

Bi-Annual Outcomes Snapshot

April-September
2020



Foreword

I am pleased to share with you the HHH Outcomes Snapshot for the period from April through September of this year. This period began with a lockdown that had severe economic consequences for the communities where we are present. Our immediate COVID response – in the form of a pan-India food security drive - was designed to alleviate the dire situation in many vulnerable communities where livelihoods were disrupted. In the weeks that followed, we leveraged every opportunity and partnership possible to support these communities through training, skilling, livelihood support, social protection linkages, information dissemination, counseling, mentoring, and more.

This report is a summary of all those efforts – both on the ground and online. I am proud of the team that has managed to deliver this impact. And as always, we are grateful to the many partners who make this impact possible.

Pankaj Singh
CEO, Head Held High Foundation

Our Initiatives

01

Youth and Community Transformation Make India Capable (MIC)

MIC was conceived as a transformative program designed to empower rural or disconnected youth and enable them to overcome the constraints that keep them trapped in poverty. The program achieves this through a curriculum that includes foundational concepts in the following areas:

- English, Maths, Computers, General Knowledge, Logic, and Life Skills.

02

Rural Entrepreneurship Antarprerna

Antarprerna is a group community enterprise initiative designed to place livelihood opportunities within the reach of rural women. The concept for this model stemmed from our insight that rural women cannot travel too far from their homes in search of work. We have three centers currently operational – in Karnataka (Wadi and Chikkballapur) and Maharashtra (Chandrapur) where women make textile products for external markets.

03

Amplifying Impact Global Action on Poverty (GAP)

GAP amplifies the impact of social changemakers through ideas and capabilities drawn from a collective of partners and resources.

04

Digital Initiatives UNDP's Future-ready guidance (Sach honge sapne) Virtual Volunteering

“Sach Honge Sapne”: a UNDP-HHH initiative to deliver job and career readiness information to youth.

Virtual Volunteering - To connect corporate employees and others with youth from rural and underprivileged backgrounds for mentoring and counseling.

05

Covid Response and Build back

Dry ration distribution for vulnerable communities across the country.

Community Response Centers as a hub for youth and migrant returnee to access information on livelihood opportunities and skill development, among other build back initiatives.

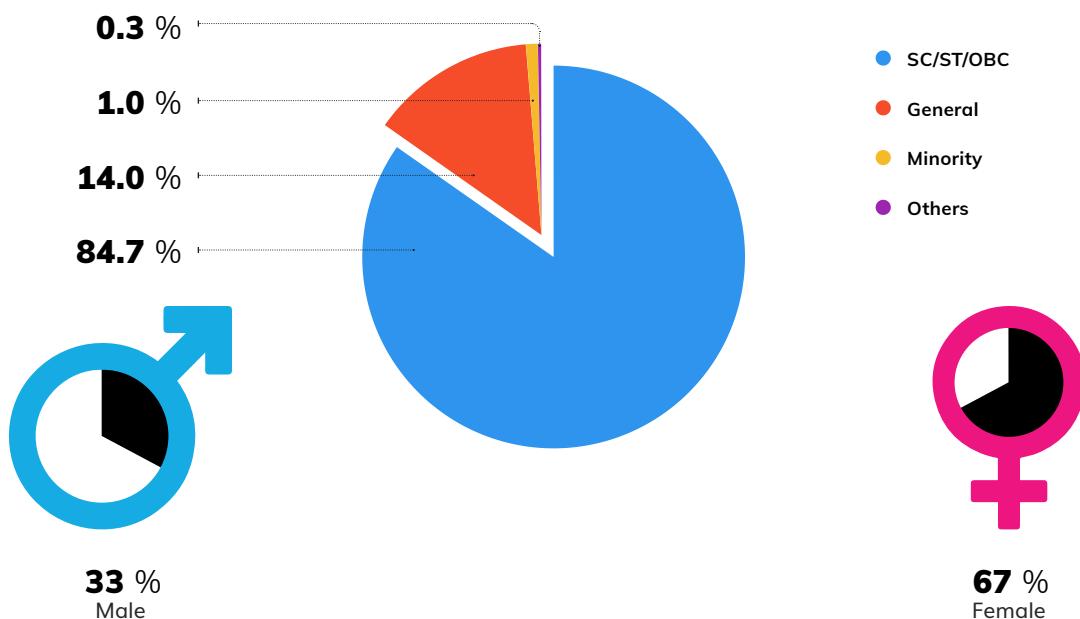
Enabling social security access to help mitigate the adverse economic impact of the pandemic on these communities.

