

# EDUCATE PREPARE SECURE

ANNUAL REPORT 2014-15

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MISSION  
GIRL



## OUR VISION

Transforming the rural girl child's life from early learning to sustainable livelihood

## OUR MISSION

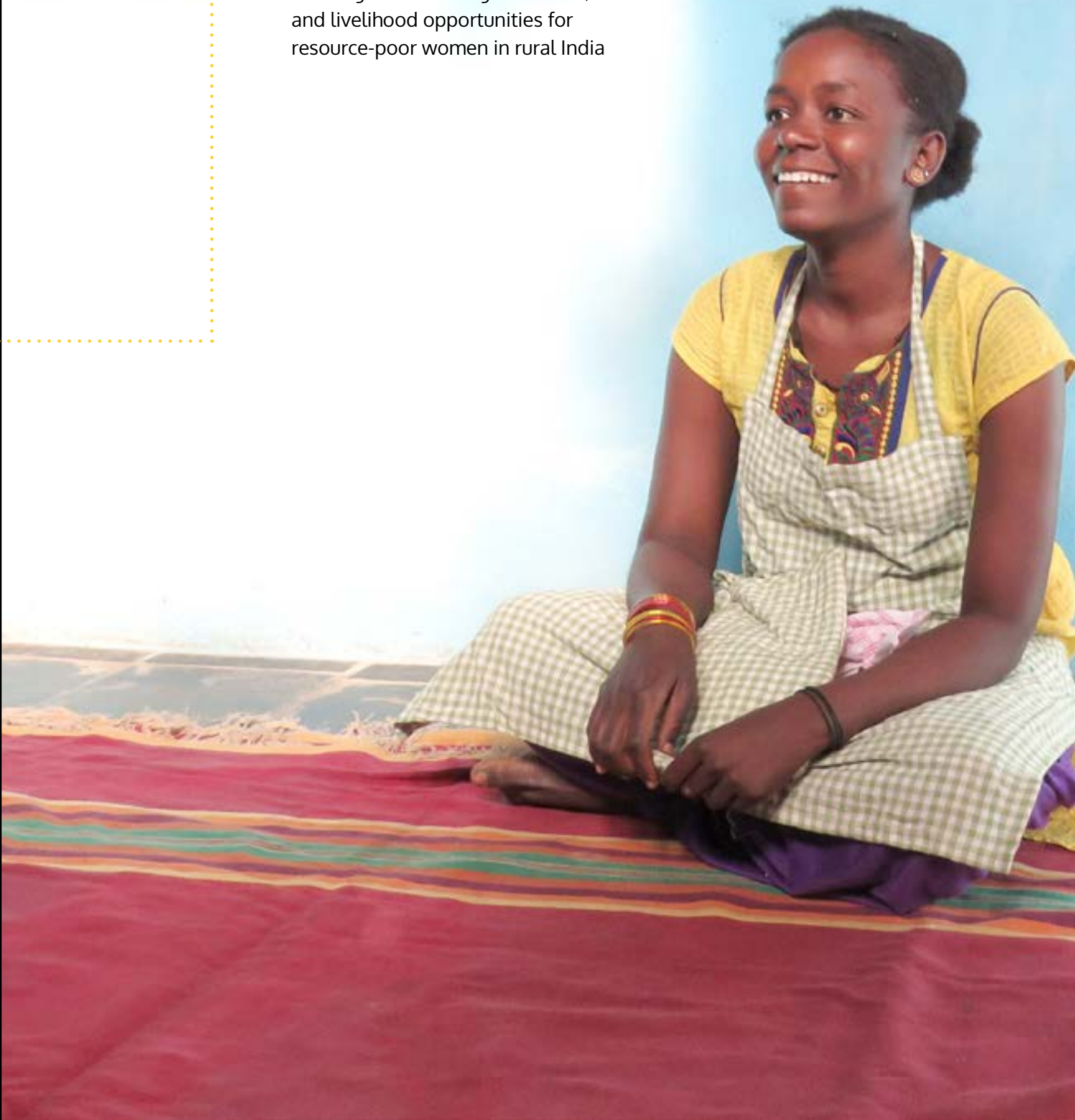
To nurture holistic development of rural girl children into economically self-sufficient women, through knowledge, skills and tools

