



# Annual Report 2019-20



## Pushp-kiran Union for Real Enlightenment (PURE)

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## **NGO Introduction**

**Pushp-kiran Union for Real Enlightenment** (popularly known as **PURE India Trust**) is a not-for-profit charitable organization started in March 2013, with a mission to provide quality Education & Employment opportunities to under-served communities. Our key focus areas are:

### **Employment**

- Women Entrepreneurship Development
- Skill Development

### **Education**

- Pathashala Foundation classes
- Career Guidance & Mentoring
- Scholarships for higher Education
- Govt School Integrated Development

We encourage women to become Entrepreneurs in their own villages, provide Skill Development training, Education foundation classes for students of class 1-8, Scholarships for higher Education & Professional Courses, Career Guidance & Mentoring, School Integrated Development activities and provide employment at our own centers to women from under-served communities.

### **Vision**

Our vision is to create an environment which will inspire youth to become entrepreneurs and acquire skills to be employed.

### **Mission**

- Help 2000+ youth to become Entrepreneurs or get employed by 2022
- Provide Career Guidance to 100,000 students from Govt Schools by 2022

### **Rewards & Recognition**

We started serving the community in March 2013 and within a short span on time we have built a strong brand in the social development domain. Following are some of our achievements:

- **Navratna Award 2019 for Women Entrepreneurship Development**
- **National Youth Motivator Award 2019 for improving Youth Employability**
- **Best Social Enterprise Award 2019 for Women Entrepreneurship Development**
- **Betiyan Award 2019 for Women Entrepreneurship Development**
- **iVolunteer Award 2018 & 2019**
- **National Bravery Award 2017 by the Prime Minister of India**

