

What the future holds?

We, at Aambra Foundation work towards women empowerment and development.

SheSpeaks, Aarohan, Aambrotsave and Sashakta are the important projects that are and have been carried out by the foundation. They cover areas as wide as gender sensitization, building knowledge and awareness, mental and emotional health awareness, skill development and training, livelihoods generation, non-formal education and art and culture.

SheSpeaks aims to facilitate the building of a better nation and world for the women since 2016. It works towards the upliftment of women from all strata of society, identifying ways of empowering them, highlighting their struggles, co-working towards their resolution, celebrating their success stories and giving them a pedestal to showcase their achievements. In all togetherness, SheSpeaks seeks to provide an ecosystem that is conducive to the average Indian woman and her needs and aspirations. AF has hosted 12 well researched and successful editions of SheSpeaks in New Delhi, Guwahati and Andamans. Thousands of men, women and Youth have benefitted from the series in terms of knowledge building, information dissemination, empowerment and gender sensitization. The series has invited eclectic speakers from all walks of life and has been supported by Govts, Corporates, Ministries, PSUs and institutional partners. As the organisation matures, we seek to turn a leaf and move up to the next level of social enterprise as a **knowledge bank and industry**. We aspire to set footprints in various regions across India and raise the profile further with an international presence. With a far-reaching presence and influence, SheSpeaks believes that a network can truly fulfil more potential than the sum of its parts. AF encourages thought leadership in women entrepreneurship and act as an incubator for **entrepreneurship and livelihood** generation. It is tying-up with academics, social enterprises, Governments and institutions for humanities as well as STEM learning.

Aambrotsave a contemporary Indian Cultural Festival through its three successful editions has captured imagination, enthralled audiences in Delhi-NCR. Hundreds of internationally acclaimed artists, authors, writers, artisans and craftsmen have participated in these programmes. Thousands of men, women and youth have gained knowledge and have advantaged from experiential learning gained through these well curated and well attended ticket free festivals. In 2021, Aambrotsave will be held online.

Under project **Aarohan**, over 1000 women have been trained by us in costume jewellery making Skill development workshops in urban slums completely free of cost. Our initiatives also extend to helping out women in distress and in a disadvantageous position. We aim to reach out to women who have challenges to face in their personal or professional life and lack the support to fight back. Our Non-Formal Education centre in Central Delhi mainstreamed 52 children in 2018-19.

As Covid 19 played havoc with lives, it's unprecedented physical and psycho-social health effects required prompt attention and care of the persons and families getting impacted, more so in the case of more vulnerable sections of society's adolescent girls and women. In August 2020, Aambra Foundation set up **Project Sashakta** focused on emotional health and wellness with a **Toll-Free Counselling helpline** to help geriatric women, adolescents and distressed women to combat the ill effects.

In 2021 we have continued our work on mental health awareness by creating quality content, continuing helpline and expanding the scope of wellness to Nirmal Chhaya homes with Govt. of NCT of Delhi.

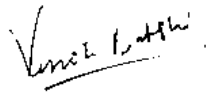
Parallely, in 2021, through **Sashakta** project we are carrying out a two-pronged initiative to address the issues of gender sensitization and women empowerment by **skilling and training** women in urban slums for **livelihoods**. On one side, we will conduct corporate training and events to sensitise people about relevant topics like the Prevention of Sexual Harassment of Women in the Workplace and gender inclusiveness. On the other hand, it will identify places where gender sensitisation can be instilled into the cultural fabric of society.

Aambra Foundation is identifying certain urban slums and rural areas around the Delhi NCR, Haryana and Uttar Pradesh for an extensive **livelihood model** to skill and train women to join the fast-growing medical sector and other sectors with opportunity. This will include research and innovation and developing audio/visual contents, modules, manuals as well as training girls and women towards employability. As a part of these initiatives, we will be looking to collaborate on government projects and CSR initiatives that are aligned to our goals and objectives.

Speaking of the utilisation of our sponsorship revenue, we run a tight ship when it comes to accountability and utility of our inflows. We maintain complete transparency of our utilisation records and make sure that we optimise our resources and their usage in our noble causes.

SheSpeaks will continue to be initiating awareness campaigns, organising events, increasing footprints or adding any other proverbial building blocks towards the envisioned ecosystem.

We at Aambra Foundation will also be inviting and encouraging the participation of patrons. People who are looking to join hands with us to work towards our cause, and fulfil their own philanthropic and societal aspirations, can contact us to know more about the financial formalities to be concluded in this regard.



Vinita Bakshi
Founder President