## OUR VALUES

CherYsh strongly believes in Inclusivity, Sustainability, Ethics, Selfless Service, Accountability

# WHO WE ARE

CherYsh Trust is a registered non-profit that strives to enhance learning avenues for girl children, and livelihood opportunities for resource-poor women in rural India



# WHAT WE DO

## OUR JOURNEY SO FAR

The CherYsh Trust was established on 17 May 2011 with two main objectives:

1. To bring holistic learning opportunities as close to home as possible for rural girl children
2. To bring new livelihood opportunities to rural women to supplement their seasonal income from agriculture



## OBJECTIVES

1. Bring holistic learning opportunities as close to home as possible for rural girl children
2. Provide a range of livelihood opportunities to rural women

In the three years since inception, CherYsh has worked with rural communities in Haliyal, Mangalore, Bangalore and Ponda. In all these geographies, CherYsh has partnered with local non-profit organisations, who work in the community to understand the needs of the community's women and children and support their aspirations. The projects are financially supported by CherYsh America Foundation.



CherYsh continues to build a strong ecosystem of support with government, business and civil society groups for long-term sustainability of the projects.

CherYsh began to implement its agenda on the ground in 2012 by launching its after-school learning centers, Shikshana Vikas Kendras (SVKs), for children and the Women Skill Circles for rural women. Seven SVKs were established in 2012. Skill Circles that deployed vocational training to women were established in Haliyal, Mangalore, Ponda and Bangalore. In 2013, CherYsh and its Partners initiated several projects to further their agenda of bringing learning and livelihood opportunities close to home for rural girls and women.



CherYsh also invested considerable time and resources in building a strong ecosystem of support for long-term sustainability of the projects. Towards this end, CherYsh leveraged its networking strengths and enrolled several businesses, government and civil society organizations to support its cause through advocacy, process improvements, knowledge sharing and best practices. The year 2013 was also a year of intense and transformational learning for the organization.

Towards the end of 2013, the projects began to evolve based on the needs of the community. In 2014, CherYsh consolidated all its projects across geographies and is working towards maximizing its resources, leveraging its experience and continuing to build strong partnerships on the ground to accelerate the achievement of its goals.

# HOW WE DO IT .....

## Shikshana Vikas Kendras

The CherYsh-KDDC partnership set up After-school Learning Centers (Shikshana Vikas Kendras or SVKs) in 8 villages in Haliyal. The structured teaching program at the SVKs include basic computer literacy and spoken English classes. The SVKs are also a platform for children to explore their talents: they paint, sing, dance, act, read, and write poetry. Learning Facilitators at the SVKs are young graduate and undergraduate women from the community. They help the children with their daily curriculum and homework. Around 50 children come to each Center. The Centers function during evening hours, after the children return from school and are housed in the neighbourhood.



CherYsh's two areas of focused intervention are towards improving English language skills and teaching basic computer skills to rural students. CherYsh has partnered with Akshara Foundation and uses their modules to enhance language skills by training children in Listening, Reading, Writing and Speaking



English. Computers have been installed in Shikshana Vikas Kendras. The Learning Facilitators help the children familiarize themselves with usage.

Over two years, the SVKs have been expanded to three more villages on community demand. Close

to 500 children attend the 11 SVKs. The children have shown improved academic performance after coming to the SVKs. There have been very few dropouts in two years and there are demands to open more Learning Centers in other villages.



**11 SHIKSHANA  
VIKAS KENDRAS**

**500+ CHILDREN**

**11 TEACHERS**

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### IMPACT

“The Centre helped shape my simple thoughts, and I have saved it to the computer. I want to grow my ideas, and share it with the world someday.”

Prajala, (Shanthi SVK,  
Nagashettykoppa)

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CherYsh deploys short-term vocational training programs to enable the women to learn and earn in a short span of time.

## Women skill circles

The CherYsh Women Skill Circles were launched in the villages in Haliyal in 2012. Several short-term vocational training programs were deployed to enable the women to learn and earn in a short span of time. They included making gift bags out of handmade paper, throw rugs, and patchwork quilts. Though the women earned (many of them, for the first time) through these projects, marketing posed a huge challenge and CherYsh began to explore more viable and sustainable employment opportunities.



