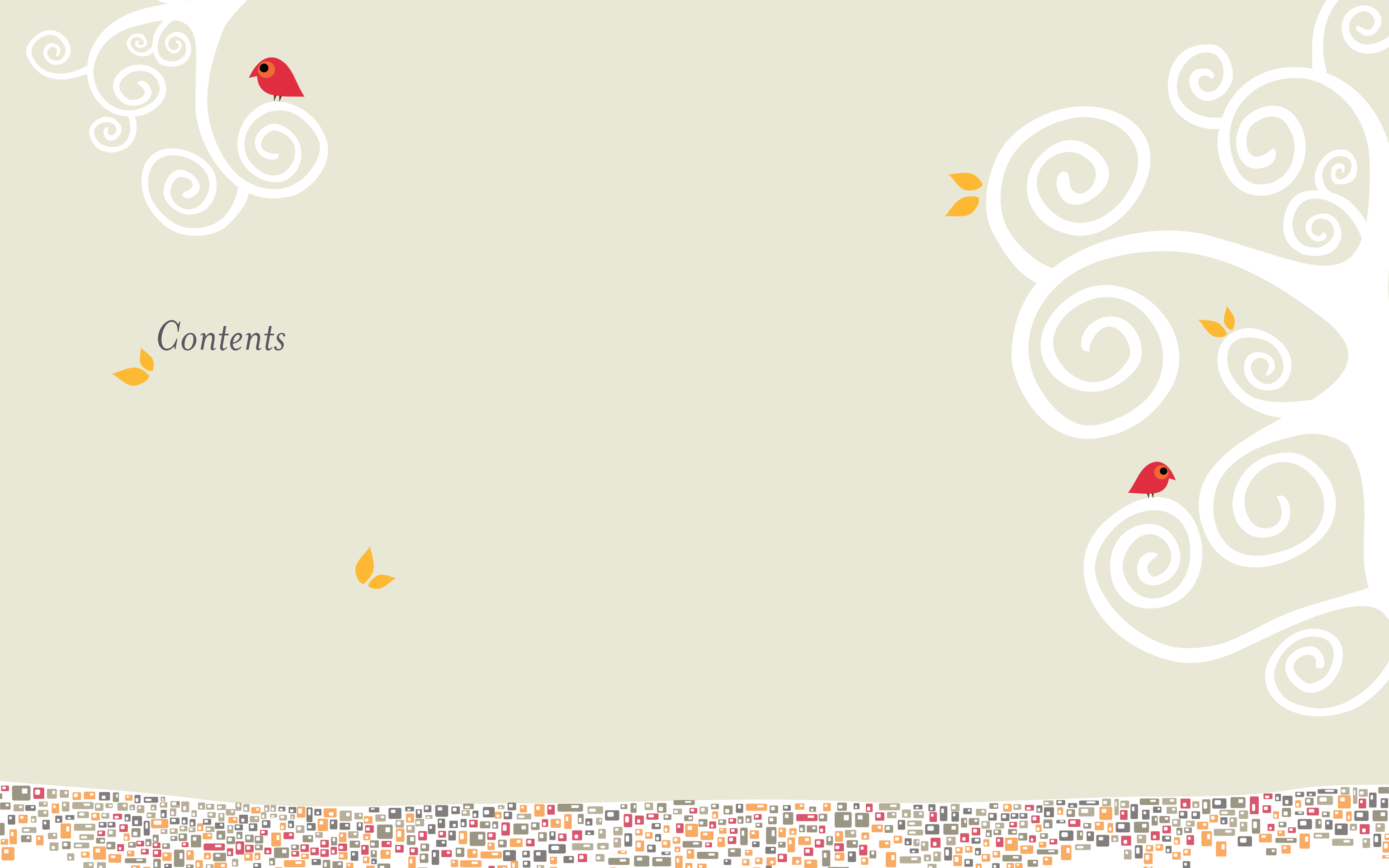




## *Corporate Programmes at Youthreach*

# *Contents*





*The mystical concept of the Tree of Life epitomises the spirit of interconnectedness of all life and the ability of all forms of life to co-exist in harmony. It alludes to the power to bridge the gap between the upper and lower worlds with the branches reaching high into the heavens and the roots digging deep into the earth.*

