



ASHA DEEP FOUNDATION

Empowering People

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Programme at a Glance

January to December 2017

Meeting with Hon'ble Chief Minister of Delhi

Asha Deep Foundation has grown its wings to touch millions of lives of people belonging to the underprivileged society over the years since its inception in 1983. In the last one year, ADF has reached a step closer to its vision of empowering marginalized sections in India by undertaking new projects. Asha Deep Foundation partners with benefactors, communities, corporates, banks and Government to widen its span of operations and channelize collective resources for society's well-being. ADF got an opportunity to interact with Mr. Arvind Kejriwal, the Hon'ble Chief Minister of Delhi on 29th November, 2017 at CM's house. Mrs. Jothi Chetty, Secretary & Chief Executive along with Rev. H. K. Chetty, Director, Asha Deep Foundation discussed the issue of girl child development with a special focus on the rag picking community dwelling in the slums of New Seemapuri, Delhi. The meet was held with an aim to discuss the roadmap for holistic and sustainable girl child development and seek cooperation from the Government.



Cultural Exchange Program with Nishiyamoto School, Japan

On 29th October, 2017, 180 students from Nishiyamoto School, Japan visited Asha Deep Foundation for a cultural exchange. They were warmly welcomed in Indian custom with tribal dances beautifully put up by the young students of St. James Convent School, run and managed by ADF. A tour of all the projects of Asha Deep Foundation was given to the students along with a briefing of new ventures. The purpose of the visit was to share the culture of both the countries and inculcate a sense of cohesiveness and value sharing. The Japanese students learned about Indian culture and importance of giving back

to the society while the Indian students brought home the lessons of punctuality and respect for everyone. It was a great knowledge sharing and insightful session for all the attendees.

Laxmi- The Shining Star

Asha Deep Foundation focuses not only on education but also on the overall development of children. It provides a platform to nurture the hidden talents of young bright students. ADF organizes numerous co-curricular activities and also motivates the students to participate in events to stimulate the creative potential. One such painting competition was organized by HUDCO on September 3, 2017 at August Kranti, Hudco Art Gallery on the theme 'Housing Policies and Affordable Homes'. The Housing and Urban Development Corporation Limited (HUDCO) is a government-owned corporation in India. It is mandated with building affordable housing and carrying out urban development. The painting competition saw participation from around 30 NGOs with a total of 300 participants. In the competition, Laxmi, a 5th grade student enrolled in St James Convent School performed well against all the odds, unleashed her creative potential and secured first position (8-11 age group category). Laxmi's success has motivated other young students to perform their best in whatever endeavor they undertake. In her painting, Laxmi had depicted what her surroundings should ideally look like. Laxmi's ideal world consisted of solar power system, last-mile connectivity, well-lit roads, proximity to school.



Saree Drive by FICCI FLO



FICCI Ladies Organization (FLO) is the women wing of the Federation of Indian Chamber of Commerce & Industry (FICCI). The objective of the organization is to encourage and facilitate women to showcase their talents, skills, experiences and energies across sectors and verticals of the economy, for a truly inclusive economic growth trajectory. FLO, as a part of their CSR initiative, conducted saree collection drive in Diwali week and distributed sarees to the underprivileged ladies from nearby slums. ADF facilitated this drive as it is working towards equality and resource sharing in the society. Ms. Vasvi Bharat Ram, Chairman, FLO visited ADF along with her team on 10th October 2017 and experienced the joy of giving. Women slum dwellers got an opportunity to be a part of one-of-its-kind drive. Around 300 ladies from rag picking community in neighboring slums gathered at ADF headquarters and were given sarees. The FLO team also visited Asha Integrated Program for Senior Citizens for saree distribution. The day buzzed with smiles as their Diwali was lit up by the gift. The ladies were happy on receiving an expression of love from the FLO team and blessed them. ADF extends its sincere thanks to Ms. Vasvi Bharat Ram and team for organizing this wonderful distribution drive.



Youth Employability Program (YEP)-Skill Training and Placement



The Youth Employability Program initiative undertaken by Asha Deep Foundation strives towards providing the necessary skills to the youth under age group 18-32 years in order to get them decent employment in various formal sectors. The main targets under this program are the 12th pass students and the dropouts from college. A three months training program is designed where the curriculum includes sessions on Customer Handling, Personality Development, Financial Literacy, Computer skills and Communication skills. Mock Interviews are also scheduled for trainees in order to prepare them for placement process. Exposure visits to different companies are also organized for trainees in order to make them aware of their work culture. Each batch comprises of 50 trainees split equally in morning and evening sessions. The training program is concluded with convocation program where certificates are awarded to trainees and placements are also scheduled. ADF monitors and follows up periodically for one year with the placed trainees to check for any job-related problems or requirements such as adaptation to workplace culture or proper utilization of their earnings. ADF has successfully managed to complete three batches at each location and has covered 355 trainees in all with 75% placement record. ADF played an important role in helping these individuals and families of marginalized communities to achieve economic independence.

