READ India
Inspiring Rural Prosperity

2018-19

ANNUAL
EMPOWERMENT
REPORT

Table of
CONTENTS

Education and development

4 Women Empowerment and Livelihood

5 Youth Power to Empower

6 Health

7 Information and Communication Technology

11 Skills to Succeed

Country Director's Message

The READ Model is a proven and replicable Model with set of programs which are primarily based on the establishment of Community Library and Resource Centers (CLRCs), called as READ Centers, with the full consent and involvement of the rural community in which it is located. Each READ Center is easily accessible, and includes a library, a computer room, a training hall and sections for children and women. The READ Centers organize activities and programs for training the community members in specialized skills.

Communities have challenges which differ depending on the region, the culture, the language and geographical locations. Common patterns have been found in all communities, with the problems of illiteracy and poverty being most pervasive in many rural villages. READ India connects with local partners and corporate organizations to provide training programs in vocational skills, as well as introduce efforts to educate and economically empower the rural communities and provide access to technology tools as active users.

READ India's ultimate aim is to eventually withdraw from the community, by having the community members take ownership of the READ Centers. This will allow them to grow as an independent, responsible and sustainable community.

READ India has 44 such READ Centers by March 2019, located in the States of Andhra Pradesh, Bihar, Delhi, Haryana, Karnataka, Maharashtra, Manipur, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh, West Bengal and READ thrives to look forward towards extending its services and support for the growth and development of more and more rural communities.

While addressing literacy and education, women empowerment and livelihood, youth empowerment, health and providing access to Information Technology tools, READ India's special programmes on Technology Empowering Girls and Skills to Succeed have been a great success. Libraries at all READ Centers have always been helping communities on improving reading and writing, access to needed books and e-content, training of teachers for managing Early Learning Centers reaching out to 50 or more small children apart from 12 pre-schools in the name of Springwood having 600 children from marginalised families.

I would like to take this opportunity to convey my thanks to READ India Trustees, READ Global, READ partners, Corporates, Communities in supporting, collaborating and providing financial support to enable READ India transform communities, with special focus on women and children.

Dr Geeta Malhotra
Country Director

Education and Development

READ India believes education is a tool for empowerment, developing an identity, and enable girls to create spaces for themselves within their families and communities.

Education is the key to empowering women and girls from marginalized communities. READ India's education interventions start from the age of 3 and goes upto 30 plus by introducing educational programmes for all age groups, directly or indirectly, by establishing learning centers or providing access to education through self-learning. The programmes vary from improving reading and writing habits, coaching classes, e-content for learning, access to needed books etc. Approximately 3,400 children, youth and women have participated in various educational programs and trainings conducted at READ Centers during the year 2018-19.

While READ Centers have Early Learning Centers apart from the pre-schools at 12 locations in the name of Springwood where the children 3-6 years are provided Montessori education and rural girls are training on pre-school learning by designing specialised training programme. This dual programme not only provide a platform to small children but also creates an opportunity for girls and women for employability.

Women Empowerment and Livelihood

10,000

women and girls participated in various courses like - Sewing and Stitching, Beauty & Wellness, Nursery Teacher's Training, Handicraft Production, Zari Zardosi, Technology Empowering Girls etc.

READ India works to ensure that people from the most marginalized communities are empowered, having dignified life, better livelihood opportunities. READ India organises well-designed training programmes for girls and women, empowering them with life skills, art therapy as a tool of self-expression, enhancing their existing artisanal skills through experts and bringing them at a level where they can either start their own micro enterprise or form a group of women to start their own production units, develop linkages with local markets and also integrating among other READ Centers.

READ India plays an important role to link them with national markets. 10000 women and girls participated in various courses like Sewing and Stitching, Beauty & Wellness, Nursery Teacher's Training, Handicraft Production, ZariZardosi, Technology Empowering Girls etc.

All these training programmes are designed keeping in view their age groups, qualifications, interest and commitment to learn and grow. The soft skills like spoken English, Confidence building and personality development, life skills apart from health education are part and parcel of these training programme

Youth Power to Empower

Youth in the rural areas do not have much opportunities to learn new skills either for employability or starting their own enterprise. Its hard decision for families to send their young boys and girls to the urban cities where they are not guided properly to lead happy, healthy and prosperous life. This results in negative personality traits. They are not able to take the decision whether to go back to their villages or stay in the poor conditions in the urban cities.

