

ANNUAL REPORT



2022-23



UMEED

ABOUT UMEED

Empowering Hope, Dignity, and Security

In 2014, a vision was born, a vision that aimed to redefine the role of women in society and to inspire a profound transformation in the way women perceive themselves and are perceived by the world. This vision gave rise to UMEED, an organization with a mission to ignite immediate and enduring change, a change infused with hope, dignity, and security.

Umeed is dedicated to creating platforms where women can embark on a journey of self-discovery, uncovering their true identities and realizing their vast potential. Our fundamental goal is to spark breakthroughs in the way women are treated globally, bringing about lasting transformations in their lives.

Umeed envisions a world where women are no longer limited by societal norms but are free to explore and fulfill their aspirations. Our work is a testament to the potential of every woman, and we are committed to propelling them towards a future filled with empowerment and self-sustainability. Umeed is not just an organization; it's a beacon of hope, a catalyst for change, and a promise of a better tomorrow.



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REFLECTING OVER THE PAST YEAR

Our FirstLeapers have experienced remarkable personal growth. They've become more knowledgeable, confident, and empowered to pursue their aspirations.

This year we worked with 500 who are now fulfilling their dreams, aligning with their families' hopes, and realizing their potential—with support and guidance from our team.

Our team has further grown into a more diverse, passionate, and committed group of changemakers relentlessly working towards creating change that matters for women.

We extend our heartfelt gratitude to partners like Carelon Global Solutions, Salesforce, State Street, United Way of Hyderabad, Social Ventures Partners, Commissionerate of Collegiate Education-Government of Telangana, Naari, Period Hub, Svatah and Acumen Academy.

Umeed deeply appreciates all the support and encouragement received.



We made significant strides in building strategic partnerships this year that has accelerated our reach to women and thereby our aim of enabling holistic empowerment.

UDITA CHADHA
COFOUNDER & CEO

OVERALL IMPACT

72%

Confident about facing
interview

67%

Grew on their self worth
scale

72%

Grew on digital
literacy skills

71%

Confident while
speaking english

96%

Become confident in
decision making

65%

Confident in starting
their own business

93%

Recommended our
program to their known

53%

Pursuing entry level
jobs & higher studies





CAREER READINESS & EMPOWERMENT PROGRAM

FIRSTLEAP

Career Readiness & Empowerment Program



FirstLeap is a dedicated initiative designed to uplift unskilled women hailing from low-income urban communities who aspire to enter the workforce. This holistic program places a strong emphasis on three pivotal facets: nurturing essential life skills, instilling values that foster personal and professional growth, and broadening horizons by providing exposure to diverse opportunities.

FirstLeap wholeheartedly embraces experiential educational approaches to empower women, enabling them to not only acquire knowledge but to flourish and excel within the workforce.

Skill building

Mindset Development

Access to exposure

- Functional knowledge and life skills that can be applied to any entry level work scenario.
- Focus on shifting women's mindset with the aim of developing a sense of self-worth.
- Field visits aimed at introducing and exposing women to the world of opportunities outside.



THERE'S A BOOST IN MY SELF CONFIDENCE

self esteem, self worth and self recognition. I have learnt about problem solving, conflict solving, how to prepare a CV, how to make myself ready for the future. This session gave me job readiness and also taught me how to live a happy life. I am grateful and I want to thank the entire Umeed team for making us students ready for job and future life."