Launches



The Puzhuthivakkam Skill Training Centre was inaugurated on 12th January, 2017 by Mr. S. Madhavan, CEO; Mrs. Rajashree Natarajan, COO and Mrs. Daffodil Marcus, Manager Programs, Chennai from Cognizant Foundation.



The Saidapet Skill Training Centre was inaugurated on 1st February, 2017 by Mrs. Rajashree Natarajan, COO and Mrs. Daffodil Marcus, Manager Programs, Chennai from Cognizant Foundation.

Exposure Visit



Trainees of Saidapet Centre visited Tamil Nadu Social Welfare Board on 25th March, 2017 and Puzhuthivakkam trainees visited the Dakshina Heritage Center on 15th June 2017. The visits were invaluable to gain insightful knowledge about the functions and operations of the organizations.

Placements



Miss M. Andal is a 21 year old girl. Her father is a farmer and her mother is a home maker. She was born at Ghenji, Thruvanamalai District. Andal, who is the youngest of five sisters had completed Higher Secondary but due to financial issues in her family she could not continue her studies. All her four elder sisters got married. Out of the 4 sisters two of them settled in the village itself and the other two in Chennai.

Her family was living in poverty due to a drought in her native place, hence they all moved to Chennai five years back and settled there.

Andal used to stay with her mother and sister in Chennai where her mother worked as a house maid and was the sole earner of the family. Looking at her family's condition she needed to look for a job, so she went in search of a job to a few places, but due to her lack of knowledge in Computer and English she wasn't able to make it.

The Community Mobiliser visited her home and explained about the Youth Employability Programme- Skill Training and Placement. She came to the centre at Puzhuthivakkam and met the staff. The staff explained in detail about the training programme, curriculum, the different types of activities which will be conducted in the centre and how they will help her to get the placement. She was very impressed and decided to join the programme at Puzhuthivakkam Center. To the training and motivation by the Asha Deep Foundation team, integrated with her sincere and keen interest helped her learn very quickly. Post training, her personality, confidence, language and basics of Computer and applications improved drastically. The exposure visits to the corporate offices also helped her to understand the working style of the offices.

The Placement Officer of the Asha Deep Foundation helped her to attend the interview at Heritage Fresh in Madipakkam. She attended the interview with confidence for the post of Supervisor. Her hard work and confidence helped her to get the job and she was selected for the post of Supervisor at Heritage Fresh. Presently she is earning ₹12,000/- per month. She is now a confident girl and feels very happy and proud. She is grateful and gives all the credit to Cognizant Foundation. She says *“My standard of life has changed by this training program and the motivation and guidance I've received from the centre staff helped a lot in my career.”*

Youth Development Program (YDP)



Asha Deep Foundation in partnership with BACI has launched Skill Development Centres for those actively seeking skilled employment under Youth Development Program(YDP). The aim of this centre is to impart specific skills training and thus provide employment opportunities and economic empowerment to the youth. Through this, ADF tries to achieve the objective of providing better livelihood for youth from underprivileged community. Three YDP centres were launched in 2017 in Chennai, Gurugram and Mumbai. All the centres run two batches of 25 students each in morning and evening shift. Moreover, Chennai and Mumbai centres also provide a one-month crash course for trainees interested in pursuing IT as a career prospect. In order to give trainees a practical understanding of various industries that they could join post training, industrial exposure visits are organized as a part of the program. Placements are an important part of the program and concrete efforts are made to get trainees placed in various companies. After the completion of the YDP program 70% of the trainees were successfully placed in various companies to earn a decent amount of money and make their family economically empowered.

Launches



The First YDP centre was launched at Taramani, Chennai on 7th April, 2017 by BACI official Mr. Sivagurunathan.



The Second YDP centre at Dundahera, Gurugram was launched on 10th April, 2017 by BACI officials Mr. Sharad Verma, Ms. Bandana Jha and Ms. Shubhra Agrawal.



The Third YDP centre at Goregaon, Mumbai was launched on 19th April, 2017 by BACI official Mr. Chetan Ghotkalkar.

Exposure Visits



Trainees from Taramani Centre visited Sports Development Authority of Tamil Nadu in Chennai in March, 2017. Trainees got a chance to learn about the various intricacies associated with event management and how to get an employment opportunity with sports authority.



