



# Shubham

Charitable Association

ML/2009/0013514

## ANNUAL REPORT

**2020-2021**





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# **OUR SPIRITUAL GUIDE**



**REV. ARKADYUTI CHAKRABORTY( BABAI DADA)**

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Anything and everything in this World can be seen by alternative source of light but to perceive the Sun we need sunlight itself.

Be your own Sun and spread the light of hope all over the world.



It has been 22 years since we started our foundation with the aim to help the underprivileged community by providing them Capacity building through various skill development courses, education and livelihood. As I look back, I am happy with the progress and growth we have made and I hope we will grow even bigger and better to do our part towards contributing to the society. With every Passing year as the needs in our mission is growing so are the challenges we are facing, but the efforts on all of our parts are doubled and we are giving our best to mobilize the resources we need.

I am confident that Shubham will continue to work successfully to bring relief to those who suffer from the triple burden of poverty, ignorance and discrimination.

With Warm Regards,  
*Pushpa Bajaj President*

**“You Fight for what’s right, you set that vision of where we could be - and then you go after it yourself”**



The year 2020-21 was undoubtedly a crucial year which had put up before us new challenges side by side with the old and familiar ones. I'm proud to say that Shubham has been able to address most of these Challenges with considerable success only because all of you stood by us with your collected might in this struggle. Let me thank you for this from the core of my heart.

Apart from the above, we had to face several abrupt Challenges in the year like the terrible threat of the pandemic Covid-19. God willing, our timely response to the calamity, in the form of providing emergency relief and hygiene kits as well as making awareness drive, could be of considerable help to the suffering people.

However, the journey of social welfare is a never-ending course. With the passage of time the challenges are multiplying. We're committed to dedicating ourselves to meet these challenges and ensure a happier and healthier society to the last drop of our blood.

I know you our donors, partners, associates and well-wishers have done your best in extending support to us. You have bound us in a bond of love and trust. No words are enough to thank you. Shubham will remain ever obliged to you. We expect similar help and guidance from you in the years to come.

Shubham team believes in excellence and we are committed to serve for it in the years ahead,, hence our best is yet to come.

With Warm Regards,

Sumitra Chandgothia Secretary

***“Work for a cause, not for applause. Live life to express, not to impress. Don't strive to make your presence noticed, just make your absence felt.”***



# About

## Shubham Charitable Association

The foundation of the Shubham Charitable Association was established in 1998 by the auspicious blessings of the Reverend Babai Da (Great grandson: Yuga Drosha Yuga Purush, the ultimate loving Sri Sri Thakur Anukula Chandra) of the Satsang.

Shubham is Registered Under Meghalaya Society Registration Act, 12 of 1983, Govt. Of India (Reg. No. E.16/4/2007/147)

The main objective of Shubham is to encourage and assist individual or group, including unemployed and underprivileged people so that they can earn livelihood by starting small business or enterprises through appropriate training.

Shubham has been conducting entrepreneurship development programme, small business management, capacity-building and skill-development programmes for various target groups like unemployed youth, women, members of self-help groups or SHG, minorities, including rural and urban poor. The Skill Development Training Programme aims to bridge the living standard divide, specifically targeting the rural population including the marginalized sections of society like schedule castes (SC) , Schedule Tribes (ST) , Minorities , Below Poverty line (BPL) , Women, differently –abled persons.

To Meet the Industry demand for professionals and to bridge the gap between training and placement. Our organisation is providing different Trainings since 28<sup>th</sup> July 1998 and more than **20,000** students have been trained in their desired Industries. As per feedback of our trainees almost 80% have been engaged in their business or job.



#### VISION

A world free from all discrimination where everyone has the opportunity to realize their potential.

#### MISSION

Our mission is to empower people and communities in situation of poverty, illiteracy, disease and social injustice.

Our intended aim is to achieve large scale of positive changes through skill, economic and social programs that enable, specially women to realize their inbuilt potentials.

#### OUR OBJECTIVE

Our ultimate objective is to empower people and communities in situations of poverty, illiteracy, disease and social injustice. Our interventions aim to achieve large scale, positive changes through economic and social programs that enable men to realize their potential.

#### GOAL

To take pro-active steps for paying more attention to the dis-advantaged, underprivileged and the poorest of the poor with missionary zeal.

To offer opportunities for personal growth and development through skill development and skill up-gradation by providing technical and vocational training programs.

#### PHILOSOPHY

As a value oriented Social voluntary organization, standing by the side of the poor people and suffering humanity is the core philosophy and driving force of this organization.



