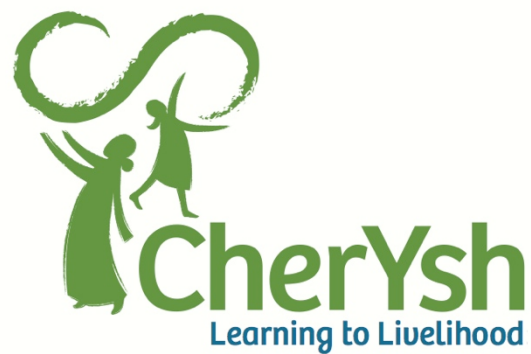


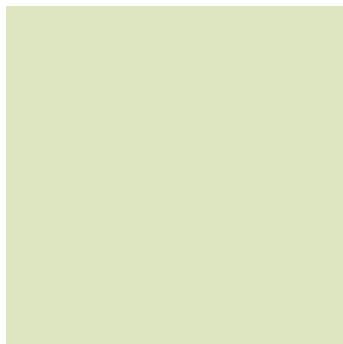
Annual Report 2013-14



A brave new world for the rural girl

CherYsh nurtures confidence in the **girl child**, brings joyful *learning* closer to her home, and prepares her for work-life choices.

CherYsh secures the futures of resource-poor rural **women** through literacy, leadership, and opportunities for *livelihoods*.



Shikshana Vikas Kendras (SVKs)

EXPANDED REACH

In keeping with growth of the mission to serve the journey of the rural girl from her early stages of learning until a young woman, and later such that she is empowered to earn – CherYsh partner projects continued to flourish. This was a year of strengthening the ecosystem, to ensure participation of institutions for sustainability. The government, corporate, social organizations and academic institutions were tapped for support.

CherYsh collaboration continued with implementation partner organization – Karwar Diocesan Development Council (KDDC) in Haliyal Taluk. The Shikshana Vikas Kendras were launched in Haliyal to target the holistic learning aspirations of children to include theatre, the arts, music, sport, environment and so on. In addition, it

also addressed aspects of education, life skills, nutrition, hygiene, higher education and future employment opportunities.

The educational foundation for girls through the Shikshana Vikas Kendras, which also brought in boys, grew in strength from 8 to 11 Kendras.

In the regular reviews over the year CherYsh was able to successfully meet the following objectives:

- Improve performance of classroom learning amongst 500 Children who attend Shikshana Vikas Kendras.
- Improve class level learning ability in English Language (read, write, speak) and computer skills amongst 500 Children who attended Shikshana Vikas Kendras.
- Reduce drop-out rates in schools in 11 villages



Assured learning support in village neighborhoods

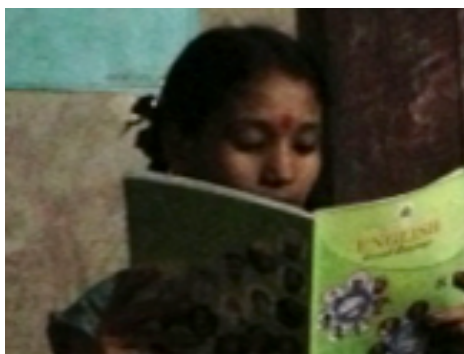
- Spot and nurture talents among at least 100 children by 2015
- Encourage and support 100 children to participate in competitive platforms
- Support nutritional needs of 500 children who attend Shikshana Vikas Kendras
- Create awareness about - Nutrition, Hygiene, Civic Sense, Environment & Sustainability - amongst 500 children who attend Shikshana Vikas Kendras
- Promote a culture of learning in 11 villages

Enriched Content

Quality learning materials were tested and later introduced in the SVKs. The materials were chosen for level-based learning, and contextual relevance in rural areas.

Learning Facilitators

- Young girls from the village took on the role of Learning Facilitators. They guided the modules, and learning at the Shikshana Vikas Kendras.
- Learning Facilitators were helped via Mentors who supported work on the curriculum and Lesson Plans in the SVKs.
- A toolkit was provided to each Learning Facilitator.
- 11 Learning Facilitators managed the SVKs.



Learning centres closer to the rural girl's home





Women Skill Circles

PREPARED RURAL WOMEN FOR JOBS AND ENTERPRISE

The program for vocational training and skilling brought over 330 girls and women into the Skill Circles. The women were trained to develop skills for jobs and enterprise, which led to better earning abilities in all of them. In addition, 54 women were placed in jobs (After Training was given in IT & Tally, Retail, and Apparel) as part of the HOPE Foundation's project to support girls and women from rural migrant families.