MEHROZ FATHIMA

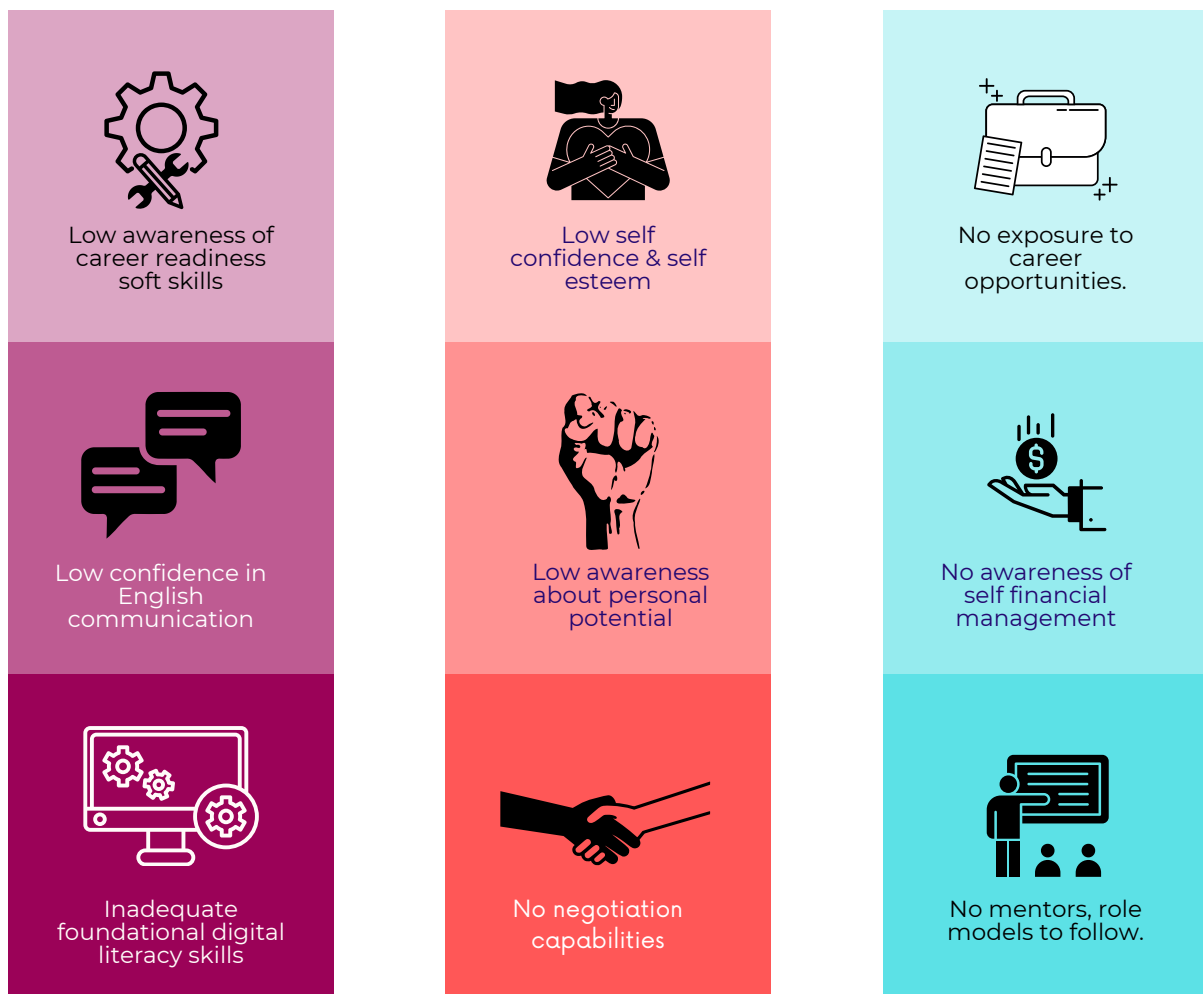
Govt. College Hussainialam
FirstLeaper 2022

Need we addressed

According to the Global Gender Gap Report 2021, out of 156 countries, India ranks 146 in gender equality and 151 in women's economic participation. While many agencies have tried to empower women with various awareness programs, skill training etc, lot of times women succumb to various societal pressures and are unable to sustain the change due to low self-belief.

We at Umeed address this cycle of abuse and support women embark on a sustained journey of empowerment. Using the First Principles Thinking approach, we were able to break down abuse to its three major key drivers: Lack of Financial Standing, Regressive mindset towards herself, and very limited understanding of the world beyond home.

Through our Career readiness program we addressed the below needs of young women:





SELF UNDERSTANDING, NEGOTIATION

and conflict management have had a very big impact on me. Through self understanding I come to know what are my strengths and my weakness and who I really am. Negotiation skills I am using in giving my interviews and in my daily life conversations. Conflict management is best thing I have learnt to solve my everyday problems.

HARIKA RAIKAL

Govt. Degree College for
Women, Begumpet
FirstLeaper 2022

Our FirstLeaper Women

WHOM ARE WE WORKING WITH?

We worked with final year women students from Govt Degree colleges of Hyderabad, Telangana in courses like BA, BCom, BBA, Bsc, etc. These young women hail from BPL (Below poverty line) families from low-income urban communities with an average annual family income of 2 Lakh. Their parent(s) pursue professions like daily labour work, auto driving, security services in facilities, agriculture and farming etc.

The average age of these young women beneficiaries is 20 yrs. With respect to language comfort they are fluent in local native languages namely Telugu and Urdu with a very basic English understanding. Most of them are first generation learners and job seekers in the organised sector with aspirations to start their career in general administration, HR, accounting, banking, nursing etc. related jobs. They are interested in pursuing higher education courses like MSc, MA, MBA, MCom etc.





FINANCIAL LITERACY MADE ME REALIZE

how much we spend without saving and how valuable money is in emergencies. Now we started to list all our expenses and have been following the Golden Rule of Budgeting which decreases our unnecessary expenses and creates the idea of savings among my family.

