



READ India
Inspiring Rural Prosperity



2014
**ANNUAL
EMPOWERMENT
REPORT**



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A MESSAGE FROM THE COUNTRY DIRECTOR

Around the world, resilient and resourceful rural women are seeking out ways to lift their families and communities out of poverty. This is why READ India spent 2014 focusing on empowering rural women and adolescent girls by not only building their self-confidence and helping them to realize the leadership role they can play in their communities, but also providing them with skills that enable them to increase their families' income, focus on their education, and more.

READ believes that investing in women and girls provides incredible returns to the society, which is why we explore their hidden talents, and provide them a platform to enhance their skills to learn and earn. Through READ Centers, we are able to reach rural communities with special focus on women, adolescent girls and children, and provide them various programs on education, enterprise and community development.

Through assessing READ Center users' level of existing skills and empowering them to utilize these skills to help them increase their income, READ brings the requisite infrastructure and equipment to their doorsteps. The trainings vary from Stitching & Sewing, Pre-school Teacher's Training, Nursing, Community Tourism, Handicrafts, and more. Women who utilize our livelihood trainings are also exposed to regular classroom sessions on women empowerment through innovative techniques like Art Therapy, Life Skills and other interactive sessions with experts. During the process of having in-depth interventions with women during the trainings, READ India has devised a 10-scale formula to bring them to a level where we empower the women to fully realize their potential and importance, and she is able to build confidence and accomplish things that did not seem possible before. To date, we have trained 17,981 women and girls through these programs.

In 2014, READ India, under National Mission for Empowerment of Women, Ministry of Women and Child Development, Government of India, we trained 470 women over a period of one year who have either got the employment or doing their own small scale business to earn better livelihood.

This Annual Report showcases the potential and progress of women reached through 14 READ Centers across the country. Thank you to everyone who has supported READ India on this journey. Together, we can work on improving the status of women in our country by reaching out to those who need the most.

In service,



Geeta Malhotra

Geeta Malhotra
Country Director

Country Highlights

14 READ
CENTERS

REACH:

224,640 people reached
through READ Centers

19 Sustaining
Enterprise



READ believes **empowering** rural communities is critical to alleviating global poverty. We envision a world where individuals, **families and entire communities** have access to the knowledge, resources and opportunities necessary **to build more prosperous futures.**

In 2014, READ India interventions were on Women empowerment with special focus on livelihood, Confidence building, personality development and building their self –esteem through special workshops, resulting in better livelihood opportunities.



READ INDIA

READ India opened **four new READ Centers: 2 in Raigad district, Maharashtra, 1 in Jhajjar district, Haryana and 1 in Baran district, Rajasthan.** This has increased our overall reach by over **31,000 rural villagers.** READ India installed solar panels in two centers to provide consistent electricity during power cuts, and also **implemented a pilot project** with the Government of India to empower women in rural areas.

Socio Economic Empowerment of Women in Geejgarh

Under the Walmart India grant, READ trained more than 3,000 women on livelihood skills with a special focus on stitching and sewing in village Geejgarh and its hamlets. The project was concluded in 2014. 70% of women trained contributed in their family income.



National Mission for Empowerment of Women

READ India partnered with Ministry of Women and Child Development under National Mission for Empowerment of Women to train 470 women in four districts in UP, Maharashtra, Bihar and Delhi on four different livelihood skills.



ECONOMIC EMPOWERMENT

70% of Women who participated in livelihood trainings under the project "Socio-economic development of Women in Geejgarh, Rajasthan" have reported increase in their income.



READ Centers **empower** rural villagers by teaching them valuable skills to earn more income and support their families. Over **1,124 villagers** participated in livelihood skills trainings, enabling them to increase their income through farming, animal husbandry, textiles, and more. Skill-based trainings and programs on small enterprise management have helped rural individuals increase their financial security and start their own micro enterprises.

2014 BY THE NUMBERS

1,868

farmers received adequate information on improved agricultural practices through use of technology.