# OUR BELIEVE

Transparency & Accountability

Honesty

Dedication

Professionalism

Innovation







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# Governing Council



**Pushpa Bajaj**  
President



**Sumitra Chandgothia**  
Secretary



**Kalavati Sharma**  
Vice President



**Sushila Gupta**  
Treasurer



**Shobha Agarwal**  
Joint Secretary



**Tilottma Agarwal**  
Member



**Delina Kongdup**  
Member



## Roles & Responsibility of Key Positions

Designation	Key Roles
President/Vice President	<ul style="list-style-type: none"><li>✓ Long-range, strategic planning.</li><li>✓ Develop, enforce and re-evaluate Organization policies and procedures.</li><li>✓ Analyze budgets and financial reports regularly.</li></ul>
Secretary/Joint Secretary	<ul style="list-style-type: none"><li>✓ Role of disseminating information to all members and stakeholders</li><li>✓ Giving proper notice of any meetings</li><li>✓ Timely distribution of materials such as agendas and meeting minutes</li></ul>
Treasurer	<ul style="list-style-type: none"><li>✓ Funding, fundraising and sales</li><li>✓ Financial planning and budgeting</li><li>✓ Financial reporting</li><li>✓ Banking, book-keeping and record-keeping</li><li>✓ Control of fixed assets and stock.</li></ul>
Head of Administration	<ul style="list-style-type: none"><li>✓ Setting up of our skill Centre and its maintenance</li><li>✓ Resource Mobilization and its utilization</li><li>✓ Arranging Workshop of all kinds</li></ul>
Head of Management	<ul style="list-style-type: none"><li>✓ Finalization of Accounts</li><li>✓ Oversee Placement Activities of skilling Projects</li><li>✓ Managing print &amp; social Media</li></ul>
Manager MIS	<ul style="list-style-type: none"><li>✓ Responsible for Project implementation plan</li><li>✓ Coordinating with all external parties</li><li>✓ Directing all computer-related activities</li></ul>



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### Our Team-Human Assets

Photo	Name	Position	Qualification	Responsibilities	Association with NGO
	Mrs. Silky Bajaj	Administrative Head	Graduate	Administration all centres, Rural Livelihood, Self Help Group, Manage Market Link, Awareness Program, Job Fair	2006
	Mrs Payal Bajaj	Management Head	BA BED	Management all centres Pmkvy All skill development program (rural and urban area) Placement Account	2012
	Ritam Deb	Manager	MBA	Over all Management	2019
	Mamta Deb	MIS	Graduate	Directing all computer-related activities	2020
	Shreoshi Dey	Supervisor	XII	Supervising of Training centres and other curricular activities	2014
	Jingeitlang Bareh	Rural Training Coordinator and Supervisor	M.Agri	Supervising of Rural Activities and training	2020
	Baiasuk Marbaniang	Rural Agriculture Trainer	B.Agri	Providing Rural training	2020



# Policy <sup>AV</sup> Procedure <sup>ST</sup>

# Adopted



**HR Policy**



**Corruption and anti bribery**



**Sexual Harassment Policy**



**Procurement Policy**



**Whistle Blower Policy**



**Financial Management  
Policy**



# Core Sector

# Focus Area





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## Awards and Certificates



### INDIA INSPIRATIONAL WOMEN AWARDS 2021

**Ms. Pushpa Bajaj**

has been recognised with

**India Inspirational Women Awards 2021**

for superlative and exceptional achievements in the field of  
**Social Service**

We bestowed India Inspirational Awards 2021  
for the outstanding achievements.



Bharat Ghai  
President

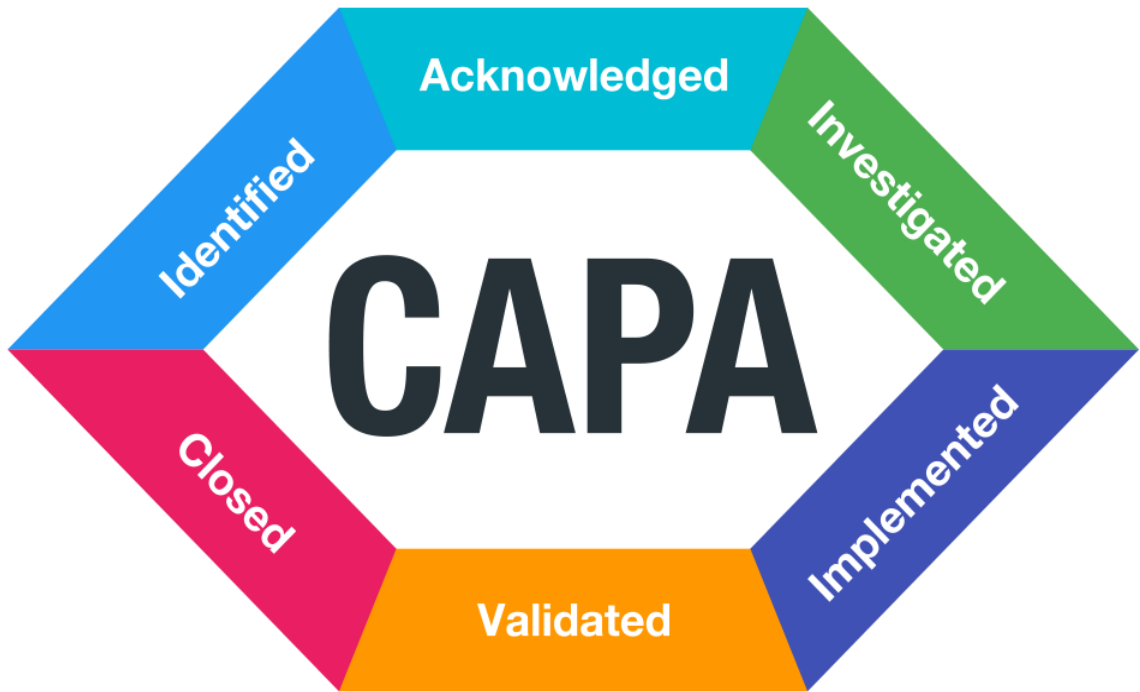
Shipra Harpreet Ghai  
Founder of Dreamcatchers

Dr. VijayKumar S. Shah  
Padamshri Awardee



# Activity Report

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## Development Project of Rural Community-

### “Kongthong Village”

#### **About Kongthong:**

The Whistling Village, as it is now popularly known, is a beautiful, spotless, clean & singing

village located in the heart of Meghalaya, one of North East State of India.