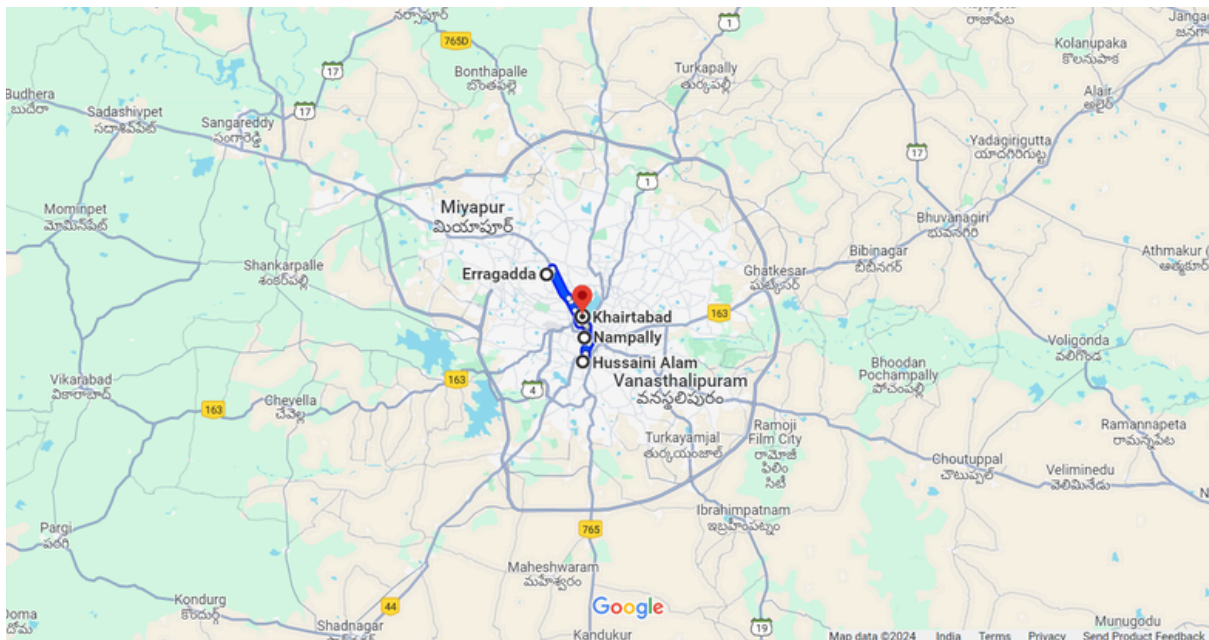
O. SWETHA

Government Degree College,
Khairatabad
FirstLeaper 2022

Where did we work

COLLEGES SELECTED FOR THE PROGRAM

were from the low income communities of Hyderabad



What should you be including in your impact report? You can start with a brief review of your organization's goals. From there, it's important to take note of the following questions:

- Shantiniketan Women's College, Erragadda.
- Hussainialam Government Degree & P.G. College, Hussainialam
- IndiraPriyadarshani Govt. Degree college for women, Nampally
- Government Degree College, Khairatabad



MS WORD, MS EXCEL, AND POWERPOINT

which are important skills that will help us in any workplace. Umeed also introduced us to the workplace of a renowned healthcare company through a field visit where we saw the workplace's culture and environment. Now I can say I am ready to go for an interview for a job or use this exposure to go for higher studies.



SANA FATIMA

Indira Priyadarshini Govt.
Degree College For Women
FirstLeaper 2022

Program highlight

Exposure visit to a multinational

Exposure visits play a pivotal role in our FirstLeap Empowerment Program for women. One of our First Leaper groups recently had the privilege of participating in an enlightening visit hosted by a renowned healthcare multinational corporation. The day was brimming with immersive workshops that covered a wide array of topics, including the skills in demand for the next decade, the unique values women bring to the workforce, opportunities for empowerment, the power of networking, and even a captivating ChatGPT demonstration.



FIRSTLEAP CAREER READINESS AND EMPOWERMENT GRADUATION

20
23

FIRSTLEAP





ENTREPRENEURSHIP & EMPOWERMENT PROGRAM

FIRSTLEAP

Entrepreneurship & Empowerment Program



Umeed's Entrepreneurship and empowerment program deeply focuses on enabling women with essential income generation and life skills, a robust mindset, and exposure to their rights. By means of these three buckets, we aim to build the spirit of 'Voice, Choice and Agency' in young women and mothers who will not only be empowered to take charge of their own lives, but will also become proactive catalysts of a sustainable continuation of these values to their children and strengthening of the upcoming generations.

Income generating skill

Business acumen

Industry exposure

- Tailoring skills like garment design, fabric types, measurements, pattern-making, and sewing techniques
- Fundamental business principles and practices, tools and Apps for setting up home based businesses
- Focus on shifting women's mindset with the aim of developing a sense of self-worth.

Need we addressed

Women from low income communities of Yelammabanda, Hyderabad expressed the need of being trained in an income generating skill of Tailoring. This livelihood generation skill would empower them with an opportunity to earn a regular income through a job in a tailoring unit, boutique etc. or start their own home based business.

Apart from the lack of skill these women were struggling on low business sense and exposure to the market. They lacked the know how around identifying, targeting and maintaining the right customer base.

Women also felt a low sense of confidence, risk taking appetite and struggled on communicating effectively in settings beyond their home.

Through our entrepreneurship and empowerment program we addressed the below needs of women:





UMEED HAS REALLY ACTED AS STEPPING STONE

for my growth. The fact that I am running my own home based tailoring shop is an evidence that if opportunities like FirstLeap program are given I can stand on my own feet.

Now, I've developed a strong mindset and good understanding of the world around, and I think I can build myself more on whatever I presently am.

THULASI

Yelammabanda Community
FirstLeaper 2022

Our FirstLeaper Women

WHOM ARE WE WORKING WITH?

We worked with women who hailed from the low income urban community of Yelammabanda, Kukatpally, Hyderabad, Telangana. The majority of these women are school drop outs with very minimal literacy levels. These women hail from BPL (Below poverty line) families with an average annual family income of 1.5 Lakh. Earning members of these families pursue professions like daily labour work, auto driving, street vending, running small scale retail stores etc.