Make India Capable (MIC)

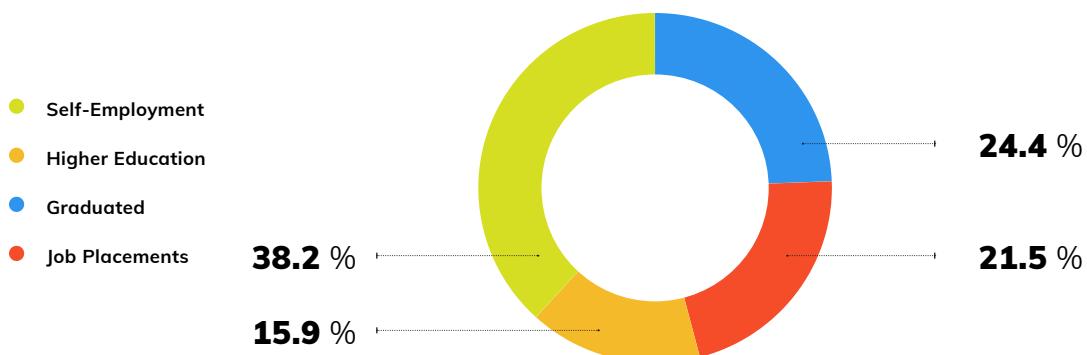
Running the flagship MIC program was challenging in the early weeks of this period with the lockdown in place across the country. Our physical training centers were closed but we continued to deliver training and guidance via phone calls and digital platforms. These efforts translated into the outcomes below - for graduation, placement and self-employment.

MIC Demographics

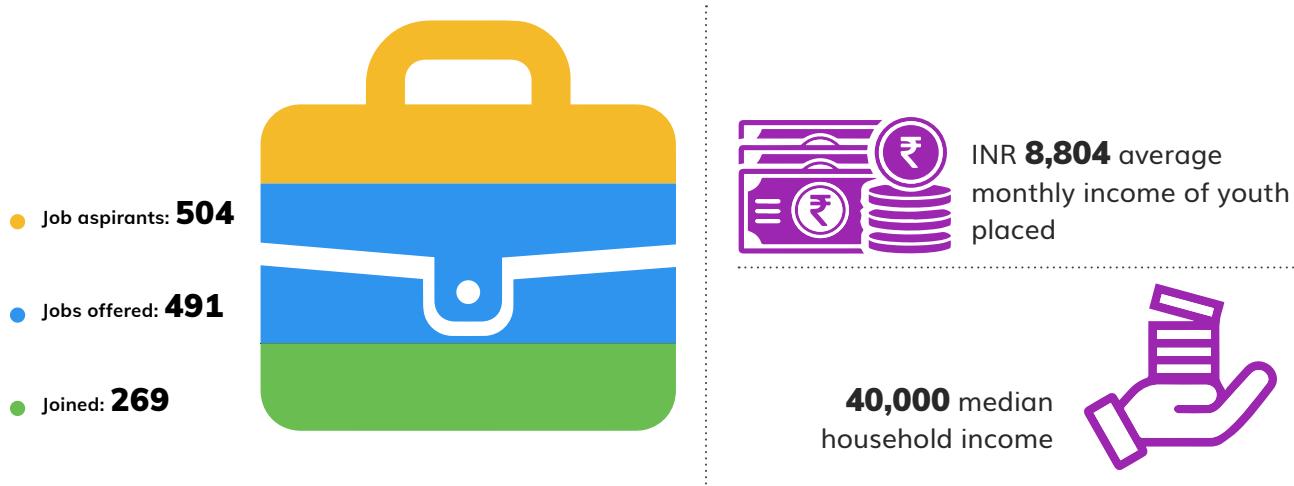
Youth who completed program during this period (Total = 874)