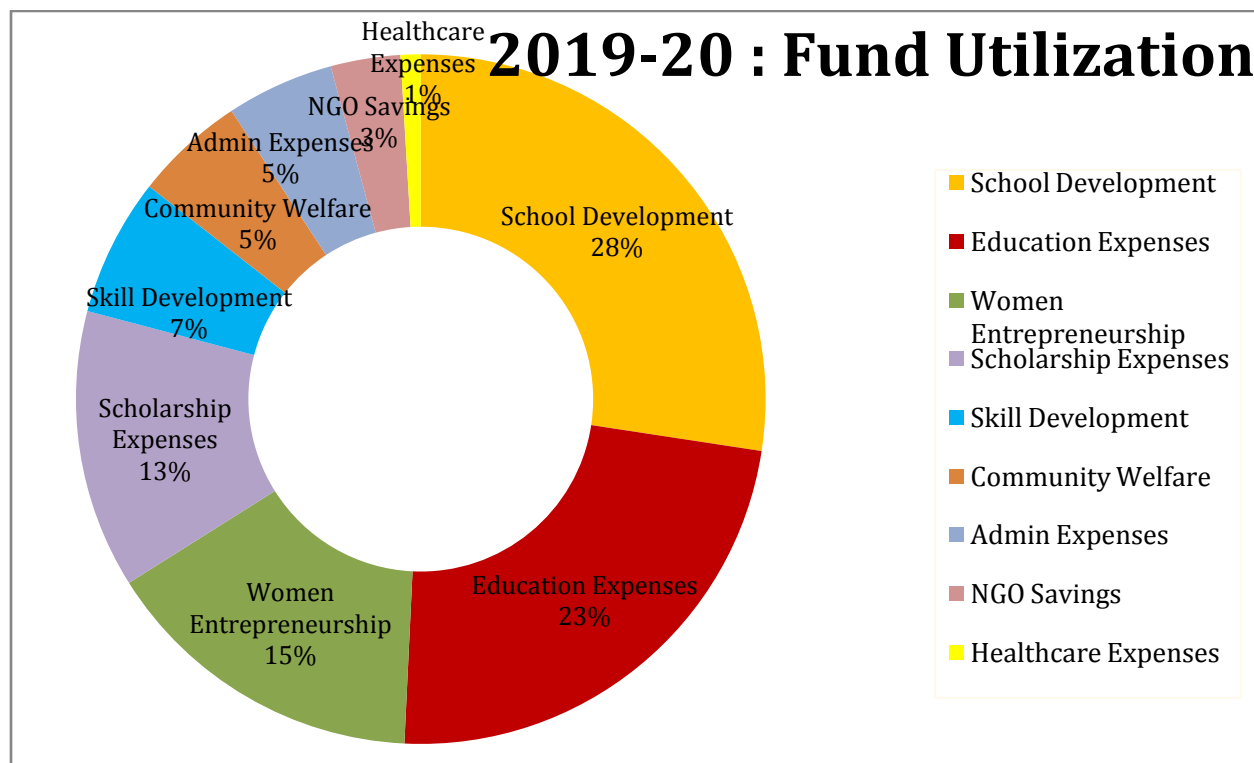
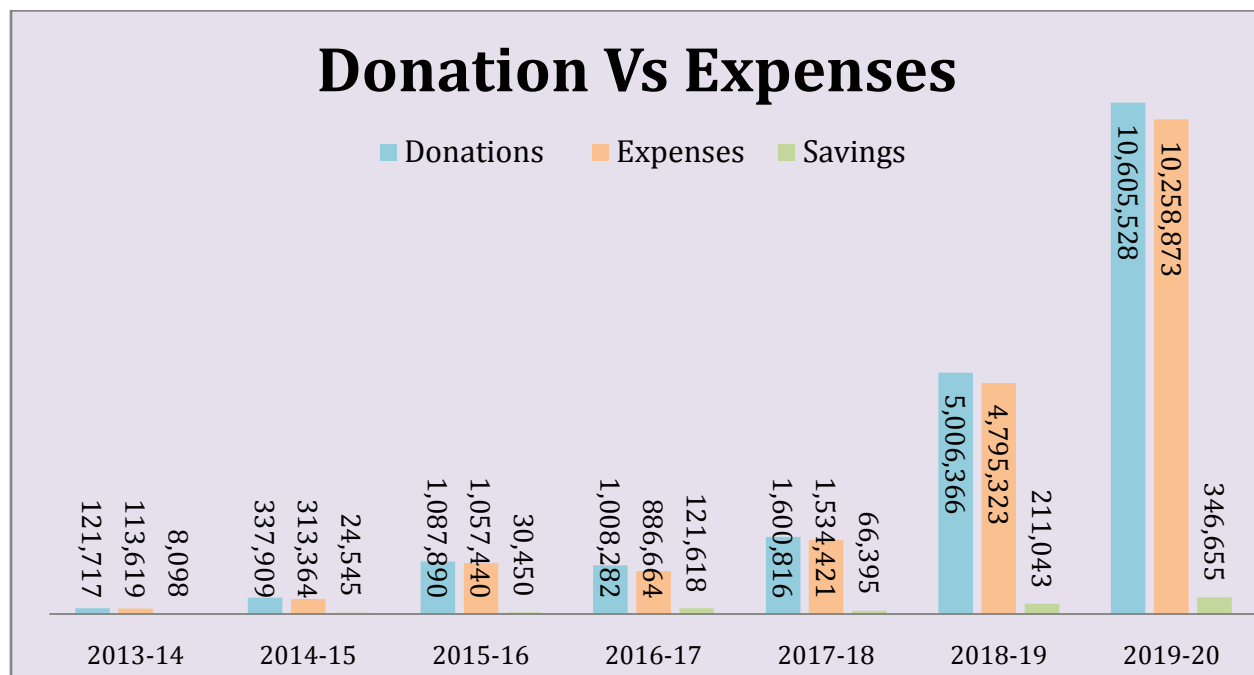
## Impact & Milestones