The average age of the women beneficiaries is 30 yrs. With respect to language comfort they are fluent in local native languages namely Telugu and Urdu. Most women lack the knowledge of any income generating skill which makes them completely dependent financially. Their primary role is that of a care taker to ensure the cleanliness, food and clothing needs of the family. Due to very limited levels of exposure they rarely participate in any decision making at home.





I LEARNT GOOGLE SEARCH, MAPS AND YOUTUBE

that helps me in learning more about tailoring trends, new designs, and business opportunities. Umeed classes helped me develop self-confidence and make me understand how basic things make our life easier.

It was a really good learning experience from the classes and thanks to Umeed.

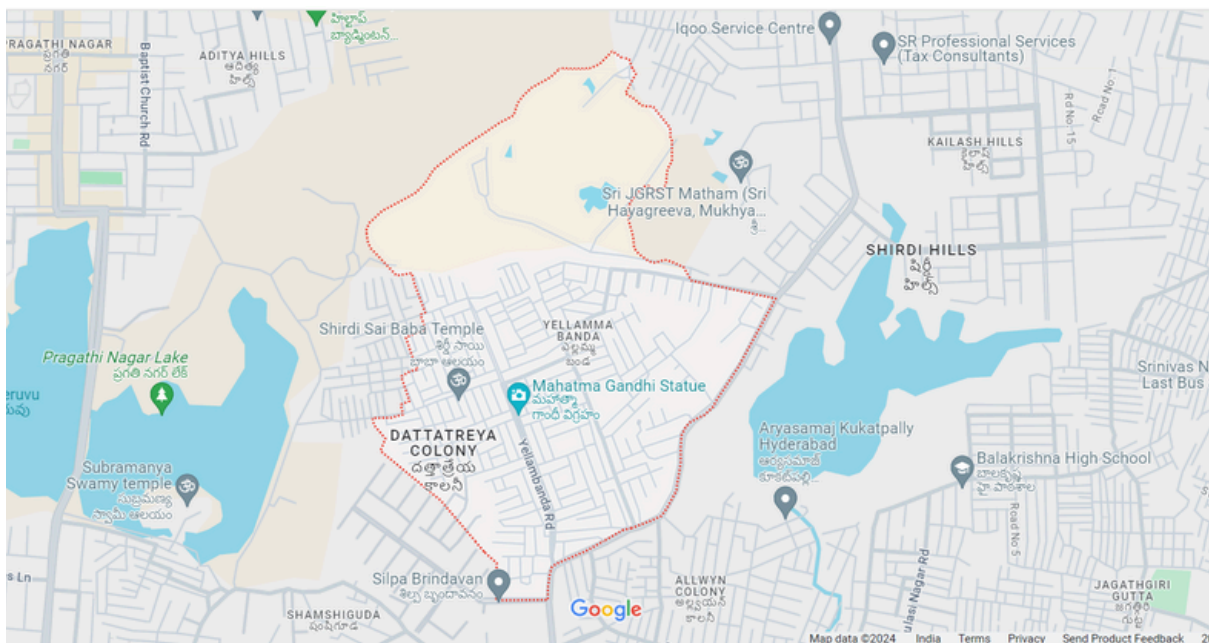
NASMEEN SULTANA

Yelammabanda Community
FirstLeaper 2022

Where did we work

WOMEN SELECTED FOR THE PROGRAM

were from the low income communities of Hyderabad



The area Yellammabanda is a housing colony by the Telangana government. Most of the residents are migrants and economically disadvantaged. Earning members of these families work as daily wage labourers, auto drivers, run small scale retail stores etc. Certain families are extremely backward economically and exchange scrap for their daily living essentials.

Yellammabanda offers a diverse mix of residents from the Hindu, Muslim, Sikh and Christian communities. While most of the members live in peace and harmony, there is a history of conflict between the sikh and rest of the communities.

For this program we have worked with women from the below sub communities:

- Jayashanker colony,
- NTR Nagar
- KTR Colony
- Shamishiguda

“



BUILDING THE SKILL OF TAILORING

thas changed my life for the better. Before joining the FirstLeap program, I had very basic knowledge of how to stitch. But in a span of three months, I am capable of stitching blouses, dress material & long frocks properly using machine.

Umeed classes help me to develop self-confidence that is helping me in decision making

NASMEEN SULTANA

Yelammabanda Community
FirstLeaper 2022

Program highlight

Exposure Visit to tailoring units



Exposure is a very important training component at FirstLeap as it enables the participants to complement their classroom learning with real life situations.

Here are glimpses of our FirstLeapers from the Salesforce United Way of Hyderabad Project visit bulk garment stitching centres and boutiques. Meaningful exchanges around garment construction, latest sewing technology, design, quality assurance, and customer satisfaction to name a few took place.

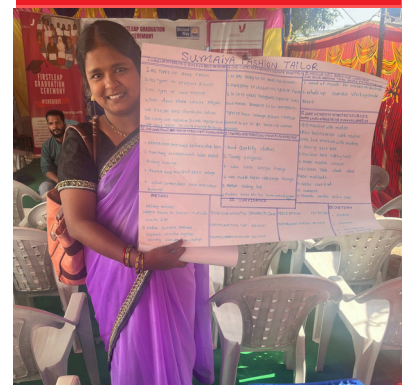
This learning space was a step forward for women to understand completely what goes into setting up one's own tailoring unit.