MIC Outcomes



Placement Outcomes

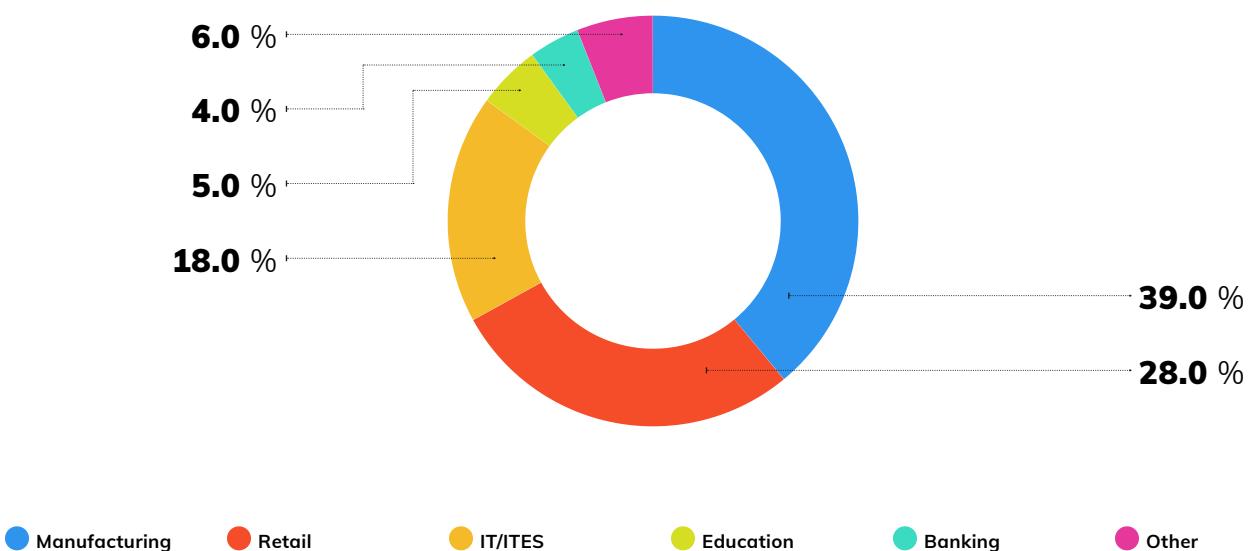


97% of job aspirants have received employment offers



The average daily wage for youth placed increased from approximately **\$1.9** (before the program) to **\$5**.

Employment sectors of youth placed



Self-Employment Stories

Lingaraj belongs to a rural family from Koppal, Karnataka, and has been through many ups and downs on his way to financial security. Till 2017, he

had a small dairy business but this collapsed when the borewell on which it was dependent dried up. He now had to figure out how to start afresh.



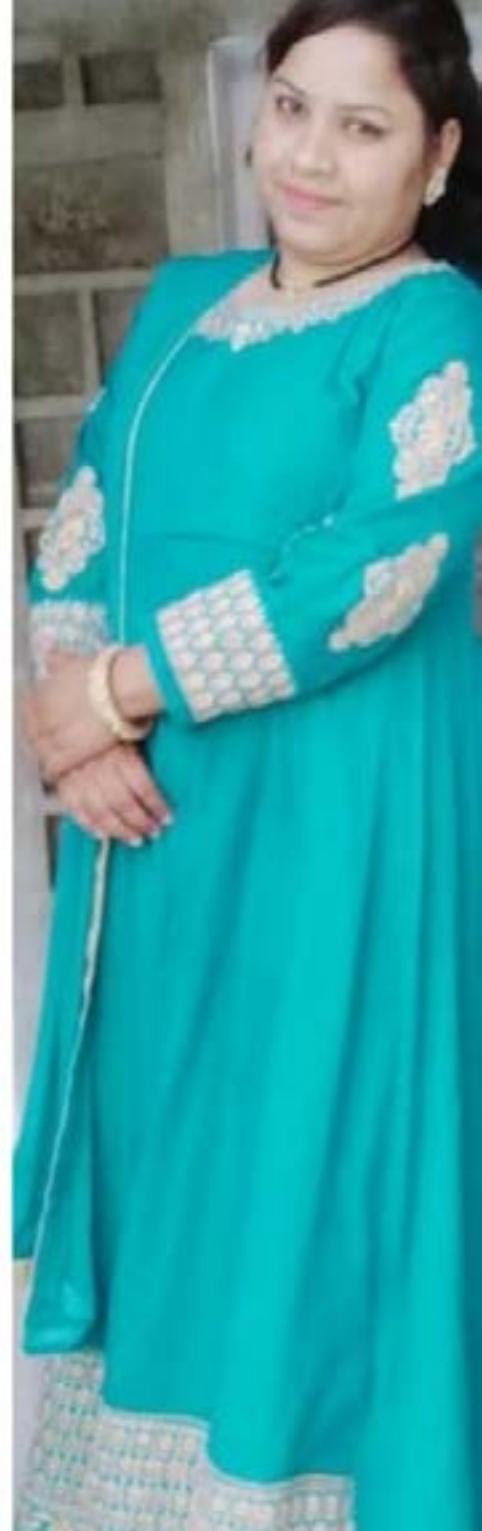
The story of how Lingaraj overcame barriers to be successfully self-employed:

<https://youtu.be/mF5ChJfYbK>

In mid-2018, he enrolled in Head Held High's training program, which helped him in many ways- with personality development, financial literacy, communication, and time management. He felt like a new person at the end of it, with new goals for himself. He started a small eatery in his village, followed by a small Kirana store, and found the skills picked up through the training helped him to be more productive. He also signed on to become the sole

associate for the OneBridge Solutions platform in his village. Through this, he facilitated mobile recharging and Mini ATM services in the community. He also helps SHG members to deposit their daily collections in rural cooperative banks, and earns a commission through this activity. He credits the HHH training with helping him juggle multiple businesses and activities.

Average monthly income: INR 20-25K



“ I was making masks during the lockdown and made a bit of money during that time. But after that period, the work dried up and there was no income. I was feeling disappointed and tired. I had many business ideas but everything needed money and I couldn't act on them. Then I decided to use my tailoring skills and start a clothing-based business from home. My husband was

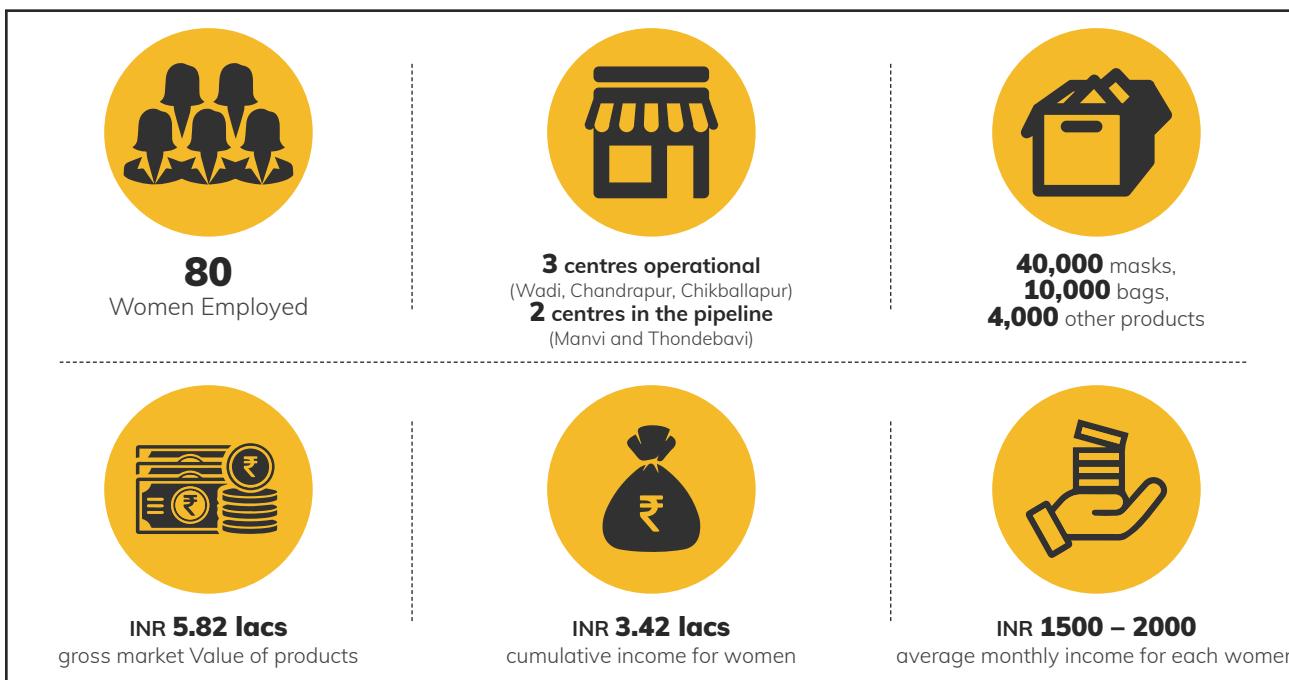
supportive. And so I have been able to start. The lockdown has been difficult for everyone. But this is a time to think about what you want to do and see how you can start in a small way.