Realising the need of empowering youth, READ India holds many programmes at READ Centers where youth not only come for learn the skills, but also for self grooming, volunteering and forming youth committees to help the vulnerable communities in their own villages and surrounding areas.

These workshops helped youth in:

- Understanding themselves through self-reflection
- Identify their strengths – What they are good at and what positive qualities they possess
- Examining the relationship between values and behaviour
- Understand the physical and emotional changes that happen during different stages of life
- Clarify their misconceptions about sex and sexuality; and understand how these myths and misconceptions can harm them.
- Preparing for entrance exams and choose the most suitable career with advice from experts through Career Counselling workshops.

Becoming Community Leaders through the Sports for Development Program and help school children learn life skills in turn, through various sports activities.

Health

READ India is committed to deliver quality health care services to marginalized communities and ensuring their overall well-being.

In a country where health services rarely reach the intended recipients, health is a major issue in rural India. The READ Centers try to address various health concerns and conduct programs to meet the needs of the communities. We create partnerships with local health experts of rural regions to organize workshops on preventive measures, and link the communities with local hospitals. We also coordinate with health practitioners who volunteer their services at regular intervals, and conduct various health awareness camps and health check-ups for the community members.

READ India also train youth as Hospital Assistants and Health Workers to serve in the nearby areas. They normally get jobs in the hospitals, in PHCs and private nursing homes. Being the trained health workers, they volunteer their services in their own villages.

Efforts to reduce girls dropout rate in rural schools
Construction of girls toilets in selected zilla parishad schools in Aurangabad, Maharashtra

The lack of access and availability of washrooms is a prevalent problem in many rural areas across India. Women have been disproportionately affected due to the risk of contracting UTIs. They are also prone to sexual assault in outdoor situation, when they are quite vulnerable. Female students and menstruating teenagers in particular are often absent or drop out when appropriate washroom facilities are not made available at their schools. In the interest of protecting these students and other women villagers.

With the support and quality designs of architects from Perkins Ltd., READ India has provided young girls with a safe environment for their hygiene needs, which has in turn encouraged them to pursue their higher education with the knowledge that these basic facilities are at hand. This has been a continuous process from the past 5 years, selecting Zila Parishad schools in the villages of Aurangabad and construct toilets for girls.

Information and Communication Technology

READ India uses Information and Communication Technology to disseminate information and services to the rural communities, to help develop them and assist them in becoming autonomous and self-sustaining. Computer courses and training in photography, voice recording and audio-video programs are another part of our ICT programmes.

Girls have also been trained on a programme named Technology Empowering Girls in partnership with Nasscom Foundation who are well-versed to manage their day to day operations using mobile and computers and some have got decent jobs.

READ India provides computers, learning modules, free access to internet at all its Community Library and Resource Centers across India. This is part of the READ model. Trainers are appointed from the village who have the expertise but do not have decent jobs. Rural employment is one of the key component of READ India.
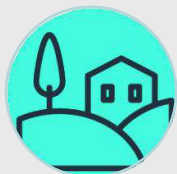
Community Participation Management and Ownership

READ establishes Community Library and Resource Centers (READ CLRC) by partnering with rural communities across India.

We are reaching out to these communities through

228 Villages

18 Districts

Spread across 12 States

through various projects supported by Corporates and Foundations.

Outcomes in 2018
Participation in Various Programmes

Outcomes	Men	Women	Total
Increased access to information and knowledge	7713	22754	30467
Increased access to economic opportunities	290	9788	10078
Increased Women Empowerment	274	19439	19713
Increased community engagement at READ Centers	374	501	848
Increased culture of reading	2920	4292	7212

READ India connects with local partners and subject-matter experts to provide training programs on vocational skills, as well as introduce efforts to educate and economically empower villagers, and teach them to use technology to enhance their standard of living.

Women and children in particular are given the chance to learn to read and write, and to earn a living out of the skills they acquire from the READ centres. Youngsters are provided with the skill sets and knowledge which can help them determine their choice of livelihood.

