing from begging, he goes to bed hungry.

One day while returning home from begging, he came across Ma Ki Roti.

From that day, he has been paying Rs 10/- that he earns from begging and enjoys a nutritious meal of rice, chappattis, dhal and vegetable. He says "my sons are not taking care of me in my old age, but Ma Ki Roti is ! "

Istari Balya Godshala is a 40 year old widower who lives in Kautala, Asifabad district, Telangana state. A couple of years ago, Istari's wife fell ill, and Istari spent all his hard earned money on her treatment but she never recovered. He was left to raise a young daughter alone.

He had a psychological break down. With his consent, his neighbours enrolled his daughter in a government residential school for education and care.

Istari's condition deteriorated. He suffered a lot. He lost interest in living. A neighbour brought him to Ma Ki Roti, and from that day, he has been eating his lunch here.

Tribal communities of Central India consider themselves to be the guardians of Mahua. **Mahua trees** are **precious** because they are an essential part of tribal livelihood. The **flowers, fruits and leaves** have numerous uses and are also **edible**. The trees produce a huge number of seeds and are therefore cultivated more for their seeds, wood and **flowers** 'Access to products like mahua, tendu leaf and edible gum is a matter of life and death to the tribals.'

While connecting with Self - Help Groups (SHGs), the KSWA team met with Adarsh Mahila Bachat Gat, based in Dhanora block, Gadchiroli district. The 12 member heterogenous group was involved in catering; making pickles, papads and Mahua flower food products. Their biggest challenge was marketing of their products.

A planned meeting with Rahul Dhaval, The Executive Chef, WESTIN to seek support to create an exotic version of the Mahua Laddu resulted in Mahua Laddus which tasted less sweet, were more nutritious, have a longer shelf life and looked better.

In March 2022, Nicola Monteiro, Kherwadi Social Welfare Association was awarded the 1st Runner up in the **NGO Category**.

### New Territories - Expansion in the state of Gujarat

The IRDP team has moved into 3 new states, namely, Chattisgarh, Gujarat and Telangana.



## Human Resources & Administration

Uday A. Dalvi – Associate Director

### Highlights of HR & Admin Department

- Employee Engagement Activities: To keep the morale high of employees / Associates , HR conducted various activities - Monthly Birthday bashes with Fun activities, YP Day Celebrations with Indoor Games, Navratri, Diwali Party and New Year celebrations..
- Online Attendance – We have started tracking attendance of our Field Coordinators through HRMS – Geo Tagging & Geo Fencing mechanism.
- Assets Management – Employees Assets are managed through HRMS.
- PMS – 2022 – Associates performance for the period from Aug. 2020 till March, 2022 was evaluated and Salary revision accorded to all eligible Associates.
- Statutory Compliances: Adherence to Statutory compliances ( i.e Timely payment of Provident Fund contributions and Profession Tax to Government Authorities. Ex-Employees PF claims are getting settled at regular intervals and without any hassles.)
- ABRY (Atmanirbhar Bharat Rojgar Yojana) – Employees Provident Fund Scheme – Through the implementation of this scheme for our PF Subscribers, we have saved Rs. 4,96,298/- till June, 2022.
- Renewal of Group Medical Insurance Policy: Total 7 employees' claims were settled for Rs. 2,86,000/-.



## IT- MIS

Ida Pereira - Sr. Manager

Year on year we move forward by implementing innovative solutions and creating a digital YP!

### Key Highlights of IT Function in 2021-22

While we have implemented various user-friendly and simple in-house systems for our staff, it was important to have data on a single platform. We implemented 'Zoho Analytics' a platform that has helped integrate various systems and allows us to analyse data on a single platform. With this we are now able to analyse data, take faster decisions and improve productivity.

Created a mobilization app for our field staff which enables them to enter the data in offline state and then sync it with our Ops app whenever they have connectivity. This helps in better analysis and leads to improved performance.

A centralized team at Head office manages the infrastructure across all locations and ensures smooth working of our field staff using various tools and technologies.

An automated Call Centre was set-up to handle large volumes of calls and consolidated reports are generated, which enable us to take quick actions.

Technical resources were trained to upload student data on NSDC portal and independently manage the interactions to solve the technical issues of the portal.

We are now collaborating with Koita Foundation to replace our existing ops app. The new software will have enhanced processes from mobilization to placement with additional automation and in app notifications.



### Success Story of Mehwish Khan

I come from an orthodox family and was very shy. I wanted to develop my skills and become confident to face the dynamic world. I learnt about Yuva Parivartan, the courses that are offered and the expertise of the trainers. With the help of my family, I grabbed the opportunity, registered myself at the Bandra LDC Centre and completed Web designing, basics in Java and Data entry operator courses in October 2021. I am now working in IT – MIS dept. of Yuva Parivartan.



## Finance & Accounts

Archana Nair - Director

During Financial year 2021-2022, our FCRA ( Foreign contribution regulation act) registration was renewed for next five financial years.

Healthy cash flow situation was our focus during FY'22. In spite of lower donations, we were able to create Rs. 6,00,00,000 (Rupees Six crores only) worth of Vocational Development Fund during last three financial years for future expansion.