Trainees from Dundahera centre visited Indian Overseas Bank in Gurugram as a part of their curriculum in August, 2017. This provided trainees an opportunity to gain insights about the functioning of a bank from cash transaction to locker facilities.



Trainees from Goregaon centre visited Growels Mall in Mumbai as a part of their curriculum in December, 2017 where they got a chance to meet the HR manager and understand key aspects of manpower management.

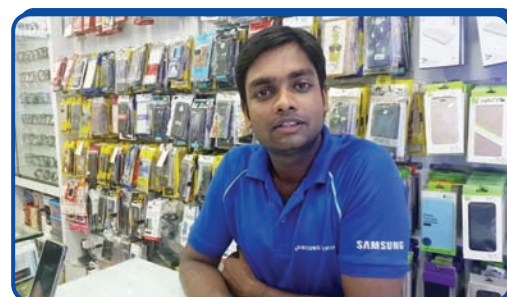
Placements



Navin, a trainee from Taramani Centre in Chennai was successfully placed in Health & Glow as Back End Associate.



Ashish, a trainee from Dundehera centre in Gurugram was successfully placed in Spars Hypermarket as Customer Service Associate.



Deepanshu, a trainee from Goregaon centre in Mumbai was successfully placed in Samsung as Customer Executive.

Swachh Bharat Abhiyaan : Tree Plantation Drive



Barclays volunteers at Fr. Agnel School, Noida



Barclays volunteers at Somerville School, Vasundhara Enclave

The Swachh Bharat Abhiyaan is an initiative by the Government of India with the aim to make the environment clean and green for the generations to come. Asha Deep Foundation promotes and believes in government policies and with the help of corporates, it seeks to act as a catalyst in implementing them. To help the State in achieving this mission, Asha Deep Foundation in collaboration with Barclays organised Tree Plantation drives in the Delhi-NCR region to spread the message of environmental sustainability. These drives were scheduled in 3 schools, namely- Somerville School, Vasundhara Enclave on 16th October, 2017, Fr. Agnel School, Noida on 20th October, 2017 and at ADF's St. James Convent School, Boys home and Girls home, Ghaziabad on 27th November, 2017.

The drive witnessed an overall active participation of 274 volunteers from Barclays. ADF would like to thank Mr. Hemant Kumar from Barclays for his support throughout the drive. A total of 120 saplings were planted with the help of seeds and fertilizers facilitated by Asha Deep Foundation. Planting trees was a means of connecting the youth to their environment that would ingrain in them a sense of care and belonging towards their natural surroundings.

CSR Activity by Allergan



Mr. Sridhar Ranganatham from Allergan addressing his colleagues



Allergan employees painting walls of Ashaniketan Boys Home

Allergan is a multi-national pharmaceutical company that produces drugs, and performs pharmaceutical research and development. As part of their CSR activity, a group of 355 Allergan employees visited ADF on February 8, 2017. Together, they refurbished and painted the walls and dormitories of Ashaniketan Home for Boys and Girls (orphanage), with vibrant colours. Inspirational quotes accompanying attractive images were painted on classroom walls of St. James Convent School. The swings were also recoated with paint. We would like to thank Mr. Debashish Chatterjee and Mr. K.V. Shashi Kumar from Allergan for making the event successful. The event saw enthusiastic participation of home and school children, who actively helped the employees in decorating the school and orphanage.

Christmas Gifts Drive for orphan children



Children cherishing the gifts received on Christmas



Students of St. Columbas School



Students of Somerville School

Asha Deep Foundation would like to extend their gratitude to the following corporates, school and individuals for actively participating in the Christmas Gift Drive:

Ms. Tonisha Chadha, Barclays
Mr. Saket Maini, Barclays
Mr. Kislay Raj, Barclays
Ms. Nisha Sharma, G-Cube
Ms. Sonam Chopra, Moody's Analytics

Ms. Shalini Choudhary, Euro Kids, Ghaziabad
St. Columbas School, Ashok Place- New Delhi
Somerville School, Vasundhara Enclave-Delhi
Mr. Sufal Mahajan Sports Committee, IMT
Ghaziabad

Mr. Kamal Chhabra, SHRM
Ms. Renuka Singh, EXL Service
Ms. Jasmeet, TK Tech
Mr. Kim B. Malagar & family



ABOUT DONATIONS

All contribution, grants and donations can be made by cheques and drafts in favor of **Asha Deep Foundation** and sent to the following postal address. Contributions to Asha Deep Foundation from within India are **entitled to Income Tax relief under section 80G of the Income Tax Act 1961.**

The Foundation is registered under Foreign Contribution Regulation Act (FCRA)

Asha Deep Foundation runs various community development projects in Delhi, U.P, Chennai, Mumbai and Haryana. For further details please contact the following addresses:

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