READ India's ultimate aim is to eventually withdraw from the community, by having the community members take ownership of the READ Centers after five years of hand holding. This will allow them to grow as an independent, responsible and sustainable community.

Brief about some programmes

READ India is doing a project on "Enhancing Early Learning and Literacy Interventions for Girls and their Mothers".

"Enhancing Early Learning and Literacy Interventions for Girls and their Mothers"

This project aims to achieve this by providing early childhood learning opportunities for girls that supplement formal schooling and functional literacy classes for their mothers at READ Centers.

Programs under the initiative:

- Early childhood development program with 3 to 6 years old girls
- Reading and writing skill development program with 6 to 15 years old girl
- Literacy program for women with 20 to 45 years old

Focused intervention on enhancing reading, writing, vocabulary, pronunciation, and other related skills.

Word formation activities, storytelling sessions, stage shows, creative writing, basic arithmetic skills and other activities are designed as part of the sessions under various programs of this initiative, and the use of ICT tools and language tools are encouraged for self-sustained learning once the program is completed.

SKILLS TO SUCCEED

Women empowerment and livelihood programme

Reaching to 6886 women in rural India

Skills to Succeed programme supported by Accenture enabled READ India to reach out to women who otherwise do not get opportunity to learn any skill, to show their talent and to express their desires to stand on their feet and support their families and children.

In 2019 (September 2018-AUGUST 2019) integration of women beneficiaries with the project reached to 6470 as committed, and trained the women in States namely, Haryana, Rajasthan, Uttar Pradesh, Maharashtra, Karnataka. As the project execution strategy demanded unique number of women to be trained every year, READ India established sub-centers (Satellites) to reach out to women in the extended villages/communities and encouraged them to link with the hubs for learning from them and sharing their strengths.

The women registered their names for the following trainings:

1. Product design and development
2. Production quality and scale
3. Packaging and set up
4. Advance weaving techniques
5. Handmade herbal cosmetics
6. Hospitality
7. Institutional tie ups
8. Marketing and networking
9. Online selling
10. 10 Operational management
11. 11 Technical training
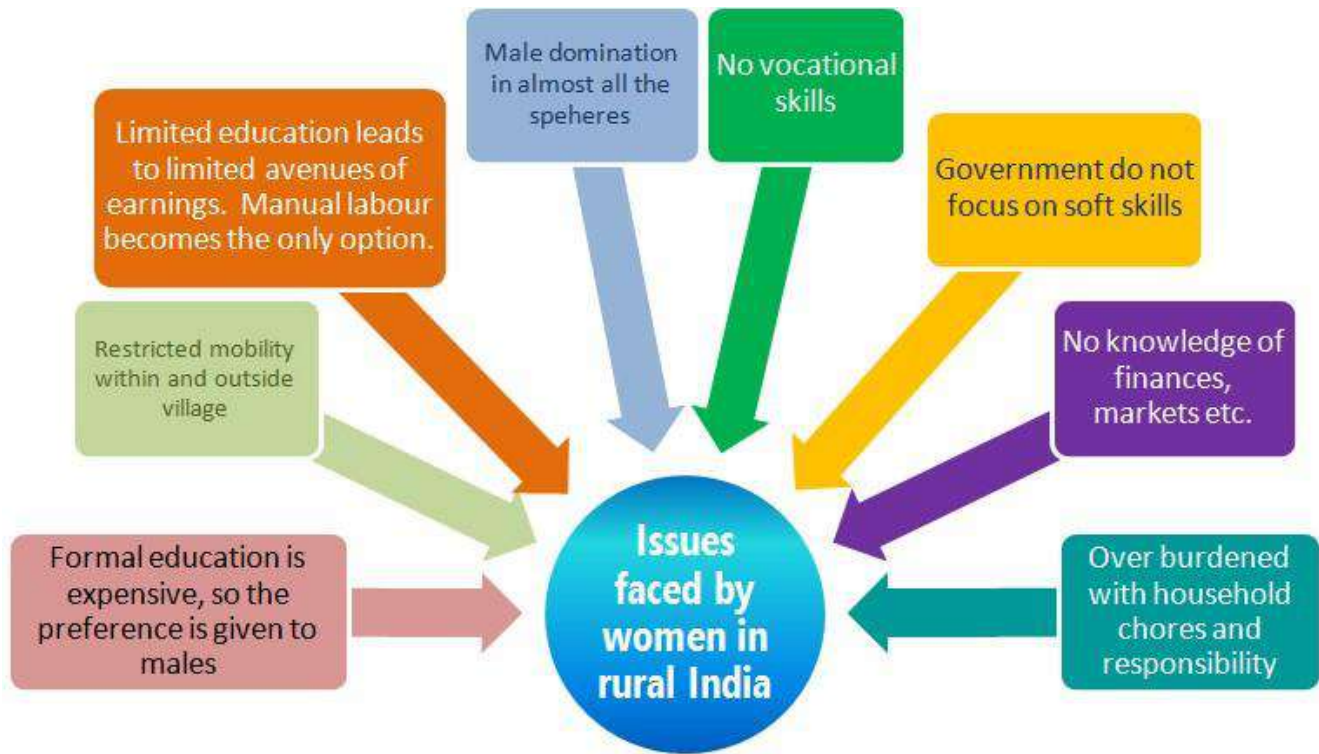12. 12 Logistic management