FIRSTLEAP ENTREPRENEURSHIP AND EMPOWERMENT GRADUATION

20
23

FIRSTLEAP

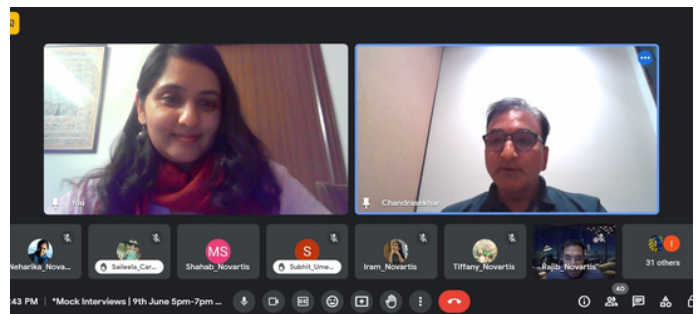
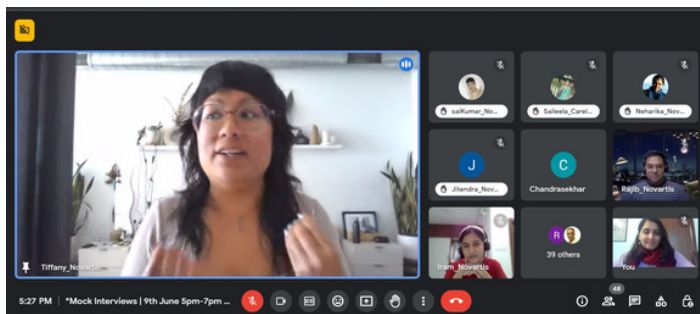
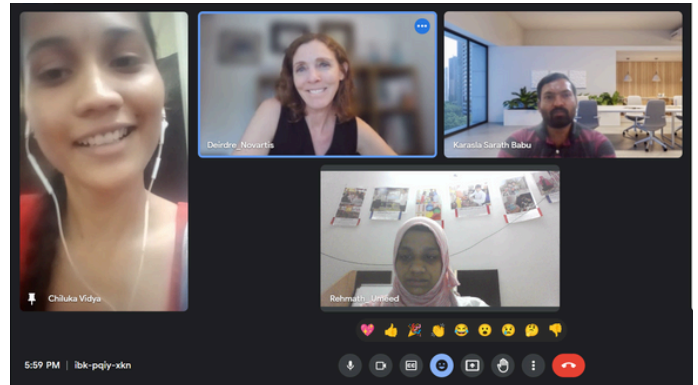
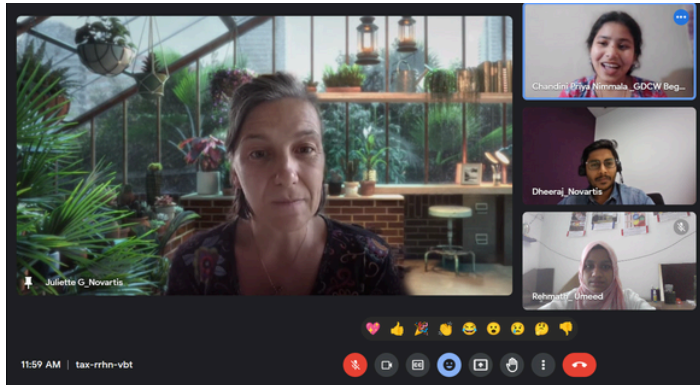


ORGANISATION HIGHLIGHTS

Here is a glimpse of some of our highlights for the year 2023-24.

Corporate Collaboration

We conducted a personal introduction practice session for our FirstLeap participants. A special shoutout to our dedicated Salesforce volunteers, whose mentorship during the session added immeasurable value.

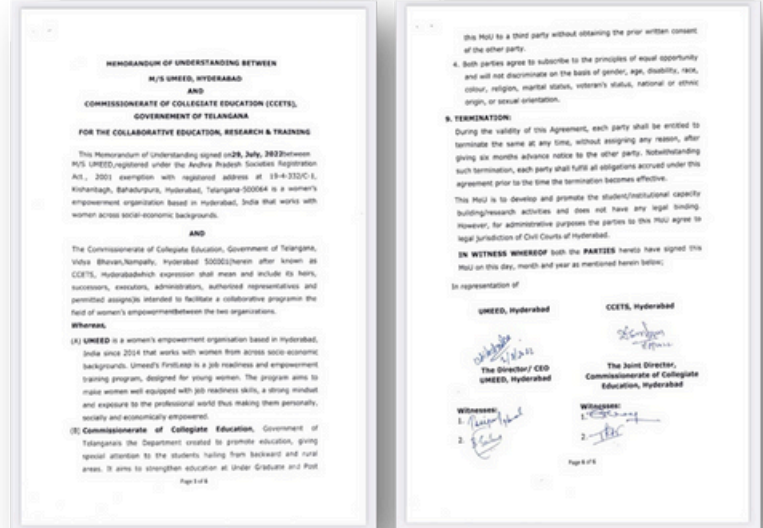


Women Change-makers unite

Umeed's International Women's Month and Graduation Celebration united inspiring women change-makers, fostering a space for a dialogue that celebrates diverse perspectives on empowerment. Our distinguished panel of speakers featured: Rubina Mazhar, the founder of Safa India; Divya V Medar, the founding partner and CEO of Snacker Street; Monisha Verma, co-founder and CEO of Rubaroo; and Shazia Sultana, our very own FirstLeaper.



