

## Education to Employment (E2E)



### Pushp-kiran Union for Real Enlightenment (PURE) Annual Report 2018 - 19



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## WELCOME

Dear friends,

With the turn of this year it gives me immense pleasure to present the PURE India Trust Annual Report for 2018-19, which provides a glimpse of what we did and achieved this year through our efforts.

This year 2018-19 has been the year of achievements for PURE India Trust. Collaborative efforts once again paid the desired result. During the year we effectively implemented 20+ activities, reaching out to over several women and youth through our activities and services.

It is equally satisfying to see PURE India Trust's increasing ability to handle multiple projects through the skilled and dedicated team it has been able to build. To enhance their field knowledge and skills of working with children and women in villages, they are continuously being groomed through training programs and workshops.

Admittedly what we achieved this year could not have been possible without the constant support of our dedicated partners and donors. With the end of this successful cycle, please join me in appreciating and recognizing the contribution made by our workers, donors and board members. We are grateful to have such dynamic team, generous donors listed at the end of the report, and our collaborating partners. We heartedly laud their valuable support.

## Trust Introduction

- Trust is started by ex-corporate professionals on 16-Mar-2013
- Registered with FCRA, 12A & 80G
- Our student is awarded with “National Bravery Award 2017” by PM of India
- Finalist of “National iVolunteer Award 2018 & 2019” both years
- Won “Navratna Award 2019” for Women empowerment
- Our Scope of work: Education to Employment (E2E)
  - Education (पाठशाला) for holistic development
  - Career Mentoring (मार्गदर्शक) to eliminate un-employability
  - Women Empowerment (मेरागांव-मेराव्यवसाय) by entrepreneurship

**300+ volunteers | 50+ villages | 7500+ Students | 500+ Scholarships |  
16 Women Entrepreneurs | 22 Computer Labs | 6 Book Libraries | 350+  
Vocational trainings | 70+ success stories | 23 Career Workshops**

## OUR PARTNERS





### **Launched a “Women Entrepreneurship Program” (Apr 17, 2018)**

Start-up and Stand-up India are the important initiatives of Government of India and especially our PM has been promoting entrepreneurship in our country. In line with that we have started an initiative to promote Women Entrepreneurship in rural areas by helping women who are passionate to run their own businesses in their own villages. Hence we started this program in villages of Noida in partnership with MetLife. Under this program we have visited 16 villages of Noida district and did mobilization.



### **Shikshadaan & Kanyadan of our student at Karauli (May 1, 2018)**

Happiness!!! On the marriage of our student Sanja Bairva, PURE India Trust team visited to bless her with lot of Joy. The trust has donated 11000/- for the marriage of Sanja Barwa in the form of Kanyadan to her parents in Kosra village of Karauli. This scheme was started by the trust in 2015 to avoid child marriage and promote girl child education under which marriage of girl should be done after 18 years and she should at least study till graduation.



### **“My village – My business” program at Noida (May 2, 2018)**

At PURE India we believe in encouraging women to start a business of their own choice at their own village and earn livelihood and respect in society. So we started searching for ambitious and entrepreneurial women in villages near Noida who want to start their own business. We would like to contribute up to 70% of initial investment which will be non-refundable.



### **Girls were encouraged to learn tailoring skill(June 1, 2018)**

We have started "Tailoring Training" for Slums women at our Delhi center. Women's economic empowerment refers to the ability for women to enjoy their right to control and benefit from resources, assets, income and their own time, as well as the ability to manage risk and improve their economic status and well-being. Now they have started earning by manufacturing bags at our NGO.