## Rural Project



Kongthong village is located in the East Khasi hills district, which is 60 km from Meghalaya's capital city Shillong. In most ways, Kongthong resembles countless other villages nestled in

the lushly-forested East Khasi Hills of Meghalaya. Dotted by quaint huts and farms fringed with betelnut trees, this tiny hamlet is inhabited by early 700 odd villagers who cultivate the land,

hunt in the forests and live a peaceful pastoral life. The villagers here call each other with a unique tune. Each of them has a unique tune for calling each other and this tradition has been going on for generations. The villagers have called this tune "Jingrwai Lawbei which means mother's love song". The villagers have two names - one is a regular name and another is a song name.

The best way to reach Kongthong is by taking own vehicle, or to hire a private taxi. There is no public transportation available and roads are quite rough in places. Private taxis are easily available from the main market of Shillong Police Bazar. In fact, one can also rent cars

scooters here. The nearest airport is Umroi Airport at Shillong and the nearest railway station is at Guwahati. The remote village of Kongthong was lacking basic infrastructure such

as power and road connectivity for a long time. Electricity arrived here in the year 2000 while the village got its first dirt road just five years ago back, in 2013.





## Rural Project

Majority of the people of the village are dependent on bamboo for their livelihood. Villagers feel close to nature as Kongthong village is surrounded by dense forest and hills

The village has a football pitch, a place for community gathering where they perform their festival and cultural dance. Village has no hospital or police station but a dispensary and school till grade 8. The crime rate here is 0 making it safe to

live here. People here are very simple, gentle, polite, warm and extremely hospitable.

Kongthong is a scheduled tribe village. Agriculture is the primary occupation, and agricultural land is situated on the hill slopes. Broomsticks are harvested in large quantity here, people harvest honey with their unique and traditional technique.

Rakesh Sinha, who was in Meghalaya to visit Kongthong village of East Khasi Hills district, and adopted Kongthong village, particularly noted that the village had poor connectivity to Shillong. He observed that the local community of Kongthong villagers surviving with lack of education, good infrastructure and other basic amenities.



To solve these challenges facing daily by local communities Prof. Rakesh Sinha put his effort to upbringing the kongthong village with the intention of bringing sustainable development and to upscale livelihoods and improve the income of the people there. MP, Prof. Rakesh Sinha is believer of cultural nationalism and affiliated to the right-wing politics of the country.

He Said “My focus is protecting nature and also protecting food culture. My focus is on socioeconomic and cultural, rather than political and other aspects”





## Rural Project

With this noble vision of MP, Prof. Rakesh Sinha we obliged that we got opportunity to collaborate in the mission of his dream, to build a developed and beautiful Kongthong.

Shubham organizes following activities for the development of Rural Community in Kongthong village.

- ❑ **Constructing Entrance Gate**
- ❑ **Roadside Beautification and plantation**
- ❑ **Renovation of Seng Khasi School**
- ❑ **Educational Awareness Program**
- ❑ **Child Health Awareness Program**
- ❑ **Capacity building workshop program for women**
- ❑ **Employment Generation Awareness Program**
- ❑ **Mushroom Farming Taring**
- ❑ **Organic Growing Training**





## Rural Project

### “Jalaphet”

#### JALAPHET BRI SUTNGA POPULATION - JAINTIA HILLS, MEGHALAYA



Jalaphet Bri Sutnga is a large village located in Saipung Block of Jaintia Hills district, Meghalaya with total 492 families residing. The Jalaphet Bri Sutnga village has population of 2945 of which 1384 are males while 1561 are females as per Population Census 2011.

In Jalaphet Bri Sutnga village population of children with age 0-6 is 884 which makes up 30.02 % of total population of village. Average Sex Ratio of Jalaphet Bri Sutnga village is 1128 which is higher than Meghalaya state average of 989. Child Sex Ratio for the Jalaphet Bri Sutnga as per census is 1046, higher than Meghalaya average of 970.

Jalaphet Bri Sutnga village has lower literacy rate compared to Meghalaya. In 2011, literacy rate of Jalaphet Bri Sutnga village was 46.68 % compared to 74.43 % of Meghalaya. In Jalaphet Bri Sutnga Male literacy stands at 46.95 % while female literacy rate was 46.44 %.

Shubham organized following activities for the development of Rural Community in Jalaphet village.

- Educational Awareness Program
- Child Health Awareness Program
- Mushroom Farming Training
- Organic Growing Training
- Gardener and Nursery Training
- Capacity building workshop program for women
- Employment Generation Awareness Program





## Rural Project

### “Pynursla”

Shubham has organized various projects and schemes in the Villages of Pynursla Block of East Khasi Hills, Meghalaya.

Training for 90 candidates in Tailoring project and of 60 candidates in Basic Computer is being provided along with awareness projects on Handicraft and Embroidery to promote local products and to generate employability.