Partnership with Telangana Govt



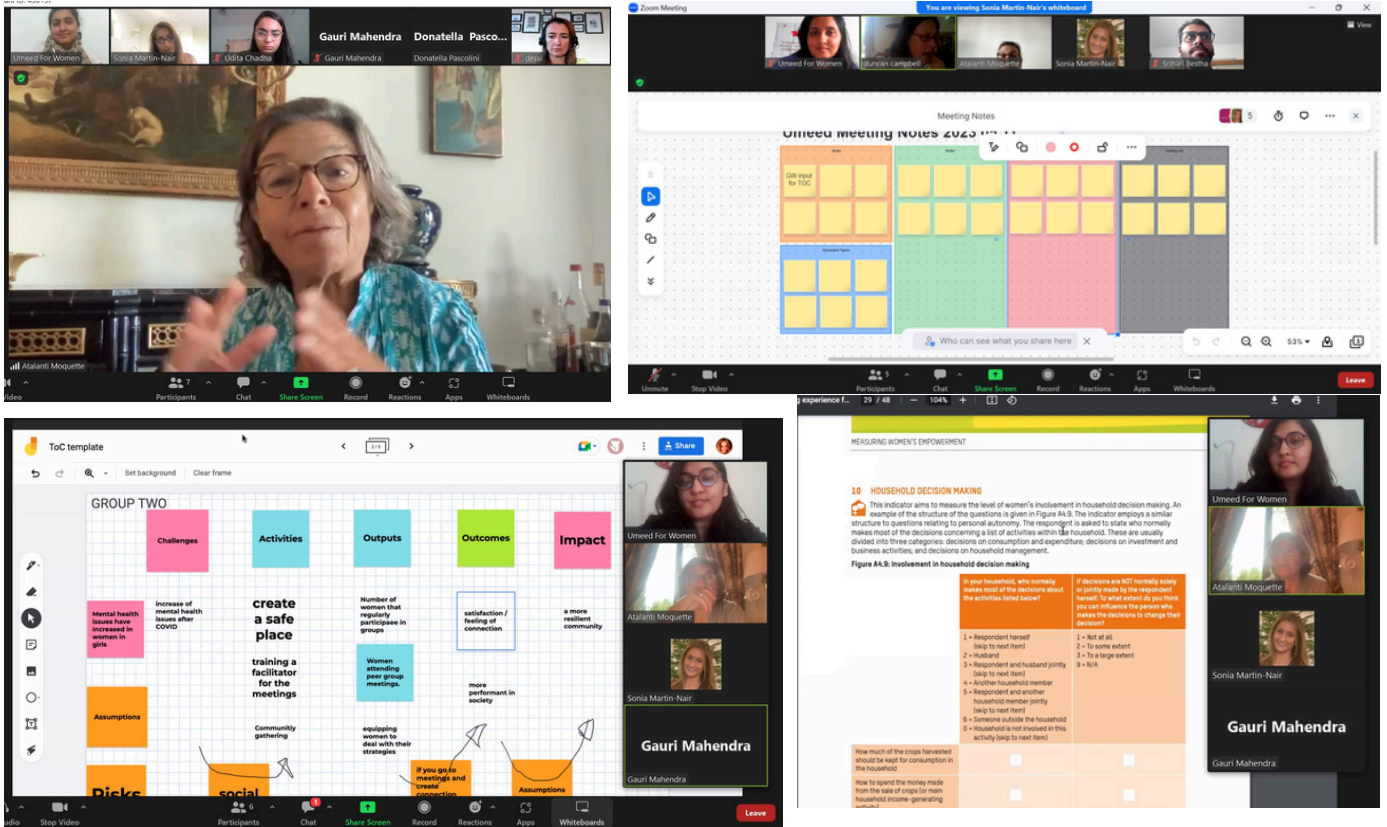
Our tenacious partnership and Government relations skills have led to a strong association with the Telangana Commissionerate of Collegiate Education (CCE).

The 3 yr long MOU enables us to work in 133 colleges covering 1.4 Lakh students. Proven track record of government liaising and stakeholder management led us to successfully implement FirstLeap for women students in collaboration with CCE, Women's empowerment Cell (WEC), Telangana Skills and Knowledge Centre (TSKC) and college administration.



Giving Women partnership

Umeed's collaboration with Giving Women in the Project Circle empowers selected individuals with coaching from global women leaders, enhancing their leadership capabilities and fostering impactful contributions in their respective domains. We were mentored on rejuvenating our monitoring and evaluation mechanisms and on our branding and communication strategy.



