# PURE INDIA TRUST
# ANNUAL REPORT 2020-21



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# TABLE OF CONTENT


| S No. | Topic | Page No. |
|---|---|---|
| 1 | Message from our Founder | 3 |
| 2 | Our Organization | 4 |
| 3 | Our Programs - Key Highlights | 5-7 |
| 4 | Women Entrepreneurship | 7-11 |
| 5 | Skill Development | 12-14 |
| 6 | Self Help Group | 15-16 |
| 7 | Education | 17-19 |
| 8 | CAREER BOOK: 100 Career Options | 20 |
| 9 | Community Welfare Activities | 21-22 |
| 10 | Impact & Milestones | 22 |
| 11 | Our Presence | 22 |
| 12 | Our Finances | 23 |
| 13 | In the Media | 24 |
| 14 | Closing Remark | 25 |

# MESSAGE FROM OUR FOUNDER



Despite the unprecedented COVID-19 pandemic in India, the year (2020-21) at PURE India Trust has been one of the years of growth and consolidation. As part of this year's activities, we partnered with new organizations. We launched more impactful programs at different locations in various states to uptake on-the-ground work that will have a widely-reaching impact on our work. This year we collaborated with Gartner, EY, Unicharm, NPCIL, SIDBI, AU Foundation, United Way Mumbai, SmartStream for their Corporate Social Responsibility initiatives of Women Entrepreneurship Development, Skill Development, Education, and Health & Sanitation drive in 8 states of India.

Furthermore, we expanded our operations at various new locations like Bangalore, Amritsar, Sikar, Viratnagar, Rawatbhata to execute our multiple projects of empowering women, Skill Development, Education, Scholarships, and Healthcare & Sanitation. On the same line, we also started new projects with the support of our existing CSR partners.

As a career advisor, we published a book, "100 Career Options - A Comprehensive Career Guide", for the benefit of students, teachers & parents. It aims to provide career guidance to millions of students who do not receive formal career guidance and mentoring in their schools and raise awareness of the various career options available to them.

To ease the effects of the COVID-19 pandemic on marginalized communities, various COVID-19 Relief activities were carried out in 2020-21, including distributing masks and sanitizer, ration kits, disposable bed sheets in hospitals, face shields etc., at our program locations to help them cope with the unprecedented pandemic.

I want to thank our partners, Volunteers, valuable staff members, and staff working on the ground that has been with us and supported us throughout our growth journey. We look forward to another productive year of impact-based work, new collaborations, and expanding our implementation work on the ground.

# OUR ORGANIZATION - PURE India Trust

Pushp-Kiran Union for Real Enlightenment (popularly known as PURE India Trust) started in March 2013, with a mission to provide quality Education & Employment opportunities in rural & semi-urban areas.

**Our Mission**

- Help 2000+ youth become entrepreneurs or gain employment by 2022.
- Provide Career Guidance to 50,000 public school students by 2022.

**Our Vision**

- Create an environment that is conducive for inspiring youth to become entrepreneurs and learn the skills to become employed.

**Our Strategy**
**IMPACT GOALS**

- Women Entrepreneurship
- Career Mentoring
- Skill Development
- Advocacy

**Our Values**

- **Commitment to humanitarianism** encourages us to serve underserved communities in villages.
- **Emphasis on impact** spurs us to tackle gender inequality in underdeveloped villages and rural areas.
- **Integrity** is used as a foundation to guide all our work and interactions, including our collaborations with our funders.

# OUR PROGRAMS

1. **Women Entrepreneurship**
2. **Skill Development**
3. **Self-Help Groups**
4. **Education for all**
5. **Community Welfare Activities**

The year 2020-21 has been challenging. The unprecedented COVID-19 Pandemic has impacted all of us in one or another way. Despite all the challenges that came our way, we are proud of the achievements we have made this year and the women and the local people we have supported during these challenging times.

***Here are the key highlights of all our programs:***

## 1. Women Entrepreneurship (My village My business)

- **AU Udyogini, Viratnagar, Rajasthan**

Our collaboration with AU Foundation helped **24 Women Entrepreneurs** belonging to marginalized communities in Viratnagar, Jaipur and also benefited **the 1853 local people** of the villages. Under this collaboration, our team also created **47 Self Help Groups** on the ground.

- **Metlife, Noida, Uttar Pradesh and Jaipur, Rajasthan**

With this collaboration, our team on the ground selected **32 women** for our My Village My Business program and helped them set up their businesses in their villages. With the various activities such as workshops, training, career mentorship etc., conducted more than **2453 local people** were benefited.

- **SIDBI, Karauli, Rajasthan and Amritsar, Punjab**

Our aim at PURE India Trust is to serve the underserved and underprivileged communities in the country. This year, to widen our presence in the country, we started a new project with SIDBI at new locations, Karauli Rajasthan and Attari, Amritsar, Punjab. Our collaboration with SIDBI has helped **45 women** by setting up their businesses in their villages. This partnership also benefited **3580 local people** in Karauli district, Rajasthan and Attari, Amritsar.

- **PayPal, Karauli, Rajasthan**

Our collaboration with PayPal helped **20 Women Entrepreneurs** belonging to marginalized communities in Karauli district, Rajasthan and also benefited **the 1980 local people** of the villages.

- **Mastek Foundation, Delhi**

This partnership with Mastek Foundation helped us support **15 women entrepreneurs** and benefited **1035 local people**.

- **NGOBOX, Jaipur, Rajasthan**

This partnership supported **11 women** from slums and vulnerable communities to become entrepreneurs.

## 2. Skill Development

- **Ekakanya - Parinati Skill Centre, Jaipur, Rajasthan**

At this skill centre, **30 girls** are provided workshops and training to become change leaders. We also offered to tailor skill training to **28 local women** in the villages.

- **Metlife Vocational Centre, Noida, Uttar Pradesh**

Seventy-four women were provided Tailoring & Beauty parlour training at skill centres established with the support of MetLife for the benefits of women living in the slums of Noida.

