



Q1- Q2

# our outcomes report

## April – September

2021



2022

# Onwards

We are happy to share the Head Held High Outcomes Report for the first half of 2021-22 year. As always, our goal in these past six months was to prioritize equity and access for the rural communities we operate in. The approach we used was multi-pronged and rooted in social protection -- including social security scheme transfers, training to build job readiness, and other forms of livelihood support centred around self-employment and entrepreneurship.

Together these interventions have been extremely relevant and timely and will remain a core part of our efforts on behalf of these communities.

Of course, none of the outcomes featured in this report would have been possible without our incredible community of partners. We are deeply grateful for their support and commitment.

For the rest of the year and beyond, we will continue to harness our collective will and resources in the larger fight against poverty.

*- Team HHH*

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**426**

Families who have received cash transfers

**898**

Families identified to receive one time cash transfers

**40,068**

Families provided hygiene kits

**26,116**

Vaccine registrations enabled

**INR 1.28 cr**

Total value of emergency financial aid distributed

## Direct Covid Response

Our Covid response included efforts to deliver financial aid to impacted families as well as to keep people and communities safe in the face of another pandemic wave.

In partnership with GiveIndia and through their Covid emergency fund, we enabled one-time cash transfers to families whose breadwinners had succumbed to Covid-19. We also handed out hygiene kits in multiple locations. Lastly, we conducted awareness building drives in many of our rural locations to counter vaccine hesitancy and get people to register for their Covid shots.

Read about our efforts to connect families with GiveIndia's humanitarian aid:  
<https://head-held-high.org/2021/08/04/giveindia/>



**INR 9,491**

Average monthly salary

**80%**

% of youth aspiring for jobs offered

**105**

Youth supported for self-employment

**951**

Youth graduated

**428**

Youth placed

## Youth Transformation

Make India Capable is our longest running initiative with a focus on developing skills and capabilities in youth and placing them on pathways that lead to economic and personal empowerment.

Although our classrooms were affected in the first quarter of the year with the second wave sweeping across the country, we were able to largely reopen in the second. Enrollments are trending upwards across all locations and placement outcomes are seeing a boost with the economic outlook improving for most hiring sectors.

## Syed's Story

**20-year-old Syed Sohail is from a family of four living in Raichur district. With his father having left and no longer supporting the family, the onus was on Syed to be the primary earner. Syed had failed in class 10th and was working in a clothing shop when he heard about the Make India Capable program.**

**He says, “I have learnt to communicate with people, picked up typing and gained digital knowledge from the training program.” Motivated by the program, he soon began his own business selling electronic and mobile accessories, Syed presently also works as a sales representative for two companies. He is already earning enough to support his mother and two sisters and expects his income to grow as he learns to manage his jobs better.**



Syed with HHH Assistant Master Trainer, TR Chandana.



**137**

Women impacted

**INR 7.9 lakhs**

Cumulative income  
for women

**INR 33 lakhs**

Gross economic value  
generated

**16**

Women who started  
their own businesses

## Rural Entrepreneurship

Under Antarprerna, we aim to build self-sufficiency for poor rural communities by supporting micro-entrepreneurs at both a group and individual level. The program also leverages training and partnerships (on the program and market fronts) to support livelihoods in these communities.

Across our five collectives, we handled a mix of products and worked with long-time and new partners – both at a national and local level – in order to create income-generating work for the women.



## Shabana's Story

Shabana is a member of the Antarprerna women collective in Wadi. She and the other women at the centre completed our General Entrepreneurship Training (GET) program earlier this year which gave them an orientation into all the aspects of running a business – including sourcing, managing inventory, marketing, bookkeeping and a lot more. Following this, a few of the women joined hands to start a local clothing business. They bought saris, salwar suits and other items from wholesalers and then resold them at exhibitions in Wadi or through word of mouth promotion. But since the upside of such a group-based enterprise is limited, Shabana has now decided to run her own clothing venture, along with a sister-in-law who lives in Gujarat. She launched her venture during Bakri Eid earlier this year and further expanded her clothing selection during the festive season in Wadi. She has been happy with the response so far.



## Enabling Social Security Access

In the face of COVID-19, we realized that vulnerable families needed support in accessing general as well as pandemic-specific social security benefits. Many were not aware of the schemes they were eligible for or did not know the process involved in applying for them. We are facilitating the process in all our active locations with the help of both our field teams and youth in our training programs. Our field team members help families with the application process while the youth pitch in through awareness drives at many locations.