## Community Kitchens

In January 2013, CherYsh-KDDC helped the women in Haliyal set up community kitchens in two villages:

Bukkinkoppa and Haliyal. Two self-help groups of 10 women each are in charge of the kitchens. For the women, the enterprise is a practical lesson in business and economics.

They manage the orders, supplies, storage and distribution. The kitchens are equipped with eco-friendly smoke-free stoves donated by CherYsh. Nutritious snacks are prepared in these kitchens, which goes out to the Shikshana Vikas Kendras to provide nutritional support to the children. The community kitchen members are exploring ways to increase the nutritional contents of the snacks with locally available raw materials in flavours that appeal to the local palate. Hotel Gateway Lakeside (Taj Group) – Hubli have trained the members of the community kitchens to prepare tasty, nutritious and quick recipes.

## Dressmaking

CherYsh partnered with Samanvaya in 2012 to facilitate delivery of training programs in tailoring, embroidery and dressmaking to rural women in the remote villages Moilottu and Vijaydka in Mangalore. The project equipped them with job skills for economic self-sustainability.



In Moilottu near Mulky, in the Dakshina Kannada district of Mangalore, 25 women successfully completed a tailoring course. At Vijayadaka 35 women completed tailoring and 18 women completed a course on embroidery. Some of these women are now self-employed. The rest, through the CherYsh-Samanvaya venture, formed Skill Circles. They met frequently to work together in a large spacious hall that served as a work place and a display centre in Vijayadaka. This provided them an opportunity to earn a livelihood of up to 2,500/- per month.

During the festival season of 2013, the women took up a Handcrafted Christmas Wreath project. Expert designers from Bangalore trained the women to make finely finished handcrafted Christmas wreaths, which were well received at exhibitions in Bangalore. More than 250 wreaths were sold during the season, which gave the women a decent turnover and profit.

## Gift products

The CherYsh-Sanjeevan partnership started short-term vocational training courses in 2013 to help the women start earning quickly. The women learnt to make and market jute and silk bags, tablemats, mobile and jewellery pouches. CherYsh also hosted a workshop for the women, jointly conducted by Goa Chamber of Commerce and Industries, the Ministry for Micro, Small & Medium Enterprises and iCreate India. The 2-week unique program trained the women in the basics of starting a business venture.

## Sanitary napkin unit

The CherYsh-Sanjeevan partnership also set up a sanitary napkin production unit in Ponda where women learnt the complete manufacturing cycle of a product. The unit trained 20 students in preparing and packaging low-priced sanitary napkins. The unit was later converted into an adult diapers manufacturing unit which supplied to the home for the elderly run by Sanjeevan.

## Terracotta jewellery

A two-day terracotta jewellery training session was conducted for the women skill circle members of Haliyal in July 2014. Forty women participated in the training. Ms. Poornima Prasad, an independent entrepreneur, conducted the training. The women were trained in making terracotta beads. Ms. Prasad will buy back the beads from the women who can produce good quality beads and are interested in taking up the skill as a supplementary or alternative livelihood option.

## Health Care Assistant Course

The Health Care Assistant Course in Ponda was initiated with the objective of helping rural girls from poor socio-economic backgrounds, take their first step towards professional education. The two-year course was approved by the Dept. of Education, Govt. of Goa, after intense advocacy. The girls who complete the course will be certified as Professional Health Care Assistants. There are several job opportunities in the sector with the launch of new hospitals, nursing homes and old age homes. The certification will also make their journey towards higher professional qualifications in nursing field, much easier. The course which started with 19 girls, now boasts of a strength of 50 students in two batches.

## CherYsh scholarships

Ten girls from economically disadvantaged families who are pursuing nursing courses in St. Martha's College of Nursing, Bangalore, are being supported by CherYsh, through scholarships that will take care of their tuition expenditures partially. Through a continuous and active engagement, CherYsh aspires to support the holistic growth of these girls into efficient professionals in future.



# BUILDING THE ECOSYSTEM

CherYsh partnered with well-recognized institutes and organizations to launch initiatives that added significant value to our beneficiaries.