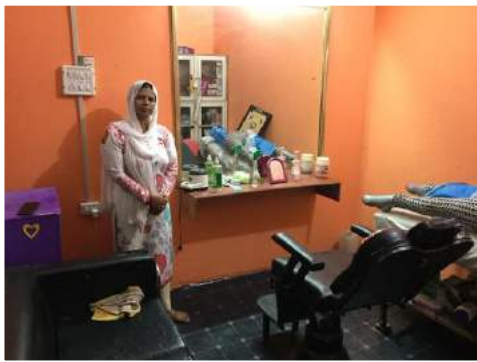
### **Provided scholarship for poor students (June 7, 2018)**

At PURE India we focus on strengthening child education not only till grade 10 but also after that we focus on getting them graduated. So we have started this scholarship for the children of financially weak families. Under this the children who have passed grade 10 but their graduation is not complete can take part. Under this scheme the women and female students of villages are given major importance.



### **14 women were selected for “My Village-My Business” in Delhi(June 24, 2018)**

Mostly women in villages are not allowed to go out of village to do some work due to social restrictions and their own family commitments. We decided to encourage the women to start a business of their own choice in their own village. So we selected 14 women for the final round of this scheme. Before starting their chosen business in their own village our team observed the financial status of their family. By seeing the warm welcome of all the families we feel that this work of ours has given us more satisfaction than the other works we do. After some time, you will feel happy to see 10 women doing their own business and supporting their family in Noida.





### **Met ex HRD minister Sanjay Paswan and gave him sample bags(July 6, 2018)**

Today we met ex central HRD minister Sanjay Paswan and he appreciated our efforts to provide employment and promote women empowerment by making environment friendly cloth bags which our NGO students make. He also formally launched our unique career guidance chart for all schools in India. Chart is designed to provide career guidance and toll free on phone mentoring for students from anywhere in India. Several subject experts like doctors, engineers, advocates, actors, artists, pilots, farmers, business people and other subject experts were invited to provide free career mentoring to all students of India.



### **Launched “student career guidance program” at Jaipur(July 15, 2018)**

The trust launched a comprehensive “Student Career Guidance Program” at Jaipur. Under this program we permanently displayed our own chart of 100 career opportunities at the school. We also provided domain specific 1-2-1 career mentoring over phone for student. School owners and principals can contact us to get the chart for their school also for class 8 and above. We also invited professionals to become our partners in this initiative and become a domain specific career mentor.



### **“Student Career Guidance and Awareness Workshop” at Jaipur(July 18, 2018)**

At PURE India we create awareness about popular careers among students, parents and teachers and encourage the students to start thinking about careers from class 8<sup>th</sup> onward so that they can decide right careers at right time. So we conducted 5<sup>th</sup> “Student Career Guidance and Awareness Workshop” at Govt. Senior Secondary School, Didawata, Phagi, Jaipur. We implemented unique career charts and mentoring model design across all schools. We were happy to see the enthusiasm of students and teachers towards our workshop and we would like to thank the school management for awesome arrangement and hospitality. We conducted a similar workshop at Keshav Vidyapeeth, Jamdoli for class 9<sup>th</sup> to 12<sup>th</sup> by the PURE India NOG. 350+ students and teachers of three schools from Jamdoli village, Jaipur attended the workshop.



### **Kiran and Kusum women business launched at Raipur, Noida(Aug 31, 2018)**

The woman plays an important role in the economic development of any country. Women entrepreneurship is key to the developing world in promoting sustainable practices in business socially, economically and ecologically. So to promote it we started a project. Our aspiration project turned into reality. Kiran and Kusum’s women’s business was formally launched by our trust on 31-Aug-18 at Raipur and Kambakshpur villages of Noida(UP). We did a lot of efforts to achieve this. It took us 4 months. We visited 14 villages, met 300+ women out of which we got 52 women applicants which underwent 4 rounds of strict selection process. Out of them 8 village women were selected for one year business mentoring to which we promised 70% of initial non-refundable investment.



