

HIGHLIGHTS:

- From Hardship to Hope: Nikita' Inspiring Journey
- Young Women Breaking Barriers through CYDA's Non-Traditional Livelihood Program
- Enhancing Menstrual Hygiene and Economic well-being for adolescent girls and women
- Adolescents & Youth initiative at Daan Utsav: The Joy of Giving week at Community Resource Center

STORY OF THE MONTH:

From Hardship to Hope: Nikita' Inspiring Journey

Nikita Landage, a 20-year-old from an underserved community in Mumbai, resides with her parents in a rented house. Her mother, a hardworking domestic worker, faces financial struggles and abuse, while her father, a private firm driver, battles alcohol addiction. At 15, Nikita joins her mother in domestic work to help financially and completes 10th grade despite her father's opposition. Despite family challenges, she completes 12th grade. However, after her brother's marriage, her father favors his new family, leaving Nikita and her mother unsupported. Nikita's mother stresses education's importance, motivating Nikita to strive for self-reliance. Consequently, Nikita chooses to work and support her mother, prioritizing education over domestic duties.

“Success is not determined by level of education, but it seeks willingness to grab opportunities”

Determined to break free from such a scenario, Nikita embarked on a journey to find fulfilling work that would grant her the dignity she deserved. In 2022 she then shifted to Pune in search of job and is staying with her cousin sister at Wadarwadi. Initially, while working with Flipkart, Nikita found herself dissatisfied because she couldn't devote much time to her family due to long working hours and usual break in the job, which led to a decreased interest in her job.

In November 2023, Nikita met Akshada, her friend's sister, who enlightened her about the NTL project conducted by CYDA, specifically designed for women aged 18 to 35. Fascinated by the concept, Nikita decided to participate in the three-days NTL soft skills awareness campaign organized by CYDA. During the program, she acquired valuable skills such as communication, breaking gender stereotypes, understanding mental health, job readiness, interview preparation, resume writing, self-identity exploration, financial literacy and digital literacy. Through the intensive soft skills training program, she underwent a transformative experience which opened her eyes to a new reality.

“Gender should never be a barrier to success”

She learned that women are just as capable as men in any field. Post training, CYDA in association with various companies planned an interview schedule for Sales Executive positions at Reliance Mart, Reliance Digital and Reliance Stores. Unfortunately, she was not selected. Nikita was upset as she did not get selected. At this stage, she did not lose hope. She remained strong in her decision that she would work and earn money. Looking towards Nikita's interests, CYDA conducted effective counselling and trained her on how to communicate with the interviewers. Once again, through placement services, CYDA informed Nikita about job vacancies. This time Nikita succeeded in the interview



conducted through QUESS WINNING TOGETHER placements and got placed at Himalaya Wellness Company as a Sales Promoter at Cloud Nine Hospital, Pune. She is very happy for the opportunities provided by CYDA. She is earning a monthly income of over Rs.14K. Today, she strongly says that, the Non-Traditional Livelihood training has empowered her in learning soft skills such as communication skills, financial literacy, job readiness, how to balance our mental health and many more. Her confidence level has increased. Shy Nikita has transformed into a talkative girl, and is finding happiness in her job. Nikita is working hard and also saving money to buy new house for her mother, as her mother went several hardships in upbringing the family. Her father always says that being a daughter she will not be able to fullfill his dream of a own house. This is a challenging phase for Nikita and she confidently said that she will achieve this goal and no one else can stop her. In future, Nikita seeks to accomplish her further education and achieve academic success. Her ultimate goal is to purchase a home for her mother, and cover all expenses related to her marriage. Additionally, she aims to acquire her own two-wheeler for personal transportation. She wants to see her mother happy.

I am immensely grateful to CYDA for guiding me through numerous job opportunities and helping to build my confidence. Through their support, I've learned that women are capable of excelling in any field and can compete on equal footing with men."

"I am filled with joy and gratitude, knowing that my hardships has paid off and now can support my beloved mother."

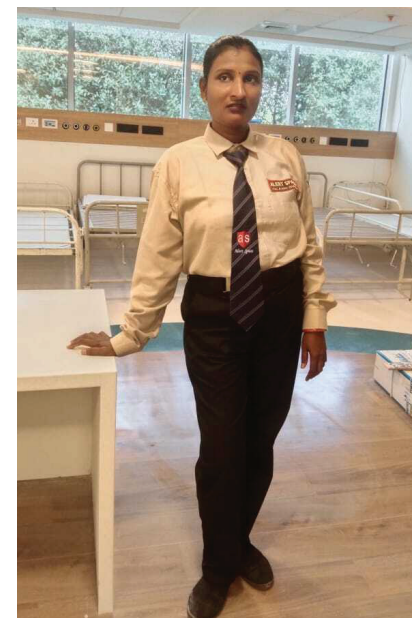
Despite facing financial struggles and family challenges, Nikita pursued education and job skills training through CYDA, transforming her confidence and securing a role at Himalaya Wellness.