# The SaLT Initiative

## (Serve and Lead Training - SaLT)I

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CherYsh believes that sustainable development needs many champions and a strong ecosystem to nourish the projects. In the Uttara Kannada district, CherYsh has found some of these champions and leverages the unique value that each of these partners bring to the partnership.



CherYsh launched the SaLT (Serve and Lead Training) program on 17 July 2014. Hotel Gateway- Lakeside (Part of Taj group, which is one of the leading international hotel chains) and Akshaya Patra, a leading NGO which supplies midday meals to school children supported the training. The training was delivered at an exposure visit to Akshaya Patra's kitchen in Hubli, the world's largest community kitchen and Hotel Gateway-Lakeside at Hubli. The visit was organized

for 35 women from Haliyal, who are part of the CherYsh-KDDC projects (Community Kitchens and Shikshana Vikas Kendras). They were trained on various aspects of hygienic and nutrition efficient cooking by the experts.



# SaLT II

The team from Hotel Gateway Lakeside visited the Community Kitchen in Bukkinkoppa – Sambrani and conducted the training. The Human Resource Manager of Gateway Lakeside Hubli, Mr. Deepak Narayan, anchored the session aided by chefs from the hotel -Mr. Radhakrishna and Mr. Basavaraj. Training was conducted on the preparation of seven different food items which can be served as nutritious snacks to the community and the children who attend the SVKs. The scope of producing these snacks from an entrepreneurial angle was also discussed. The women were encouraged to explore the activity from an income generation perspective and develop a plan around it. The idea was well received by the women.



## IMPACT

"When I saw the women of my village running the community kitchen, I got interested in it. I am very interested in cooking and by joining the Community kitchen, I got a chance to use my cooking skills to earn a livelihood. The Serve and Lead Training (SALT) by experts from Gateway-Lakeside, helped me improvise my cooking skills, especially in using the correct measures and proportions of ingredients. I want to start production of snacks or spices with my fellow community kitchen members and we want to market them and make a profit."

Mary, Community Kitchen member

# SaLT III

The third training in the SaLT series was conducted on 17 September 2014. The training was conducted at Bukkinkoppa-Sambrani in Haliyal as a follow-up to the previous session. The women had prepared samples of snacks that were taught at the previous session. After

testing the samples, the chef advised the women on improvisations to enhance taste and nutritional value of the snacks. The community kitchen members had also prepared traditional and perishable snacks. The Gateway team tasted the snacks and suggested how to improvise.





## IMPACT

"The Akshaya Patra training focussed on cleanliness. They taught us how to keep our kitchens clean and to keep ourselves clean while cooking".

Teresa, Community Kitchen member

## Educational tour to Gateway Lakeside and Akshaya Patra

Often cited as the largest community kitchen in the world, the Akshaya Patra kitchen in Hubli played host to a unique guest group: 35 women from the villages of Haliyal.

The Akshaya Patra staff conducted short kitchen hygiene modules for the women, answered their questions on resource management, discussed recipes with the women and assured them of knowledge and training support.

The women also visited Hotel Gateway Lakeside(Taj Group). The exposure visit greatly inspired the women. They learnt new recipes from the chefs, were taken through a short module in personal hygiene, and were very impressed by the well-groomed staff. The younger women in the group expressed a keen desire to work at the Hotel.



## Rural Innovation Through Education (RITE)

CherYsh's efforts to build knowledge connectivity to remote rural areas is powered by an active volunteer engagement programme: Rural Innovation Through Education (RITE). CherYsh has partnered with BVB College of Engineering and Technology, Hubli, to engage student volunteers from BVB college, to support both the Learning Facilitators and children in improving their competencies, through a structured engagement at the Shikshana Vikas Kendras (Learning Centres).

The programme has energized the student volunteer community and the Shikshana Vikas Kendras. CherYsh and KDDC facilitated an immersion visit to the villages of Haliyal, for the volunteers and faculty members from BVB College on 24 January 2015. The student volunteers got a chance to interact with the local school children, teachers, the Learning



" We are happy to participate in this programme as we are also learning ourselves. We now understand what it takes to be a teacher and all the challenges that it encompasses. RITE programme is a great experience. We understand that we need to give continuous support to the SVK Learning Facilitators by sharing our skills and knowledge. "

Hiba, Balu and Ankita,  
Student volunteers from  
BVB CET.