### **Guidance Employment Awareness Workshop at Jaipur(Sept 9, 2018)**

At PURE India we believe in spreading awareness among students about the growing careers in our country and the ways in which they can get employment. Thus we conducted our 11<sup>th</sup> guidance employment awareness workshop at Kishanpura village, Bassi, Jaipur. We told the students that to achieve big success in life they need to think big and to fulfill their dreams they need to work hard without thinking about the negative talks that they hear. The team of PURE India trust advised the students to start preparing for the bright future from today itself by providing them information about 100 different types of employment through the chart pasted in the knowledge center.



### **13<sup>th</sup> Career Mentoring Program at Lucknow(Oct 7, 2018)**

In our society career planning is not considered as important as it should be. Most students make career choices based on the most picked-up career options like engineer, doctor, teacher, etc. We at PURE India believe in spreading awareness about different career options other than the most picked-up. So we conducted 13<sup>th</sup> career mentoring program at Excellia School, Lucknow. Several teachers, parents and students attended the workshop. We were happy to see their excellent participation. Students of the schools were quite aware about their career goals. They were very interactive and asked interesting queries. We would like to thank Ashish Pathak Ji and the entire management team for making our Lucknow visit exciting.





### **Free eye check camp at 7<sup>th</sup> women entrepreneur Pooja's parlor at Noida (Nov 3, 2018)**

A regular eye test is the best way to protect our eye-sight. It is an easy precaution to take as many sight threatening diseases can be cured or slowed if caught early enough. We organized a free eye check camp at our 7<sup>th</sup> entrepreneur Pooja's parlor at Chhaprauli village to increase her sale and to tell people about her shop. We organized the camp with the support of Chorusocall company. Many villagers got benefitted by the use of free spectacles. Some people got free treatment of cataract.



### **Diwali celebration at Asola center at Delhi(Nov 5, 2018)**

We celebrated Diwali with students and their mothers at our NGO's Delhi center. Students performed Dance, Comedy, Music, Yoga, Quiz, etc. and we had lots of fun. We distributed free notebooks to them and shared the importance of education to them. Our students made very beautiful diyas.





### **“My village – My business” program continued(Dec 2018)**

In the month of December itself we fulfilled the dreams of four women Asha, Babli, Ragini and Anupama. All these women wanted to support their family's needs and wanted to give their kids best education by starting their own businesses but couldn't do so due to financial problem. We supported them by opening the business of their choice. We helped Babli and Asha to start their own dream businesses “Niharika Beauty Parlor” at Waktawarpur and “Asha Boutique” at Asagarpur respectively. We helped Ragini and Anupama to start their own businesses “Ragini Tiffin Center” at Wajitpur and “Anupama Tailoring and Boutique” at Mangrauli respectively. All of them will now contribute to nation building.



### **Lalita, Preeti and Poonam dream business opening done at Noida and Delhi(Jan 19, 2019)**

At PURE India we believe that women are an integral part of our society and they should be given equal opportunities to work and earn their own identity and respect in the society. We find such women who want to start their own business in their own village under “My village – My business” program. We found three women Lalita, Preeti and Poonam and opened their dream business for them. We opened LalitaChaat Center in Wajitpur, Noida; PreetiSilayiCenter in Wajitpur, Noida and Maahi Stationery in Baas gaav, Delhi.





### 16<sup>th</sup> “मार्गदर्शक” Career Awareness Program at Jaipur (Jan 24, 2019)

Career awareness is an understanding of the various possibilities for long term employment and the knowledge necessary to begin work in a career field and progress in that job. But people don't understand its value and follow the crowd getting into the same fields of engineering, medical or teaching. We at PURE India conduct career awareness workshops in schools thus spreading the right information and knowledge. We organized a workshop at Govt. Senior Sec. School in Nevta village of Jaipur. 200+ students, parents and teachers attended the workshop and they were told about the importance of career planning at right time. We pasted our chart of 100 career options on the school wall.