We could grow and successfully manage the operations in spite of the lower cash inflow, due to understanding support and cooperation of all the departments



## Academics

Archana Arora - Sr. Manager, Head Academics & Examination & Certification

Yuva Parivartan's mission to create inclusive & sustainable livelihoods through skilling at scale remains at the core of all our actions. Moreover, 'What' & 'How' to train to score 'Maximum Livelihoods' in a very challenging environment of COVID & its aftermath, remained the focus of Academics at Yuva Parivartan.

Keeping the above in mind & the evolving livelihood trends post Covid; BFSI, BPO, Tourism & Hospitality, Retail, ITeS & Healthcare sectors were identified as high demand priority sectors with employment potential, and in alignment with YP youth aspirations and capabilities.

With the overall aim of to make skill training available to our current students and in addition, reaching out to many more, we scaled up the Phygital training model piloted in FY2020-21, upgraded it with new features & tools to ensure better learning & understanding of students. The launch of a central online class schedule, & using digital marketing techniques for mobilisation of students, supported by a pool of trained trainers, helped us to get students from different geographies join the PHY-gital model even during the lockdown period for theory classes.

A repository of online digital content was created including PowerPoint presentations & videos for trainers & students. Multi-lingual (Hindi, English & Marathi) question banks were upgraded. Old program course content was upgraded & re-tailored to suit rural & urban India needs & requirements.

A pool of qualified & experienced trainers was created for Training the Trainers. Trainers underwent a 10 hours program to acquaint themselves with zoom app & its features. LDC trainers also underwent a refresher program in Soch-ka-Parivartan, to discuss the key soft skills necessary for livelihoods. Some new programs of short-term duration with focus on rural livelihood which were started, include Multiskill (construction based), Basic Painting, Recyclable Waste Collector and Segregator, Solar system Equipment repairing & installation, LED bulb installation & repairs, Jewellery Making, Nail art, Plumbing, Agri-food processing, Rangoli artist, Jansevak to name a few.

Our focus also remained on forging new partnerships with industry experts & specialised content developers to use their wealth of experience in understanding the finer nuances of the current skills, both technical and soft skill requirements by industry to retain candidates.

Partnerships with NSDC & Skill India were successfully renewed up to 2025, for over 100 skilling programs spread across 20 sectors, suitable to generate income & livelihoods for rural & urban youth & women of India.



## Examination & Certification

Quick, fast & timely examination & issuance of certificates remained the priority of the function. 100% exams conducted on mobile based app.

3rd party assessment by NSDC approved assessors scaled up to 2000 students across Healthcare, Apparel, Constructions & BFSI sectors.

## Counseling & Social Impact

Uma Sundararaman

### Social Impact And Research:

Social Impact has been measured at YP for the past 6 years. Last year we introduced 2 new feedback surveys to capture student feedback. Some findings from Feedback 1 survey

We could reach 67% of the students. Of these 87% were females and 13% were males. 53% of the students were between the ages of 16 yrs to 20 years followed by 24% in the 21yrs to 25 years age bracket



**69%** of the youth joined the course for getting a livelihood

**59%** of the youth came into YP through friend reference.

**98%** of the students found the classroom to be neat and clean

**99%** of the students found the trainer to be effective. **93%** of the students found the course content easy to understand and **87%** said the teacher used different tools like audio visuals, PPTs to explain the concept.

**94%** of the students were confident of getting a job post course completion.

#### For feedback 2 the following parameters were surveyed

Satisfaction with course: **92%** of those surveyed were satisfied with the course

Examination and Certification: **56%** of the students had appeared for online exams.

Relevance of course for Livelihood: Of those earning livelihood, **69%** of the respondents had taken up livelihood in the same field post course completion

#### For Impact we captured impact at 3 month and 9month post course completion.

**For the impact survey we reached out to 3125 students of which 1902 students answered the survey.**

- **85%** of those who answered were females and **15%** were Males.
- Of the total respondents **17%** were wage employed, **5%** were self employed and **8%** were still completing their On the job training.
- **47%** were continuing with their education and **22%** were unemployed at the time of survey.
- **85%** of the respondents who were earning were contributing to their family income & **28%** of those were also chief wage earners in their households.
- **50%** of the earning respondents were also saving money.
- **37%** of the total respondents found improvement in their social status due to income & **61%** said that there was perceived improvement in respect received from society.

## Research

We undertook desk and field research on the following topics

### Need analysis was done in the following areas:

Bhayandar Uttan, Gorai and Anrnala

The need analysis was conducted to understand the feasibility of locations in terms of youth demand for courses, potential livelihood opportunities and skills in demand in the specified locations etc.

## Desk Research

**Location Vashind** - The desk research was done to understand the demography, industries and type of blue collar jobs opportunities available at the location.

**Large cap companies** - the objective of the desk research was to understand their CSR policy, thematic areas and geographies they work.

## Field Research

**Youth Aspiration Survey** - The youth aspiration survey was conducted in Mumbai, Pune, Raigad, Palghar and Thane . The survey objective was to understand the youth aspirations in terms of skills, career options and education.

**Industrial Associations** - To understand the scope for employment, we conducted surveys with the industrial associations in Pune, Mumbai, Raigad, Palghar districts.

**Stakeholder survey** - The stakeholder survey was conducted amongst the community to understand their perception about livelihood options available in their areas.

## Counseling

Like last year we continued reaching out to students through virtual sessions. Our youth went through a tough time with online learning in their colleges, uncertainty about jobs, lack of funds to start new businesses etc.

We are happy to report that we created content for our virtual sessions which was appreciated and liked by the students.