- **NPCIL - Rawatbhata, Chittorgarh, Rajasthan**

In March 2021, Anu Sakhi Tailor Skill and Self-Reliant Development Centre were established to provide Tailoring training to **90** most deprived women and make them self-reliant after on-the-job training and provide them with all machines to run their business.

### 3. Self Help Group

- **Ekakanya, Jaipur, Rajasthan**

Under this project, we have successfully formed **14 Self Help Groups** in Akhaipura, Kishanpura and other nearby villages of Bassi, Jaipur, Rajasthan.

- **AU Foundation, Jaipur, Rajasthan**

Under the AU Udyogini project at Shahpura & Viratnagar blocks of Jaipur, we have successfully formed **39 Self Help Groups** in the villages of our Women Entrepreneurs (AU Udyogini) and developing habits of saving among more than **400 women**.

### 4. Education

- **Knowledge Centre, Kishanpura, Jaipur**

With the support of the Primavera Foundation, we have been running a knowledge centre at Kishanpura, Jaipur. We have **70 girls** studying from 8th to 12th grade from government schools, and we provide regular education classes and life skill training at the centre.

- **Pathshala Centres, Karauli, Rajasthan**

At our 9 Pathashala Centers, 486 students of different villages of Karauli district, Rajasthan are studying regularly from 1st to 8th grade. We also provide life skill training and educational support for solid foundations.

- **Career Guidance & Mentoring**

To raise awareness about various popular career options among students & Teachers, we have published a comprehensive guide, "**100 Career Options**", in Hindi and English. **106 Students** from Delhi NCR & Rajasthan were provided scholarships worth **Rs.15,61,260** and **35 Students** from 2 government schools of Jaipur were selected and provided scholarships material worth Rs 2,50,000.

- **School Infrastructure Development, Gurgaon, Haryana**

To improve school infrastructure, one govt school and one school for specially-abled students were adopted, and the various infrastructural development activities were done.

### 5. Special Project Activities

- **COVID-19 Response**
  - **15,000** cloth masks stitched and distributed in 100+ communities and schools
  - **1,000** Home Isolation medicine kits distributed to prevent COVID-19
  - **10,000** N95 Masks provided to Hospital, Police, Anganwadi, and village people.
  - **5,000** Face Shields were provided to government hospitals, police and Anganwadi workers.
  - **1,000** disposable bed sheets were provided to 4 government hospitals.
  - **2,500** grocery kits were distributed to needy families during the COVID-19.
  - **1,000** cooked Food Packets distributed to people living roadside.
  - **48** Covid widows supported by helping them start their own small businesses.
  - **10** Oximeter and Thermal Scanners provided to community mobilizes.

- **1** Oxygen Concentrator was provided to a hospital.

- **Health & Sanitation Activities**
- Across **nine** district locations, **56** Healthcare & Sanitation activities were organized during the year, and we assisted **8280** community people.
- **Govt hospital Bagru**, Jaipur, was selected for the **SmartStream project**, and we provided the hospital with various Medical equipment worth **Rs 2,50,000** based on their requirements.

# WOMEN ENTREPRENEURSHIP (MY VILLAGE MY BUSINESS)




**BACKGROUND**

In our country, women face many challenges. For centuries, in the name of religion and socio-cultural practices, women have been deliberately denied growth opportunities. The girls are expected to help around the house in rural areas. The majority of the families are poor, making it difficult to provide education for all their children. Because of this, girls are kept for housework.

**FACTS**

- The International Labour Organization cited in their 2018 report that women perform 76.2% of unpaid care work worldwide, more than three times what men do.
- As per the latest statistics, while 67% of all men of working age are employed, it is only 9% for women.
- According to the World Bank, Indian women's contribution to the GDP is 17%, less than half the global average.

**AIM**

- To enable young women to transform their lives through entrepreneurship
- To create a conducive environment for women to become entrepreneurs and acquire the necessary skills to grow
- To help women belonging to vulnerable and marginalized communities.

**METHOD**

1. **Mobilization:** The first step is to mobilize women door to door in the villages and communities. During mobilization, our team encourages and asks women the kind of business they want to start, their financial status and family background, how they will run their business and assess their interest in setting up their business.
2. **Selection Process:** After mobilization, the women undergo a selection process of personal interviews, group meetings, family background check, domicile status, physical verification, market accessibility, ability to maintain books of account, nominal investment capability and most crucial family support to understand success in her business.
3. **Financial Assistance:** We provide selected women with grant funds up to Rs 15,000 to set up their businesses.
4. **Business Launch support:** The team creates a buzz within each woman's village to spread the word about her venture and increase her clientele, and for the same, we also print their banner, sun board, Visiting cards and do wall paintings.
5. **Monthly Business Mentoring support:** One corporate volunteer is paired with one woman, and a one-to-one relationship is developed if any assistance is required. Every month, our senior business mentor visits all the women's shops to see how their business ventures are going.
6. **Business promotional activities:** We organise activities in different villages to increase footfall at women's shops. This helps the respective women get a chance to build relationships with customers and lead the activities in her village so that she gets respect in the village as a change leader. Few activities are Medical Camps, Financial Literacy workshops, Self Help Group Awareness Workshop, Career Guidance session etc.
7. **Market Linkages:** Through a Whatsapp group, we connect all the women and promote buying and selling products at their shops. The team also supports the selected women with market research, branding, promotional activities, and market linkages.
8. **Up Skills Training:** Up-skills training, exposure visits are organized for women to help them grow their businesses.
9. **Mentoring:** Mentoring sessions are provided to women who have already started their businesses and need some guidance and assistance to turn their businesses into a higher source of income.