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Though the number of women trained for each component varied but distribution of numbers were done in a manner that women leaders are given the training on business related topics so that they can make groups under them and categorise women under three categories (A, B and C) for distribution of work accordingly.

The outcome was incredibly positive. Building Social capital was one of the major outcomes. Women's self-confidence, clarity about their own lives, mitigating the challenges – personal, societal, and professional, peer learning, teamwork, addressing collectively the minor and major challenges and working together barring religion, caste, status and many other hidden man-made barriers. The major outcome was delayed age at marriage for young girls, coming out of the house for married women, family support. All this could happen because the trainings reached to them at their comfort zone, their vicinity, in safe spaces, and their families were not raising any questions. All this happened by word of mouth and credit goes to the credibility and transparency maintained by not only the READ staff, following the value system, but also the trainers and trainees collectively.
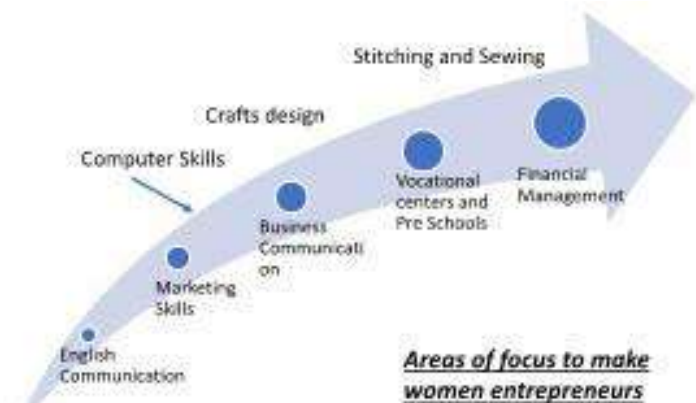
Primary challenges faced by rural women...

Male domination in almost all the spheres

No vocational skills

Limited education leads to limited avenues of earnings. Manual labour becomes the only option.

Government do not focus on soft skills

Restricted mobility within and outside village

No knowledge of finances, markets etc.

Formal education is expensive, so the preference is given to males

Issues faced by women in rural India

Over burdened with household chores and responsibility

Focus on Soft Skills...

Even after being train and skilled, women are not able to get jobs or earn an income in villages. We are endeavoring to make rural women competitive and independent.

We are empowering women at local level as well as at the national level, giving them exposure to express and share.

Language Problems/ Conversation Skills

Working hours/ Family Problems

Safety/Security

Competition

Challenges

Early Marriage

Stitching and Sewing

Crafts design

Computer Skills

Vocational centers and Pre Schools

Financial Management

Business Communication

Marketing Skills

English Communication

Areas of focus to make women entrepreneurs

Technology Empowering Girls (TeG)

This programme was executed in partnership with Indian Public Library Movement under the aegies of Nasscom Foundation in National Capital Region. While three public libraries were selected in Gurgaon, Connaught Place and Laxmi Bai Nagar, two were the READ Centers in Delhi and Gurgaon to executive this technology oriented programme. The curriculum was designed by READ India.