## Financial Literacy Training for Asian Paints

In a partnership with Asian Paints, we are also connecting their community of contract painters with social entitlements. For this group, we have further developed financial literacy modules that cover topics such as banking, budgeting, saving and planning for emergencies. We have equipped trainers from Asian Paints to deliver this content to their audience.



**4,348**

Youth given career guidance

**3**

Districts reached

**70**

Institutions provided support with developing career resources

## Future Readiness + Code Unnati

CODE Unnati aims to prepare youth in smaller towns to be future ready through a custom curriculum and content that focuses on contextual job market details, skill-based training to boost job readiness, and individual career guidance. The current 18-month phase of the project is aimed at youth from government institutions in rural Bangalore, Dakshin Kannada and Raichur.

At these locations, we now have a team of career coaches that are working with youth in order to provide career guidance and counselling. Since August, we have also been hosting a series of online webinars featuring career experts from different fields.

**Read more about the program design of and targets under Code Unnati:**  
<https://head-held-high.org/2021/06/12/code-unnati/>



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Community Response  
Centres operational

3,354

Families reached

117

Youth provided  
career guidance  
& counselling

Gurgaon,  
Bangalore,  
Chennai,  
Hyderabad,  
Vishakhapatnam  
Locations

# Community Response Centres +MARG

Community Response Centres (CRCs) are physical hubs to manage our interventions in vulnerable communities. At the core of these is MARG (Mera Aspiration and Response Generation), a framework for assessing the poverty levels of families and creating pathways to minimize their financial struggles. The poverty alleviation plan we put together for each family is focused on helping them access social entitlements and supporting them with livelihoods. Skilling, mentoring and training for youth are other interventions that are further enabled through our CRCs.

Read more about the goals of our  
Community Response Centres currently  
operating in five urban slum communities:  
<https://head-held-high.org/2021/08/18/covid-build-back/>



## A Recovery Plan for Surender & Babli

Surender and his wife Babli live in Gurgaon with their two children. Until eight years ago, the family was financially stable as Surender's job as a carpenter was enough to support them. However, at that time, Surender had a medical emergency and became paralyzed as a result. His wife helped run the household through her job as a domestic worker. We applied the MARG framework in order to zero in on the main areas of intervention required in this case. With social security benefits being a priority, we helped Surender and Babli in applying for the pension scheme available to persons with disabilities. The family will start receiving this benefit from October. Following this, we plan to evaluate other ways we can support the family in their quest for financial security.



# Global Action Against Poverty

Global Action on Poverty (GAP) is an ecosystem built around providing resources and guidance for changemakers to grow their impact. It is essentially a community of changemakers -- with solutions in the areas of education, energy, agriculture, health, water & sanitation – and individuals and entities who are committed to seeing them succeed.

Here are six changemakers whose work we have recognized and supported in the last six months:

### **April**

**Ashok Bhati, Founder of Navajeevana Grameena Abhivridhhi Samsthe**, works along with his team in the field of empowerment and development of marginalized groups focusing on women, children, youth, farmers, differently abled and child labourers.

### **May**

**Matthew Kurian, Founder of EI Saddai Charitable Trust**, working in Goa, Karnataka, Kerala, Maharashtra, Tamil Nadu, Sikkim. They focus on child protection, education, women empowerment, advocacy for street children and orphans.

### **June**

**Amol Dinkar Sainwar, Founder of Shivprabha Charitable Trust**, works along with his team in the field of rural development, women empowerment, health, education, meditation and nature. The organization operates in 38 districts across 8 states.

### **July**

**Kedareswar Chaudhury, Founder of Darabar Sahitya Sansad**, works with his team in 5 districts of Odisha. The society focuses on women empowerment, livelihood promotion, migrant labour issue, disaster management and youth employability.

### **August**

**Satarupra Majumder, Founder of Katakhali Swapnopuron Welfare Society**, works with her team on child rights, education, prevention of trafficking & child marriage, sensitization on menstrual hygiene along with some intervention for the adults on literacy and women empowerment. They operate in the mangrove forests of Sundarbans in West Bengal.

### **September**

**Mrs. Kristin Kagetsu and Mr. Tarun Bothra, Founders of Saathi** and their team have developed a sustainable manufacturing model for menstrual hygiene products with positive impacts on women's health, the local community and the environment.