747

individuals received skill based trainings on sewing & stitching, beauty culture, eco-tourism, nursing, embroidery, handicraft etc.

100

villagers learned about animal husbandry so they can make a living through poultry or dairy farming, beekeeping, and more.

458

women Joined self-help groups formed at READ Centers in Rajasthan, West Bengal, Karnataka, Uttar Pradesh.

PROGRAM HIGHLIGHTS

- In partnership with Ministry of Women and Child Development, four Women Resource Centers were created at four of the READ Centers in Uttar Pradesh, Delhi, Maharashtra and Bihar. Under this program 470 women and adolescent girls were trained on livelihood trainings; beauty culture, sewing & stitching, computer literacy and teachers training.
- READ India concluded a three year partnership with Walmart in rural Rajasthan, empowering over 3,000 women in livelihood skills trainings such as sewing, tourism and bangle making.



MEET BADAMI

23 year old Badami was born in a poor family of Geejgarh. She got married early because of which she was not able to complete her education. There are 10 members in her family. She lives in a Kutcha house in Ghumna Hamlet.

Immediately after few months of her marriage she came back to her house in Geejgarh.

Badami decided to learn stitching and sewing, so that she could provide financial support to her parental family and live a life of dignity.

She took 4 months training from the Center and then started stitching clothes for her neighbors. With her perfection in stitching she started getting orders from nearby Hamlets. Now she is able to earn Rs. 3000 to 4000 per month. She is financially independent and is able to support her family.

Badami said she is thankful to READ for giving her a new and independent life. She is also able to educate her siblings. Her family and the whole village are proud of her.

EDUCATION

11,318 books were checked out through READ Centers, helping improve reading and writing skills of the children and youth

READ Centers serve as a platform for 'education for all' members of a community. Our centers meet the most pressing needs of rural areas, and may be the only place where villages have access to **cutting-edge resources**. In 2014, 5,063 individuals accessed educational resources at READ Centers and 2218 individuals participated in health awareness workshops.



LIFE CHANGING STORY OF "BIPIN"

Bipin, a 14-year old boy studying in Mysore, Karnataka experienced tragedy at an early age. After his parents separated and his father moved away, his mother passed away due to ill health. Taking a toll on all aspects of Bipin's life, including his education, he eventually moved to his Grandmother's house in Village Madikheri – which is where he first came into contact with READ India Center.

At this local READ Center, Bipin started reading books, learning computer and making friends that helped him to overcome the recent losses in his life. He is a bright child and is continuing to pursue his education. The Center, through computer trainings, access to books and education programs, will support Bipin to achieve his dreams.

2014 BY THE NUMBERS

2,560

children under the age of 6 years were prepared for mainstream schooling through Early Childhood Development programme at all READ Centers and two of the pre-schools at READ Centers in Chainnsa, Haryana and Dwarka, Delhi.

571

individuals received training on local and English language skill. 52 youth continued their higher studies through Distance Education.

1,877

children were engaged in environment, art & craft, debate, quiz, reading and writing activities.

PROGRAM HIGHLIGHTS

- Story writing workshops were conducted for children to meaningfully engage them in developing a culture and habit of reading.
- A preschool was opened at Shahnad Mohammadpur, Dwarka, Delhi to promote quality education to rural children.



A woman with white hair, wearing a red and white patterned sari, is smiling and talking on a mobile phone. She is standing in a lush green field. The background shows a clear sky and some distant trees.

TECHNOLOGY

2,403 Farmers had access to improved farming techniques and important information on agriculture and livestock.

Bridging the digital divide by providing free access to computer literacy and Internet at READ Centers. In 2014 READ India conducted training for women on ICTs and did an impact study on use of Technology for development at five of its Centers in the states of Manipur, Rajasthan, and Delhi. The findings were presented at a Conference which was published in a book “Empowering Women in Developing Countries (ICT Applications and Benefits)” by Center for Science and Technology of the Non-Aligned and Other Developing Countries.