Facilitators of Shikshana Vikas Kendras as well as get a better understanding of the communities they will work with. The volunteers will support the Learning Facilitators, through a structured continuous education programme. CherYsh Volunteer, Maria Sans Ibars is supporting the programme with multipronged interventions with the Student volunteers, Learning Facilitators and children.

# HIGHLIGHTS OF 2014

## Dressmakers' graduation day

On 18 September 2014, students of the Tailoring and Embroidery course at Mangalore, were awarded certificates on completing the 10-month Tailoring and 6-month Embroidery courses organised by CherYsh-Samanvaya. Cheryl Rebello, CEO of CherYsh, distributed the certificates and addressed the women, encouraging them to be self-reliant, while applauding their determination to complete the course despite challenges.



V. Rev. Fr Mathias Pereira appreciated the women's determination and skill. Several finished products were on display. Sr Mabel D'souza and Rev Dr Ronald Cutinha of Samanvaya delivered messages.

Devaki - tailoring teacher, Rajeshree – embroidery teacher and Ida Suresh- Panchayat member were present on the occasion. Four course participants shared their experiences; 34 women received their Tailoring certificates while 23 received Embroidery certificates.



## Health Care Assistant Course – new batch

A new batch of 27 students has been enrolled for the Health Care Assistant course. The curriculum is updated regularly to ensure that the students receive professional orientation through internships in various hospitals. Efforts are also on to make community engagement mandatory in their curriculum.

The then Chief Minister of Goa, Mr. Manohar Parikkar visited the school. The project received appreciation and encouragement from the Chief Minister, who promised support to further improve the course and its prospects.



## Trustees, and CherYsh Executive Committee (CEC) members visit CherYsh project sites

Trustees, and CherYsh Executive Committee members, Arun Vora, Richard Saldanha and Dr. Fr. Harold Vaz visited the CherYsh project sites in October 2014. During the weeklong trip, the members held meetings with current and potential stakeholders in CherYsh activities, such as the leadership of Akshaya Patra Foundation, Hotel Gateway Lakeside and BVB college of Engineering at Hubli. Various areas of association and support were discussed at the meetings, towards making CherYshs's activities more efficient and effective on the ground.

All the stakeholders promised continued support, especially in the areas of training the CherYsh Community Kitchen members and supporting their entrepreneurship ventures of making and selling local spices and semi-processed foods; offering internships to rural girls in vocational skills; and engaging student volunteers to help the children in the CherYsh Shikshana Vikas Kendras (Learning Centres).

## Haliyal visit

Trustees and CEC members met the children at the Shikshana Vikas Kendras and community members in the interior villages of Haliyal. Ideas were exchanged between Trustees, CEC members and community members to facilitate future planning and strategizing. Trustees and CEC members also attended “Vikas Kathe” – the story of progress – that celebrated the community’s journey with CherYsh-KDDC. Around 300 children and adults from the Haliyal villages were in attendance. The programme was also attended by the Tehsildar of Haliyal, the District Forest Officer, the leadership of Hotel Gateway Lakeside –Hubli. All stakeholders participated in the dialogue of development challenges and solutions in Haliyal.

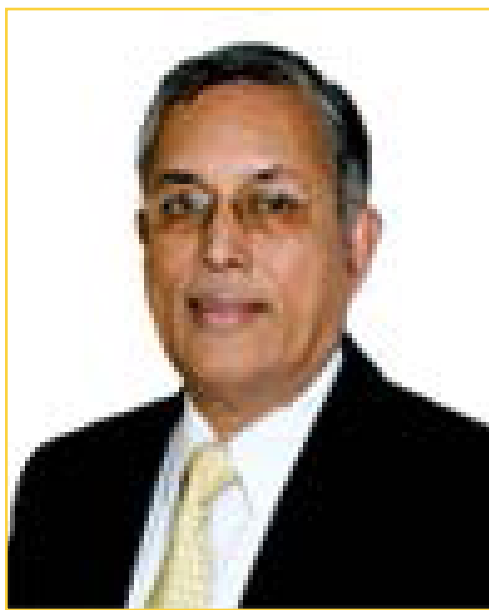
## Ponda visit

The Trustees and CEC members visited the CherYsh Institute of Women’s Empowerment that runs the Health Care Assistant Course at Ponda, Goa, supported by CherYsh and run by Sanjeevan Trust in South Goa. Two batches with a strength of 39 girls from vulnerable backgrounds, are enrolled in the course. Interacting with the students and the management board members of Sanjeevan, gave the CherYsh Trustees, CEC and Team several ideas on continuing to leverage the partnership with maximum benefits for the community.