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## SKILL DEVELOPMENT PROJECT “APPAREL”

### Shubham Rilbong Area, Shillong

NOS Category: Apparel Made-Ups & Home Furnishing Sector Skill Council

NOS Sub Sector: Apparel

NOS QP Category: Retired Occupational Standards

QP Code: AMH/Q1947

Occupations: Self Employed Tailor

NSQF Level: 4

Training Provider : Shubham Charitable Association (TP 000338)

Training Centre : Shubham Skill Development Centre, Rilbong, Shillong

Centre Accreditation by: NSDC & Apparel Sector Skill Council

No. of Trained Candidates: 120

Centre Area: 3000 sq ft





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## SKILL DEVELOPMENT PROJECT “APPAREL”

### Shubham Polo Hills Area, Shillong

NOS Category: Apparel Made-Ups & Home Furnishing Sector Skill Council

NOS Sub Sector: Apparel

NOS QP Category: Retired Occupational Standards

QP Code: AMH/Q1947

Occupations: Self Employed Tailor

NSQF Level: 4

Training Provider : Shubham Charitable Association (TP 000338)

Training Centre : Shubham Skill Development Centre, Polo Hills, Shillong

Centre Accreditation by: NSDC & Apparel Sector Skill Council

No. of Trained Candidates: 180

Centre Area: 1500 sq ft





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## SKILL DEVELOPMENT PROJECT "APPAREL"

# Shubham, Mawdiang Diang Area, Shillong

NOS Category: Apparel Made-Ups & Home Furnishing Sector Skill Council

NOS Sub Sector: Apparel

NOS QP Category: Retired Occupational Standards

QP Code: AMH/Q1947

Occupations: Self Employed Tailor

NSQF Level: 4

Training Provider : Shubham Charitable Association (TP 000338)

Training Centre : Shubham Skill Development Centre, Home Gard, Shillong

Centre Accreditation by: NSDC & Apparel Sector Skill Council

No. of Trained Candidates: 60

Centre Area: 1500 sq ft





## SKILL DEVELOPMENT PROJECT “APPAREL”

# Shubham Skill India, Udalguri

NOS Category: Apparel Made-Ups & Home Furnishing Sector Skill Council

NOS Sub Sector: Apparel

NOS QP Category: Retired Occupational Standards

QP Code: AMH/Q1947

Occupations: Self Employed Tailor

NSQF Level: 4

Training Provider : Shubham Charitable Association (TP 000338)

Training Centre : Shubham Skill India, Udalguri

Centre Accreditation by: NSDC & Apparel Sector Skill Council

No. of Trained Candidates: 120

Centre Area: 2000 sq ft







## SKILL DEVELOPMENT PROJECT "APPAREL"

**Activity Outline:** Self Employed Tailor is a role of a self-employed professional tailor who can sew and repair garments, made ups and home furnishing articles and manage livelihood out of it. In this year we have enrolled and trained total 480 Beneficiaries in this project.

Per batch 30 candidates participated in this course and above them 92.50 % passed out. After completion of course 74% of them had get their Placement in regarding sector.

**Result achieved:** 480 beneficiaries learn basic skills of tailoring through which they can earn and fulfil their basic necessities.

### **Measurable Impact of the Project**

Economically disadvantaged women & girls have been learning through this course and some of them started their micro enterprise in tailoring & embroidery and stitching the different type of blouses, zari work on sarees, school children uniforms stitching. By doing this vocation they earn minimum of Rs.200/- daily as additional income for their family needs.





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## SKILL DEVELOPMENT PROJECT “BEAUTY AND WELLNESS”

### Shubham, Rilbong Area, Shillong

NOS Category: Beauty & Wellness Sector Skill Council

NOS QP Category: Trans National Standard - Under Public View

QP Code: BWS/Q0202

Occupations: Hair Stylist

QP File: TR-BWS-Q0202

NSQF Level: 4

Training Provider : Shubham Charitable Association (TP 000338)

Training Centre : Shubham Skill Development Centre, Rilbong, Shillong

Centre Accreditation by: NSDC & Beauty & Wellness Sector Skill Council

No. of Trained Candidates: 120

Centre Area: 2100 sq ft





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## SKILL DEVELOPMENT PROJECT “BEAUTY AND WELLNESS”

### Shubham, Polo Hills Area, Shillong

NOS Category: Beauty & Wellness Sector Skill Council

NOS QP Category: Trans National Standard - Under Public View

QP Code: BWS/Q0202

Occupations: Hair Stylist

QP File: TR-BWS-Q0202

NSQF Level: 4

Training Provider : Shubham Charitable Association (TP 000338)

Training Centre : Shubham Skill Development Centre, Polo Hills, Shillong

Centre Accreditation by: NSDC & Beauty & Wellness Sector Skill Council

No. of Trained Candidates: 90

Centre Area: 1500 sq ft





## SKILL DEVELOPMENT PROJECT “BEAUTY AND WELLNESS” Activity Outline

### Activity Outline:

Individuals are responsible to learn beauty therapy and other beauty treatments to provide to the client service and to make their own enterprises of beauty section.

Individual tasks vary depending on the size and structure of the organization. We have trained 180 students in this Project.

This course is designed to help you in understanding skills related to the Beauty and Wellness. After completing this course, candidate will be able to get all the knowledge of the work of Professional Beautician.



### Measurable Impact of Project :

Individual to have thorough knowledge of various beauty trends and processes as well as have updated knowledge about personal care systems and client service initiatives.



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## SKILL DEVELOPMENT PROJECT “IT AND COMPUTER”

### Shubham, Rilbong Area, Shillong

NOS Category: IT-ITeS Sector Skill Council

NOS Sub Sector: Business Process Management

NOS QP Category: National Occupational Standards

QP Code: SSC/Q2212

Occupations: CRM

NSQF Level: 4

Training Provider : Shubham Charitable Association (TP 000338)

Training Centre : Shubham Skill Development Centre, Rilbong, Shillong.