*The Tree of Life is a complete whole, encapsulating the essence of life in all its diverse forms, where it nurtures and gives more than it receives...*

## About Youthreach

*Founded in 1997, Youthreach is a national non profit organisation based in New Delhi which seeks to inspire individual and collective transformation to create positive social change. Youthreach creates opportunities for individuals, businesses and organisations to contribute their time, energy, skills, materials and financial resources in response to critical community needs.*

*Youthreach currently partners with 104 non-profit organisations across 8 states in India working with target groups of children, youth, women and the disabled, through interventions such as education, health care, skill training and livelihood support. Youthreach has also worked closely with over a hundred corporate and business partners through programmes centered on employee volunteering, capacity building, training & employment, sponsorship, and funding large scale community and environmental projects.*

# Programmes at Youthreach

## Awareness Programme

The awareness programme at Youthreach seeks to raise awareness on critical social issues by sensitising civil society, building insight and enabling reflection. We reach out to people using media that communicates effectively – events, publications, email, films, radio spots, talks and presentations. Typically through our awareness programme we reach out to more than 10,000 people each year. Youthreach has expertise in creating publications, designing and organising awareness events. Youthreach publications like 'If I were Rain', 'The Secret Abode of Fireflies' and 'Dreams and Journeys', have received critical acclaim nationally and internationally. To date, over 20,000 copies of the publications have been sold through leading book stores.

## Volunteer Programme

Volunteerism has been a core function of Youthreach, with the objective of promoting a volunteer ethic, and building a community of volunteers. Through the volunteer programme Youthreach mobilises, sensitises and places volunteers with partner NGOs working on issues such as children, youth, women and the environment. At a parallel level, Youthreach works to build capacity amongst its partner NGOs to mobilise and manage volunteers and leverage volunteer skills that would otherwise be unavailable to them. We have placed over 5000 volunteers ranging from photographers, film makers, sportsmen, dancers, musicians and professionals from diverse backgrounds creating very successful and high impact volunteer projects.

## Corporate Programme

The corporate programme promotes engagement among companies and businesses in the development sector through partnerships that revolve around awareness programmes, employee volunteerism, material and monetary donations and long term community development programmes. Based on corporate priorities and development needs, the corporate programme designs and manages sustainable and innovative initiatives.

## Resource Cell

Over a period of time, Youthreach has found common cause with clear-sighted and committed NGOs on the one hand and socially responsible corporate entities on the other. The partnerships have been enriching and a source of learning for us, primarily in the areas of trainings and programme management.

We have designed, implemented and monitored projects in Life Skills for Employability, Workplace English, Adolescent Sexual and Reproductive Health and Volunteer Management – and we have done this invariably with building on the strengths of each of our partner NGOs through trainings, capacity-building workshops and handholding support.

### The Youthreach Resource Cell offers:

1. Need analysis or need assessment studies
2. Content development
3. Conducting and documenting research work
4. Volunteer management workshops
5. Training of trainers workshops -  
The resource cell conducts Training - of - Trainers on Life skills, Workplace English, Career Counseling and Adolescent Sexual and Reproductive Health.
6. Awareness initiatives such as writing, printing and publishing content, designing books, annual reports, newsletters and similar materials, producing films for general awareness on social issues and organising events to raise awareness on critical social issues.

## Corporate Programme

Under the Corporate Programme at Youthreach we help businesses identify CSR interests and match them with critical community needs to develop high-impact programmes. Positioned as a bridge between grassroots NGOs working in far-flung areas and urban corporates, Youthreach works with both of them to develop, manage and monitor diverse initiatives across the country.

Youthreach employs awareness initiatives and uses instruments such as volunteering, material contribution, capacity-building, training and employment, sponsorship and financial resources to sensitise the corporates. We believe CSR to be an opportunity for a company to make a difference to the lives of its employees, their families and the larger society. Well intended and practised CSR is a philosopher's stone of sorts for the business that enhances the latter's abilities to recruit and retain staff, address the sustainability of the company, protect their reputation, create goodwill amongst stakeholders and build customer loyalty.