Our new office space

Umeed moved into its new office in Banjara Hills which offers a bigger, better space in a prime location, enhancing our operational capabilities for future growth and productivity.



Our Team



UDITA CHADHA
COFOUNDER & CEO



GAURI MAHENDRA
COFOUNDER & PRESIDENT



TARIQUE IQBAL
OPERATIONS



SRINU M
OUTREACH & MOBILIZATION



NAVEEN THANDHARI
FINANCE & ACCOUNTING



RAHMAT UNNISA
PROGRAM OPERATIONS



SHAZIYA SULTANA
PROGRAM FACILITATION



SRIHARI BESTHA
PROGRAM FACILITATION



SAMATHA GOWRISHETTY
PROGRAM OPERATIONS



DEEPIKA JESTA
PROGRAM FACILITATION



FATHIMA CH
PROGRAM FACILITATION

UMEED in media



HYDERABAD | SATURDAY | MAY 13, 2023

Umeed boosts women's morale to grab jobs

PNS ■ HYDERABAD

Udita Chadha and Gauri Mahendra worked tirelessly to empower socially low-income community women with a programme called Umeed India.

As part of their FirstLeap Job readiness to women, they have completed 16 cohorts of the programme. The team of teachers approaches the institutions and encourages them to pursue working career after completing studies.

One of the woman participants, Anjali said, "Self-worth sessions have had a lot of impact on me. I have started realising my own worth and I have also started loving and respecting myself. I have stopped comparing myself with others and started strengthening myself." She is currently working as a Sales Executive with a starting salary



of Rs 22,000.

One of the programmes case study has also been published in United National Educational, Scientific and Cultural Organisation (UNESCO). Another beneficiary Chandrika said, "I learnt how to respond to difficult questions. That it's okay to be honest and say I don't know the answer to this, I have to read more about this. The interviewers also said that it is the potential to learn that mat-

ters the most, not everything in advance."

Through the FirstLeap program, trained 510 women. 100 per cent of women jobs they have received the entry level such as executive, junior IT, junior accountant executive. In all, 100 have been given up core technical skill Java, C++, Advant Office Suite etc and

are pursuing higher studies such as MBA or MCA, MSC or MA, Statistics, Computer science, English, Biotech etc.

Among the future projects, Udita Chadha said that FirstLeap Job Readiness and Empowerment programme in Commissionerate of Collegiate Education and Government Colleges in Telangana are