Centre Accreditation by: NSDC & NASA

No. of Trained Candidates: 90

Centre Area: 2000 sq ft





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## SKILL DEVELOPMENT PROJECT “IT AND COMPUTER”

### Shubham, Polo Hills Area, Shillong

NOS Category: IT-ITeS Sector Skill Council

NOS Sub Sector: Business Process Management

NOS QP Category: National Occupational Standards

QP Code: SSC/Q2212

Occupations: CRM

NSQF Level: 4

Training Provider : Shubham Charitable Association (TP 000338)

Training Centre : Shubham Skill Development Centre, Polo Hills, Shillong.

Centre Accreditation by: NSDC & NASA

No. of Trained Candidates: 60

Centre Area: 2000 sq ft





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## SKILL DEVELOPMENT PROJECT “IT AND COMPUTER” Activity Outline

### Activity Outline:

Individuals are responsible to provide daily work reports and work on daily hour bases. The individual is responsible for electronic entry of data from the client side to the office site or vice-versa. Individual tasks vary depending on the size and structure of the organization.

We have trained 150 students in this Project.

This course is designed to help you in understanding skills related to the Domestic Data Entry Operator. After completing this course, candidate will be able to get all over knowledge of the work of a Domestic Data Entry Operator.



### Measurable Impact of Project :

Individual to have thorough knowledge of various technology trends and processes as well

as have updated knowledge about database management systems and IT initiatives. Above

those 75% of female & male placement initiative in 2020-21.



## Different Activities in our Skilling Centers

### **Handbook And Kits Distribution:**

Also known as Dignity kits help women and girls by Contributing to the psychosocial and physical wellbeing of women and girls, by including items such as intimate wash and pads. Improving mobility of women and girls by providing specific sanitary items. Contributing to the protection of women and girls, by including items such as flashlights and whistles, so that women and girls do not have to walk in the dark and can call for help. Providing information about hygiene, reproductive health, GBV related issues, and services though the inclusion of health and protection information. Dignity kits are designed in partnership with affected communities to ensure the most appropriate items are included, and distribution is carried out in a manner that minimizes the risk of GBV against women and girls.

Our organization distributed the Dignity Kits among above 400+ women and girls of Meghalaya and Assam.







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# *Certificate Distribution Program*





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## *Distributing Sewing Machines And Embroidery Tool Kits To The Beneficiaries*

Shubham always aims to improve economic status of women and their families through business skills and education. The secret of training is to empower, restore and regenerate women and improve their status. Distributing 20 Sewing Machines And Embroidery Tool Kits to the Beneficiaries. We assure that the contribution for the society should 100% spent for the purpose it is donated and we maximize the benefit by helping the right persons in right time.

**“Investment in women and girls, is a proven path to reduce poverty”**





## Awareness Generation among Youth-“Life Skills”

We organized this Campaign in the Centre of Shillong for the young generation to understand better way of living and know the importance of once life. In the Campaign we discussed following topics given below.

### Objective of the campaign :

Life skills are abilities for adaptive and positive behavior that enable individuals to deal effectively with the demands and challenges of everyday life. Described in this way, skills that can be said to be life skills are innumerable, and the nature and definition of life skills are likely to differ across cultures and settings. However, analysis of the life skills field suggests that there is a core set of skills that are at the heart of skills-based initiatives for the promotion of the health and well-being of children and adolescents.

These are listed below: Decision making Problem solving Creative thinking Critical thinking Effective communication Interpersonal relationship skills Self-awareness Empathy Coping with emotions Coping with stress





## Job fairs

Job fairs serve as a recruitment channel that provides students an opportunity to connect with the employers. This is also a great promotional activity to increase footfalls at the Organization. We conducted a job fair on 15<sup>th</sup> March 2021 on that day there were 84 candidates participated in Job Fair organized by Shubham- Shillong Campus, Employer from many renown Companies/Organizations took interview and 6 candidates had been selected for different posts.

**Self Employment Awareness:** The objective of the program is to make them aware of procedures / policies, process of setting up of small enterprise, business opportunities & planning etc. Faculties also try to motivate them so that some of participants would try to take up entrepreneurship as their career option. If they are aware of the opportunities and business procedures, some of them may take such venture in future. The Shubham Charitable Association will provide counsel, information and guidance if some students are interested to take up entrepreneurship as their career option. The compelling need to initiate steps for diverging job seekers to self-employment. Considering this, The Shubham Charitable Association would try to motivate the students of colleges, ITI and polytechnics so that some of them try to set up their own business enterprises.

We Conducted 1days program at Shillong centre on 4<sup>th</sup> February 2021 for the students of Science, Engineering Colleges, Technical & Management Institutes. Also for the Students in general are looking for job employment after passing out from the colleges / Institutes.





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## Staff Capacity Building Workshop



Shubham teaches a variety of subjects including Tailoring, Information Technology, Beauty & Wellness, Gardening and Mobile technology.

Capacity Building and Training Programme enables our trainer (faculties) and organizations to strengthen their capabilities to develop, implement and maintain effectiveness in their sector of services.



**Leadership & Capacity  
Building Training**



## SEMINARS AND EMPLOYMENT GENERATION PROGRAM

1000+ Women actively participated in these seminars from various blocks of East Khasi Hills and show their interest in women empowerment programs and awareness camps to improve their livelihood.