- States presence : Delhi, Raj, UP, HR, MH, Assam
- Villages engaged : 100+
- Women (housewives) entrepreneurs : 60
- Profit earned by Women entrepreneurs : Rs.15,50,000
- NGO development centers : 8 locations
- Education Foundation classes : 450+ students
- Career mentoring workshops : 55 Schools
- Students guided : 12000+
- Computer labs established : 22+ schools
- Scholarships provided : 500+ students
- Book Libraries established : 6 villages
- Overall People benefited through Camps: 12000+
- Vocational Training provided : 480+
- Vocational Training types : Computer, Tailoring, Beauty Parlor
- Vocational Training mode : In-house & Partner locations

## Our Partners in 2019-20



## Financial Status



## Our Programs

## 1. Women Entrepreneurship Development

This is our flagship program because we believe that if a woman gets money in hands, then she would be able to take care of all family requirements e.g. Kids Education, Healthcare, Nutritional Food, Shelter etc. So we decided to empower women through our comprehensive Women Entrepreneurship Development Program.

This program was supported by MetLife GOSC at Noida & Jaipur. Under this program, we are developing Women Entrepreneurs in the villages by supporting women to start a small business of their own choice and in their own village. Currently, we are supporting 60 women from 43 villages of Noida and Jaipur districts. We provide seed funds up to Rs. 10,000 - 15,000 per woman, business mentoring, training, market research support, branding, business promotional activities, market linkages etc. Different types of businesses started by women are Tailoring, Beauty Parlor, General Store, Vegetable Shop, Tiffin Center, Garments Store, Handicrafts Making & Selling, Grocery Shop, Stationary Shops etc. and they all are earning a net profit amount ranging from Rs. 4,000 to Rs. 15,000 per month based on their business type, location and time that they are investing in their businesses.

Following are the key highlights of this program:

SN	Project parameters	Noida	Jaipur
1	Women Entrepreneurs Supported in 2019-20	26	16
2	Villages covered	16	11
3	Types of Businesses	9	6
4	Average Income per month per women	Rs.3950	Rs.3240
5	Public welfare activities organized (Medical & other camps)	24	18
6	Number of people benefited	2926	1885

### Location - Jaipur

It was a new location for this project in 2019-20 but we had an advantage of having our Head Office at Jaipur so we were aware about the geography, culture and local requirements for this project. This project has been supported by MetLife GOSC at Noida so they extended this project for Jaipur location also.

Initially there were many challenges to enter into villages where people didn't think of entrepreneurship from their own home and they were not ready to trust us as newcomers because many frauds took place in these villages with other chit fund companies. People found it difficult to believe that someone is genuinely trying to help them, but the MetLife brand helped us gain trust easily.

We have decided to work within 5 km radius from the MetLife office in Mahindra SEZ, Jaipur. We have worked in 15 villages and found a list of more than 55 women who had shown interest

in this program to receive grants of Rs. 10,000 to Rs. 15,000 to start their own business of their choice.

We had a very transparent selection process where all the women had an equal chance of selection. They passed through a defined selection process in which we had multiple visits to their houses for family background verification, existing support system, interviews with family members along with women, final interview at partner's office etc. Only then we selected the women for seed funding.

List of women entrepreneurs supported from Jaipur location:

SN	Entrepreneur's Name	Village	Business Type	Opening Date	Grant Amount	Avg. Income
1	Anjali Sharma	Bhambhoria	Beauty Parlor	22-Aug-19	12000	3231
2	Chandrakanta	Bhambhoria	Tailoring	22-Aug-19	10000	3276
3	Suryabala Prajapat	Prempura	General Store	05-Sep-19	12500	4147
4	Mamtesh Devi	Jhai	Tailoring	27-Nov-19	12500	3342
5	Mamta Sharma	Bhambhoria	Tailoring	27-Nov-19	10000	4610
6	Mamta Chaudhary	Nevta	Beauty Parlor	27-Nov-19	10000	4220
7	Shobha Sharma	Mahapura	Beauty Parlor	27-Nov-19	12500	3648
8	Pinki	Chirota	Tailoring	06-Dec-19	12500	4128
9	Mamta Bunkar	Kalwara	Tailoring	06-Dec-19	12500	3825
10	Sita Devi	Lalya ka vaas	Vegetable shop	06-Dec-19	13500	7250
11	Savitri Sharma	Sarangpura	Tailoring	26-Feb-20	10000	2014
12	Seema Sharma	Devaliya	Tailoring	26-Feb-20	10000	3043
13	Radha Devi	Jaijaspura	Tailoring	26-Feb-20	12000	2522
14	Sheela Bairwa	Jaijaspura	Chaak Embroidery	26-Feb-20	10000	2734
15	Hansa Chaudhary	Nevta	Tailoring	26-Feb-20	10000	2844
16	Lali Devi	Kalwara	General Store	25-Mar-20	10000	3096