The main objective of the training was to impart digital literacy among the young girls along with the basic knowledge of the MS office, internet access, ICT equipment like laptops & computers, social media tools and necessary soft skills resulting into the placements of the participants after successful completion. The participants were able to work on MS office applications like MS Word, MS Excel, MS power point etc., able to access the internet for different usages like accessing Government websites like PAN, Aadhar, Passport, RTI, for getting learning material from web, completion of the assignment received from School/colleges, to prepare important documents and communicate with the people.

The training helped to build-up the confidence level to interact confidently with their friends& family. It also helped them to improve their quality of work and self- learning. Additionally, the training also enabled them to improved writing skills and verbal communication. Other than the employability skills and technology interventions, the beneficiaries were also made aware on usage of the mobile based apps for daily use like Ola, Uber, Google maps, What's app location, so that they should not have to rely on anyone else for these small acts and make them independent and confident to frequently use the same.

Many of the beneficiaries shared that they got placed in the private IT firms after the completion of the training. Many participants shared that the usage of Google Maps or GPS locator website learnt from the training experience helped them a lot to meet the safety measure.

Amazon READ India Community Cares Centers

Since 2015 READ India has been financially supported by Amazon having Community Cares Centers in Tauru, Sonepat, Manesar, Hyderabad. These Centers have been opened near the Fulfilment Centers of Amazon.

READ India being responsible for setting up of theseCentersandempoweringruralcommunities on Education, Health, Environment, Livelihood and Holistic Development of the communities, Amazon staff at the Fulfilment Centers play an important role in regularly volunteering their time and connected with these communities on specially designed programmes on Education and Development.

This partnership has made READ India learnt many special things like strong networking with the local stakeholders, government representatives, gram panchayats and the strong motive of READ in connecting communities and empowering people has been realised.

The Goodera team, who has been responsible for receiving weekly and monthly reports taught READ India team to maintain a robust MIS online and track the impact created through its interventions.

READ Centers in Gosaiganj, Lucknow and St. Thomas Mount, Chennai
supported by International Flavours and Frangrances (IFF)

The READ Centers in Gosaiganj and St Thomas Mount focus on the following five pilars :

Education, Health Awareness, Skill Development, Women Empowerment and Girl Child Development.

Communities have been reached out with these programmes and they defined their ownership well in time. The zeal and enthusiasm expressed by them for learning has been great.

A few pictures show their acceptance of such Centers in their community and the interest to visit on a regular basis.

Community Library and Resource Center
supported by Callisons in Baragaon, Barabanki, Uttar Pradesh

Callisons is supporting mint framing communities and their families on education , women empowerment, skilling and technology training programmes since 2018.

The Community Library and Resource Center was launched in 2018 and offering services based on the needs of the community in a life cycle approach with Early Learning Center for children in the age group of 2 – 6 year; Library and Education services for children in the age group of 6 – 10 year and 10 – 15 years; youth skilling and soft skills programmes for youth in the age group of 15 – 25 years and livelihood programme for 25 – 45 years beneficiaries. Health programme for the entire community including children, youth and elderly in the community.

In 2019, the center started a livelihood training unit of apparel production and Chikankari embroidery work. The women are being trained at the center for these two skills and will be linking the production unit with boutiques and retails shops in Lucknow. Efforts will also be made to market these products through online platforms.

The table below shows the beneficiaries impacted in 2019 through the Center:

Components	Year 2 Targets	Beneficiaries Impacted in (2019)
Reading and Writing skills	100	110
Conversation Skills	50	44
E - Content for Competitive Examination	100	75
Digital Literacy (basic and advanced)	100	120
Total	350	349
Basic Health and Hygiene	50	118
WASH Programme with Children and their Mothers	25	39
Adolescent health workshops	25	98
Awareness on prevention of diseases	25	86
Total	125	341
Need based livelihood trainings	100	101
Women Empowerment and Confidence building and Financial literacy	100	25
Total	200	126
Career Counselling , Personality Development and Interview Skills	50	70
Life Skills for Adolescent	100	98
Skill Development and Entrepreneurship Development for youth	50	
Total	875	984

DONORS/ PARTNERS

Accenture

Skills to Succeed - Skilling women and girls on livelihood skills and linking them to economic opportunities. Skilled women are get attached to the production units at READ Centers that help them earn livelihoods and provide partial sustainability for the Center. In addition to the women skilling, Accenture has supported setting up of 12 Pre Schools in the rural communities under the name Springwood.