## Livelihood Mapping of Artisans of Local SHG

With our vast experience team in Skilling, Rural Marketing, Working with the poor, appropriate technology innovations, particularly in livelihood & Enterprise Development with rural community especially women of underprivileged family, we decided to make attempts to develop appropriate systems for Value Addition of the local Value chain of suitable enterprise opportunities and possible market linkages for providing higher returns to the deserving families of the area.

The community prevalent here in this part of East Khasi Hills is largely depended on animal husbandry (Directly or as farm labourer), Weaving, craft making. A quick assessment was done on the livelihood Pattern of the Locations of Shillong, Mawryngkneng, Myllium, Mawplan, Kongthog, Pynursla, Mawkynrew of East Khasi Hills District. In order to develop a concept note and formulate a project proposal on Livelihood Enterprise Development program for SHGs. After several rounds of discussions with the local Artisans, Local community leaders, local Opinion leaders, local technology support institutions. A mapping was attempted to explore and develop a management system for the development of SHGs in East Khasi Hills.

### **METHODOLOGY**

#### **A) PRIMARY SOURCES**

▪ *Focus Group Discussions (FGDs):* FGDs were useful in terms of extracting qualitative information and cross-checking the same to have concrete understanding of the situation. Although it consumed formidable time, the outcome was very good. Moderating and leading discussion as per the objective was found to be important. It was necessary to keep the discussions focused and cautiously make the participants give the information sought. Each locality had at least one FGD.

▪ *Observations:* the information collectors were careful and were verifying facts through our own observations as well. It was found to be another successful methodology, which enabled us to compare the responses of the people with physical observations in the area.

▪ *Key Informant Interviews:* Important opinions were collected from local offices of Handloom department



## Educational Activities

**Student Awareness Camp:** *We conducted awareness programme on right to education.*

The programme saw the presence of 60 people consisting of parents, teachers and Students. With a view to bring awareness about Right to Education (RTE) Act and to discuss the strategies on raising the awareness; a one-day programme was conducted in the city. One of the problems that came to notice during the discussion was that parents and communities are unaware about 25% reservation for underprivileged children in schools. “This means that a child from financially poor background can study with rich students in private school, as RTE has made it compulsory for schools to have 25% reservation for underprivileged students. But the major challenge is to implement it properly as there is no awareness among parents about it.

### Scholarship to School Dropout Girls:

The hope is that these scholarships will be a significant step toward future financial security, education, and empowerment of these girls. The chosen students are from underprivileged families, studying across 18 government primary schools in East Khasi Hills district.

“If young girls are empowered, they can make better choices for themselves and their daughters in the future. The immediate goals include continued education for the girls, promotion of their health through good nutrition, personal hygiene, and pro-health habits.”







## Health Activities

### ***Awareness Generation in Personal Hygiene & Wash:***

Personal Hygiene & Wash are two major factors that affect our health. We know that health is a state of well being and is essential for a purposeful existence.

Our Organization organized Social Programme on Personal Hygiene & Wash 60 Students took part as a speaker on necessity of Personal Hygiene & Wash. Our 2 faculty members and around 60 students/participants attended the programme.



### **Health Awareness camp on Elderly Person:**

To promote community awareness on health care for Senior Citizens we conducted health awareness campaigns and distributed medical kits which includes basic medicines.



## Free Health check-up Camps (Dental, Eye, General Check-up)

Free medical camps organized to provide health services and create an environment where the underprivileged community gets sensitized about health issues. Thousands of poor people in villages and urban areas attend the health camp.

In the camp we provide free tests for Diabetes, Blood Pressure, and Hemoglobin etc also Dental, Eye, General check up and offers counselling & treatment by trained Doctors/Specialists. Free medicines are given to the people. Iron and Folic Acid supplements are also distributed to the malnourished at the camp. The underprivileged community also has aging members who are not able to purchase health care and access the facilities due to the long distance and other joint problems that have demobilized them.

Apart from providing basic treatment and general check-up, the Medical Camp also helps people to be aware of their health status. Often these camps provide support exclusively for adolescent girls and boys to inform them on reproductive and sexual health. Sanitary pads are distributed to adolescent girls to encourage better hygiene practices during menstruation.





## Fighting COVID- 19 alongside Local Community

Our Foundation extended support to the marginalized, by assuring that the health care workers stand at the first line of defence. These activities involve the distribution of Ration Relief Kits, Cooked Meals, Personal Protective Equipment Kits, N-95 Masks, Nourishment Supplements, Bedding Kits etc.





## Fighting COVID- 19 alongside Local Community

### *Provide Ration to the Local Community*

Daily wage labors, taxi drivers, house helps, sanitation workers, medical workers and thousands of others are at a huge risk of contracting Covid-19, with possibly grave consequences. For them, every day has been a struggle due to income instability, lack of access to preventative measures and working to screen and treat affected people. The Covid-19 pandemic has affected over 180 countries globally and is particularly challenging for India because of its population density and stressed public health systems. Experts agree that the best way of dealing with this crisis is through preventative measures, like social distancing, quarantining probable cases and following good personal hygiene. But as we go through these testing times in our homes, grateful for access to basic amenities, daily necessities and regular income, there are those who are not so fortunate.





## Environmental Activities

### **Environmental Awareness Camp:**

Trees are nature's most generous gift to humanity. They give us oxygen, rainwater and fuel; textiles paper and wood; shelter and shade; fruit to feed our bodies and beauty to nourish our souls - as well as removing pollutants and CO2 from our atmosphere. Also Prevents Soil erosion. Planting trees is one of the most useful activities we can do. Tree Plantation has been done by Shubham in Shillong and in the centres as well.