### Location - Noida

We initiated this program with MetLife Noida in 2018-19. That year, we helped 16 women to become entrepreneurs in the villages near Noida. Therefore, it was a comparatively easy ride for us because we already knew the counters of the location and we had 16 success stories from different villages.

In 2019-20, MetLife Noida extended this project to support 28 women from the villages to become entrepreneurs based on the successful pilot of the previous year. This year we had a wonderful experience by adding more women in our project and many of them showed figures of income which were above our expectations.

List of women entrepreneurs supported from Noida location:



SN	Entrepreneur's Name	Village	Business Type	Opening Date	Grant Amount	Avg. Income
1	Afroj Khan	Mangroli	Handicraft	12-Sep-19	10000	5000
2	Sangita Nagar	Badouli	Cosmetic Shop	05-Sep-19	11000	4990
3	Rekha	Jhatta	Tailoring	05-Sep-19	11000	4350
4	Munni devi	Jhatta	Vegetable shop	05-Sep-19	10000	3560
5	Shabana Khan	Bakhtawarpur	Food Stall	12-Sep-19	10000	9787
6	Sanju	Bakhtawarpur	Cloth Store	12-Sep-19	10000	7650
7	Sanyogita	Asgarpur	Cosmetic Shop	10-Oct-19	12000	5768
8	Suman Devi	Yakutpur	Beauty Parlor	10-Oct-19	10000	7895
9	Manisha	Shahpur	General Store	10-Oct-19	10000	6425
10	Pinki	Yakutpur	Tailoring	10-Oct-19	12000	7356
11	Baby	Bakhtawarpur	General Store	20-Oct-19	12000	3980
12	Santosh devi	Nangla Sector 81	Tailoring	10-Nov-19	12000	5679
13	Savita	Nangla Charandas	General Store	20-Oct-19	11000	4230
14	Mithlesh	Nangla Charandas	General Store	10-Oct-19	11000	4535
15	Kavita	Shahdra	Beauty Parlor	20-Oct-19	11000	4130
16	Payal Sharma	Gulavali	Tailoring	20-Oct-19	10000	810
17	Moni Rani	Tugalpur	Tailoring	19-Nov-19	12000	2580
18	Kusum	Shahpur	Tailoring	10-Nov-19	12000	3790
19	Babita	Yakutpur	General Store	11-Dec-19	10000	4304
20	Aarti Chouhan	Nangli Vajidpur	Food Stall	11-Dec-19	12000	3290
21	Mohar Shree	Asgarpur	General Store	19-Nov-19	11000	12300
22	Lalita	Hazipur	Tailoring	11-Dec-19	13000	6460
23	Reena	Garhi-Shahdara	Cosmetic Shop	11-Dec-19	10000	3470
24	Santara	Ilayahbas	Grocery Shop	11-Dec-19	12000	4670
25	Meenu	Gadhi-Govardhan	Tailoring	11-Dec-19	11000	5380
26	Jyoti	Pandit ki deri	Beauty Parlour	28-Jan-19	9000	2939
27	Sangeeta	Sec 53 Noida	Beauty Parlour	28-Jan-19	10000	2052
28	Komal	Kamnagar	Beauty Parlour	28-Jan-19	10000	3254