MEET MAHENDAR

Mahendar Kumar Saini, 19, of Geejgarh village in Rajasthan, India, was brought up in a humble family that could not afford his education beyond class 12. When Mahendar learned about computer courses offered at the Geejgarh Center, he enrolled immediately. Once he mastered the courses, Mahendar began volunteering to teach basic computer skills to the children at the center. Now, he’s pursuing an engineering degree through a scholarship at the local university.



2014 BY THE NUMBERS

Over **2** lakh villagers had access to **consistent and reliable** internet opening a world of opportunities for advancement

115 Youth were trained on providing content through audio production trainings at READ Centers

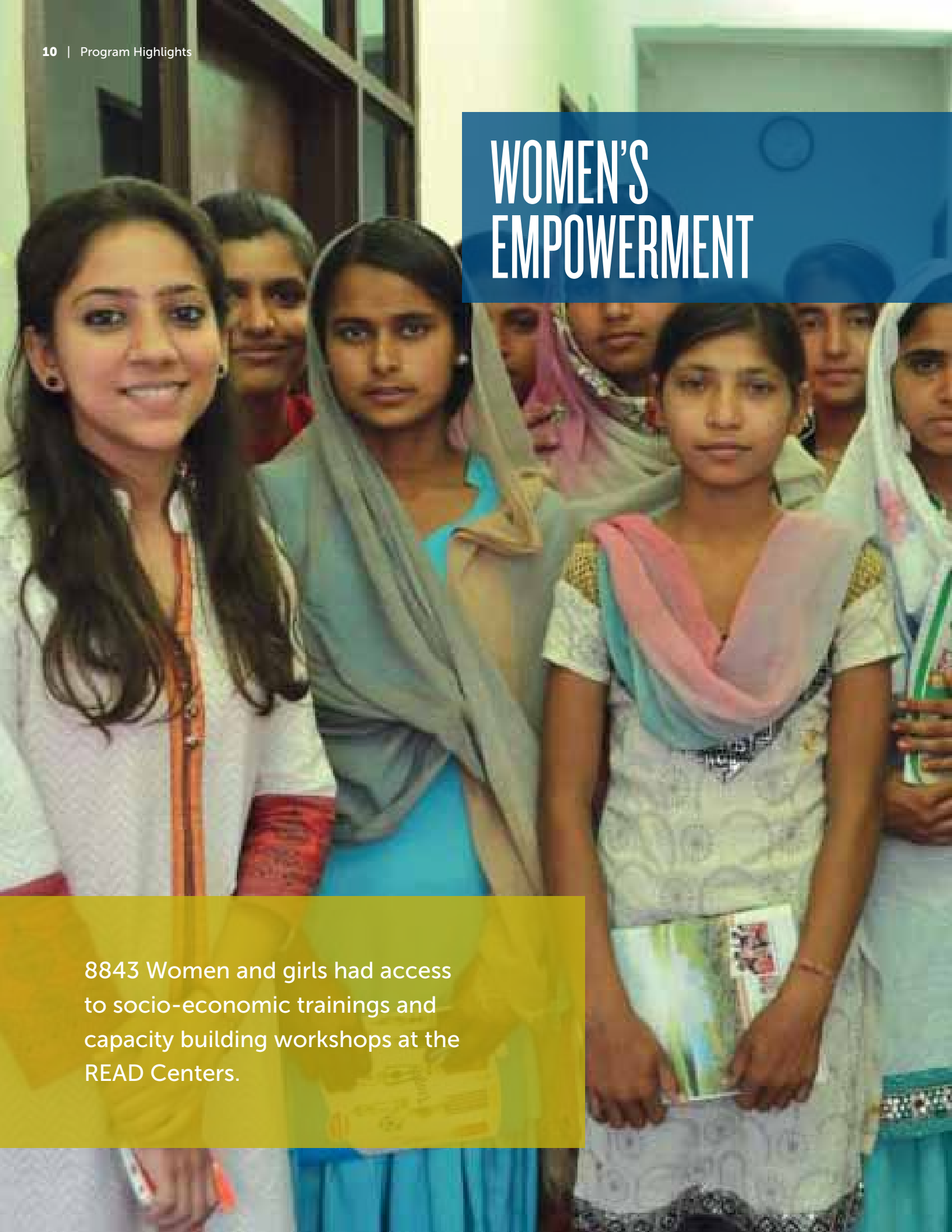
1,853 Individuals learned basic or advanced computer skills vital to **employability**