**15**

Companies  
volunteering  
with us

**1,120**

Total volunteers

**517**

Rural youth  
impacted

**2,240**

Volunteering hours

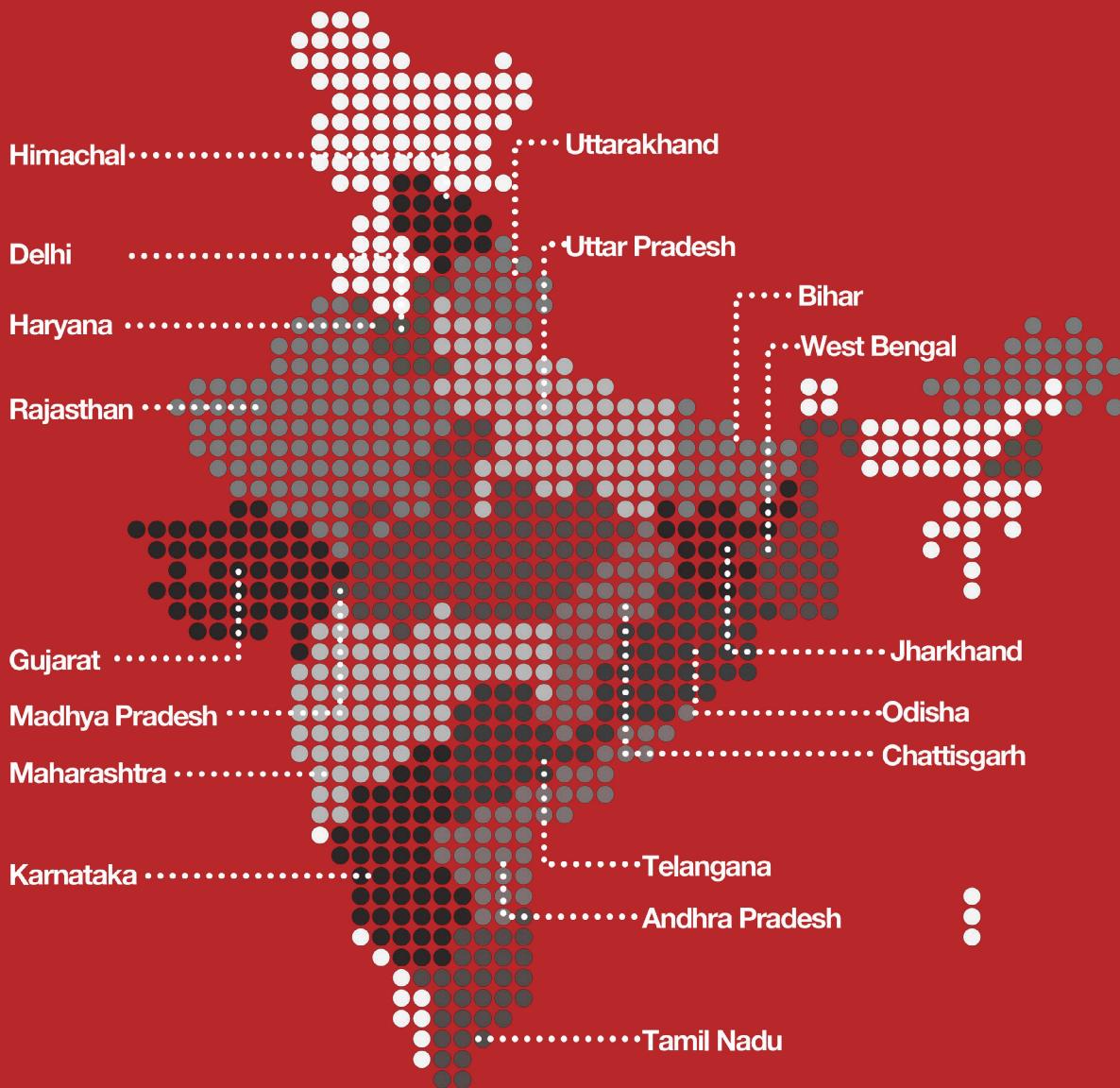
## Volunteer - Driven Impact

We are grateful to the many generous volunteers from corporate partners for contributing time and advice towards mentoring youth from our programs. These phone-based sessions that cover topics such as work etiquette, future planning, professionalism, and entrepreneurship are very motivational for the youth.

# Summary of Impact

**Families impacted: 42,764**

**Youth impacted: 6,130**



With gratitude to our partners for their ongoing support.

(Click on the QR code to view some snapshots from our programs)