### Saraswati idol made by our student Ayudhan (Feb 10, 2019)

PURE India Trust believes that every child has a talent and he/she can perform outstanding if right platform and facilities are provided to children. We at our NGO consistently provide our students with a platform to excel in the field of their interest and passion. One of our student Ayudhan made a very beautiful idol of Maa Saraswati and we feel proud to have such talent.



### International Women's Day Celebration (March 7, 2019)

International Women's Day is a global day celebrating the social, economic, cultural and political achievements of women. The day also marks a call to action for accelerating gender parity. We at PURE India believe in gender equality and believe that women are also integral part of society. In the season of hot summer, we distributed portable fridge to women who do not have fridge at home. We would like to thank our corporate partner for helping us in this generous activity.

We are developing Women Entrepreneurship in the villages by supporting women to start a small business of their own choice and in their own villages. Currently, we are supporting 10 women from 8 villages in Noida district in Uttar Pradesh (UP) by helping them start their businesses. We provide the initial 70% non-refundable investment and remaining money must be put in by the women. Our objective is to ensure the women earn INR 8000-10000 per month within the first year of business.

We celebrated the success of our women entrepreneurs and skilled women from Noida and Delhi as part of our project “My village – My business” powered by MetLife, Noida.



### **Educational Tour of our Delhi students(March 31, 2019)**

PURE India Trust has started working on a PURE HOME Development Model where we focus on holistic development of a children. We provide quality education for children and handhold them until they get employed and become self-employed. At our center we have been providing informal education classes, computer education, coaching classes, scholarships for higher education, English language proficiency and skill development classes to acquire the students with all qualities to succeed in life.

Education should not only be limited to classrooms but students should also be given practical experience. The best way for this is an educational tour. The primary purpose of an educational tour is to educate students providing them a chance to learn from a new set of experiences. In addition to this a school tour also allows students to develop close bonds with teachers and classmates.



We organized a similar trip for our students in Delhi itself. We visited places like museums, fish aquariums, India Gate, Rashtrapati Bhavan, etc.



### **Career Mentoring in Schools(Jan and Feb)**

PURE India Trust has done its flagship program “Student Career Guidance and Mentoring Program” in ten Govt. Sr. Sec. Schools nearby Bosch India, Jaipur office. It was a continuous program for 10 schools back to back where several students, teachers and parents were involved in the program. We have taken the session to motivate students to fix their aim at this age so that afterwards they get enough time to mold themselves in right direction till they achieve their goals.

Maximum schools don't have such facility of career mentoring for students where they can guide them with 100+ career options available at this time. We have encouraged the school teachers to guide their students about the right career choice and also know what their goals are and what they want to become. They can also take help of our portal if they need a right mentor for their student. We asked the students to fill the career guidance forms where they have filled their choice of career for future.

We found that students need time to time mentorship of some subject or industry expert who can talk to them one to one and can share their journey of success in career so that students get the right motivation.

Carrier counselling session government schools list					
S.No.	School Name	Total class	Total Students	Principle Name	Principle Number
1	Government Girls Senior Secondary School, Vatika	1 to 12	639	Bhavna Mahla	9460105232
2	Government Senior Secondary School, Vatika	1 to 12	823	CP sharma	9887604008
3	Government Senior Secondary School, Shivdaspora	1 to 12	510	Ashok Gupta	9413748785
4	Government Girls Senior Secondary School, Goner	1 to 12	330	Nishichank	9414771398
5	Government Senior Secondary School, Luniyawas	1 to 12	890	Ritu Sharma	9588077834
6	Government Senior Secondary School, Vidhani	1 to 12	250	Kumud Sharma	9460383290
7	Government Senior Secondary School, Shyopur	1 to 12	734	Renu Bhatt	9414322146
8	Government Girls Senior Secondary School, Shivdaspora	1 to 12	495	Tara Verma	9983873107
9	Government Senior Secondary School, Mohanpura	1 to 12	299	Vandana Jain	9460177976
10	Government Secondary School, Sadarthana	1 to 10	661	Govind Prasad Sharma	9414415859







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