Heena Perveen
Now her average monthly income is
INR 5,000

Antarprerna

Women Collectives

Our Antarprerna group enterprise projects have enabled women who had never earned an income earlier to be financially and personally empowered. Below are the main outcomes (in terms of employment, productivity, and income generated) across our Antarprerna projects in the period from April through September of 2020.

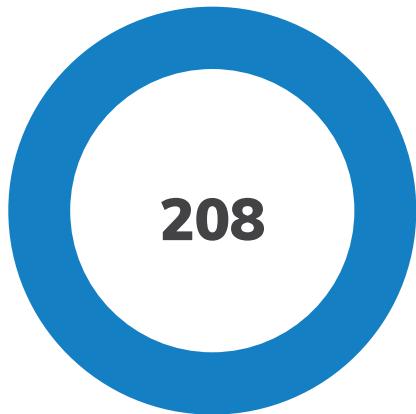


Gangamma or Ganga (seen here with her mother) got married at the age of 18 and moved to Gujarat where her husband was from. But after the marriage turned abusive, she left and moved back home to live with her parents, her brother, and his family. Ganga was often reminded that she was a financial burden on them. The Antarprerna project in Wadi (supported by ACC Cement) to employ local women was a new idea in a community where women rarely worked outside the home. Ganga was able to join the project mid-stream when another woman left and a vacancy opened up. She soon became known for being extremely hard-working and is one of the more productive workers at the Center. With a monthly paycheck, she feels both personally and financially empowered. Her family now acknowledges her status as an earning member of the household and has started treating her with more respect.

Read our writeup in *YourStory* on the Wadi project: <https://bit.ly/2Fvphkx>

Micro-Entrepreneurship

We provide training and support (in the form of small grants and/or mentoring) to help motivated rural entrepreneurs start small ventures aimed at their communities.



**Micro-entrepreneurs
Supported**

“

Aishwarya runs a tailoring business from home. She says the entrepreneurship training sessions by HHH exposed her to several business concepts, including ensuring product quality, displays, marketing and promotion, and a lot more. She is ready to take her venture to the next level now.

Listen to Aishwarya talk about how the training helped her:

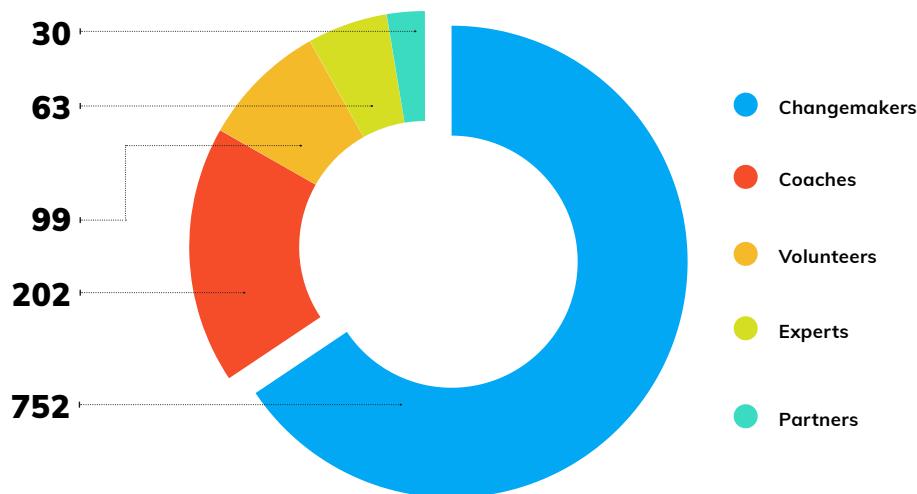
<https://bit.ly/2SSesfs>



Global Action on Poverty (GAP)

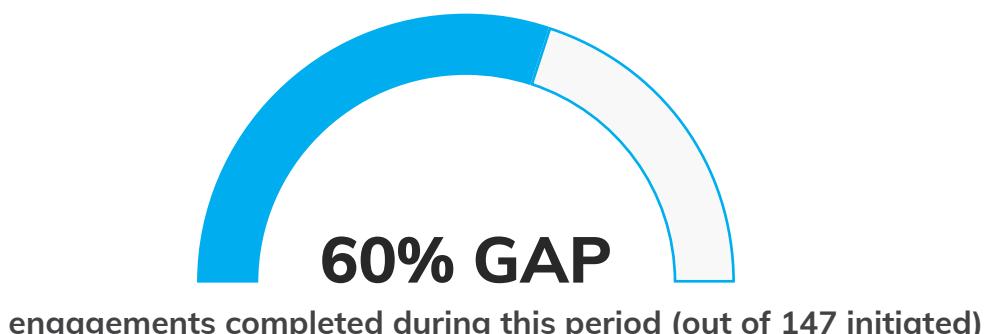
The GAP Community exemplifies the power of a change-making collective. Or what is possible when changemakers can leverage the resources and expertise of a large pool of socially motivated individuals and entities. Below are the main outcomes (in terms of community composition, engagements and focus areas) in the period from April through September of 2020.

Make-Up of the GAP Community



GAP Engagements

Tata ProEngage Volunteering - Started Aug 1, 2020: 21 current and former employees of TATA enterprises started volunteering with 10+ GAP changemakers for projects in multiple sectors such as health, education, agriculture, and local community empowerment. Projects are being completed virtually and include developing a communication plan, sales and marketing strategy, fundraising strategy, research, etc.



Changemaker of the Month

May

Mithila Malhotra
*Under Privileged Advancement
 By Youth (UPAY)*
 Education for BPL Community.

June

Ravi S Kumar
Freedom For You
 Healthcare and Education.

July

Anubhooti Bhatnagar
Neo Fusion Creative Foundation
 Underprivileged Youth.

August

Amitava Roy
Lokmata Rani Rashmoni Mission
 Underprivileged and poor communities

September

Chandrasekaran
MERDS NGO
 Rural Community Buildback.



Mithila Malhotra



Ravi S Kumar



Anubhooti
 Bhatnagar



Amitava Roy



Chandrasekaran

Top 3 Development Focus Areas in GAP



46%

Education & Skill Development



19%

Livelihood & Entrepreneurship



13%

Agriculture

SDG Impact



No Poverty



Zero Hunger



Quality
 Education



Decent Work &
 Economic Growth



Reduced
 Inequalities



Partnership for
 Goals

UNDP-Future Ready Guidance (Sach Honge Sapne)

“Sach Honge Sapne” is an online series we are currently managing for UNDP* that is designed to deliver information on soft skills, job readiness, and sector skills and opportunities. Through this targeted initiative we are able to reach youth whose job or education aspirations have been disrupted by the pandemic.

Below are the outcomes -in terms of reach, touchpoints, and output -achieved so far in this project that began in September and that will run through December 2020.