### **CLEAN INDIA CAMPAIGN:**

Clean India Mission' is a campaign that aims at making cleanliness a national habit through volunteering. Lets volunteer and work towards a cleaner and greener India, as rightly put by Mahatma Gandhi, **'Be the change that you wish to see'**. We initiated the campaign to educate school children and communities in 20 villages on health, hygiene and sanitation. We are collaborating with 10 schools and 20 SHGs of the area. All these schools and SHG are requested to collect their trash, segregate and put them at a central place.





## *No Use Of Plastic – Awareness Amongst The Locality*

The aim is to increase public understanding and shape community perceptions on the dangers of plastic pollution and available solutions, thereby empowering more people and organizations to take action. We organized camp in Shillong City and collected trash from every area of the city.





## Baseline Survey on Local Bio Diversity Factors

Meghalaya is situated in the North East India Bio-geographic zone (along with Assam, Nagaland, Manipur, Mizoram and Tripura) which is a significant region as it represents a transition zone between the Indian, Indo-Malayan, Indo-Chinese bio-geographic regions as well as a meeting place of Himalayan mountains with that of Peninsular India. The region is one of the richest in biological values with vegetation types ranging from tropical rain forest in the foothills to Alpine meadows and cold deserts. Tribal communities of Meghalaya consider Forest Ecosystem and Biodiversity as inseparable and holistic entity. The Traditional Knowledge of tribal communities understands that the coordinated function of Forest Ecosystem and Biodiversity is essential to maintain uninterrupted flow of ecosystem Goods and Services.

Sl. no.	Local Name	Scientific or Regular Name	Type of Species
<b>Vulnerable Spices (VU)</b>			
A Vulnerable Spices is a species which has been categorize for Conservation of Nature as likely to become endangered unless the circumstances its survival and reproduction improve.			
1	Garo Hills Bubble-nest Frog	Philautic garo	Amphibians
2	Black Spotted Turtle	Geoclemys hamiltonii	Reptiles
<b>Species (EN)</b>			
Any species that is in danger of loss throughout all or part of its range.			
1	Assam Fresh Water Tortoise	cuora mouhotii	Reptiles
2	Yellow headed Tortoise	Indigested elongate	Reptiles
<b>Critically Rare (CR)</b>			
Critically Endangered (CR) species is one that is facing an extremely high risk of extinction in the wild			
1	Shillong Bubble-nest Frog	Pseudoplastic Shillongensis	Amphibians



## Celebrations throughout the Year

### Independence Day

### Self Defence Program



### International Yoga Day

### World Youth Skills Day







## Success Stories of Top Achievers



**Suman Rai-** Data Entry Operator Batch 2020-2021 Now an Constable in Delhi Police Women Bench (Cyber Cell). After completion of this course. I am more confident in my work place because my work is data and IT oriented. Thanks to the dedicated faculties of Shubham.



**Ma ta Kharroman-** Self Employed Tailor batch 2020-2021 Now an entrepreneur and awarded by the Chief Minister for the top 10 emerging entrepreneur of Meghalaya. Shubham give me financial freedom. Now I am able to contribute financially in my family and give employment to other girls too which were the dreams of my life.



**Jyoti Bhattarai-** Beauty and wellness batch 2020-2021 Now assistant trainer in shubham and serving the organization with heart and soul. In Shubham, Here I can able to serve for my society which is most noble work I can do in my life with satisfaction.

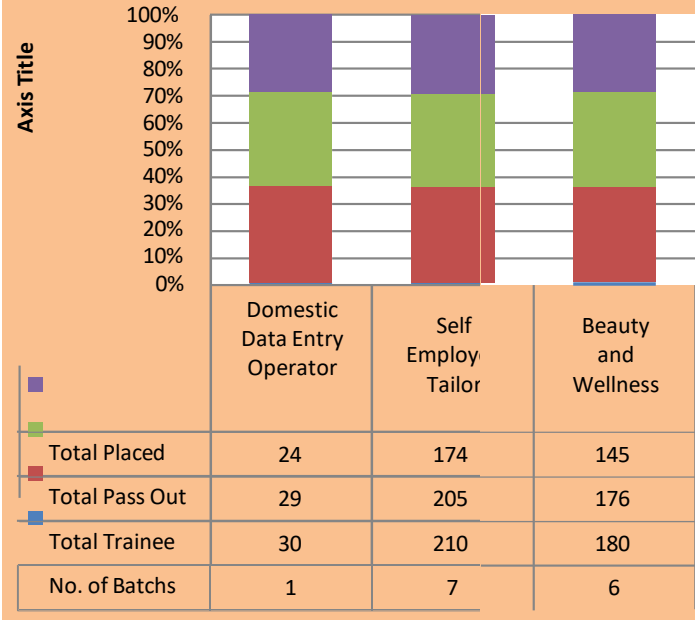


# Result And Outcome of All Projects

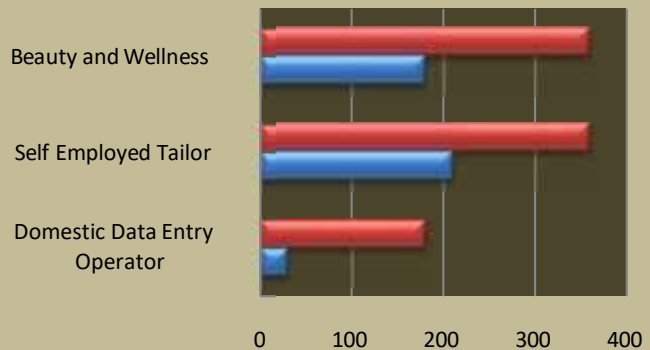
**Our**  
**Presence**  
**Total**  
**Trained**  
**Beneficiaries**