The topics that were covered through counseling were - developing self- awareness, motivation, coping skills, dealing with uncertainty, anxiety, etc.

As part of these sessions meditation and relaxation sessions were also conducted with the youth.

Through these virtual sessions the counselors could connect to more than 80% of the LDC students.

As every year we organised Yoga for our students and Head Office associates on occasion of

International Yoga Day. Mental Health programs were conducted with students during Mental Health week on various topics

like Stress Management, maintaining a balance between home and work while working from home.

## Volunteering

Last year a number of corporates connected with our students for virtual volunteering sessions. Important and informative topics like Interview skills and Resume making, Work ethics, Communication skills, Financial Literacy and Cyber security were covered. Big thanks to Nomura, PWC, Bank of America, Mercer volunteers for the skills training.

Tata Group volunteers conducted sessions on Email Etiquette

ConnectFor helped us with volunteers for content development.

Last year we had interns from colleges like NMIMS, Chetna college, SNTD, TISS etc. who helped us in mobilization, research and content creation.

We wish to thank Mr Suneil Kamat who has been a friend of YP for the past 3-4 years and has always stepped in to train our Contact Center team to improve their communication skills and also helped train our front office staff.

## MarCom & Digital Marketing

Sandhya Ghadi - Sr. Manager



### Building A Strong, Resilient path to the new normal

With an omnipresent pandemic, 2021 began with finding new ways to navigate in this new world. For MarCom this meant the need to radically simplify our communication, to better position ourselves to grow and fully leverage our capabilities – from creative storytelling to technology & data expertise – that our audience demands, while staying true to Yuva Parivartan's brand tonality.

By comprehending the disparity between our user base (Rural & Urban), we devised every communication method with 4As in mind: acceptability, affordability, awareness, and accessibility. With an increasing number of users moving to digital platforms, the urgent need for digital content arose, as well as the requirement for user-friendly, integrated solutions that offer an excellent user experience and are easy to access.

The process shed light on the significance of pivoting towards nimble marketing strategy in the ever-changing geography. While there are multitudinous ways to pivot, implicit direction in skill development geography in India is through better consumer engagement.

### Resilient Year

A very positive year in terms of content consumption on our skill training videos and digital growth. We had a staggering organic growth across all our digital platforms

## DIGITAL INDICATOR



**Total**

Content Reach

**18.2 M**



**Total**

Followers

**39991**



**Total**

Video Views

**4.1M**

## Views on Most Popular Modules

### Modules

### Views

House Construction with Plastic Bottles	<b>53186</b>
Dressing & Bandages - Nursing Assistant Course	<b>38105</b>
Repairing the silencer of a motor cycle	<b>32150</b>
Body temperature - Nursing Assistant Course	<b>26009</b>
Mobile Repairing Tools - PCB Cleaner, IPA, EC Cleaner	<b>7699</b>

## Accelerating Growth

As we inch towards 25th year of changing lives, we have set our vision towards Bharat@100. Accelerating our growth through adapting latest technological advancements and radically simplifying our communication to better position ourselves to empower the youth of today and tomorrow.

We aim to reach out to millions of youths & engage with them through a sustainable organic approach, investing more in our digital initiatives and leveraging its strengths.

## Hospitality and Rehabilitation

### Shomali Johri - Operations Manager

We have been living in the COVID pandemic from 2020 and a majority of youth lost their jobs and were left unemployed. Yuva Parivartan reached out to these underprivileged youth to build a career in the hotel industry through our Hospitality program.

Students were mobilized through community visits and visits to different NGOs to enroll them in Mumbai for their hard skill training (Housekeeping department) with our training partner-Ginger in their Surat, Sanand, Delhi,Vapi, Goa, Nashik and Pune properties.



We were able to place students with Ginger, Grand Hyatt Mumbai, Holiday Inn Sakinaka, The Fern-Goregaon, St Regis Mumbai, Four Seasons Worli, Westin Garden city-Goregaon, Four Points by Sheraton-Vashi, Taj President, Taj Mahal Palace and Courtyard by Marriott Andheri. These hotel partners provided 2 to 3 months of on job training.

A few students who had done the F&B training were placed in fast-food joints like Taco Bell and Pizza Express.

## Highlights of the year 2021-2022

- Soft-skills and counselling sessions were conducted at YP.
- 240 students enrolled for the program and 75% were gainfully employed.
- Accenture conducted online sessions for students on every Saturday.
- We partnered with organizations like Rescue Foundation and Project Kalki and reached out to 192 survivors in the shelter homes in Boisar, Pune, Delhi, Ulhasnagar and Kandivali. We conducted training for Tailoring, Beautician, Computer and Life skill class for them. Project Kalki supported the training of Ulhasnagar and Kandivali Rescue homes and Accenture Global supported Pune, Boisar and Delhi shelter homes.
- We partnered with Prerna and AAWC in the red-light area of Kamathipura, Turbhe, Grant Road, Khetwadi and did Mehndi course for 203 women from the area. Accenture Global was the donor for this program.
- In January 2022 we partnered with Taco Bell for the manpower solution in Mumbai, Delhi, Gurgaon, Lucknow, Jaipur and Baroda.
- We partnered with Time & Talent to train 33 trafficked survivors and at-risk youth in courses like Beautician, Basic computer, Tally & Nursing.
- We partnered with United Ways and who provided scholarship for 83 students in courses like Digital Marketing, tailoring, beautician and nursing.
- Entrepreneur kit distribution was done for 216 students of Tailoring, Beautician, Digital marketing, nursing & Basic computers.
- We partnered with Sustainable Hospitality Alliance for the Hyatt RiseHY program to enroll 193 students in Hyatt Hotels across 10 cities in India & 157 in the Marriott, IHG and IHCL group of hotels

### Kanha Mishra, Raipur

My name is Kanha Mishra and I live in Raipur in Chattisgarh, with my Mother and my younger brother. I lost my father when I was young and since then have only seen my mother struggling to make ends meet. Just when I was looking for an option to earn, I came across the Yuva Parivartan NGO and its skilling and livelihoods program.