**SPONSORS**

- AU Foundation in Viratnagar, Jaipur, Rajasthan
- Metlife in Noida, Uttar Pradesh and Jaipur, Rajasthan
- SIDBI in Karauli, Rajasthan and Amritsar, Punjab
- PayPal in Karauli, Rajasthan

- Mastek Foundation in Delhi
- NGOBOX in Jaipur, Rajasthan
- Unicharm in Sikar, Rajasthan
- COLT technologies, Gurgaon, Haryana and Bangalore, Karnataka

**KEY HIGHLIGHTS OF THE PROGRAM**

- Through this program, in the year 2020-21, 112 women from marginalized and vulnerable communities were empowered.
- The business type ranges from Flour Mill, tailoring shop, Cosmetic shop, Grocery stores, Vegetable shops, Handcraft, Spice Manufacturing, etc.
- An average of ₹ 3420 per month is earned by our selected women entrepreneurs.
- The total income earned by our 112 women is ₹11,07,967 and the profit earned by the women is ₹6,99,135.
- The budgeted amount for the business set-up for our selected women entrepreneurs ranges from ₹10,000 - ₹15,000.
- The women entrepreneurs are now confident that they can support their children's education and are financially independent.
- More than 5000 people of different villages or communities benefited through various welfare activities.
- About 30% of selected women now work as local skill development centres too and provide skill training such as Tailoring, Parlor, Handicraft etc.
- Women's earnings are improving the quality of life of more than 650+ family members.

## IMPACT STORIES

### Pushpa Devi Sewing Centre, Karauli District, Rajasthan




Pushpa Devi lives in a rented house with her five children in Vaishali Nagar Colony of Karauli, she is unemployed, and her husband works as a labourer. The elder girl is a teacher in a private school, but due to more members in the family, the expenses are more, and the income is also significantly less.

Pushpa Devi came to know about the self-reliant program of PURE India Trust operating in Karauli and sought help to start a sewing centre. After taking all the information from the trust, she got the sewing machine. Now Pushpa Ji earns more than Rs. 2000 by doing sewing work from her home. She gained additional income from the trust by sewing masks during the COVID-19. The organization distributed ration kits, masks, etc., to the women in the villages during the COVID-19. About 200 people benefited from these COVID-19 Relief activities.

Pushpa Ji said, "***I am grateful to SIDBI Bank and Pure India Trust for their support***".

## Manjula A, Vegetable Seller, Kurudusonnehalli village, Bengaluru




Manjula A of Kurudusonnehalli village in Bengaluru is a Widow and a mother of a 17-year-old son. With a limited income of INR 300-400 per day from her and no savings, it was very difficult for her during the COVID-19 lockdown to manage as she was unable to meet the family expenses with her meagre and inconsistent income. Paying for her son's education and medical expenses for her elderly mother was putting a heavy financial burden on her.

Manjula applied for help from PURE India Trust, who helped her procure a pushcart to sell the vegetables and fruits. Now, her daily income has increased two-fold to INR 600-700. Previously, Manjula was stationed at one place, but now, empowered with a mobile push-cart, she can move around and sell in nearby communities, apartments and societies thus expanding her customer base.

Manjula is now confident that she can improve the family's financial situation. She is also planning to expand her business by taking orders on the phone for home delivery of vegetables and fruits.

## Aarti Bhog Prasad, Kaila Devi, Karauli District, Rajasthan




The family of Aarti living in Omkareshwar included her husband and two children. Aarti and her family had gone to Sarmathura to visit a relative during Navratri; upon returning, her husband met with an accident in which both of his legs were broken. Aarti had to take a lot of money from her relatives to treat her husband. Despite all the treatment Aarti's husband received, he died of liver cancer. The situation became very troubling for Aarti. One day, she visited her parents' house and discovered that women have jobs. A representative from the trust contacted her. Trust members have partnered with SIDBI Bank to set up Aarti's Bhog Prasad shop in Kaila Devi.

Aarti's work on Bhog Prasad continues to go well despite the closure of her shop during COVID-19. Aarti said that she has now opened a tea shop, and she makes between 10000 and 12000 per month.

She also said, "***I have also begun repaying my relatives' loans. My family and I would like to thank SIDBI Bank and Pure India Trust***".

## Nirmal Juice Stall, Rangarh Village, Attari, Amritsar



Nirmal Kaur living in Rangarh village in Amritsar, Punjab, is a widow and a mother of two children. Since her husband passed away, she worked at people's homes to earn for her household and her children's education. In her family, the financial burden is on her.

Our team selected her application for the My Village My Business program in Amritsar, Punjab. After visiting her house for the mobilization process, we helped her procure a juicer and set up her juice stall in her village.

She is now financially independent and can pay for her children's education. She is grateful to PURE India Trust and SIDBI for their support.

## Guddi Devi - Ladies Tailor, Viratnagar, Jaipur, Rajasthan



Gudi Devi was born on 2 November 1990 in a working-class family in Navrangpura village of Virat Nagar, Jaipur. She has a younger brother and a younger sister, mother and father, and she has two small children in her family. Before becoming AU Udyogini, her monthly income was Rs 1100.

In December 2020, during the AU Udyogini, we met her and saw that the sewing machine in her hand was negligible after going home. But seeing her sewing skill was very impressive, we selected her by taking her application for sewing. Today, she is doing her business very well by staying at home. It was good to see that we took her application for sewing in AU Udyogini and selected her.

Gudi Devi is a self-reliant woman; she now runs her family smoothly with the help of the sewing industry. Today, she earns Rs 3000-4000 a month by becoming successful in the sewing industry.

# SKILL DEVELOPMENT




**BACKGROUND:**

In India, 37.1% of the youth are in the labour force, while the participation rate of men is 57.1% women have only 12.7%. Three out of every four women in India do not participate in any recognized economic activity. Raising women participation in the workforce can boost India's GDP by 27 per cent. In India, less than 10% of people get skill training, and only 2% gets formal skill training compared to 80% plus in developed countries. Hence we encourage youth to get skill training which can make them employable.

**AIM**

PURE India Trust firmly believes that we must put in our best and honest efforts to empower women from marginalized communities. Skill development is one of the essential strategies to achieve the objective.