ఉమీద్ గ్రాడ్యుయేషన్ ప్రోగ్రాం, జాబ్ మేళాకు అపూర్వ స్పందన

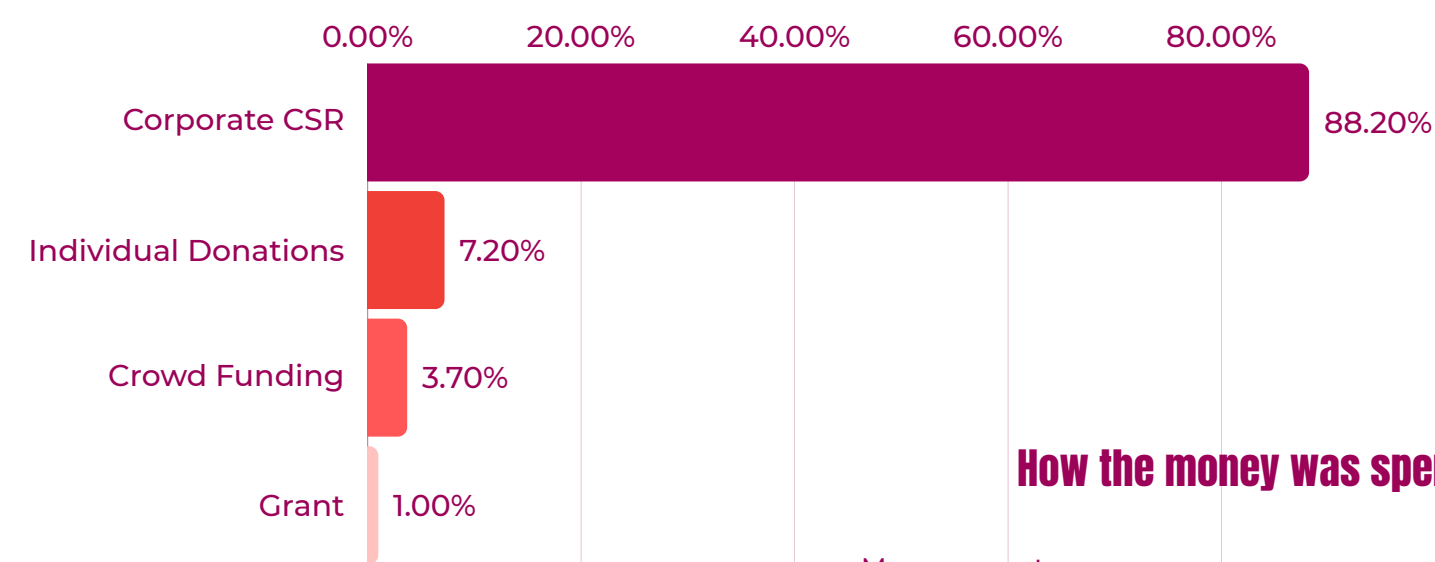


Chanukya ☺ • 53d

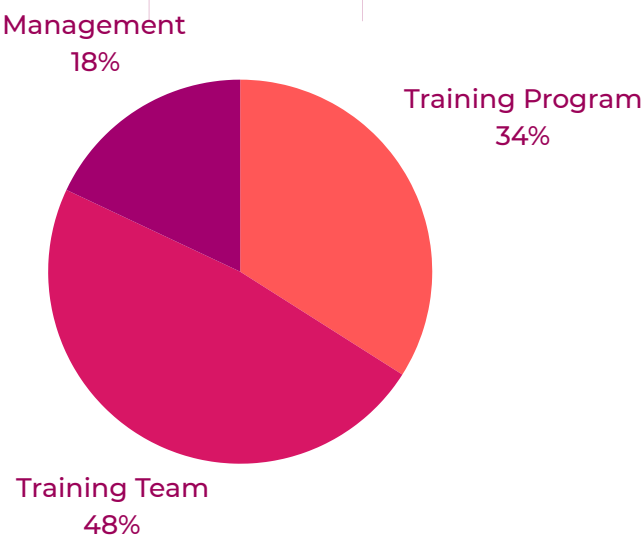
మహిళల అభ్యున్నతిలో పాటు వాళ్లు ఆర్థికంగా నిలదొక్కుకునేందుకు దోహదపడ్తున్న ఉమీద్ అనే స్వచ్ఛంద సంస్థ గత వారం నిర్వహించిన ఫస్ట్ లీప్ గ్రాడ్యుయేషన్ 2023 ప్రోగ్రాం విజయవంతంగా పూర్తయింది. మార్చి 21న UMEED సంస్థ ఈ కార్యక్రమాన్ని నిర్వహించింది. CII IWV తెలంగాణ ఛైర్

Financial snapshot

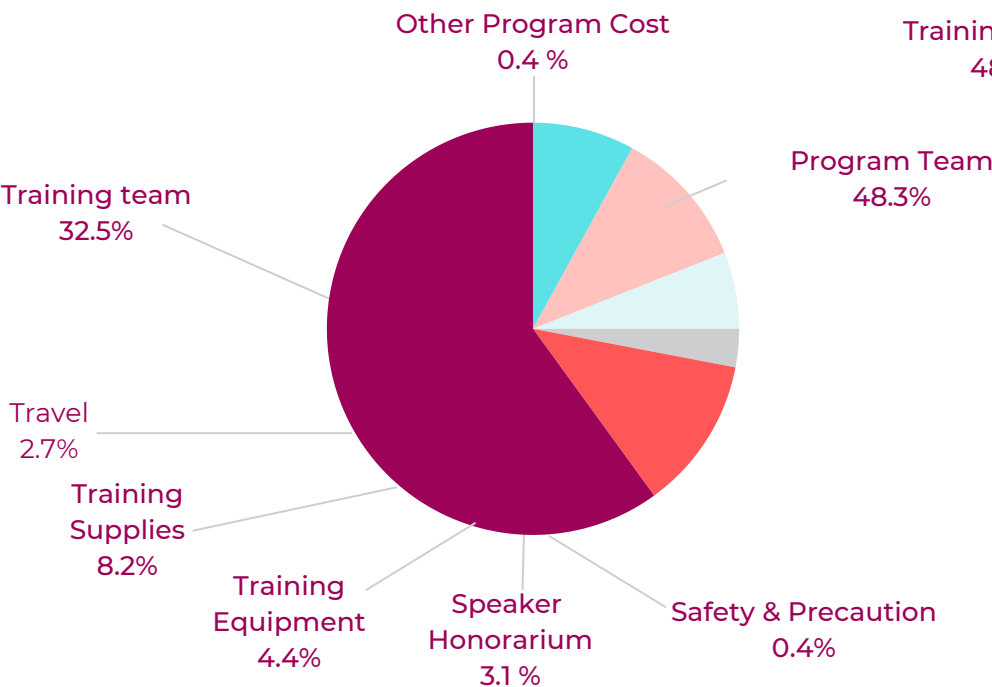
Where the money came from



How the money was spent



Program cost split



Note: All financial documents and reports for 2022-23 will be uploaded on the organisation website.

Our partners



STATE STREET®



giving
women

THANK YOU FOR YOUR SUPPORT

This year our partners have spanned across areas of funding, program, training, community outreach, and mentorship.



At Umeed, we strive to leverage the skills, experience and support of people & organisations from varied walks of life. Following are avenues where we co-create impact in the continuous journey of Love, Hope and Courage .



VOLUNTEER & INTERN
on an ongoing project
and learn a skill hands-
on!



CONSULT OR COACH
Your unique talent and
experience can help us
make our processes
more effective.



**EMPLOYEE
ENGAGEMENT**
Create meaningful
programs that motivate
your workforce



JOIN OUR TEAM
Work with us in a full
time role and co-create
impact



HIRE A FIRSTLEAPER
Employ our women
trainee in to your
workforce



FUND US
Partner with us to
implement livelihood &
empowerment projects



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**CONNECT
WITH US**