The corporate team at Youthreach designs, facilitates, manages and monitors corporate social responsibility initiatives that are innovative, needs based, collaborative and sustainable. The Corporate Programme currently manages projects in 8 States in India reaching out to over 5 lakh women, youth and children through interventions in the area of education, skill training, health livelihood support and environmental rejuvenation.

Our corporate partners include Alcatel-Lucent, Apeejay Group, Asahi India Glass Ltd., Auro Sugar Pvt. Ltd., Avantha Group, Baxter, Barista - Lavazza, BILT, Boston Consulting Group, Dominos, General Electric, Good Earth, HPL Additives, ITC Group, Intercontinental Hotels Group, JCB, Jindal Stainless Steel, JLLM, Leela Kempinski Group, Nokia, PepsiCo, Prime Electric Private Ltd., P.S Bedi Group, Sandhar Locks, Sun Group, Surya Brasil, Taj Group of Hotels, Wrigley Co., Yum Restaurants Ltd. etc.



## Youthreach corporate programme outreach & impact 2009~13

### *Community Outreach*

Children & Youth | **67650**

Women | **4500**

Community Members | **Over 5 lakhs**

Number of villages covered | **165**

Employee Volunteers | **700**

Micro - Enterprises | **3500**

### *Trainings Conducted*

Trainings | **65**

Trainers | **700**

Corporate & Business Partners | **118**

NGOs supported through Corporate Partnerships | **50**

States in which Youthreach has a presence | **8**

Companies where Awareness Initiatives  
have been conducted | **60**

*Over the last 15 years, Youthreach has created, incubated and scaled up innovative projects with support from corporates, some of which are described below.*

### *AIS – Integrated Community Development*

Funded by AIS, Youthreach has designed and managed interventions for over three lakh people from 120 villages surrounding AIS's manufacturing plants at Bawal in Haryana and Roorkee in Uttarakhand. The interventions include education, health, vocational training, micro - enterprise development, water, sanitation, financial literacy and governance.

### *Wrigley Co. – Youth Employability*

In partnership with Wrigley Co. Foundation, Youthreach has facilitated the development of an interactive and experiential curriculum in spoken English for the Workplace and life skills education for the benefit of 5000 disadvantaged youth across 5 states in India who are on the threshold of seeking jobs. The Youth Empowerment Success (Y.E.S.) programme aims at providing employability training to youth in the age group of 16-24 in the spaces of English proficiency, life skills and an additional oral health component in phase two of its implementation. The objective of the programme has been to ensure that at least 60 per cent of the participants are placed or are empowered to set up their own enterprise.

### *Bhutan Youth Development Fund – Youth Employability Programme*

In December 2012, Youthreach established a partnership with Bhutan Youth Development Fund (BYDF). The Bhutan Youth Development Fund, with a special focus on disadvantaged youth, enables Bhutanese youth to realise their full potential as productive citizens. It provides support for youth development activities like leadership skills, drug rehabilitation, special education, basic skills and vocational training, advocacy research and education. Youthreach conducted training programmes to train the trainers to impart the Life skills and Work Place English programme for capacitating their target group.

### *Auro Sugar Pvt. Ltd. – Sports Programme*

Sponsored by Auro Sugar Pvt. Ltd., Youthreach has been running a Squash training under the Sports Programme to give disadvantaged children the same opportunity to play sports as any other child. The objective behind this programme is to provide training, coaching, and expertise so as to bring out their potential and perhaps help these children to take up squash as a career option. This programme is being conducted by professional squash trainers at the DDA Squash Stadium, Sirfort Road. At present, 30 children are being given an hours coaching three times a week at the DDA sports stadium. Seeing the success of this programme Youthreach aims to to scale up the programme to 100 children in the coming future.



### *JCB – Youth Development and Reproductive Health and family Planning Programme*

Youthreach partnered with Lady Bamford Charitable Trust (LBCT), the social arm of JCB group for youth empowerment projects. The project focuses on enhancing the employability aspects of the students in the age group of 16 - 24 who have enrolled at government schools and vocational centres.