**METHOD**

To provide skill training to youth, we use two different approaches:

1. **PURE India Skill Centre**: We offer training in tailoring, Beauty parlours, and computer skills at our skill centres. The centres are located as mentioned below:

    - Noida – Tailoring and Beauty parlour Skill Centre
    - Jaipur – Tailoring and Computer Skill Centre
    - Rawatbhata – Tailoring Skill Centre

2. **Partner's Skill Centres**: We have partnered with various skill development institutions that not only train the youth but also assist them in getting employment. Here are a few skill training provided by our partners:
    - Jaipur – Automobile, Electrician, Plumber, Carpentry etc
    - Jaipur – Healthcare, BPO/Call Centre, Computer Literacy,
    - Alwar - Glass Manufacturing
    - Delhi – Healthcare, BPO/Call Centre, Computer Literacy

**SPONSORS**

- MetLife, Noida, Uttar Pradesh
- NPCIL, Rawatbhata, Rajasthan
- Ekakanya, Jaipur, Rajasthan
- Saint Gobain, Bhiwadi, Alwar, Rajasthan
- AU Skill Academy, Jaipur, Rajasthan

**KEY HIGHLIGHTS**

- Over 74 women and girls have completed basic and advanced training in Tailoring and Beauty Parlors at our Noida centre.
- At Bassi, Jaipur, 28 women and girls completed basic and advanced tailoring training and computer skills training.
- Training on basic and advanced tailoring skills was completed by 30 women and girls at Rawatbhata centre.

## IMPACT STORIES

### REKHA BAIRWA - PARINATI CHANGE LEADER



Rekha Bairwa daughter of Puran Mal Bairwa lives in Kishanpura. She is currently studying in the 1st year of her graduation. In 2016, she joined our Parinati Centre and in 2018 she got engaged.

Later she came to know that the guy was an alcoholic and not a suitable match for her. And when she persuaded her family that she will not marry this guy, her family members turned against her. But she did not give up and in the end, convinced her family to help her come out of this relationship. She is thankful to Parinati and the staff as she got this decision making power and confidence from our sessions at Parinati centre. Without the help of our staff, she would not have been able to take such a big step for herself.

## RACHNA BAIRWA - PARINATI CHANGE LEADER



Rachna Bairwa lives in Kishanpura. Her father is a farmer and also does the work of building a house. Her mother does the agricultural work and takes care of the household work. She is currently pursuing B.A. and is in her final year. She was married when she was in 8th standard and in 11th standard she had to quit her studies because of the pressure from her in-laws and in that same year, she joined Parinati.

At our Parinati centre, she learned that it is important to have her own identity. The experts at our centre provided her with personality development workshops, skill development, career mentoring sessions etc.
After attending decision-making sessions at our centre, Rachna realized that she has to complete her studies and have to make her identity. And at that point in time, her family and even her in-laws did not support her. When she shared her problems with PURE India Trust's staff at Parinati Centre, we spoke with her family and convinced them to let her continue her studies. She considers herself grateful to get a chance to join Parinati and become a part of the Parinati family.

## PAYAL AHIR



Payal Ahir lives in Jharjhani village in Rawatbhata, Rajasthan. Her father is a farmer and a sole bread earner for the family. One day her father heard about our Anu Sakhi Sewing Centre in Rawatbhata, and she was interviewed; she was selected for the skill development programme. Payal is pursuing a Bachelor of Arts and is currently in her final year.

She has been a hard-working and dedicated student, and with the support of all the trainers, she has completed her training. She now stitches clothes for most people in her village and supports her father financially. She is highly thankful to the PURE India Trust team and Anu Sakhi staff for their immense support.

She says, "***I have become self-reliant and have stood on my feet, thanks to PURE India Trust***".

# SELF-HELP GROUPS



**BACKGROUND**

Over the years, the Self Help Group (SHG) movement in India has developed from small savings and credit groups that aimed to empower rural women into one of the largest institutional platforms for poor people globally. There are 6 million Self Help Groups in India today, 67 million women.

Hundreds of thousands of SHG members work in India's rural districts, away from the spotlight of the cities, producing face-masks, operating community kitchens, distributing essential food supplies, and educating the public about basic hygiene and health matters. Despite their poverty history and knowledge of what it means to be poor, these women live up to their motto of self-help and solidarity now more than ever before.

**AIM**

Our Self-Help Groups program aims to create self-sustainable employment opportunities for women in rural parts of India. We help women from the same village come together and form small groups through this program. These groups can take up any work or product of their choice and start working on them. We also help and encourage these women to start saving for their future, take advantage of banking facilities, start their businesses, or produce some goods and find employment locally.

**METHOD**

As part of our Women Entrepreneurship and Skill Development projects, we encourage our beneficiaries to organize self-help groups of 10-14 women from the community with similar economic status. As a group, they meet every week or every month and deposit a fixed amount

(Rs 100 or 200 depending on their financial capacity) as savings. Depending on the need, anyone can later borrow the amount at a lower interest rate. Using this approach, women are able to meet their financial needs and begin their own businesses in order to be self-sufficient.

The women in this group can make frocks, salwar kurtas, uniforms, jewellery, handicrafts, pickles, papads, and other items to earn a living. Additionally, we assist and encourage them to start saving for their future, to use banking facilities, to start a business, or to produce some goods and find work in their local areas.

**SPONSORS**

- AU Foundation, Jaipur, Rajasthan
- Ekakanya Foundation, Jaipur, Rajasthan

**KEY HIGHLIGHTS**

- 47 Self Help groups formed in the villages of Jaipur district, Rajasthan.
- The monthly savings of all groups is more than ₹5000 per month.
- Total savings of 47 SHG was more than ₹100,000/- per year.
- Eight SHGs have opened their bank accounts and using banking facilities for their day-to-day operations.
- 3 groups are continuously making a profit from their businesses and producing handicraft products.

# EDUCATION




## BACKGROUND

Under the Right to Education Act (RTE), students reach the 8th grade without assessment; however, more than 70% of students in government schools cannot read grade 2nd textbooks. Therefore, 60% or more of students drop out after the 5th or 8th grade.

## AIM

Our aim through education initiatives is to strengthen the Education foundation, provide support to underprivileged students to get quality education and higher education through scholarship support and provide Career Guidance and Mentoring. At the same time, we also help a few schools by improving their school infrastructure.

