

REACHA IN KASHMIR SINCE 2016 (ABOUT DECADE LONG JOURNEY AND CONTINUING)



25.2.2025

Model of Engagement – that has developed over the past decade

- **Stakeholder Engagement** – Corporate (CSR) / Government (District Administration and Indian Army) / Civil / Academia / Local Youth
- To reach out to masses, **be with them, hear from them about their needs, and there upon develop and implement sustainable models of socio-economic growth and development**, using suitable technology and innovation, through a participatory process of engagement.
- A key approach is Multi-Stakeholder Management – **for co-creation, convergence, and collaboration** - with technology and innovation as an enabler and catalyst to generate high, sustainable, scalable, measurable impact.
- Prime objective is **local development in harmony with nature, and in alignment with aspirations of people.**

Year 2016 - Chinar 9 Jawan Club Baramulla – Where it all began!! ONGC, Indian Army and REACHA Partnership



2016



Vision of Dr Alka Mittal, ONGC CSR Head and then former ONGC CMD –
where it all started !

Chinar Baramulla

FY 2016-2017-2018 – Where it all began ! – ONGC Support



Fashion



Fashion



Hospitality and Retail
Project



Computer Classes



Sports



Mobile Unit

Chinar Baramulla

■ FY 2018-19 – ONGC Continues



ONGC and Army Visit



Chinar in Winter



Irfan Pathan Visit



Genpact Office



ONGC Indian Army REACHA – FICCI Award



ONGC Office – Alka Maam



XX



Recognition to trainees



John Abraham with trainees



XX



Training



Exposure Visit Training

FY 2020-21 – ONGC Continues



Introduction of Music



Mental Health Workshop



Maria and Archna



Music Band



Classroom



Mobilization Efforts

Fy 21-22 – ONGC



Chinar



Drug De-addiction Workshop



Team Meetings



Reviews at ONGC Office –
REACHA and Indian Army



Drug Deaddiction Center



ONGC Review

FY22-23..ONGC



Taj Visit at Baramulla –
Mr. Sandeep Gore



Festival Celebration



Team Picture



Strings of Baramulla



Mobilization efforts in
communities

FY 2023-24..ONGC



CEO Visit



Deloitte Impact Assessment Visit



Dc Baramulla Visit



Army Day Celebration



Coding classes

Hearing the voice of
community is most
important

10,000+ Lives impacted in Baramulla since 2016 and continuing

Some Success Stories - Baramulla



Yasmeena



Shafia



Maria

Here with us today!

Impact Story – Sandeep Kaur



Sandeep Kaur was a part of our Fashion and Designing Training Program (April to October 2023) in Baramulla (Aspirational District), Kashmir supported by Oil and Natural Gas Corporation Ltd CSR under guidance of Indian Army.

Sandeep, mother of two, hails from a middle-class family. She developed an interest to pursue fashion designing course from our training center. She had the aspiration to start something of her own.

After completing her training, Sandeep took a loan to purchase sewing machine to open her boutique. With all the hard work, she now successfully operates her own boutique from home, and has started earning an average of 7k to 10k per month. She aspires to take this forward, and also help others in the community.



Empowering
Local
Communities

Shoutout to Col
Menon and team
and to all the
officials who have
been a part of this
journey since 2016!

Genpact Supported – Market Linkages for Strings of Baramulla, Food Processing, Paper Recycling, Kojo Printing and Fashion Groups

The Story of Yuvaah! Apple Juice

Yuvaah! Apple Juice is more than a beverage, it's a movement and we are here to spread the word!

- **Kashmir is Kashmir's Legacy:** Made from the finest apples, nurtured in the orchards of Baramulla.
- **Crafted with Care:** Every bottle represents the labor of love of Baramulla's youth.
- **Sustainably Packaged:** Eco-friendly materials ensure we protect the beauty of Kashmir while sharing its treasures.
- **Pure and Healthy:** No preservatives, no artificial flavors—just the authentic taste of freshly pressed apples.

Yuvaah! celebrates the region's natural wealth while creating a sustainable livelihood for its people.



Chinar Yuva Products!

At Chinar Yuva, the youth channel their creativity and skill into crafting a range of high-quality products:

- **Preserves, Ginger tonic and Jam:** Bottled freshness, directly from Kashmir's rich orchards.
- **Plastic Recycling:** With sustainability and waste management in mind, by recycling SHG at Chinar Yuva makes impeccable products made of plastic waste.
- **Apple Juice – Yuvaah!:** Our flagship product, a story of Kashmir in every sip. Loved by many and for some it is a lifetime's friendship and Kashmir's essence inside a bottle.

Each product reflects dedication, resilience, and entrepreneurial spirit of the youth involved.




Mrs Arooj and IHCL are also helping promote these products

Why Choose Yuvaah? A fresh sip of nature!

an initiative by Chinar Yuva!