### Glimpses of Businesses Openings at Noida & Jaipur







### Community Welfare Activities to promote Women's Businesses

We are supporting women's businesses with different types of promotional activities at their home or nearby places. Each woman entrepreneur plays a major role to organize the event and mobilize local people for the activity. These activities are great events to promote women's businesses as they get connected with the local villagers and also talk about their businesses. It helps them in the long run to get more business. We have done a total of 42 business promotional activities in the year 2019-20. It was a huge success and it impacted many lives in



the villages. Our women also got confidence for handling such events and they are now known as village change leaders.

We organized the following events to promote women's businesses in their own villages:

SN	Entrepreneur's Name	Location	Village	Activities Types	People count
1	Reeta, Babli, Sanju	Noida	Bakhtawarpur	Women health & Hygiene Session	120
2	Shabana, Babli, Sanju	Noida	Bakhtawarpur	Eye check Camp	130
3	Reeta, Babli, Sanju	Noida	Bakhtawarpur	Financial literacy Program	80
4	Asha, Mohar Shree	Noida	Asgarpur	Women health & Hygiene Session	68
5	Asha, Mohar Shree	Noida	Asgarpur	Eye check Camp	230
6	Kusum, Reena	Noida	Kamnagar	Health check & Medical Camp	160
7	Kusum, Reena	Noida	Kamnagar	Eye check Camp	135
8	Noida Center	Noida	Bakhtawarpur	Health check & Medical Camp	90
9	Kusum, Reena	Noida	Kamnagar	Women health & Hygiene Session	69
10	Suman, Pinki, Babita	Noida	Yakutpur	Women health & Hygiene Session	86
11	Savita, Munni & Rekha	Noida	Jhatta	Women health & Hygiene Session	165
12	Suman, Pinki, Babita,	Noida	Kamnagar,	Women health & Hygiene Session	185
13	Savita, Munni & Rekha	Noida	Jhatta	Eye check Camp	190
14	Kusum, Manisha	Noida	Sahpur	Health check & Medical Camp	170
15	Pooja, afroj, Meena	Noida	Mangroli	Eye check Camp	180
16	Kusum, Manisha	Noida	Sahpur	Health check & Medical Camp	96
17	Suman, Pinki, Babita	Noida	yakutpur	Financial literacy Program	68
18	Pooja, Afroj, Anupama	Noida	Mangroli	Financial literacy Program	85
19	Mithlesh, Savita, Santosh	Noida	Nagala	Health check & Medical Camp	96
20	Reeta, Babli, Shabana	Noida	Bakhtawarpur	Health check & Medical Camp	110
21	Nisha, Lalita, Ragini, Preeti	Noida	wazidpur	Health check & Medical Camp	154
22	Payal	Noida	Gulabali	Eye check Camp	110
23	Kusum, Manisha	Noida	Sahpur	Women health & Hygiene Session	65
24	Kusum, Manisha	Noida	Sahpur	Eye check Camp	84
25	Anjali, Chandrakanta Mamta	Jaipur	Bhambhoria	Women health & Hygiene Session	134
26	Suryabala Prajapat	Jaipur	Prempura	Women health & Hygiene Session	80
27	Suryabala Prajapat	Jaipur	Prempura	Medical Camp - Nov'19	90
28	Mamta Bunkar	Jaipur	Kalwara	Eye Checkup camp	55
29	Mamta Bunkar	Jaipur	Kalwara	Medical & Health check camp	139
30	Anjali, Mamta, Chandrakanta	Jaipur	Bhambhoria	Medical & Health check camp	235
31	Shobha Sharma, Sita Devi	Jaipur	Mahapura	Eye Checkup camp	90