Here I learnt about the Hotel Management Course. I was explained very well the entire course and how I would benefit from it after successfully completing the course and undergoing the training.

I knew that if I did this course well and sincerely, I was going to be able to earn money, enough to support my mother and my brother too.

I have now given my interviews in some 5-star hotels in Raipur and soon will be joining one of the 5-star properties.

I am grateful to the YUVA PARIVARTAN team for training me so well, that today I am a more confident person to take on responsibility and support my family

### Nitish Kumar, New Delhi Program-SHA

He is a 20 year boy who belongs to Patna-Bihar. They are 3 members in the family. He had completed his schooling from Bihar School Examination Board. He belongs to a very low financial background. His father the only bread earner works for a garments factory in Delhi as a daily wage worker. The owner of the garment factory was so helpful and supporting that when his father told his owner about him, the owner was very happy to help them in every possible way and called him to Delhi. So he helped and guided him and also got me enrolled in the SHA program.

He got selected in his very first interview with Hotel Hilton Garden Inn, Saket- New Delhi.

After completion of his training the hotel recognized his hard work and passion for the F&B Service department, Hotel offered him the post of F&B Associate. Now he can help his family financially as well.

Hotel-Hilton Garden Inn-Saket, New Delhi  
Current Designation-F&B Associate  
Salary-12000/-

## Head Resource Mobilisations

Aparna Chalke

**“ The greatest danger in times of turbulence is not the turbulence; it is to act with yesterday’s logic.”**

- Peter Drucker

The ongoing effects and impacts of the COVID-19 pandemic continued to affect the fundraising efforts in FY'22. We did face setbacks in raising funds for our core livelihood programs, but with the learnings from the past year, we made a decent tide over.



With new technologies to support projects, we embraced new styles of working & collaborating to complete our sponsor funded programs within the given timelines and make a positive impact on the lives of our beneficiaries. A recently concluded impact assessment study (04Aug2022) by an external agency, reported that **“72% of the respondents are engaged in an earning activity post course completion, and are able to contribute towards their family income.**

### On the Cusp of a new Promise

We will complete 25 years of the Yuva Parivartan movement in 2023. At an organizational level, we used this time to re-look, re-group and re-strategize our foray into Rural India. Around two-thirds of India’s population is in rural areas and a large portion of this population lives in abject poverty. Of the bottom 20% of India’s income quintile, 89% live in rural areas. There is an urgent need to improve the economic scenario in Rural India to have a sustainable and robust growth model for the country as a whole. As India completes its 75 years of Independence, Yuva Parivartan is gearing up for the Bharat@100 that resides in the villages. Through sustainable development models in farm, non-farm and infrastructure based interventions it will aim to improve the livelihoods of the Rural Youth. The Resource Mobilisation team sets its directions to focus on Corporations and Foundations that concentrate on Rural India.

## Yuva Engage

Mr B Ganesh - Co-Promoter Yuva Engage Online Academy

The trying times during the pandemic taught us the importance of connecting with other NGOs and the value of support and help. Kherwadi Social Welfare Association launched a new initiative – **YUVA ENGAGE** at this time to handhold NGOs and middle stage NGOs wanting to scale-up.

The program is free with paid optional interventions to “Pay it forward”, for helping needy future participants.

During the covid pandemic, we realized that the biggest support one could offer to another was to **Reach Out !**

Kherwadi Social Welfare Association launched a new initiative – **YUVA ENGAGE** at this time to handhold NGOs and middle stage NGOs wanting to scale-up. support early stage social workers starting an NGO and middle stage NGOs wanting to scale -up.

The Yuva Engage -incubation program helps train participating NGOs in the social sector with practical knowledge about the formalities of setting up an NGO, documentation, legal formalities and mandatory submissions.

The program also equips the participants with written communication skills for business, fund raising, Marcom etc.

Further, the support also covers basic principles of Accounting, Budgeting, social value proposition, need assessment, people management skills, legal compliances.

The program also equips the participants to write good proposals for raising funds and helps them to structure their work well, increasing their impact. People management skills, the need assessment, the social value proposition, all of this and more will be discussed with participants. Last year we had a successful batch with 9 participants completing the incubation program .

This year we have approximately 100 + participants registered in the program.

This is a free on-line six months program for participants to learn and equip themselves with the necessary and relevant information for successfully setting up and running their NGOs.

**The idea behind this program is to hand hold all the participating NGOs, so that they are able to carry out their work in the social sector with greater efficiency to have a higher social impact!**

We encourage people to transform lives.