## METHOD

1. **Pathshala Centre:** We started the Pathshala program for the children studying in 1st to 8th grade. With the help of local women, we run such Education centres in various villages. As part of their daily activities, these women provide children with tuition classes, Digital awareness, and encouragement of talents in sports, art, music, and yoga. In addition to uniforms, school bags, hygiene kits, shoes, stationery, and sports items, we also provide school supplies in diverse villages. Pathshala centres pay women teachers Rs. 100 per student per month so that she can earn a living from these classes.
2. **Knowledge Centre**: We also run knowledge centres that provide regular education classes to 70 girls from the government schools in a village called Kishanpura, Bassi,

Jaipur.

3. **Career Guidance and Mentoring**: Career planning is not as important as it should be in our society. Students often select careers based on the most popular career options such as engineering, doctor, police officer, teacher, etc. One in three students are unhappy with the course they chose. In order to solve this problem, we have designed a career guidance and mentoring program that highlights the top 100 career options.
   Our team creates awareness about various career options among students, teachers, and parents by following the steps below:
   - Display 100 career charts around the school
   - Offer career seminars to students
   - Distribute 100 Career Options' books to students
   - Volunteers offer one-on-one career guidance to students
   - Career Helpline for domain-based mentoring
4. **Scholarships**: Nearly 60% of students drop out of school after 10th grade due to their families' inability to afford higher education expenses. As a means of solving this problem, we provide scholarships to marginalized talented students who pass 10th grade. In addition to providing career guidance, we also provide mentoring to the students so that they can find a career that they are passionate about. The yearly scholarship amount can go up to ₹25,000 per student per year.
5. **School Infrastructure Development**: Government schools are usually neglected by local communities and government officials because most of the students attending these schools come from low socioeconomic backgrounds. We, therefore, decided to adopt government schools to improve infrastructure and education facilities so that we can increase the number of students enrolled and retained, implement effective teaching and learning practices. Families are also encouraged to send their children to government schools for a better education. Among the activities offered are Career Guidance, Computer Learning, English Learning Labs, Sports facilities, Roof Waterproofing and Civil Work, Maintenance of the school infrastructure, Sanitary Napkin Disposal Systems, Furniture, Ceiling Fans, and many other items based on the need.

**SPONSORS:**

- BOSCH India, Jaipur, Rajasthan
- COLT Technologies, Gurgaon, Haryana
- Shikshadaan Foundation, Gurgaon, Haryana
- BNP Paribas, Mumbai
- MetLife, Noida & Jaipur

**KEY HIGHLIGHTS**

- 70 girl students are being provided regular education classes at Kishanpura, Jaipur
- 480+ children are getting regular education classes at 9 Pathashala centres in villages of Karauli districts, Rajasthan.
- 106 Students got scholarships for higher education across Delhi NCR & Rajasthan.

- 35 students are getting scholarships at Jaipur and education material.
- 14 girl students are getting higher education scholarships at Bassi, Jaipur, Rajasthan.
- 8 students are getting scholarships for sports, art & literacy support.

## IMPACT STORIES

### Thaneshwari: A Pro-kabaddi Player



Thaneshwari, a 19-year-old student lives with her 4 brothers, 3 sisters and a mother in Fatehpur Beri, Delhi. To put her children through school and meet family expenditure, her mother works as a daily labourer.

Thaneshwari is a determined student, she has been associated with our Paathshala centre in Asola, Delhi since 2018. In addition, she plays Kabbadi professionally. In our Asola centre, she has learned that establishing an identity is important. She has been playing Kabbadi since she is she has joined PURE India Trust. And, now after 5 years now, she is confident and a pro-kabaddi player.
Her dream is to become a police officer one day.

### Aayudhan - A budding Artist



Aayudhan, a 17-year-old lives in Fatehpur Beri, Delhi. In a rural area like Fatehpuri Beri, getting an education and developing your skills is not easy at all.

Aayudhan joined our Pathshala in Asola in 2017 when he was studying in class 7. He has always been dedicated to education, learning, and growth. Throughout the years, our team has helped him develop new skills and learn new knowledge.

He is an immensely talented artist, who creates amazing sculptures, paintings, flower pots, and vases. He has won many competitions and prizes for his work. He is grateful for the support PURE India Trust has provided him and for encouraging him for his artwork.

# CAREER BOOK: 100 CAREER OPTIONS




It was our team's commitment during the COVID-19 lockdown to finalize the content of the comprehensive Career guidance book and help our founder, Prashant Pal, in publishing this book. This book benefits millions of students who do not have access to formal career guidance or mentoring. Its aim is to create awareness about 100 career options among parents so that they can help their children choose a subject that best suits their career goals. And to upgrade the career knowledge of school teachers to guide their students and help them choose a profession that matches their passion.

Due to the COVID-19 pandemic, we could not implement the career guidance mentoring program in person in various schools; however, we utilized our team's time and provided online career guidance support to multiple students through zoom calls and over the phone.

It is essential to realize that every child is unique and that there is no single path that all children should follow. It would be helpful to always keep this book on hand for your kids to refer to it. Every penny raised from this book will assist underprivileged, talented students to gain access to higher education.

***You can buy it from Amazon here!***

# COMMUNITY WELFARE ACTIVITIES










Globally, more than 31 million people have been sickened by COVID-19, which has put tremendous pressure on healthcare systems, livelihoods and even brought significant economies to a screeching halt. Millions of people were adversely affected by the nationwide lockdown announced by the Prime Minister on 24th March 2020 and subsequent COVID-19 induced lockdowns.

The unprecedented COVID-19 situation in the country has left many people losing their jobs. Formerly, nearly all of them worked in construction sites, factories, retail markets, farms, retail stores, security guards, gardeners, housekeepers, etc. Now, they seek government, corporation or donor aid to secure decent jobs. Women in our society are also experiencing a traditional problem. They are almost exclusively dependent on the male members of their families for all of their financial, non-financial, and other needs. While men often work outside the home, women are not permitted to function and cannot earn the same wage.

In our effort to serve the underserved and underprivileged families during the COVID-19, we carried out many welfare activities in 2020-21.