1.46 K
subscribers



64,857
total views



4908
total individual connections
(for counseling and
mentoring)



19
videos produced

Sectors Covered



Leather



Automotive



Tourism and Hospitality



Telecom



Beauty and Wellness



Retail



Banking, Financial Services,
and Insurance



IT and ITeS



Logistics



Healthcare



Education

| Virtual Volunteering

Since it began in the early days of the lockdown, Virtual Volunteering has become a movement of sorts with many corporates and their employees eager to donate their time towards training and mentoring youth from underprivileged backgrounds. Below are the main outcomes- in terms of engagements and volunteering hours-achieved under this initiative so far.

27 Companies Onboarded

13272 Hours of Volunteering

900 Trainees Engaged

1578 Volunteers Engaged

“ The session was extremely fulfilling and Ashish (the trainee) has an immensely curious mind who wanted to grasp as much as possible. In spite of being hit hard by the pandemic, Ashish wants to keep working hard for his family and in his quest for a new livelihood he has still not lost his zeal to learn and that is something which really inspired me. I believe if mentored for a few more sessions, he will excel at English and he has also expressed a desire to learn computers which I will be keen on teaching if given an opportunity to. ”

Virtual volunteer at L&T Financial Services

“ I learned so many things through these sessions -- thought development, self-discipline, the drawbacks of smartphones, the Power of Active listening, etc. These sessions are very good for new learning and topics. ”

Trainee from Guhana, Haryana

Dry Ration Distribution

Our teams on the ground overcame multiple logistical hurdles in order to ensure that those in real need were supported through our food distribution drives. Below are the main outcomes of this effort:-



16,000
families reached



1.2 Million
meals supplied



14 states and

50+ locations



Community Response Centre (CRC)

Through the Sedam (Karnataka) CRC, apart from operating the Information Kiosk service at the Centre, our team is actively reaching out into nearby communities to provide information on both career options and current opportunities.

Here are the main outcomes of this effort:

- **15** village communities targeted for providing job/career counselling & guidance
- **160** youth registered for counselling support; 20 already placed in the hospitality/retail sector
- **100** beneficiaries reached per day in this ongoing effort

We have also delivered entrepreneurship training to a group of women in Sedam, more than half of whom have lost their jobs due to COVID. These women were identified based on both financial need (all of them are Below Poverty Line in terms of family income) and level of motivation to start their own ventures.



15 women in Sedam attended General Entrepreneurship Training (GET) sessions to learn about marketing, accounting, strategy, and other topics.

- Women range in age from 26 to 54
- They will now receive a mini-grant and mentoring to start and sustain their ventures.
- We plan to implement this self-employment initiative in other locations.

Social Security Access

There are several general and COVID-related social security schemes that can help mitigate the economic impact of the pandemic on rural communities. Along with key field partners, we are working on facilitating access to these schemes for those eligible across the country.