## Sponsors

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 Crompton CSR Foundation  
 Cybagekushboo Charitable Trust  
 Educate And Elevate (Rita Das)  
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 Mukul Madhav Foundation  
 Nasscom Foundation  
 Nihchal Israni Foundation  
 Nomura Services (I) Pvt. Ltd & Nomura Structured Finance Services  
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 The Counter Trafficking Group Livihoods  
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 UK Online Giving Foundation  
 United Way of Mumbai  
 Wild Dreams Properties Pvt Ltd

## Areas of Sponsorship

Livihoods - Panvel, Goregoan - Maharashtra  
 Livihoods - Thane & Bangalore - Maharashtra & Karnataka  
 Livihoods - Kandivili & Bandra - Maharashtra  
 Livihoods -Thane & Mumbai - Maharashtra  
 Livihoods - Pune - Maharashtra  
 Livihoods - Bangalore & Wada - Karnataka & Maharashtra  
 Covid Relief - Maharashtra  
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 Covid Relief - Maharashtra  
 Livihoods - Mumbai - Maharashtra  
 Livihoods - Aurangabad & Raipur - Maharashtra & Chattisgarh  
 Women Empowerment - Maharashtra  
 Livihoods - Delhi & Maharashtra  
 Rural Development, Women Empowerment, Livihoods - Maharashtra  
 Livihoods  
 Livihoods - Maharashtra  
 Livihoods - Mumbai - Maharashtra  
 Red Light Area Project  
 Livihoods - Mumbai & Thane - Maharashtra  
 Rural Development – Gadchiroli  
 Livihoods - Maharashtra  
 Livihoods - Maharashtra  
 Livihoods - Hospitality  
 Capacity Building  
 Livihoods - Human Trafficked Youth Program  
 Rural Development - Gadchiroli  
 Rural Development, Livihoods - Human Trafficking - Maharashtra  
 Demonstration Farm - Wada, Palghar - Maharashtra  
 Red Light Area Project  
 Livihoods - Mumbai  
 Covid Relief

## Individual Sponsors

Allie Koch  
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 Mila Reilly  
 Nelum Gidwani  
 Paresh Sukthankar  
 Pramila Kumar Kapadia  
 Sadashiv Bhatt  
 Vithal Palekar

Many individual donors through RMS call centre and Dana Mojo

## People at KSWA & YP

KSWA is managed by Trustees and members of the Executive Council who are elected for a three-year term. The elections were held on 23RD September, 2021 and the new team is in place for the period 2021-2024.

The Advisory Board is informal in nature with prominent citizens from varied fields to mentor and guide YP and its activities.

Meetings: The Executive Council meets four times a year, once in each quarter and the AGM was held on 23rd September, 2021.

The day to day management of KSWA Trust is handled by the President and Hon. Secretary. Yuva Parivartan is professionally managed by the CEO Mr. Milind Chitre and is assisted by a team of senior management and staff across several states, consultants and volunteers. The President Mr. Kishor Kher & Hon. Secretary Mrs. Mrinalini Kher continue to guide and supervise the YP Movement.

Trustees Names	Position on Board	Area of Competence	Meetings
Mr.Kishor Kher	President & Trustee	Strategic & Operative	4/4
Mr. S. K. Palekar	Trustee	Management & Academics	1/4
Mr. Girish Pikale	Trustee	Advocate	1/4
Ms. Mrinalini Kher	Trustee & Hon. Secretary	NGO Management & Social Work	4/4

## COUNCIL MEMBERS FOR 2021-24

### Executive Council

Jaiprakash Bagoria  
Dinesh Asiwai  
Bhupinder Dayama  
Ramswaroop Chetiwal  
Radheshyam Chauhan  
Mamchand Daima  
Babulal Chetiwal

### Special Invitees

Dhiraj Sharma  
Omprakash Chawla  
Bhagirath Chetiwal  
Rameshwar Bagoria

## ADVISORY BOARD MEMBERS

Dr.R.A. Mashelkar	Former Dir General, CSIR, Chairman National Innovation Council
Ashok M. Advani	Chairman, Blue Star Ltd. (till January 2022)
Nagesh Alai	Company Director
Sanjeev Bhikchandani	Founder - Naukri.com (till Dec 2021)
Ashank Desai	Founder & Chairman, MASTEK
Anand Desai	Managing Partner DSK Legal
Dr.Ashok Ganguly	Chairman ABP Pvt Ltd.
R. Gopalkrishnan	Company Director
Prof. J. B. Joshi	Former Director, ICT and Educational Consultant
Ninad Karpe	Start-up investor, Consultant and Former MD of Aptech
Eknath A. Kshirsagar	Company Director
Ashwin Kalasapur	CFO & Executive Director AstorMueller Shoes Pvt Ltd
Hemant Luthra	Corporate Leader
Kishore Mariwala	Member, Governing Council – Marico Innovation Foundation
Paresh Sukthankar	Banker Ex. Dy. MD – HDFC Bank Ltd
Sanjay Ubale	IAS (Rtd) Government Service & Corporate
Shivani Mehta	Director, CORO, Ex YP CEO

Sanjeev Bhikchandani expressed his desire to resign as per the requirements of the several other boards and NGOs he is involved advising. We at YP are disappointed to see him go, and thank him for his valuable advise, guidance and generosity in support to YP & its work.

Ashok Advani Chairman Emiretus, Blue Star Ltd, one of our earliest advisors and friend too wished to formally resign from the Advisory Board after 24 years. He will continue to remain our well wisher.