- 15,000 Cloth Masks stitched & distributed in 100+ villages and schools.
- 1,000 Home Isolation medicine kits distributed to prevent COVID-19.

- 10,000 N95 Masks provided to Hospital, Police, Anganwadi, Bank, Forest & village people.
- 5,000 Face Shields were provided to government hospitals, police and Anganwadi workers.
- 1,000 disposable bed sheets provided to government hospitals.
- 2,500 grocery kits were distributed to needy families during the COVID-19.
- 1,000 Food Packets distributed to people living roadside.
- 48 COVID-19 widows supported by starting their own small businesses.
- 10 Oximeter and Thermal Scanners provided to community mobilizes.
- 1 Oxygen Concentrator was provided to a hospital.
- Distribution of Ayurvedic Kadha
- COVID-19 awareness - Drawing and Poster making competition in villages
- General Health Check Camp
- Menstrual Hygiene Awareness Camp & free Napkin packets distributions
- Eye Check & Dental Check Camp

## IMPACT & MILESTONES

Dedicated to empowering women and inspiring youth to succeed, our exceptional team achieves our mission every day. We would like to thank our employees and partners all over the country that PURE India Trust has had such a significant positive impact.

As a result of the global COVID-19 pandemic, our people have risen to the challenges. We thrive in the 'new normal' through stronger engagement and communication, improved recognition initiatives, and additional connection programs.

Despite 2020 being a tough year for all of us, we are proud to share that we have expanded our presence in various states in the country, supported COVID-19 widows through our Women Entrepreneurship Program in 12 states in India including Assam, Chhattisgarh, Delhi, Gujarat, Haryana, Karnataka, Maharashtra, Madhya Pradesh, Punjab, Rajasthan, Uttar Pradesh and Uttarakhand.

# Our Presence

Delhi

HR – Gurgaon

KA – Bangalore

UK – Uttarkashi

Assam – Guwahati

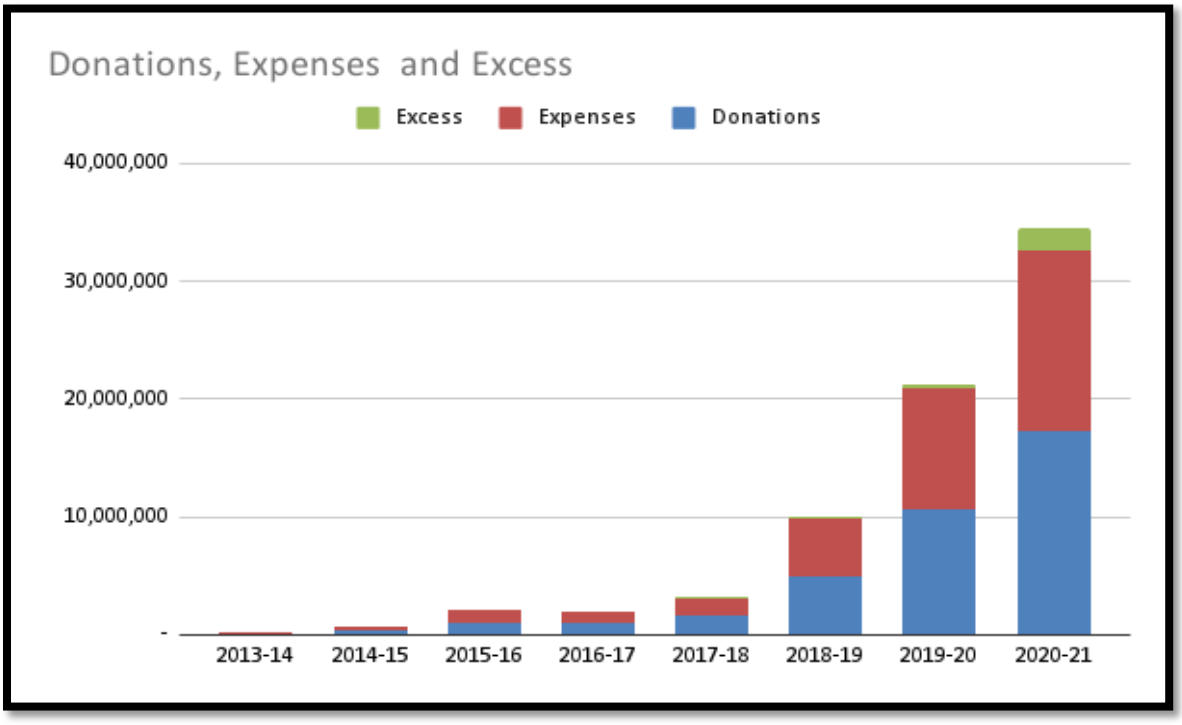
Raj – Jaipur, Sikar, Karauli, Kota, Chittorgarh, Udaipur