PROGRAM HIGHLIGHTS

- READ India installed solar panels to provide a source of clean and reliable energy for communities during regular and lengthy power cuts
- To improve farming practices, we piloted Farmer Knowledge Sharing programme called Kisan Gyan Seva by using Mobile Technology. This initiative helped in connecting rural farmers with agriculture experts for getting solution to their farming related problems and knowledge on modern farming techniques and livestock management.

WOMEN'S EMPOWERMENT

8843 Women and girls had access to socio-economic trainings and capacity building workshops at the READ Centers.



READ Centers serve more than one **million women and girls** by providing them with access to safe spaces to gather, learn, and advocate. Over **38,000 women** participated in trainings at READ Centers—learning to read, discussing women’s health issues, and acting as leaders.

2014 BY THE NUMBERS

2,046

Women participated in the awareness workshops focusing on legal rights, government schemes and health awareness programs etc.

303

Women participated in confidence building and leadership workshops which helped in improving their self confidence, self belief and understanding their responsibilities for healthy relationships.

458

Women became members of the Self Help Groups created by READ Centers at their respective communities.

PROGRAM HIGHLIGHTS

- We partnered with the Government of India’s National Mission for Empowerment of Women to train 470 women on livelihood skills such as sewing, computer literacy, beauty culture and teacher training so that they can earn an income.
- Under the National Mission for Empowerment of Women program, Women Resource Centers were created at four of the READ Centers in Rajasthan, Maharashtra, Delhi and Bihar. At these Women Resource Centers, Nari Ki Chaupal (women group meetings) were organized every month, in which women talked about their issues, challenges and how to find solutions to address these challenges.



ART THERAPY

READ India adopted a unique program of using “Art Therapy” as a medium to approach Women’s Empowerment in marginalized communities.

This innovative method helps to reach out to women and adolescent girls having inhibitions due to social and cultural norms prevalent in their communities. These workshops helped women to understand their inner strengths, overcome their challenges and convert their weakness into an opportunity.

WOMEN VOICES:

Preeti, Shahbad Mohammadpur:

She said these sessions have helped her to be more confident. She can express her feelings in open.

Kasturi

The eldest participant of art therapy said that for the first time in her life, she has received a certificate for an accomplishment, and this was a proud moment for her as well as her family. With the help of art therapy, she has recognized her skills. She has enjoyed painting the pot and made the happy scene of her family life. She had no idea that art therapy could be as interesting as all the women enjoyed singing, dancing, cooking and painting together and received healing from the domestic or emotional issues.

Institutional Partners

READ India would like to thank all institutional partners for joining us in inspiring rural prosperity. Leading Corporations, Foundations, International NGOs, and Government have partnered with us to further our mission through monetary contributions, program partnerships, in-kind support, and employee engagement. **These partnerships have enabled us to provide more than 2 lakh with access to vital resources and life changing programs in India.**

BILL & MELINDA
GATES foundation

The Bill & Melinda Gates Foundation

The Bill & Melinda Gates Foundation continues to be an integral partner for READ, providing capacity-building funding to help strengthen our program design, ICT offerings, monitoring and evaluation processes, and fundraising capacity.

CATERPILLAR[®]

Caterpillar

Caterpillar Foundation has partnered with READ to continue our expansion in India to the States of Karnataka and Maharashtra. Through this four-year, \$500,000 partnership which began in 2012, we will establish five to six READ Centers and provide communities with educational programs that will benefit an estimated 25,000 people.