## ACCREDITATIONS

We are certified by Credibility Alliance and Quality Council of India (QCI). We also have the FCRA, 80G. We are partner of National Skill Development Corporation (NSDC) Guide Star & Charities Aid Foundation, India and registered with Sector Skills Council.

## IDENTITY

**Kherwadi Social Welfare Association was started in 1928 in Bandra East to work for the community living in the marshes of Bandra East.**

- It was registered in 1954-55
- Society's Registration Act XXI of 1860 Certificate. No.3144 dated 9th January 1955.
- Bombay Public Trust 1950 Certificate No. F-419 (Bom) dated 27th April 1955
- FCRA Registration dated 30th June 2000 Certificate No.083780733
- PAN NO.AAATM 5552F
- TAN NO. MUMK11725 A

## NAME & ADDRESS OF BANKERS

State Bank of India, Govt Colony Br, Bandra East, Mumbai-400 051  
 ICICI Bank Ltd. L. J. Road, Mahim West, Mumbai-400 016  
 Kotak Mahindra Bank – Gayatri Apt, L. J. Road Mahim West Mumbai-400 016

## Relationship

**Mrs. Mrinalini Kher**, Trustee & Hon. Secretary is wife of  
**Mr. Kishor Kher**, Trustee & President

### Staff Details As on 31st March 2022

Slabs for monthly Salary/Contractual Fees	Male	Female	Total
Less than 5000	0	0	0
5001 - 10000	151	201	352
10001 - 25000	74	48	122
25001 - 50000	16	13	29
50001 - 100000	7	4	11
100001 & Above	3	2	5
<b>Total</b>	<b>251</b>	<b>268</b>	<b>519</b>
Part Time Facilitators : 56 Male / 224 Female			
Highest paid full time regular staff (March 2022)			Rs.24,00,000/- Per Annum
Lowest paid full time regular staff (March 2022)			Rs.72,000/- Per Annum
Cost of International Travel :			NIL
Remuneration to Trustee, Board Members :			NIL

## SCHEDULE-VIII

[Vide Rule 17(1)]

Name of the Public Trust : THE KHERWADI SOCIAL WELFARE ASSOCIATION  
Balance Sheet of the Public Trust as at 31st March, 2022

Reg. No. F - 419 (Bom)

FUNDS AND LIABILITIES	Schedule	Amount Rs.	PROPERTY AND ASSETS	Schedule	Amount Rs.
Trust Funds or Corpus :- Balance as per last Balance Sheet Adjustment during the year	I	55,45,544	Fixed Assets :- (At WDV) - Balance as per last Balance Sheet Additions during the year Less : Transfer from Capital Reserve Less : Sales during the year Depreciation for the year	V	2,75,03,419 55,62,099 (52,240) (37,88,519) 2,92,24,759
Other Earmarked Funds :- (Created under the provisions of the trust  Depreciation Fund Sinking Fund Reserve Fund Any Other Fund	II	6,10,63,447	Investments :- (At Cost)	VI	6,40,43,135
Loans ( Secured or unsecured) From trustee From others			Current Assets	VII	
Liabilities :-	III	2,51,34,369	Deposit (Assets) Sundry Debtors Advances Cash and Bank Balance		3,20,643 58,88,207 28,51,527 1,69,58,397
Income and Expenditure Account -	IV	2,75,43,309			
<b>Total</b>		<b>11,92,86,669</b>	<b>Total</b>		<b>11,92,86,669</b>

Schedules referred to herein form an integral part of the Balance Sheet.

As per our report of even date

The above Balance Sheet to the best of our belief contains a true account of the Funds and Liabilities and of the Property and Assets of the Trust

For Shahade & Associates  
Chartered Accountants  
(Firm Reg. No. 109840W)Atul Shahade  
Partner  
Membership No. 035227  
UDIN : 22035227AMUSBK1225Place : Mumbai  
Date : 14th July 2022

FOR KHERWADI SOCIAL WELFARE ASSOCIATION

Trustee Mr. Kishor Kher  
Trustee Mrs. Mrinalini Kher  
Trustee Mr. Girish Pikale

## SCHEDULE-IX

[Vide Rule 17 (1)]

Name of the Public Trust : THE KHERWADI SOCIAL WELFARE ASSOCIATION  
Income and Expenditure Account of the Public Trust for the period ended 31st March,2022

Reg. No. F - 419 (Bom)

EXPENDITURE	Schedule	Amount Rs.	INCOME	Schedule	Amount Rs.
To Expenditure in respect of properties Rates, taxes, cess (Property Tax) Repairs and Maintenance Property Expenses Consultancy Fees Insurance Depreciation (by way of provision of adjustment) Less Adjustment against deferred income Other Expenses		72,152 23,53,700	By Rent By Interest/ Dividend Income- On Securities On Loans On Bank Account By Donations in Cash or Kind		41,08,420 10,55,30,972
To Legal & Professional Expenses Legal Charges			By Income from other sources (in details as far as possible)	IX X	5,34,48,432
To Contribution and Fees (paid to Public Administration Fund)					
To Depreciation Less Adjustment against deferred income		37,88,519	By Building Fund utilised during the year By Corpus Fund Utilised during the year		
To Contribution to Charity Commissioner					
To Expenditure on Objects of the Trust- (A) Religious (B) Educational (C) Medical Relief (D) Relief of Poverty (E) Other Charitable Objects	VIII	15,37,61,799			
To Transfer to Vocational Training Development Fund		25,00,000			
To Surplus C/O. to Balance Sheet		6,11,653	By Deficit C/O. to Balance Sheet		
Total		16,30,87,823	Total		16,30,87,823