MH – Satara

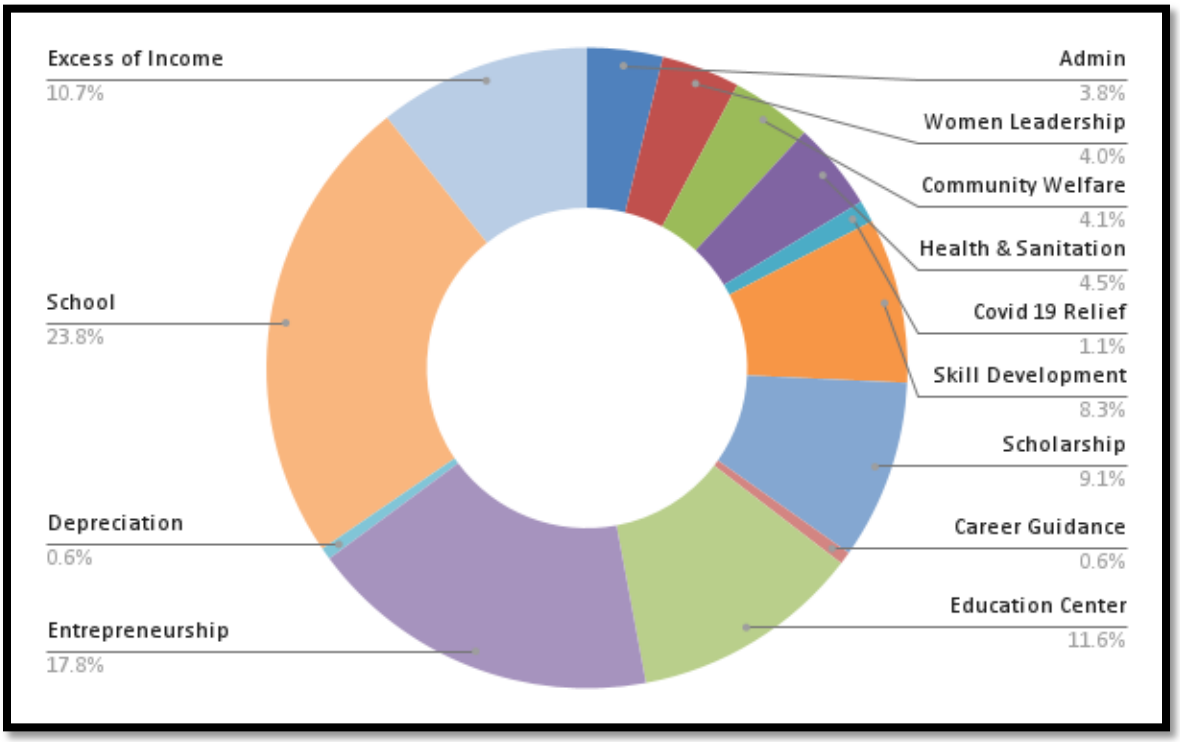
Punjab - Amritsar

UP – Noida, Bulandshahar

# OUR FINANCES




## 2020-21 Utilization



# IN THE MEDIA

Our initiatives of community welfare and making women self-reliant got featured in various print and electronic media. Here's a glimpse of all the newspaper features:

गंभीर और गंभीर मरीजों का उपलब्ध है। कुरेशी, दिनेश जांगिड, रामावतार ३

## प्योर इंडिया ट्रस्ट ने महिलाओं के स्वरोजगार हेतु शुरू की योजना

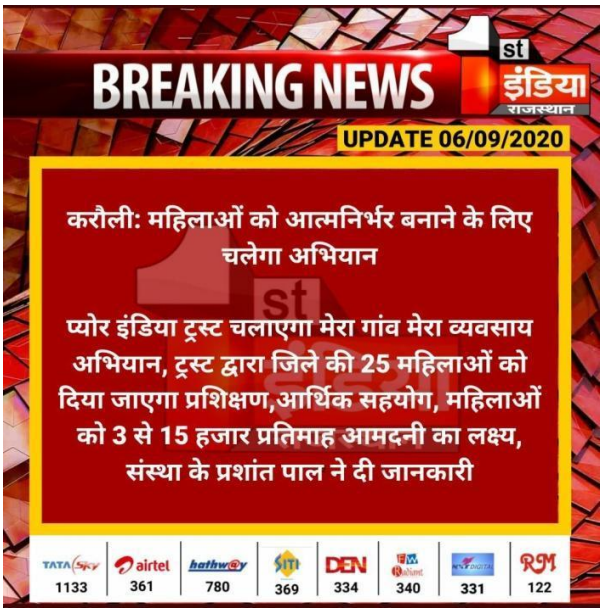
हमारा समाचार



करौली। प्योर इंडिया ट्रस्ट की ओर से करौली जिले में ग्रामीण महिलाओं एवं दिव्यांगजन को अपने गांव में ही स्वयं का व्यवसाय शुरू करने के लिए प्रोत्साहन योजना शुरू की गई है। योजना के अंतर्गत भाग लेने वाले दिव्यांगजन व महिलाओं को व्यवसाय शुरू करने के लिए सहायता राशि उपलब्ध कराई जाएगी।

रविवार को करौली जिला मुख्यालय पर प्रेस वार्ता के माध्यम से प्योर इंडिया ट्रस्ट के संस्थापक प्रशांत पाल ने बताया कि यह योजना करौली डांग क्षेत्र के 20 से 25 चयनित गावों में शुरू की जा रही है। ग्रामीण महिलाओं द्वारा योजना में भाग लेने के लिए आवेदन किए जा रहे हैं। ग्रामीण महिलाओं व दिव्यांगजनों के लिए चलाई जा रही इस योजना में 20 से 45 वर्ष के लोग आवेदन कर सकते हैं एवं आवेदक द्वारा अपने घर से व्यवसाय संचालित किया जा सकता है। व्यवसाय शुरू करवाने के लिए अधिकतम 8 हजार रुपए तक सहायता राशि ट्रस्ट द्वारा सामान खरीदने के लिए उपलब्ध कराई जा सकती है। संस्थापक ने बताया कि संस्था की ओर से 2019-20 में 60 से ज्यादा महिलाओं को व्यवसाय शुरू करवाया जा चुका है, जिसमें ब्यूटी पार्लर, सिलाई, हैंडीक्राफ्ट, किराना, चाट, स्टेशनरी शॉप आदि शामिल हैं। कार्यक्रम के दौरान पूर्व सरपंच भूपेंद्र पाल व करौली सेंटर प्रभारी खुशबिहारी व्यास उपस्थित रहे।

स्वामी मुद्रक एवं प्रकाशक रामनिवास मंडोलिया के लिए महानगर मल्टीमीडिया प्राइवेट लिमिटेड प्रिंटर्स सीतापुरा इंडस्ट्रीज, जी-848 फेज-3 कालवाड़ जयपुर, राज. से प्रकाशित, संपादक रामनिवास मंडोलिया मो.- 9461162346, एसोसिएट एडिटर: तनवीर खान, सिटी कार्यालय: ब




प्योर इंडिया ट्रस्ट का मेरा गांव-मेरा व्यवसाय अभियान

## महिलाओं को बनाएंगे आत्मनिर्भर

पत्रिका न्यूज नेटवर्क
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करौली. पुस्तक का विमोचन करते सदस्य।