32	Anjali, Mamta, Chandrakanta	Jaipur	Bhambhoria	Eye Checkup camp	80
33	Suryabala Prajapat	Jaipur	Prempura	Eye Checkup camp	110
34	Mamta Bunkar	Jaipur	Kalwara	Eye Checkup camp	70
35	Mamta Chaudhary	Jaipur	Nevta	Eye Checkup camp	85
36	Pinky	Jaipur	Chirota	Eye Checkup camp	90
37	Suryabala Prajapat	Jaipur	Sirani	Eye Checkup camp	135
38	Govt School	Jaipur	Khatipura	Eye Checkup camp	120
39	Women Leadership Center	Jaipur	Kishanpura	Eye Checkup camp	147
40	Women Leadership Center	Jaipur	Akhaipura	Eye Checkup camp	125
41	Suryabala Prajapat	Jaipur	Prempura	Financial literacy Program	55
42	Mamta Bunkar	Jaipur	Kalwara	Financial literacy Program	45







**Partners:** Following are some of our partners who come and conduct their activities in our villages free of cost for us.

- Bank Sakhi : AU Small Finance Bank
- Digital Learning : Computer Shiksha, Sattva Consulting
- Skill Development : ICICI Academy, Nudge, BSDU, Saint Gobain
- Govt Policy advisor : Haqdarshak
- Healthcare : Matro, Manipal, Oxygen, Nasyonika, Sai Seva etc.
- Financial Literacy : NIIT Foundation
- Women Health : Unicharm & GoGirls Foundation
- Scholarship : Shikshadaan, MetLife, Bosch, Ekakanya

## 2. Skill Development

In India, less than 10% people get skill training and only 2% get formal skill training compared to 80% plus in developed countries. India has a huge gap in skilling people or developing entrepreneurs and this gap is much wider for women living in rural areas.

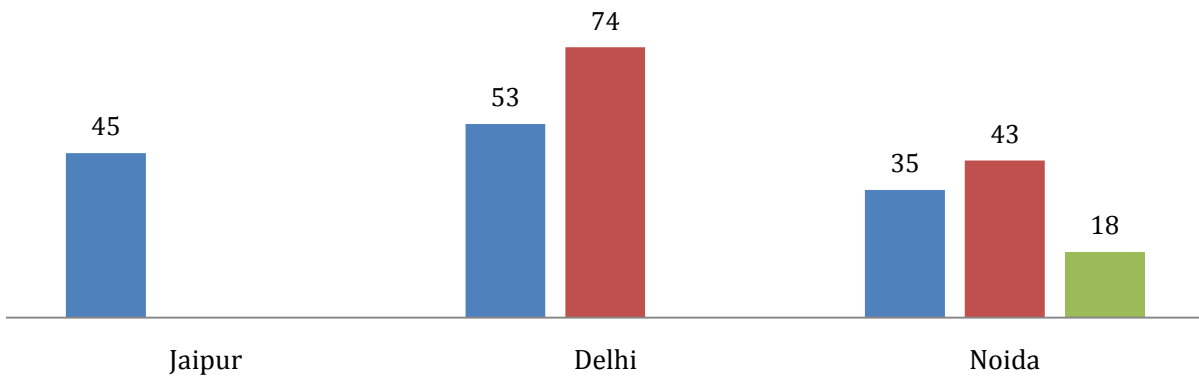
Hence we encourage youth to get formal skill training which can make them employable. At our vocational training center we provide different skill training to youth based on the requirements of local industries and also provide employment opportunities to women at our own centers by providing them Data Entry Operator & Tailoring Production related assignments. We also organize campus interviews at our centers by inviting corporate institutions.

We have tied up with various Skill based Institutes, Universities & Corporates which are doing excellent job in the field of Skill Development and also providing 100% employment assistance. We work as Mobilizers for these skill institutions and we mobilize youth for various skill development programs run by these institutions. We promote skill centers that provide high quality training and placements and either these courses are free of cost or provided at a very affordable price.