The Schedules referred to above form an integral part of the Income and Expenditure Account

As per our report of even date

For Shahade & Associates  
Chartered Accountants  
(Firm Reg. No.109840W)

Atul Shahade  
Partner  
Membership No 035227  
UDIN 22035227AMUSBK1225

Place Mumbai  
Date 14th July 2022



FOR KHERWADI SOCIAL WELFARE ASSOCIATION

Mr. Kishor Kher Trustee  
Mrs. Mrinalini Kher  
Mr. Ganesh Pikale



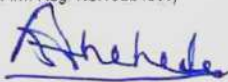
## Kherwadi Social Welfare Association

Receipts and Payments account for the year ended 31st March,2022(Foreign Contribution)

Particulars	Amount Rs.	Amount Rs.
Opening Cash & Bank Balances		74,26,475
<b>Receipts:</b>		
<b>Income from Operation :</b>		
Grants & Donations Received	2,43,68,464	
Interest on Fixed deposit and Saving account	10,58,002	2,54,26,466
<b>Investments :</b>		
Fixed Deposit (Net)		3,52,46,901
<b>Total Amount Rs.</b>		<b>6,80,99,842</b>
<b>Payments:</b>		
<b>Current Liabilities :</b>		
Paid to Employees	4,71,09,560	
Paid to Sundry Creditors	1,67,38,096	6,38,47,656
<b>Current Assets :</b>		
Deposit paid to Premise Owner		40,000
<b>Expenses :</b>		
Bank Charges	7,265	
Office & Sundry Expenses	2,439	9,704
<b>Closing Bank Balance</b>		<b>42,02,482</b>
<b>Total Amount Rs.</b>		<b>6,80,99,842</b>

As per our report of even date

For Shahade & Associates  
Chartered Accountants  
(Firm Reg No.109840W)



Atul Shahade  
Partner  
Membership No 035227  
UDIN : 22035227AMVMW5247

Place Mumbai  
Date 14th July 2022



FOR KHERWADI SOCIAL WELFARE ASSOCIATION



Trustee  
Mr. Kishor Kher



Trustee  
Mrs. Minnalini Kher



Trustee  
Mr. Girish Pikale



## Acknowledgements

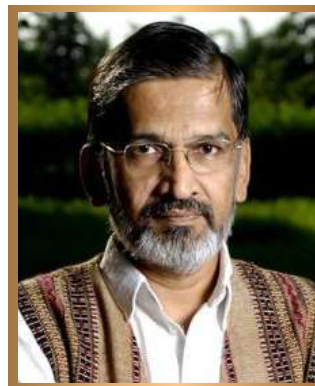
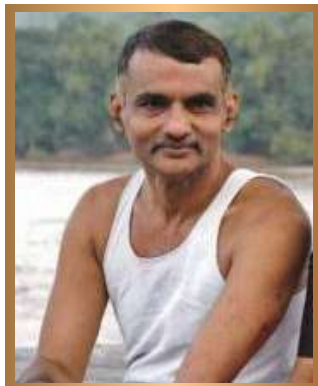
All of us at Yuva Parivartan are extremely grateful and appreciative of the contribution made by our partners, supporters and associates during the year. The theme for 2021-22 Annual Report was "Reaching out to help transform lives". Post the pandemic, loss of jobs and incomes adversely affected many people around us. But thanks to our Chairman Dr. R. A Mashelkar and our very strong Advisory Board and team who rose to the occasion, we were able to cope with the difficult times. Our Auditors, Legal and statutory Advisors and Management consultants all helped us to get all the needed approvals.

Thank you Mr. E.A Khirsagar, Mr. Anand Desai, Mr. Shahade, Mr. Sandeep Shrikhande. Special thanks to Paresh Sukhthankar, Jagdish Acharya, Nagesh Alai and Sanjay Ubale , who encouraged us and continued to provide counsel to our management team. Our steadfast volunteers Veena Gidwani, Neeraj Agarwal, Dolon Ghosh & Jairaj Jatar along with MBA students and corporates helped us serve better and motivate our staff. I must mention, the appreciation we have for Kamal Mulla & Roshni Anand who raised money through crowd funding for the rehabilitation of rescued girls and Rita Das of USA for her deep involvement, in our projects. The people behind MMF, Cybage & Ma Foundation have trusted us and understand the challenges of YP staff with patience and are helping us at YP to push our frontiers to other states.

Meeting the Magsaysay award winners Dr. Abhay Bang, Dr Prakash Amte and families in November 2021 was a memorable and motivating event in our lives and YP hopes to work closely with them in the region.

Grateful thanks to Mr. Ulhas Joshi for inputs in the Partnership vertical on value proposition. Thanks Rajeve Narang for the "Orbit Changing "workshop for management. Special mention of our Trustees Mr. S. K. Palekar and Girish Pikale for their guidance. We also acknowledge the rock solid support of all the YPIans who faced the financial crisis of the covid 19 with fortitude as a family and helped YP come out stronger & more motivated.

Lastly, the heartening stories of success from our Operations & IRDP team, confirm our belief that rural India should be an important area of focus for YP in the years ahead. We sincerely thank all the Foundations, Corporates, Trusts and our many individual partners for their continued involvement.