### *BMC Trust, Agra – Youth Employability Programme*

Seeing the challenges faced by the youth in today's time, BMC Trust a nonprofit wing of Bijli Mills Corporation, pledged to work for the upliftment of the youth and women of the society. Youthreach assisted BMC Trust in development and implementation of the project, which focusses on enhancing the employability and entrepreneurship skills of the youth and women.

### *Nokia Ovi Life Tools Programme – Content Development for Financial Literacy*

Telecom giant Nokia and Youthreach partnered to develop a user-friendly mobile phone application available on Nokia handsets to serve the common man from both rural and urban India. The service was implemented through nearly 2000 messages, each answering a question related to life skills and financial literacy.

### *Prime Electric Limited – Community Development Project*

Managed by Youthreach, Prime Group launched a community development programme between 2010 and 11 in Menakuru village, Naidupet, Andhra Pradesh as part of which Youthreach conducted a need-based survey in the village. Consequently, Prime Electric adopted the Zila Parishad High School in the village.

### *Max India Foundation – Health Awareness Camps*

Youthreach has collaborated with Max India Foundation to conduct health camps with the community members of Nipun. Talks on reproductive health by a gynaecologist to the women of the community and an immunisation camp for Nipun children have been part of the endeavour. A documentary on health and hygiene for the benefit of youth and children residing there has been also screened at the community centre.

### *General Electric – Life Skills for Employability*

With support from GE Foundation, Youthreach has supported the development of a life skills curriculum and its impartation for disadvantaged youth in the age-group of 13-22 in Delhi, Bangalore and Hyderabad. Under the partnership, 500 trainers from across 20 NGOs have reached out to over 20,000 youth.

### *Boston Consulting Group– Student's Mentoring Workshops*

As part of the employee awareness initiative of Boston Consulting Group, Youthreach organised a series of mentorship workshops for a group of young, potential youth from our partner organisations. The workshops were conducted by the BCG team, covering topics such as personality development, workplace readiness, basic IT skills, group discussion and personal interview skills. The overall objective of the workshops was to prepare the youth for their potential job opportunities.

*“Never doubt that a group of committed people can change the world. It is the only thing that ever has”*

*Margaret Mead*

### *Baxter India , Edelman, DSM Pharmaceuticals, PepsiCo, Wrigley India, IREO, YUM Foods – Employee Volunteering*

Facilitated by Youthreach, the above mentioned corporates encouraged its employees to volunteer for the community through events such as:

- Painting a shelter home
- Health awareness
- Painting competition with children
- Community walks
- Material donation
- Organising lunch parties for the children

### *Jindal Stainless Limited – Life Skills and Awareness Initiatives*

Youthreach in partnership with Jindal Stainless Ltd. has trained the staff of the JSL Foundation in life skills, which is currently being imparted to youth enrolled in the vocational training centre. In addition, Jindal Stainless Steel and Youthreach have entered into a partnership to sensitise employees of Jindal Stainless Steel to issues like disadvantaged children, specially abled children, impact of human activity on natural resources like the Yamuna, waste management, climate change etc.

### *Home Retail Group – Life Skills Programme*

In partnership with Home Retail Group, Youthreach trained youth in life skills such as self exploration, communication skills, confidence building, decision making, building and sustaining relationships, cooperation, creative thinking and so on. Theatre and sports were used as effective media techniques to encourage children to overcome barriers.

### *JLLM – Environmental Sustainability and Employee Volunteerism*

In partnership with Jones Lang Lasalle Meghraj, Youthreach organised a Leadership Road Show focusing on environmental sustainability and employee volunteerism. JLLM has also sponsored the setting up of a vermi-composting pit to recycle kitchen waste into manure and the salary of a gardener to take care of the garden for the year.



### *Alcatel Lucent – Employability Fund*

With support from Alcatel-Lucent Technologies, Youthreach set up an Employability Fund in India through which vocational training and entrepreneurship initiatives were promoted for over 3000 disadvantaged youth including those with disabilities in Delhi, Hyderabad and Bangalore.