In Ponda, Goa, young girls were offered a Life Skills course, and the Women Skill Circles engaged over 50 women in garment-making, and home décor products.





330 women learn skills

In Mangalore, Tailoring, and Embroidery courses were offered to over 70 young women who successfully completed the course and began to earn through the application of these skills. Through creation of market channels CherYsh as able to help women's enterprise to scale up to newer locations, and generate income for rural women.

25 women signed up for the Diploma Course in Health Care, in Ponda, Goa. A three-way partnership emerged to strengthen training and skills in Goa. The MSME (Micro Medium and Small Industries) training was conducted for 10 days in collaboration with GCCI (Goa Chamber of Commerce and Industry) and I-Create. There were 25 participants for this course

Over 200 women organized via Self Help Groups in Haliyal took training in various skills like Tailoring, and Paper-bag making.

In Bengaluru, 159 youth enrolled to build their job-skills for IT, Retail and Apparel design. These were migrant youth from rural areas in search of jobs in the city.





Livelihoods

SECURED INCOME FOR WOMEN AT COMMUNITY KITCHENS & SKILL CIRCLES



COMMUNITY KITCHEN LAUNCHED - HALIYAL

Over 250 women from the villages of Haliyal gathered to launch the first Women's Community Kitchen. CherYsh Trust and Karwar Diocesan Development Council (KDDC) had initiated this project. Also present at the event were local opinion-leaders, and government officers from the Tehsil.

The Kitchen enterprise was a new income generation opportunity for the women of Haliyal. The new enterprise sensitized them on ways to enhance nutritional value in food.

To flag off the launch, CherYsh- KDDC supported the women with Training, fuel-efficient stoves, a set of vessels, and a supply of pulses and grain. The Kitchen used stoves that are 50 per cent more fuel-efficient than the devices they currently use. Women were trained in different methods of cooking, and explored a variety of local recipes to enhance nutritional value in their preparations. The project enabled women to identify and serve market and community needs in local food products.



SKILLS SHOWCASE AND SALES – PONDA SKILL CIRCLE

CherYsh explored CSR options with Ernst & Young (EY) in Bengaluru, and successfully enabled a showcase of home décor and other utilitarian products prepared by the Ponda Skill Circle.

Training on various products like Jute bags, cushion covers, tablemats and so on were imparted to the women of the Ponda Skill Circle.

Women of the Skill Circle were able to meet the scheduled delivery, and quality standards in production. The group had streamlined their systems via discussions, and shared their workflow on the display boards at the workplace. Skill leaders monitored the schedule and quality on a regular basis.

Trainers ensured that a 'learn–practice– deliver' method was used to develop prototypes, and obtain feedback.

The earning from sale was validation of the well-skilled women of Ponda.



NEW MARKET CHANNEL – MANGALORE SKILL CIRCLE

In the festive season, CherYsh was able to identify an NGO skills showcase platform in Bengaluru.

Women of the Mangalore Skill Circles after a dedicated period of Training had honed their skills in tailoring and embroidery. As an enhancement to their capacity, a project to deliver festive decorations for a crafts bazaar in Bengaluru was initiated.

A Skill Circle of 25 women was trained in intricate design of brocade, and other decorative materials to prepared the festive wreaths. A skill leader was identified from amongst the Circle and coached to keep a daily track of progress. In addition she was trained to monitor quality and resolve any challenges.

This proved to be a validation of the skills the women had learned over the year. The production was smart, skillful and timely. The decorative wreaths were a much sought after item at the crafts bazaar. The sales generated an income for the women, and the groups used it to strengthen the delivery through other such training and new product sales.



OTHER ACTIVITIES – INVOLVING THE ECOSYSTEM

In her second year of existence, CherYsh was able to build strong sustainable solutions by engaging institutions in the region close to Haliyal, and nurture knowledge partnerships in response to the needs of villages of Haliyal Taluk, and those in and around Ponda, and Mangalore.



PARTNERSHIP BUILDING WITH EID PARRY, HALIYAL

CherYsh began advocacy efforts with the key industry stakeholder in the Taluk – The Eid Parry sugar factory. The partnership discussions involved the leadership of both organizations, and focused on education, skills and livelihoods for rural girls and women. The regular meetings gradually strengthened the social responsibility action planned by the company. It set the foundation for a longer-term systemic engagement to impact education and livelihoods in Haliyal.