Young Women Breaking Barriers through CYDA's Non-Traditional Livelihood Program

The Non-Traditional Livelihood (NTL) program under the Gender Unit of CYDA has achieved remarkable success in empowering 540 young women across Pune, Nashik, Aurangabad, Kolhapur, and Ahmednagar in non-traditional fields such as petrol pump assistance, security, back-office support, and online delivery. Through a comprehensive soft skills training program, these women gained essential interpersonal and communication skills, significantly enhancing their self-confidence and resilience.

Participants reported increased self-awareness and assertiveness, all while gaining a clear vision for their professional aspirations. The impact of this initiative was further underscored by the successful placement of **500** women in various NTL sectors, generating an impressive income of approximately Rs. **15000/-** per month.



Notably, 6 participants secured positions as Security Assistants at Sahyadri Hospital, while others found opportunities in housekeeping and online delivery assistance, contributing to their families' economic stability. These accomplishments not only challenged traditional gender roles but also inspired other women in the community to explore diverse career paths. By stepping into roles typically dominated by men, these women are becoming role models and agents of change, fostering broader societal acceptance of women's capabilities in various occupations. This initiative illustrates the profound impact of targeted training and support in transforming lives, promoting a more inclusive workforce, and driving social change. As these empowered women break stereotypes, they pave the way for future generations to pursue their dreams without the constraints of societal expectations. This transformative project was made possible through the invaluable support of our esteemed partner organizations: Bajaj Finserv, Deloitte, and EMpower. Together, we are witnessing a powerful shift towards gender equality in the workplace.



CYDA's NTL program empowered 540 young women in Maharashtra with non-traditional jobs, boosting confidence and income.



Enhancing Menstrual Hygiene and Economic well-being for adolescent girls and women

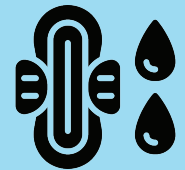
The Gender Unit of CYDA successfully executed the Menstrual Hygiene Management project, funded by Sani Safe and CIE India, reaching 1,640 adolescent girls and women of 15 to 35 years in Pune and Ahmednagar. Led by community local champions, the initiative included a series of Gender Break Stereotypes training sessions focused on soft skills, nurturing awareness and understanding of menstrual hygiene among girls, boys, parents, and teachers. This initiative successfully empowered young girls and women leading to improved menstrual health.



Women's reusable sanitary pads have been introduced to the young women which has had a profound impact on women's lives. These sustainable products promotes menstrual health and also offers economic savings, lasting up to two years and significantly reducing monthly expenses. This financial empowerment enables women to redirect funds towards other essential needs and overall well-being.



CYDA's Gender Unit empowered 1,640 adolescents girls and women in Pune and Ahmednagar with menstrual hygiene management and reusable pads, promoting health and economic savings.



Adolescents & Youth initiative at Daan Utsav: The Joy of Giving week at Community Resource Center



On October 17, the Community Resource Center in Jai Jawan Nagar, Yerwada, became a vibrant hub of creativity and connection during “Daan Utsav” – The Joy of Giving. More than 40 participants, including CYDA staff, adolescents, youth and Coforge representatives, actively participated in wall painting. CYDA's CRC was transformed into a positive and welcoming environment decorated with vibrant paintings, reflecting the empowerment of adolescents and youth. As brushes danced across canvases, participants explored their creativity, expressing their thoughts and emotions while shaping meaningful connections.



CSR lead, Coforge, Ms. Dipti Kamble highlighted the transformative impact of art in nurturing community spirit. She also emphasized how creativity serves as a vital tool for self-expression, especially for young individuals, and encouraged participants to continue uplifting one another through artistic endeavors. This initiative uplifted the spirits and also reinforced the importance of collaboration and community well-being.

CYDA's Community Resource Center in Jai Jawan Nagar held "Daan Utsav," where over 40 participants created vibrant wall paintings.



BANK ACCOUNT DETAILS:

Bank Name - SOUTH INDIAN BANK LTD.
Account Holder Name - CENTRE FOR
YOUTH DEVELOPMENT AND ACTIVITIES
Account No. 0147053000016574
IFSC Code - SIBL0000147
Branch - MOLEDINA ROAD, CAMP, PUNE
MICR Code - 411059002

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