Walmart  India

Walmart India

Walmart India completed a three-year partnership with READ India in 2014. This women's empowerment initiative in rural Rajasthan, India provided education, leadership development, and livelihood training to more than 3000 women in the underprivileged community of Geejgarh, enabling them to read and write, take the lead in various village forums, and increase their livelihoods by stitching dresses and cloth shopping bags..



Socio Demographic Society (SDS)

Socio Demographic society (SDS) had partnered with READ India to establish READ Center in Bharatpur district, Rajasthan. READ and SDS are working with women, children and youth in the community on education, livelihood and empowerment programmes.



Swades Foundation

Swades Foundation and READ have together setup two Community Library and Resource Centers in the name of Swajan Jagruti Kendras in Khamgaon and Vinhere village respectively in Raigad District of Maharashtra.



FEATURED IMPLEMENTATION / KNOWLEDGE PARTNERS

READ India has been validated by CAF India as a reputed NGO in India. CAF India helps READ India to identify projects, network with corporations working the field of education, livelihood and women's empowerment.



Technology for the people is implementation partner for READ India in Karnataka; it also provides technical support to develop innovative programmes using technology.



READ India is proud of having Bharti Retail for providing livelihood opportunity to rural women at READ Centers by getting cloth shopping bags stitched by the women for use in their stores.



Practical Action and READ India are together implementing the program to solicit and respond to thousands of questions from rural villagers on farming related problems and knowledge on modern farming techniques and livestock management



FEATURED IN-KIND PARTNERS

Amazon has partnered with READ India on 'Gift a Smile' online in kind donation programme. Gifts donated by Amazon customers are being used as an incentive for children to perform better in their education.



America India Foundation and Adobe youth voice donated ICT equipments for multimedia section in READ India Model Center in Dwarka, Delhi along with running the training programme to train youth on effective use of Multi-media tools for development.

OTHER INSTITUTIONAL SUPPORTERS (\$1000 AND ABOVE)

- Dr. Shroff's Charity Eye Hospital – Health programmes in Model Center in Dwarka, Delhi and Chainnsa, Palwal, Haryana
- Aradhya, an non government, nonprofit, human resource based organization, experienced in the HIV/AIDS areas and their main programmes includes

Education for Girl Children, Preventive and Primitive Health Care Services, Vocational Training, Community Organization and Rehabilitation of Children in difficult circumstances.

- Gram Vaani, a technology based organization providing IVRS for dimension of relevant knowledge at right time.
- SOIL – Sponsor internship programme from their Business Education College

If you are interested in learning about how your company/organization can partner with READ, please contact us at smitarai@read-india.in

Financial Summary

RURAL EDUCATION AND DEVELOPMENT (READ) INDIA

BALANCE SHEET AS OF MARCH 31, 2015

	Schedules	March 31, 2015 (Rs.)	March 31, 2014 (Rs.)
SOURCES OF FUNDS			
Capital Fund	1	1,82,98,211	1,62,36,534
Fixed Asset Fund	2	5,98,504	6,89,080
Unsecured Loans			
Unsecured Loans from Individuals/Firm		1,600,000	1,600,000
Read Global		-	-
Total		2,04,96,715	1,85,25,614
APPLICATION OF FUNDS			
Fixed Assets			
Fixed Assets	3	8,25,260	8,76,667
Less: Depreciation		(2,26,756)	(1,87,587)
Net Block		5,98,504	6,89,080
Current Assets, Loans and Advances			
Cash and Bank Balances	4	1,86,13,455	1,67,21,724
Sundry Debtors		3,82,270	5,72,770
Loans and advances		18,72,716	14,87,367
	(A)	2,08,68,441	1,87,81,861
Less: Current Liabilities & provisions	(B)	9,70,230	9,45,327
	(A - B)	1,98,98,211	1,78,36,534
Total		2,04,96,715	1,85,25,614
Notes to Accounts	6	-	-

The schedules referred to above and notes to accounts form an integral part of Balance Sheet.