Amazon India

Working on Education, Youth Development, Skill Development, Health Awareness and Agriculture by setting up Community Libraries and Resource Centers with-in 10 – 15 Kms of Amazon warehouses. READ India has 5 Centers in spread across Haryana and Telangana supported by Amazon India.

PwC India Foundation

PwC India foundation is supporting READ India Community Library and Resource Center in village Sheetla Colony in Gurugram, Haryana. The Center is running programmes focused on promoting Education, Skill Development, Youth Development and

International Flavours and Fragrances

Working with rural communities in Uttar Pradesh and Tamil Nadu for promoting Education, Enterprise and Community Development.

Callisons

Set up Community Library and Resource Center in Barbanki, Uttar Pradesh to work with farming communities to promote Education, Skill development and Women's empowerment through READ Center.

Oracle

Literacy programme for girls and women through READ Centers in Baran, Rajasthan and Palwal, Haryana. CAF India is monitoring the programme implementation on behalf or Oracle.

Perkins India Pvt. Ltd.

Working on Education, Health and Sanitation, Youth Development and Skill Development in Aurangabad, MIDC area. Under Swatch Baharat Mission Perkins India is supported construction of toilets in girls schools in selected villages around MIDC area.

NASSCOM Foundation

Nasscom under Indian Public Library Movement (IPLM) have partnered with READ India for Technology empowering girls (TeG) to train 800 girls on use of technology.

AUDITOR'S REPORT

RURAL EDUCATION AND DEVELOPMENT (READ) INDIA

Balance Sheet as at March 31, 2019

	Schedules	March 31, 2019 (Rs.)	March 31, 2018 (Rs.)
SOURCES OF FUNDS			
Capital Fund	1	8,926,906	6,049,896
Capital Assets Fund	2	448,228	488,123
Unutilised Grants	3	14,616,074	23,709,121
Total		23,991,208	30,247,140
APPLICATION OF FUNDS			
Fixed Assets	4	448,228	488,123
Current Assets, Loans and Advances			
Cash and Bank Balances	5	25,565,588	31,558,563
Loans and advances	6	3,389,116	4,544,390
(A)		28,954,704	36,102,953
Less: Current Liabilities & Provisions (B)	7	5,411,724	6,343,936
(A - B)		23,542,980	29,759,017
Total		23,991,208	30,247,140
Notes to Accounts	11		

The schedules refered to above and notes to accounts form an integral part of Balance Sheet.

As per our report of even date

For and on behalf of
Rural Education and Devolpment(READ) India

Geeta Malhotra

Geeta Malhotra
Country Director

For **Shiv & Associates**
Firm's Registration no: 009989N
Chartered Accountants

CA. Amit Singhal
Partner
Membership No. 98417

Place : Delhi
Date : 30-09-2019

Place : Delhi
Date : 30-09-2019

UDIN : 19098417AAAADJ6935

RURAL EDUCATION AND DEVELOPMENT (READ) INDIA
Statement of Income and Expenditure for the year ended March 31, 2019

	Schedules	March 31, 2019 (Rs.)	March 31, 2018 (Rs.)
Income			
Grants/ Donations Received			
Specific Purpose Grant Income	3	76,411,660	57,809,411
General Purpose Grant Income		-	7,050
Other Income	8	5,503,103	4,102,094
		81,914,763	61,918,555
Expenditure			
Specific Purpose Grant Expenditure	9	76,411,660	57,809,411
Depreciation	4	77,945	92,526
Other Operational Expenses	10	2,626,093	985,485
		79,115,698	58,887,422
Excess of Income over expenditure		2,799,065	3,031,133
Add: Depreciation transferred to Capital Assets Fund		77,945	92,526
Excess of Income over expenditure transferred to Capital Fund		**2,877,010**	**3,123,659**
Notes to Accounts	11		

The schedules refered to above and notes to accounts form an integral part of Statement of Income and Expenditure.

As per our report of even date

For and on behalf of
Rural Education and Devolpment(READ) India

Geeta Malhotra

Geeta Malhotra
Country Director

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