PURE India Skill Training Fields	Partner Centers
<ul style="list-style-type: none"> <li>• Tailoring &amp; Fashion Design</li> <li>• Beauty Parlor</li> <li>• Computer/ Data Entry Operator</li> <li>• Handicrafts Making</li> <li>• Bag Manufacturing</li> <li>• Handicrafts Selling</li> </ul>	<ul style="list-style-type: none"> <li>• Automobile</li> <li>• Glass Manufacturing</li> <li>• Carpenter, Electrician, Plumber, Office Admin</li> <li>• Healthcare technician</li> <li>• BPO / Call Center</li> <li>• BVoc &amp; Diploma course in 20+ skills at Jaipur</li> </ul>
Locations: Delhi, Noida & Jaipur	Locations: Delhi, Gurgaon, Noida, Faridabad, Alwar, Jaipur etc.

## Skill Trainings 2019-20

■ Tailoring ■ Computer ■ Beauty Parlor







### 3. Women Leadership Development, Jaipur

In India, women are mostly dependent on their fathers, husbands, brothers or uncles for their financial & non-financial requirements. Women are also not exposed to various job opportunities. Hence we believe that we must put in our honest efforts to help in empowering women.

This program is designed with deep understanding of the areas and varying cultures, allowing us to transform the lives of girls through life skills training and attitudinal changes. In our quest to create a platform for girls to attain education, academic and practical life skills, exposure visits, break cultural notions, norms and explore opportunities; we envision a future marked with community participation and active interventions. We are developing women leaders with skills like self-respect, socio-economic growth opportunities, women health, financial literacy, Indian laws and leadership, skill development and scholarships for higher education.

We have around 60 girls who are studying in college or are passed out from college, who are a part of this project. Many activities happened this year at these centers. We had regular workshops, art activities, village awareness initiatives, medical camps, exposure visits and guest lectures at our centers. Following activities were organized in 2019-20 at the centers:

1. 6 Personality Development sessions: Self Awareness, Decision Making, Communication etc.
2. 5 sessions on Health topics: Reproduction system, Menstrual hygiene, Food habits etc.
3. 2 Days Learning tour organized to Delhi and visited various sites across NCR.
4. Exposure visit organized to a Hospital to learn about various activities of the Hospital.
5. Exposure visit organized to a Trade Fair to learn about various livelihood products.
6. Career Awareness workshop organized for girls to know about 100 career options.
7. Regular English speaking classes organized for all the girls.
8. Handicraft making workshops were organized for the girls.
9. Important days were celebrated e.g. Diwali, Teachers day, New year, 2 Oct etc.

10. 6 Self Help Groups were formed to engage the village women and develop saving habits.
11. Road shows & street play organized to create awareness about Child Marriage issue.

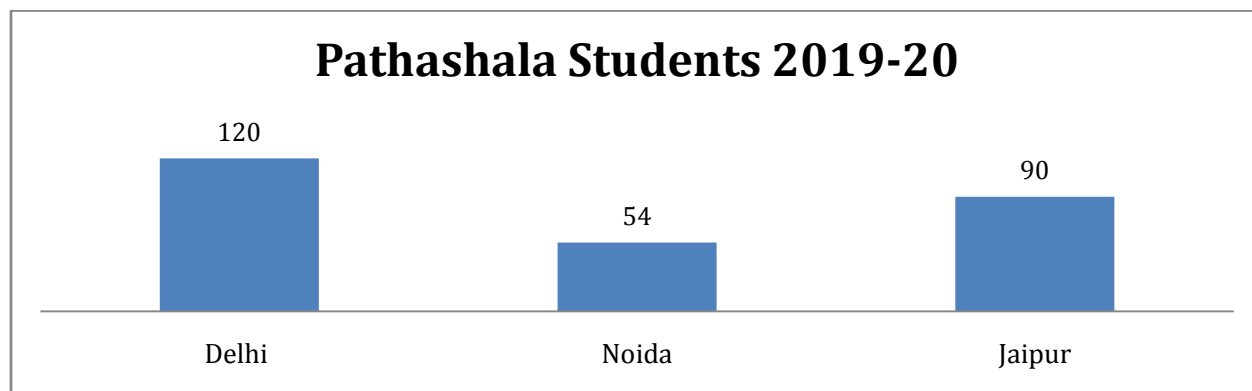
Few glimpses of our activities are as below:





#### 4. Education

It is our mission to strengthen the education foundation of students at an early age so he / she will achieve their career goals as per their interest. In 2019-20, we started our 3 new centers (1 in Noida and 2 in Jaipur) where we started providing education classes for the school students.