# OUR PEOPLE

## Trustees



**Richard Saldanha**  
Chairman, and Trustee

Richard Saldanha is a well-known corporate executive in India who currently works with Blackstone India. He has spent 30 years with Unilever, of which 10 years were in Latin America. He was the Chairman and CEO of Unilever Peru. He serves on the boards of various reputed institutions in India. Richard has a Graduate degree in Engineering and Management and is fluent in English, Spanish and Hindi.



**Dr. Fr. Harold Vaz**  
Trustee

Fr. Harold is a Professor and is the Rector of St. Pius College, the Seminary of the Catholic Archdiocese, in Mumbai, India. He was ordained in 1976, and has been actively engaged in education, pastoral care and community services. Fr. Harold holds a Licentiate (Master's degree) in Biblical Studies from the Biblicum in Rome and a Doctorate in Theology from the Institut Catholique de Paris, in Paris. He is fluent in English, French, German, Italian, Hindi and Marathi.



## Dr. Meena Kaushik

Dr. Meena Kaushik is Executive Chairman, Quantum. She started her journey as an academic studying symbolism and rituals around the death ceremonies of the Hindus. She did extensive fieldwork amongst the Dom community (untouchable death specialists) of Varanasi. This was for her doctoral dissertation from the Delhi School of Economics in 1979. She joined IMRB 1980-83 as a consultant and soon founded the Qualitative division for MARG as a Director of Qualitative Research. In 1990 she established Quantum with Srilekha Agarwal and Meera Vasudevan. Quantum now has a footprint across India, Sri Lanka, Bangladesh, Singapore, and Indonesia. She has recently established an Ethnography division > Quantum Ethnography and a Consumer Consultancy division > Quantum 360. Dr. Kaushik's latest passion is brand workshops and she has conducted numerous insight and idea generation workshops for Clients. Meena is also a trustee of PTRC an organization that trains psychotherapists and provides psychotherapy to patients needing mental health services in Mumbai.



## Radha Nair

Radha Nair is involved in community related work and empowerment of women in the villages near where she lives in Bangalore. Her corporate career was with JP Morgan, New York in the '80s and '90s. She worked in the Capital Markets Group, Government Bond Sales and Eurobond Sales. Her last assignment, prior to leaving the Bank in 1995 to relocate to India, was to Head JP Morgan's Global Markets Training Worldwide. In India, Ms. Nair continued her association with the Bank by serving as a consultant to I-Sec, JP Morgan's newly set up joint venture in Mumbai. Prior to joining JP Morgan, Ms. Nair worked with a start-up payroll tax consulting firm in New York for four years and prior to that she was a lecturer at Delhi's Lady Sri Ram College while working on her Doctoral dissertation. In 2004, Ms. Nair was a founding partner of an equity research outsourcing firm Anthem Research in Bangalore, India. Between 2004-2008 she was on the Board of BOS (Business Outsourcing Solutions), Chennai. BOS provides specialized accounting and reporting support to pension funds in Australia. She has also served on the advisory council of ANEW (Association for the Non-traditional Employment of Women) from 1998-2001. ANEW was set up with the mission to train women in occupations like carpentry, auto rickshaw driving etc. Ms. Nair has a Masters in Political Science from Delhi University. She was the recipient of the Fulbright Scholarship in 1977.