**करौली.** जिले के डांग क्षेत्र के गांवों में महिला सशक्तिकरण योजना के तहत मेरा गांव मेरा व्यवसाय कार्यक्रम प्रारंभ होगा। इससे महिलाएं आत्मनिर्भर बन सकेंगी। यह कार्यक्रम प्योर इंडिया ट्रस्ट (एनजीओ) की ओर से संचालित किया जा रहा है। रविवार को यहां पत्रकारवार्ता में प्योर इंडिया ट्रस्ट के संस्थापक प्रशांत पाल ने बताया कि संस्था की ओर से 2022 तक एक हजार गांवों तक मेरा गांव मेरा व्यवसाय कार्यक्रम शुरू करने का लक्ष्य है, जिससे हजारों परिवार आत्मनिर्भर भारत की मुहिम का हिस्सा बन सकेंगे। उन्होंने बताया कि दिल्ली, नोएडा, जयपुर एवं गुरुग्राम में यह कार्यक्रम चलाया जा रहा है। अब उनके अपने गृह जिला करौली के डांग क्षेत्र के गांवों में यह कार्यक्रम शुरू किया जा रहा है। प्रशांत पाल के अनुसार करीब 25 महिलाओं को उनके गांवों में ही उनकी पसंद का व्यवसाय शुरू कराया जाएगा। प्रत्येक गांव में प्रत्येक महिला को पृथक-पृथक व्यवसाय शुरू कराया जाएगा। इसके लिए उन्हें 10 हजार रुपए तक की आर्थिक मदद भी दी जाएगी। इससे 25 महिलाओं का एक नेटवर्क तैयार होगा, जिससे वे 3 से 15 हजार रुपए माह की आय कर आत्मनिर्भर बन सकेंगी। इसके साथ ही उन्हें योजनाओं, बैंकिंग सुविधाओं से भी जोड़ा जाएगा।

इस अवसर पर हंड्रेड कैरियर ऑप्शन पुस्तक का विमोचन भी किया गया। इस पुस्तक के रोजगारपरक जानकारियां दी गई हैं। इस मौके पर समाजसेवी बबलू शुक्ला, कुलदीप गर्ग, डॉ. श्याम शर्मा, अरविन्द प्रबोध कौशिक आदि भी मौजूद थे।

कोरोना वारियर एवं आत्मनिर्भर महिलाओं को किया सम्मानित

## जनसेवा के कार्यों के लिए मिला सम्मान

पत्रिका न्यूज नेटवर्क
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करौली. कार्यक्रम में विकित्सक का सम्मान करते ट्रस्ट के संस्थापक व पार्षद तथा मंचस्थ अतिथि।

**करौली.** कोरोनाकाल के दौरान मानव सेवा के लिए किए गए उत्कृष्ट कार्यों के लिए गुरुवार को यहां एक मैरिज होम में आयोजित कार्यक्रम में कोरोना वॉरियर्स का सम्मान किया गया। प्योर इंडिया ट्रस्ट की ओर से आयोजित सम्मान कार्यक्रम में समाज सेवा के लिए समाजसेवी, कार्यकर्ताओं और कर्मचारियों को सोशल इम्पेक्ट अवार्ड-2021 से सम्मानित किया गया। साथ ही इस मौके पर प्योर इंडिया ट्रस्ट द्वारा करौली जिले में बनी आत्मनिर्भर महिला उद्यमियों के लिए कार्यशाला के साथ सम्मान समारोह भी हुआ।

कार्यक्रम में एमएसएमई के संयुक्त निदेशक एमके मीना मुख्य अतिथि रहे, जबकि अध्यक्षता नगरपालिका की पूर्व अध्यक्ष कमलेशकुमारी ने की। वहीं कार्यक्रम में सूचना जनसंपर्क अधिकारी धर्मेन्द्र मीना एवं पुष्पा पाल जादौन रहे। इस अवसर पर विभाग एमएसएमई जयपुर के असिस्टेंट डायरेक्टर दिनेश सोनी ने एमएसएमई के तहत स्वरोजगार के लिए संचालित विभिन्न कार्यक्रमों-योजनाओं की जानकारी दी। इस मौके पर प्योर इंडिया ट्रस्ट के संस्थापक प्रशांत पाल ने बताया ट्रस्ट की ओर से महिलाओं को आत्मनिर्भर बनाने के लिए स्वरोजगार से जोड़ने का कार्य किया जा रहा है।

देश के आठ राज्यों में 600 से ज्यादा महिलाएं अपनी पसंद का व्यवसाय शुरू कर चुकी हैं। कार्यक्रम में डॉ. रूपसिंह गुर्जर भिवाड़ी, पूर्व सरपंच भूपेंद्र पाल, उद्योसिंह एडवोकेट, देवीसिंह बदनपुरा, सत्येन चतुर्वेदी, अरुण जिंदल, अरविंद प्रबोध कौशिक, कुलदीप गुप्ता, पार्षद संजीव जैन, कुलदीप सिंह, प्रो. लीना शर्मा, शांतनु पाराशर, खुशबिहारी व्यास आदि उपस्थित रहे। कार्यक्रम का संचालन समाजसेवी बबलू शुक्ला ने किया। प्रोजेक्ट मैनेजर खुशबिहारी व्यास ने बताया कि कार्यक्रम में कोरोना काल में जनसेवा करने वाले 30 कोरोना वॉरियर्स एवं 45 से अधिक ग्रामीण आत्मनिर्भर महिलाओं को सम्मानित किया गया।

# CLOSING REMARK

The years 2020-21 has been tough for all of us, owing to the unprecedented pandemic. The pandemic impacted our operations and affected our beneficiaries, but your constant support helped us tide through these difficult times. Your support has made us resilient and confident that we can get through anything together. We remain committed to delivering last-mile impact so that the most vulnerable aren't exposed to hardships and can fend for themselves. All this was possible because of strategic partnerships and your support. Next year we will get back with more on ground impact projects and stories.