## 2020-21 Trained Students



## Two Years Data Analysis



	Domestic Data Entry Operator	Self Employed Tailor	Beauty and Wellness
2019-20	180	360	360
2020-21	30	210	180



## MOVING FORWARD TO 2021-22

7

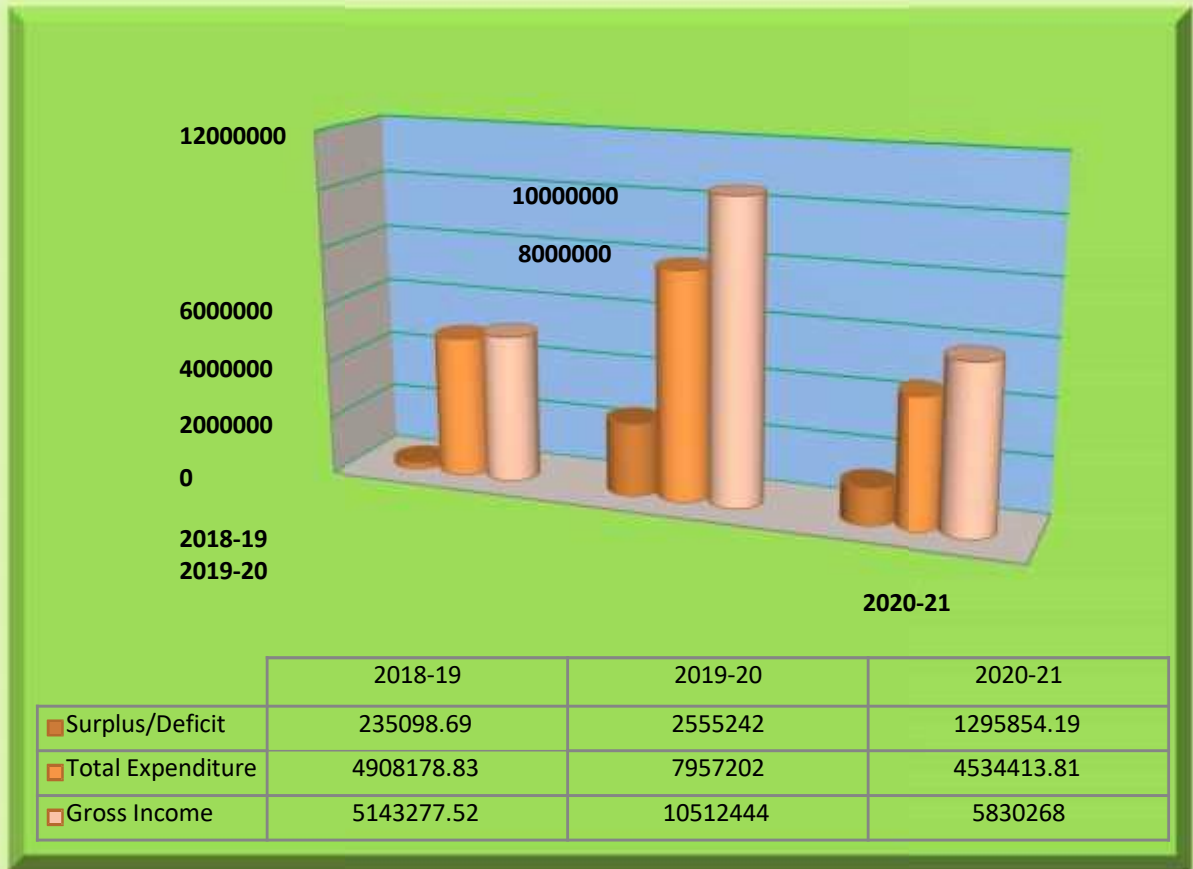
### **Program Planning:**

- Establish centre of excellence in Beauty & Wellness, Apparel and Handicraft
- Continue to support NSDC in PMKVY in conducting Courses in our existing Centres in Shillong.
- To Conduct Awareness Generation Camps on Climate Change, Biodiversity threats
- Placement initiative through communication with different organization.
- To promote use of renewable energies like solar among local communities
- To promote involvement of local community in tourism.
- To distribute nutritious food through Sewak Thali (Free Ration Distribution) Project.
- Continue development project of rural community.
- Initiate Eco Tourism Project for the Tribe of Kongthong village.
- Water Harvesting and Water Safety Programs for the Inhabitants of Rural Meghalaya.



# Financial Performance

## Analysis of Last Three Years



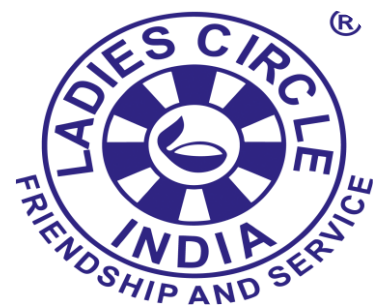




# Thanks Giving Our Partners



**DEVELOPMENT COMMISSIONER (HANDICRAFTS)**  
Ministry of Textiles, Government of India





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**Thank you**