ASDA celebrates Government of Jammu and Kashmir's vision of Kashmir development through the promotion of indigenous products.





Genpact Impact story – Formal Enterprise Set Up at Chinar Baramulla – First ever in a structured manner

UDYAM-14-03 PM Print : Udyam Registration Certificate

 **भारत सरकार**
Government of India
सूक्ष्म, लघु एवं मध्यम उद्यम नगराल
Ministry of Micro, Small and Medium Enterprises

UDYAM REGISTRATION CERTIFICATE

UDYAM REGISTRATION NUMBER: UDYAM-JK-03-0040445

NAME OF ENTERPRISE: YUVA SHGS

TYPE OF ENTERPRISE:

S.No.	Classification Year	Enterprise Type	Classification Date
1	2020-25	Micro	11/02/2025

MAJOR ACTIVITY: **MANUFACTURING**

SOCIAL CATEGORY OF ENTREPRENEUR: GENERAL

NAME OF UNIT(S):

S.No.	Name of Unit(s)
1	YUVA SHGS

OFFICIAL ADDRESS OF ENTERPRISE:

Flat/Door/Block No.	Chinar Area Contn.	Name of Premises/ Building	
Village/Town	Neer District Police Lines	Block	Kanth Bagh
Road/Street/Lane	Baramulla	City	Baramulla
State	J&KDC AND KASHMIR	District	BARAMULLA, Pin 185100
Mobile	9987740445	Email	50101@genpact.com

DATE OF INCORPORATION / REGISTRATION OF ENTERPRISE: 07/01/2025

Journey since 2018;
YUVA SHGs

IIFL Foundation in Baramulla

Beauty and Wellness – 75

Coding – 90

NIELIT and NSDC (Beauty and Wellness Sector Skill Council)



Coding Course

**Shoutout to
Madhu Ma'am,
Sahil Hamid and
IIFL team!**



Beautician Course

Impact Story – Strings of Baramulla

Genpact supported SHG - Strings of Baramulla (Music and Culture) - Mohsin Khan, Rahila Bano and Mehr Ul Nisa came down to Delhi from Kashmir to collaborate and record a song with Genpact CSR Team. The theme of the song is on Environment and Climate Change.

Strings of Baramulla was formed in 2020 under supervision of Indian Army; since then they have now been performing pan India. The youth who have made the band come from remote areas of Kashmir and were introduced to music training at Chinar Yuva, Baramulla, Kashmir.

This has given them an opportunity to earn a livelihood by promoting their local music and culture, and pursuing something they are passionate about.



Strings of Baramulla
Jamming with
Genpact Team in
Delhi

Kupwara Sheiq Ul Alam – Bus Stand



King Chef Awards



Youth Trained - Hospitality –280 Retail - 360



GOC Girish Kalia Sir,
Madhu Maam,
Nirmal Sir and Mr
Sahil



Mrs Arooj From
Taj visiting the
center for
assessment

Impact Story – Banty Bano IIFL



Happy to share that one of our trainees Miss Banty Bano from IIFL Foundation supported Hospitality Chef Trade Training in Kupwara, Kashmir (Batch 1) has opened her own restaurant, New Sky Cafe and Restaurant, making her the first woman in the area to do so.



**Tata Strive
Certification**

Roshan Mushtaqbil – Kesari Tours and Travels



Kesari – 80 Youth getting trained - - - GOC Girish Kalia Sir, Zalam Maam, Ms. Vandana, Col Tanmoy and Maj Manish

Roshan Mushtaqbil – IHCL and Kesari



Taj – 25 youth are getting trained at RM

Vision of IHCL team and Indian Army -
Sireesha Chandana Sandip Gore
Jitendra Chand Arooj Jan Shiladitya
Samaddar Vidhu Prakash Ruchika
Sahni Ashok Mishra Abdul Asim
Indian Army Tanmoy Rath Maj Manish



IHCL Supported Training – Market Aligned
have started at Roshan Mustaqbil

Taj – 25 youth are getting trained at RM

Shoutout to Col Tanmoy and team!

Chinar Boniyar and IHCL



Chinar Boniyar



Tata Strive – Industry Aligned Certification

Shoutout to IHCL and Tata Strive Team!