We provide the following facilities at our center for their holistic development:

- Strengthen Educational Foundation through regular Science, Maths, English classes
- Computer classes for all the students
- Special classes for school drop-outs or non-school going students
- Scholarships for higher education of underprivileged meritorious students
- Extracurricular activities e.g. Sports, Yoga, Dance, GK Quiz, Art, Panting, Martial-art etc.



- Career Exposure visits e.g. Police station, Court, Hotel, Hospital, Govt offices etc.
- Celebration of special days like Birthdays, Festivals etc.







## 5. Shikshadaan – Scholarship for higher education

At PURE India, we encourage students for higher education so we provide scholarships to talented students who have passed class 10<sup>th</sup> but they might not be able to pay for their higher education expenses. Hence we have partnered with **Shikshadaan Foundation** to provide scholarships to our students. In the year 2019-20, we have provided scholarships to 95 students who were bright but came from economically poor families. Following is the summary of 2019-20 scholarships:

- Scholarship amount disbursed : Rs.13,84,943/-
- Total number of students : 95
- Locations covered : Delhi, Noida, Jaipur, Karauli
- Number of Schools / Colleges : 22





## 6. Career Guidance and Mentoring Program

At PURE India we created awareness about 100 most popular career options among students, parents and teachers and encouraged the students to start thinking about their careers from class 8<sup>th</sup> onwards so that they can decide the right career options at the right time. We conducted many “Student Career Guidance and Awareness Workshops” at Govt. schools of Jaipur, Gurugram, Delhi, Noida, Chennai and Karauli. Following is the summary of this program in the year 2019-20:

- Number of Career sessions conducted : 12
- Approx. number of students covered : 2340
- Locations covered : Gurgaon, Noida, Jaipur, Chennai







## 7. School Integrated Development Program

Most of the government schools are neglected by local communities and the government officials because the children attending these schools come from low socio-economic backgrounds. We thus decided to adopt a few schools to strengthen infrastructure and education facilities, so that we could increase student enrolment & retention rate, incorporate good teaching and learning techniques and also encourage all the families to send their children to government schools for better education and the future of the children.

In 2019-20, we worked in the following schools and executed listed activities:

SN	School Name	Activities done
1	Govt Sr Sec School, Kalwara, Sanganer, Jaipur, Raj	<ul style="list-style-type: none"> <li>• 2 School Building's roofs waterproofing</li> <li>• 38 Toilets repair / constructed</li> <li>• 3 Open Gyms installation</li> <li>• 4 Medical camps &amp; Eye check camps</li> </ul>
2	Govt Primary School, Manoharpura, Karauli, Raj	<ul style="list-style-type: none"> <li>• Sports Days &amp; Teacher's Day Celebration</li> <li>• Sports Items for Schools</li> <li>• Computer Lab established</li> <li>• 2 Schools Wall Coloring</li> </ul>



3	Govt Sr Sec School, Boran Kalan, Gurgaon, HR	<ul style="list-style-type: none"> <li>• 1150 School Bag distribution</li> <li>• Rs.82350/- Scholarships to Students</li> <li>• 38 Iron Furniture provided</li> <li>• 4 Napkin Incinerators &amp; Vending Machines</li> <li>• 18 Green Boards Installation</li> <li>• 450 Sweaters distribution</li> <li>• 4 Almirahs provided to School</li> <li>• Career Guidance &amp; Mentoring workshops</li> </ul>
4	Govt Sec School, Shirdhon, Satara, MH	





Now



Before





**THANK YOU**