As per our report of even date
For READ India



Country Director

Place: Delhi

Date: 29th September, 2015

As per our report of even date
For Shiv & Associates Chartered Accountants



Amit Singhal

Partner

STATEMENT OF INCOME AND EXPENDITURE FOR THE YEAR ENDED MARCH 31, 2015

	Schedules	March 31, 2015 (Rs.)	March 31, 2014 (Rs.)
INCOME			
Grants/Donations Received			
Amount transferred from Capital Fund		1,61,89,147	1,66,07,437
Amount transferred from Fixed Assets Fund		2,26,756	1,87,587
Donation & Other Programme Receipts		1,15,96,591	41,12,430
Other Income		8,89,053	13,74,687
		2,88,98,547	2,22,82,141
EXPENDITURE			
Project Expenses (Direct)	5	1,75,95,684	1,16,60,051
Advertisement & Promotion		13,300	2,250
Audit Fees		2,47,968	1,80,000
Bank Charges		8,307	13,852
Consultancy Fees		-	4,07,253
Computer Repair & Maintenance		92,036	30,790
Depreciation		2,26,756	1,87,587
Electricity Expenses		1,49,859	1,40,097
Fixed Assets Purchased		1,36,180	2,28,455
Foreign Exchange Fluctuation Loss		-	3,649
Insurance Expenses		1,40,243	15,112
Miscellaneous Expenses		12,988	19,331
Legal & Professional Expenses		46,778	11,236
Office Expenses		1,52,974	1,13,388
Office Rent		8,47,700	7,78,500
Other Charges (Interest on Tds)		2,663	5,305
Postage & Courier Expenses		3,756	7,710
Printing & Stationery Expenses		1,44,435	1,14,076
Repair & Maintenance Expenses		2,98,096	2,33,841
Seminar, Conference & Meeting Expenses		1,30,499	30,578
Sustainability Business & Setup Expenses		30,865	1,36,444
Salary Expenses		63,22,898	62,21,900
Staff Welfare & other Benefit Expenses		9,75,569	1,78,381
Telephone & Internet Expenses		3,13,591	2,94,769
Training & Workshop Expenses		1,39,674	2,16,364
Travelling and Conveyance Expenses		8,65,728	10,51,222
		2,88,98,547	2,22,82,141
Excess of income over expenditure		-	-
Notes to Accounts	6		

The schedules referred to above and notes to accounts form an integral part of Statement of Income and Expenditure.

For READ India



Country Director

Place: Delhi

Date: 29th September, 2015

As per our report of even date

For Shiv & Associates Chartered Accountants



Amit Singhal

Partner

Looking Ahead

We remain committed to **empowering communities** in India in 2015 by establishing new READ Community Library and Resource Centers, offering high-quality programs on Education and Development and providing access to cutting-edge resources and trainings on **21st century skills**. We will work with our communities and partners to **help build communities** that are thriving places to live in.

- We will establish at least 4 centers, expanding to new communities in Maharashtra, Rajasthan, Haryana and Karnataka
- We will diversify our funding base and leverage partnerships to work collaboratively toward our common vision of sustainable community change.
- We will partner in a more meaningful way with corporations, utilizing both their financial resources and human capital to work together to meet our shared goals.
- We will scale our successful ICT pilots across READ Centers to connect more rural villagers with the internet and make our Centers solar powered.
- READ India will focus on strengthening livelihoods trainings for women across our Centers and make efforts to link them to have access to on line and offline market space by building their management capacities and financial literacy.

We look forward to sharing updates with you in 2015 through our website, newsletter, and social media.



LEADERSHIP



U.S. MANAGEMENT TEAM

Tina Sciabica

Executive Director

Naita Saechao Chialvo

Deputy Director

ASIA MANAGEMENT TEAM

Geeta Malhotra

Country Director, READ India

Karma Lhazom

Country Director, READ Bhutan

Sanjana Shrestha

Country Director, READ Nepal

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