### *Skills Training & Employment*

Youthreach has built linkages with companies across 8 sectors such as hospitality, retail, beauty and IT for training and employment of disadvantaged youth. These companies also helped with material donation and food donation. Some of the companies which have created employment opportunities for youth are Barista-Lavazza, Big Bazaar, Intercontinental Hotels Group, ITC Group, Park Plaza Group, Leela Kempinski, Spencers, Crown Plaza, Raddison Blu, The Taj Group of Hotels, Surya Brasil, Vidya Tikari etc.

### *UKIBC – Content Development*

In partnership with UKIBC and KPMG, Youthreach has worked towards the preparation of the brochure titled 'An Introduction to Corporate Social Responsibility in India' brought out by UK India Business Council. The brochure seeks to provide UKIBC members interested in investing in India a broad understanding of the India business context of which corporate social responsibility is a key component.

## *Our corporate & business partners*

Aditya Birla Retail Limited  
AIS

Alcatel-Lucent Technologies

Aman Resorts

Amira Foods

Apeejay Surendra Group

Auro Sugar Pvt. Ltd.

Ashley Shoes

Avantha Group

Bain & Co.

Ballarpur Industries Ltd.

Barista Lavazza

Basil & Thyme

Baxter

Boston Consulting Group

Benetton India Pvt. Ltd.

Bennett Coleman Co. Ltd.

Bhalla Techtran Industries Ltd.

Blue Chip Capital Services Pvt. Ltd.

Bijli Mills Charitable Trust

Café Coffee Day

Carlson Hospitality

Dixon Utilities & Exports Ltd.

DSL Pharmaceuticals

Edulever

Ensemble

Essma Felts Pvt. Ltd.

Expindia Travel Service Pvt. Ltd.

Faces Beauty Parlour

First City Magazine

Fisheye Design Pvt. Ltd.

General Electric

Genesis Luxury Fashion Pvt. Ltd.

Geoffreys

Good Earth Pvt. Ltd.

Gopika Chowfla Design

Green Goose Design

Green Line

Home Retail Group India Pvt. Ltd.

HPL Additives Pvt. Ltd.IDP

Education Australia Interglobe

Imaging Solutions Pvt. Ltd.

Intercontinental Hotels Group

Interglobe Pvt. Ltd.

IREO Management Pvt. Ltd.

Ishatvam India Pvt. Ltd.

ITC Welcomgroup Hotels

Jones Lang Lasalle Meghraj

JSL Ltd.

JCB

K & Co.

L'affaire Designs Pvt. Ltd.

LTS Consultants Pvt. Ltd.

Maya Entertainment Pvt. Ltd.

Nirula's Corner House Pvt. Ltd.

Nokia

Old World Hospitality

Olive Bar and Kitchen

Oracle India Pvt. Ltd.

Oxford Book Store

P.S.Bedi Group

Parenting Magazine

People Tree

Pepsi Foods Pvt. Ltd.

Photolink Creative Group

PSB Logistics

Prime Electric Pvt. Ltd.

Punj Llyod Ltd.

PVR Cinemas

Radico Khaitan

Radisson Blu

River Banks Studio

Sandar Technologies Ltd.

Sage Publications

Shalom

Sonar Creatives

SPL-Somany Tiles

Star Plus

Sun Group

Surya Brasil

Taj Mansingh Hotel

Taj Palace Hotel

Technova India Pvt. Ltd.

The Grand Hyatt

The Leela Kempinski Hotels and

Residences

The Mariott Hotel

The Neemrana Group of Hotels

The Park Hotel

The Sona Group

Thomson Press

TLC Relationships Management Pvt. Ltd.

Variety Book Store

Veda Bar and Lounge

Vidya Tikari Studio

Vivek Sahni Design Studio

Wrigley Co.