AKSHAYA PATRA – INITIATING KNOWLEDGE PARTNERSHIP

CherYsh initiated a partnership with the Akshaya Patra Kitchens to build capacity of rural women to manage Community Kitchens in Haliyal. The focus of the partnership was to study small, decentralized kitchen models, and standards of quality that had to be maintained. The partnership program was shaped as the SaLT program (Serve and Lead Training). The program included exposure visits to learn about production infrastructure, nutrition levels, hygiene and safety standards.



RURAL TECHNOLOGY AND BUSINESS INCUBATOR (RTBI): MAP GENERATION FOR VILLAGES

CherYsh initiated a knowledge partnership with IIT Madras' Rural Technology Business Incubator (RTBI) program. The aim was to study the process of mapping villages in Haliyal. While maps exist, several details like population, raw materials available in this area, number of factories, and so on, were not plotted. The RTBI had accomplished a similar exercise in the Sivaganga district of Tamil Nadu, mapping over 55 villages. Details of mapping process using Data Loggers were shared with CherYsh. This was part of CherYsh's long-term goal to digitize data on village economies that could become accessible to rural populations.



SAKALA SAKHI – PILOT PROGRAM

The yearlong advocacy by CherYsh to Department of Personnel and Administrative Reforms, Govt. of Karnataka, for Sakala (Time-bound government services) to rural poor women resulted in announcement of "Sakala Sakhi". SAKALA SAKHIS were women enlisted at District, Tehsil, and Village levels to help other rural women file applications for schemes under Women & Child Development department. The goal was to deliver Women and Child Development schemes in a time-bound manner in Haliyal, through the Sakala programme.



OTHER ACTIVITIES – INVOLVING THE ECOSYSTEM



ROSHNI NILAYA STUDENT ENGAGEMENT: HALIYAL STUDY

School of Social Work, Roshni Nilaya, Mangalore, placed 6 Second-Year MSW students in the CherYsh-KDDC partnership project. The purpose was to build institutional engagement, and youth involvement in development efforts in Haliyal. The scope of the Study included Data Collection & Analysis of Village Development Parameters in the Kerwadi regions of Northern Karnataka. This information collation was done with communities through inclusive, participatory processes.



SaLT PARTNERSHIP - GATEWAY LAKESIDE, HUBBALLI, A *Taj Group Hotel*

A resource base was evaluated from nearby Hubballi city known for education and enterprise. CherYsh approached the Management of the Gateway Lakeside in Hubballi for regular training, and professional support for rural women in the Community Kitchens. The leadership of the Gateway Lakeside offered a knowledge partnership to the CherYsh Community Kitchens in Haliyal. The SaLT program was conceived to develop the regular training sessions. The Gateway Lakeside Team agreed to spend time both in Haliyal and Hubballi to help rural women gain professional skills in food-based enterprise.

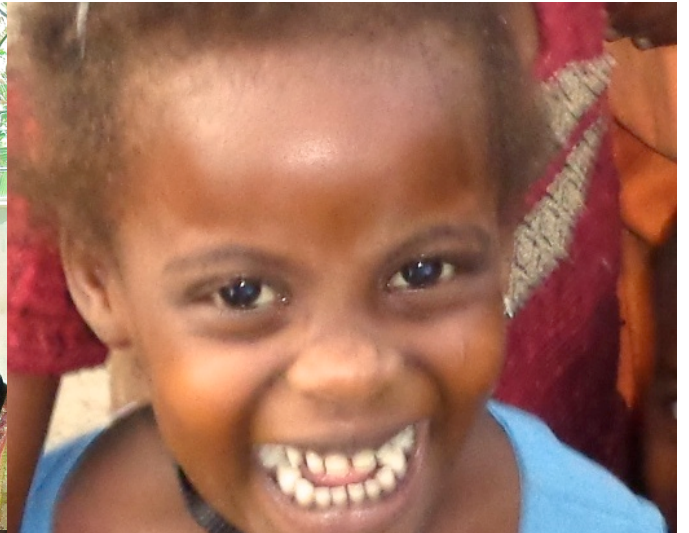


YOUTH ENGAGEMENT IN EDUCATION

In the outreach to secure partner organizations for regular capacity building of rural women, CherYsh approached the BVB College of Engineering and Technology in Hubballi. The initiative was to encourage student volunteers to contribute time to teach rural children, and later also mentor Learning Facilitators. The leadership of the College offered to support the CherYsh mission for Youth Engagement in rural change. The RITE (Rural Innovation Through Education) was conceived.



CherYsh studied the partnership possibilities with environment and technology innovators for rural change. TIDE (Technology Informatics Design Endeavour) was identified as one such organization. They were enlisted for the fuel-efficient stoves used in the CherYsh Community Kitchens.



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