Below are the main outcomes of this effort:-



4150
beneficiaries
supported



₹ 93.6 Cr.
annual economic
value of benefits

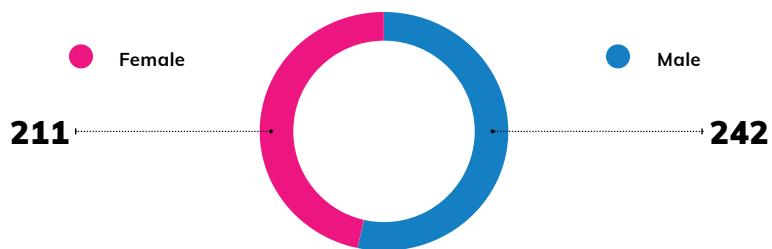
GULE, KARNATAKA: A MODEL FOR SOCIAL SECURITY IMPACT



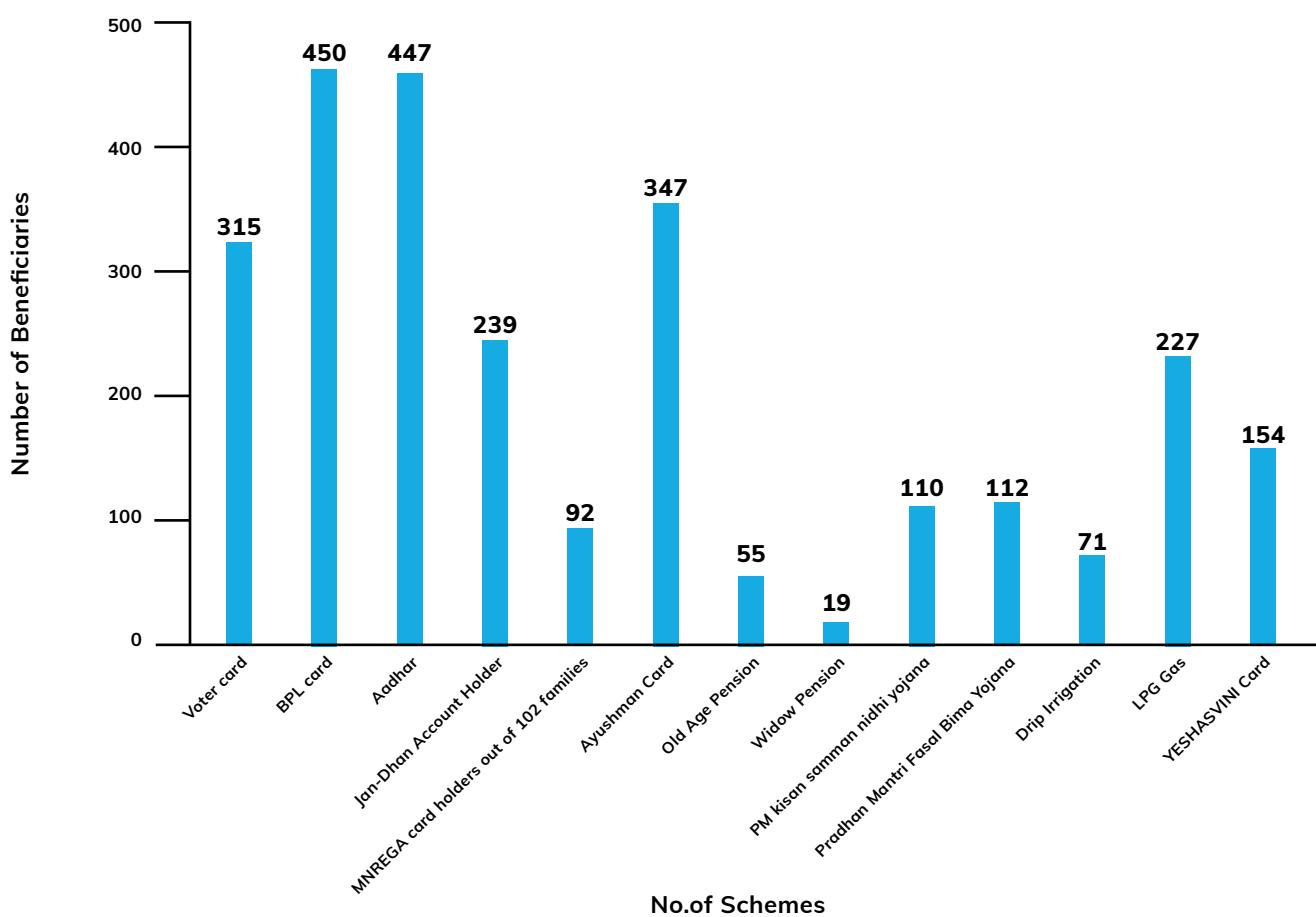
In the village of Gule (Karnataka's Koppal District), we have enabled close to 100% health insurance coverage by reaching all families in that community.

Gule Demographics

(Total population-453)



Forms of Social Protection Enabled in Gule



Main schemes accessed- Pradhan Mantri Jan Dhan Yojana, Pradhan Mantri Ann Yojana, Ayushman Bharat – BPL, MGNREGA, Labor Card, PDS, Foodgrains for migrants, COVID Bank credit facility

For more information and for partnerships

contact:

Pankaj Singh

Email: pankaj.singh@head-held-high.org

Ph: +91-9673005055

Devashis Dubey

Email: devashis.dubey@head-held-high.org

Ph: +91-9910022610

Deepti Natarajan

Email: deepti.natarajan@head-held-high.org

Ph: +91-9742947041

Thank You