# CherYsh Team



## Cheryl Rebello

### Chief Executive Officer

Cheryl is a social sector professional with expertise in the areas of media advocacy, and governance. She has successfully led and managed projects with nationally distributed teams, and multiple stakeholders. She is Divisional Warden, and currently volunteers with Civil Defence, a central government organization working to build a prepared citizenry through emergency and neighbourhood safety training. She has a Masters degree in Economics with specialization in Econometrics from the Maharaja Sayaji Rao University, Baroda. She began her career as Research Assistant at IIM - Ahmedabad and has since gone on to be a Lecturer, Copywriter, and Communications Coordinator with many published writings to her credit.



## Gita Peters

### Project Manager

Gita Peters is a social sector professional who has experience in rural development and livelihoods. She was involved in the implementation of large-scale schemes and programmes for women's empowerment, livelihood enhancement and environment conservation and has experience in government and NGO sectors. She holds a Masters from Tata Institute of Social Sciences, Mumbai with specialization in Community Organisation and Rural Development. Gita believes that women have immense potential to bring in positive changes to the society and empowering them through sustainable livelihoods is the key to development. Prior to joining CherYsh, Gita worked with the State Rural Livelihood Mission of Government of Gujarat.



## Maria Sans Ibars

### Volunteer

Maria Sans is a Politics and International Relations Graduate from the University of Kent, United Kingdom. She is very passionate about the empowerment of women and has attended the United Nations Conference on the Status of Women (UNCSW) for the past two years as a Dones LID representative. She also holds a Cambridge Certificate in English Language Teaching to Adults (CELTA) and has worked as an English and Politics teacher for female immigrants at the Arbour Community Centre in London. She also worked as an outreach community volunteer for domestic violence at Latin American Women's Aid (LAWA).



## Aparna

### Volunteer - Networking and Convergence

Aparna works in corporate communications. She is passionate about systemic reforms that will transform communities, and has a special interest in making quality primary education accessible to rural India. Aparna has worked for eight years in the social sector in communications for several NGOs, in community leadership, as volunteer trainer for the visually handicapped, and as an evangelist for causes close to her heart.



## Anjali

### Volunteer - Donor Engagement

Anjali is a member of the Civil Defense force in Bangalore. She has managed business and trade engagements in the granite sector. She has a disposition for social work, and is a voluntary teacher at the Ashraya orphanage, Indiranagar.



## Brandi Crosby

### Volunteer - Donor engagement

Brandi is a school teacher currently living in London. She began her teaching career while working as a Peace Corps Volunteer in The Kingdom of Tonga. She has taught students in the Netherlands, France, UK and the US. She has a Master in Teaching degree from Seattle University and a B.A. in English from the University of Idaho. Brandi is CherYsh's Volunteer for Donor Engagement in the UK.

# VOICES



If “change” could be personified, what would it look like? Big or small? Individual or collective? Loud or quiet? Listen to our changemakers... read what they have to say and think about how you would personify “change.”



## PRAJALA

the little change maker

Prajala sings songs in praise of nature, as she sees it in her village. She is a source of great help to her parents who make a living from working in the fields as agricultural labourers. Her excitement of learning, and using the computer has made her parents curious about what she learns every day. They are proud of the local programs she organizes to build awareness about Hygiene.

In the busy village of Nagashettykoppa in the Haliyal Taluka, Prajala is part of a group of children who walk to the CherYsh Learning Centre nearby. For the first time, she is in charge of putting together a class programme. She gets the children to rehearse, and on cue gets them to clap to her direction: "one two three, claps go!" Soon after song and snack, the children are keen to speak about what they have learnt at the Centre. "To paint my house on the computer," says one child. "To write my name in English," says another. Prajala points to the chart that hangs on the wall – "I am a child leader," she says. She is among the chosen leaders of the class who will support the teacher, mark attendance, create awareness about hygiene, and encourage reading habits.

Prajala has taken the mission of the Learning Centre seriously, and now dreams of working in an office. She works at the computer when she has a chance. Shy, and reticent earlier, her newfound confidence is visible even in the way she walks. She comes smiling to the Centre, and hands over a folded note to the teacher, "My first poem" she exclaims, and seems to say, "Acknowledge me". Then quickly

acknowledges the value of the Learning Centre - "The Centre helped shape my simple thoughts, and I have saved it to the computer. I want to grow my ideas, and share it with the world some day."