Weston

Yum Foods

*Youthreach has been associated with the Lady Bamford Charitable Trust since the summer of 2012, as training and knowledge partners for the Trust's Life Skills and Work Place English projects, in the government schools it supports in the Faridabad and Palwal districts of Haryana. The support we have received from Youthreach has been professional, effective and relevant. We have been aware that there were times when things had to be flexible to particularly suit the Trust's needs. The Youthreach team's skill, at adjusting the trainings without compromising the quality of training has been a learning in itself. The training and associated support has also served as a team building for the participating trust staff. The Youthreach team has integrated itself so well with the trust staff at these sessions, that we have often remembered with surprise later that the Youthreach team is actually from another organisation! We remain deeply appreciative of Youthreach's work and look forward to a continued association over the coming years.*

### **Malini Gupta**

*Deputy General Manager, CSR,  
JCB India Ltd.*

*The International Youth Foundation has partnered with Youthreach since 2004. Youthreach is a valued partner in India and has worked closely with IYF to implement its Passport to Success® life skills curriculum throughout the country, reaching out to over 7600 youth. In addition to life skills, Youthreach also has a strong focus in Workplace English, reproductive and oral health, and career guidance. Youthreach's commitment to its partner organisations and the youth we all serve is exemplary, and IYF looks forward to continue its partnership for years to come.*

### **Jacob Risner**

*Programme Manager,  
International Youth Foundation*

*Oxford Bookstores have meticulously created and earned their image as being much more than just a bookstore. Our continuous endeavor has been to raise consciousness and share responsibility on issues around literacy, welfare of underprivileged children, environment and the youth of our country, by partnering with organisations like Youthreach who share the same vision as us. Oxford Bookstore and Youthreach collaborated to creatively format events at our spaces giving unfettered rein to the imagination of our audiences. Through these, we reach out to civil society, adding value to their lives, inspiring them to achieve and contribute to the common good....*

### **Priti Paul**

*Director,  
Apeejay Surrendra Group*

*Youthreach has taken a step forward to provide training and employment opportunities for disadvantaged youth & has nurtured them so they are able to fulfill their dreams. The youth career programme in partnership with Leela facilitated a group of disadvantaged youth to engage with the Leela for specialised training followed by employment. At the Leela Kempinski, the innate potential of the disadvantaged youth has been harnessed keeping in view the skill requirements of the hospitality sector. The skills, knowledge & capability of the youth to perform effectively in their respective departments are honed each day through the training programme with the Leela. At each stage, the youth are supported with adequate training & learning so they pick up skills and experience that opens up a brighter future. Setting aside the usual and rather tiring linear approach Youthreach has actually tried to discover what is known as 'Humanity'. Kudos to their efforts for such a noble cause!*

### **Neesha Mohapatra**

*Director Human Resources,  
The Leela Kempinski Hotels & Residences*

*Its been a number of years that I have worked with Youthreach.. together we have run a programme to provide under-privileged children an opportunity to get exposure to sport through the medium of squash, I believe and hope that children with this exposure will be better equipped to take on the emotional and practical challenges of life, which no doubt will be many as they get through the years. Youthreach as an organisation inspires an environment of trust and belief along with vision for a better world, I for one have been fortunate to have had the opportunity to work with them.*

### **Samir Thukral**

*Managing Director,  
Auro Sugar Pvt. Ltd.*

*Youthreach has played a critical role in planning and implementing the AIS Community Development Programme in villages surrounding our plants in Rewari and Roorkee. Our partnership is over 8 years old and we found in Youthreach the optimal balance between being responsive to the needs of the local community and understanding & designing the perfect community engagement program in line with our vision. They are hands-on, grounded and focused on outcomes and results, while at the same time ensure that the process is transparent, participatory and inclusive.*

### **Sanjay Labroo**

*MD & CEO, AIS*





## *Youthreach offers companies and businesses the following avenues for engagement*

- Designing, implementing, analysing, facilitating and monitoring corporate social responsibility programmes across India.
- Providing a portfolio of projects for companies to support.
- Conducting awareness programmes with businesses and corporates around social and development issues.
- Designing employee volunteering programmes.
- Developing skill training and employment initiatives for disadvantaged youth through corporate sponsorships.
- Creating publications and documenting CSR initiatives.
- Organising material donation drives.
- Providing space for NGOs to exhibit their craft.
- Designing community engagement needs for companies and businesses.

*If you are a company interested in exploring a partnership possibility, email us at*

*yrd@youthreachindia.org or call at +91 11 26533520/25/30*

*For more information log onto [www.youthreachindia.org](http://www.youthreachindia.org)*

## *Avenues of Engagement for Corporates*