# Success Stories

## The Kondhwa success story.

Kondhwa a suburb of Pune was chosen as an area for a YP centre, being the choice of the donor -Cybage Pune. The centre faced maximum difficulties in finding a good location, than came the pandemic, lockdowns and strikes etc. This was through 2019-21. But something changed and the current team made it their mission to be the best.



Mohsin and two wheeler courses  
**Mohsin Munaf Shaikh**, a 10th fail boy, now is a good **2 wheeler mechanic** earning **Rs.20,000/-** per month.



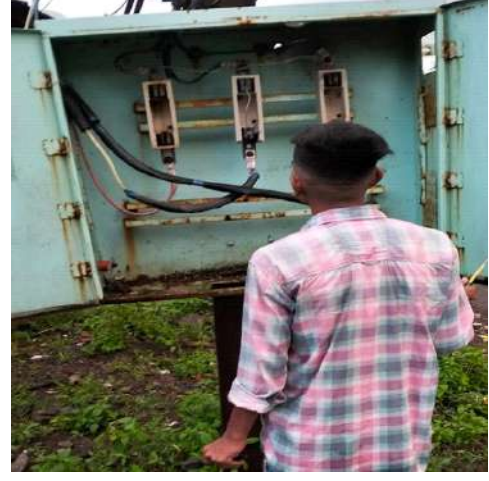
**Umesh Mane** another student of the **multi-skill technician** course from Kondhwa, lives with his widowed mother & and an uncle. Family income was only Rs.10,000/-. His skill has helped him to get a job in Airoli Electrical and earns **Rs.12000/-** p.m. Being a class 10 dropout, he has found his future.

**Happiness is when YP shows its impact on so many lives.**



**Jeevan Kamble**

This is **Jeevan Kamble** from Lokmanya Nagar Thane. His 12th class education could not help him get an employment. After completing his **wireman course**, today he is in a stable job in Crompton with income of **Rs.8000/-** p.m. Like Jeevan, his friend **Vekhande Sanjay Nagnath**, from Valshet, Shahapur, Thane was also 12th pass. His income was from daily agri labour. Today he has started his own electrician services with a small beginning and will soon have his own successful business.



**Vekhande Sanjay Nagnath**





**Chandreshekar Pimpale**, residing in Kumbhavali Taluka, Dist Palghar (Maharashtra) is the proud owner of the "Pimpale Goat Farm"! An ITI educated, but unemployed youth, he joined the course in **Goat farming** with the help and encouragement of the local YP field team. Today he owns 40 goats and has earned **Rs.70,000/-** in 1 year Congratulations Chandreshekar!



Another happy story is of **Ajit Ramji Sutar** living in Karanjgaon, Manpada, Taluka Talasari, Dist. Palghar. Ajit is 10th pass and lives with his family of four. He took the bold decision to join the **poultry course** and today has his own "AV Deshi Poultry Farm & Services"! Talasari is one of the large tribal districts of Maharashtra. The reason for joining this course was that with minimum investment, and less space with less incubation time, he could start earning. Today, he has 1000 hens in 3 varieties and @rate of Rs.300/- for one chicken he is making a good profit.



**Saniya Shaikh's** story is one of determination and hard work. She lives in Devlali, Pravara Taluka of Ahmednagar Dist in Maharashtra. She has completed her **Nursing course** and now earns enough to support her parents. The YP's model of working with local SHG's, community workers and government functionaries has been successful in supporting youth



**MS Sakshi Kunde** is a 22-year-old girl who stays at Rahuri, Maharashtra She got married at the age of 18 years i.e. in 2020 during the Corona period,. The husband and wife had some dispute. so, her husband left her at her Parents home. She suffered a lot and went into depression. She thinks there is need to engage her self in work to come out from depression. She started looking for a job but she couldn't get one. One day she met Yuva Parivartan Mobilizer and got information about the **Nursing Assistant** course and a Job Opportunity. After doing the training she got a Nursing job and now she earns **Rs 6000/-** Per Month and her husband not only respects her but also supports her.



This is **Pushpa**, 36 years old and she lives in the villages with her husband and children. Her husband is a security guard whose income is not enough to run the household. Then after completing **sewing course**, today earns up to **6000 /-** per month. Thank you very much for Yuva Parivartan, due to which I am able to help my family to a great extent.



My name is **Babli** and my father's name is Ayoob Shah. I live in the village with my parents, brother and sister. My father is a farmer and income is limited due to which I could not study after 12th. Some girls of my village were learning **parlor course** at Yuva Parivartan in our own village. And today after completing this course I have started a small parlor at home and earn up to 4000/- per month.



**Manali Pokale** from Venurle, Sindhurg District Maharashtra has her own cake shop –“Magic Creams” helping her earn well and giving her courage to become an entrepreneur. YP;s role in reaching out, providing opportunities to youth in simple skills has definitely transformed lives



**Ms. Sayali Goswami** lives in Bhandara, Maharashtra. Unfortunately, she lost her father during the pandemic. This compelled her to leave education and she happened to join YP's **cake making course**. Today, her cakes are selling well and her earnings of **Rs.7000/-** p.m. help her to support the family and to continue her education.





**Kherwadi Social Welfare Association**



Parishramalaya, Teen Bangla Road, Kherwadi, Bandra (E), Mumbai 400 051

022 26474381/0103 +91 89768 93404

[www.yuvaparivartan.org](http://www.yuvaparivartan.org)