Over 40 children throng to the Learning Centre every day after school. It's where they mix learning with fun, and creativity. Young Shankarappa is proud to share his first live experiment – a functional hand-held mini-fan with batteries. "I was content working on this, and seeing it whirr to life; now showing it to everyone and being noticed makes me want to do more, and make others interested in science too!"

Prajala waits to be at the Shikshana Vikas Kendra. "It's where I find it easy to put words to my dreams." Why? "Because I am happy, and feel there is a guide. I like it that children of my village are getting this opportunity. I want to be a part of seeing us all succeed."

## Prof. Vinnanti Kini

the confident changemaker

"I am really glad that I have this opportunity to be with CherYsh and BVB College of Engineering, through the RITE (Rural Innovation Through Education) initiative. It aims to help the SVKs' Learning Facilitators in the villages, who cater to the Siddhi Community and others to improve their English speaking and reading skills. Our students are really excited about this Programme. "

Prof. Vinnanti Kini, Faculty-Communicative English , BVB College of Engineering , Hubli (Prof. Kini is one of the anchors of RITE programme from BVB CET's side)

## VICTORIA

The determined changemaker

Victoria is a young graduate. She is one of the 11 Learning Facilitators at the CherYsh SVK.

When CherYsh offered the women an opportunity to travel to Hubli to visit the Gateway Lakeside, Victoria jumped at it. The tour of the Taj was an eye-opener for the awestruck girl. As she hungrily took in the sights and the sounds, Victoria resolved that she would focus on personal development so that one day, she too can work at the hotel.

**" If not for CherYsh, we would not have got the opportunity to visit a world class Hotel like The Taj Gateway and see how it functions, so closely. I am quite impressed by the way in which the staff works here. I want to know more about the job opportunities and qualifications required in this industry, so that I can try for such jobs,"** says Victoria.

## LURDIN

The enthusiastic changemaker

Social Worker

"Children coming to the SVKs has taken their mind off the petty fights, and has absorbed them in the charts, and other books at the learning centre. They have begun to show respect for others."

## Dr. SHALINI RAJNEESH

The unstoppable changemaker

Pr. Secretary to Government  
Backward Classes Welfare Dept.

CherYsh is a brave new non-profit organisation dedicated to growing learning and livelihood opportunities in rural India. They have taken on the ambitious mission to serve the girl child in the deep rural regions of Karnataka in Haliyal taluk, through their 'educate - prepare - secure' plan. I wish the CherYsh team, themselves comprising mainly women, all the very best.

**THESILDAR,** Haliyal Taluk

The quiet changemaker

"CherYsh is a leading, socially concerned organisation. This NGO is making all efforts to bring up the Siddis of Haliyal taluk to the main stream"

## MARY SIDDI

The intuitive changemaker

Women Skill Circle member

"When we earned from the skill circles we felt we had achieved something very big, because we haven't earned from any other job other than regular work we do in the fields."

## PRAVINA

The hopeful changemaker  
Student, Health Care Assistant  
Course

"We are now looking forward to a good result, which also means we get better jobs"



### Intensive programmes

#### RITE (Rural Innovation Through Technology)

- Volunteers involved – 30
- Intensive focus- English Language, Mathematics

#### SALT(Serve And Lead Trainings)

Training support /Training partners

- Hotel Gateway Lakeside , Hubli
- Akshayapatra Foundation

Components

- Exposure visits
- Hygiene Training
- Recipe training
- Marketing support

### Active Alliance, Collaborations and Partnerships

- BVB College of Engineering and technology, Hubli
- Hotel GGateway Lakeside ( Taj Group), Hubli
- Akshayapatra , Hubli
- Akshara Foundation

### Projects

- Shikshana vikas Kendras – Reach out to more than 500 children in 11 villages through Learning Facilitators from the neighbourhood
- Women Skill Circles- Neighbourhood collectives of rural women for income generation and financial self sufficiency
- Community Kitchen – An initiative of 20 women from two villages to use cooking skills for income generation and support nutritional needs of the community
- Health Care Assistant Course- Two year course in which 50 girls are getting groomed to become Health Care Assistants with Government approved certification.
- Garment skill trainings
- Scholarships for nursing students- Scholarship support to 10 nursing student from St. Martha's College of Nursing





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