Chinar Boniyar – IHCL



Tata Strive – Examination



Tata Strive – Examination



Tata Strive – Examination



Training to 100 – F&B; 100 - Chef



	2000	2001	2002	2003	2004	2005	2006	2007	2008
Non-ferrous	Aluminum products (except waste or scrap)	1916.0	1920.0	1925.0	1930.0	1935.0	1940.0	1945.0	1950.0
	Aluminum waste or scrap	1951.0	1956.0	1961.0	1966.0	1971.0	1976.0	1981.0	1986.0
	Aluminum products (except waste or scrap)	1951.0	1956.0	1961.0	1966.0	1971.0	1976.0	1981.0	1986.0
	Aluminum waste or scrap	1951.0	1956.0	1961.0	1966.0	1971.0	1976.0	1981.0	1986.0
	Aluminum products (except waste or scrap)	1951.0	1956.0	1961.0	1966.0	1971.0	1976.0	1981.0	1986.0
Ferrous	Iron and steel	1991.0	1996.0	2001.0	2006.0	2011.0	2016.0	2021.0	2026.0
	Iron and steel waste or scrap	2031.0	2036.0	2041.0	2046.0	2051.0	2056.0	2061.0	2066.0
	Iron and steel products (except waste or scrap)	2031.0	2036.0	2041.0	2046.0	2051.0	2056.0	2061.0	2066.0
	Iron and steel waste or scrap	2031.0	2036.0	2041.0	2046.0	2051.0	2056.0	2061.0	2066.0
	Iron and steel products (except waste or scrap)	2031.0	2036.0	2041.0	2046.0	2051.0	2056.0	2061.0	2066.0
Non-metallic mineral products	Crude oil	2071.0	2076.0	2081.0	2086.0	2091.0	2096.0	2101.0	2106.0
	Crude oil waste or scrap	2111.0	2116.0	2121.0	2126.0	2131.0	2136.0	2141.0	2146.0
	Crude oil products (except waste or scrap)	2111.0	2116.0	2121.0	2126.0	2131.0	2136.0	2141.0	2146.0
	Crude oil waste or scrap	2111.0	2116.0	2121.0	2126.0	2131.0	2136.0	2141.0	2146.0
	Crude oil products (except waste or scrap)	2111.0	2116.0	2121.0	2126.0	2131.0	2136.0	2141.0	2146.0
Metals	Aluminum	2151.0	2156.0	2161.0	2166.0	2171.0	2176.0	2181.0	2186.0
	Aluminum waste or scrap	2191.0	2196.0	2201.0	2206.0	2211.0	2216.0	2221.0	2226.0
	Aluminum products (except waste or scrap)	2191.0	2196.0	2201.0	2206.0	2211.0	2216.0	2221.0	2226.0
	Aluminum waste or scrap	2191.0	2196.0	2201.0	2206.0	2211.0	2216.0	2221.0	2226.0
	Aluminum products (except waste or scrap)	2191.0	2196.0	2201.0	2206.0	2211.0	2216.0	2221.0	2226.0
Chemicals and allied products	Chemicals	2231.0	2236.0	2241.0	2246.0	2251.0	2256.0	2261.0	2266.0
	Chemicals waste or scrap	2271.0	2276.0	2281.0	2286.0	2291.0	2296.0	2301.0	2306.0
	Chemicals products (except waste or scrap)	2271.0	2276.0	2281.0	2286.0	2291.0	2296.0	2301.0	2306.0
	Chemicals waste or scrap	2271.0	2276.0	2281.0	2286.0	2291.0	2296.0	2301.0	2306.0
	Chemicals products (except waste or scrap)	2271.0	2276.0	2281.0	2286.0	2291.0	2296.0	2301.0	2306.0
Textiles	Textiles	2311.0	2316.0	2321.0	2326.0	2331.0	2336.0	2341.0	2346.0
	Textiles waste or scrap	2351.0	2356.0	2361.0	2366.0	2371.0	2376.0	2381.0	2386.0
	Textiles products (except waste or scrap)	2351.0	2356.0	2361.0	2366.0	2371.0	2376.0	2381.0	2386.0
	Textiles waste or scrap	2351.0	2356.0	2361.0	2366.0	2371.0	2376.0	2381.0	2386.0
	Textiles products (except waste or scrap)	2351.0	2356.0	2361.0	2366.0	2371.0	2376.0	2381.0	2386.0
Food and kindred products	Food	2391.0	2396.0	2401.0	2406.0	2411.0	2416.0	2421.0	2426.0
	Food waste or scrap	2431.0	2436.0	2441.0	2446.0	2451.0	2456.0	2461.0	2466.0
	Food products (except waste or scrap)	2431.0	2436.0	2441.0	2446.0	2451.0	2456.0	2461.0	2466.0
	Food waste or scrap	2431.0	2436.0	2441.0	2446.0	2451.0	2456.0	2461.0	2466.0
	Food products (except waste or scrap)	2431.0	2436.0	2441.0	2446.0	2451.0	2456.0	2461.0	2466.0



Shoutout to Boniyar Army

Nokia Smartpur in Jammu and Kashmir

- Five Pillars – Health, Livelihood, education
- Total – 40 Centers in J&K
- Model of Working – Centers located at Local Panchayat Ghars, Nokia Intervention comes in here to make government schemes more accessible to the local communities
- Helps Government Departments hand in hand – in also meeting their targets



Nokia Smartpur - Kashmir



Kashmir Smartpur



J&K Bank



Rural Development Department



Financial Awareness camp

Connecting the Unconnected



- Operating in 9 Districts of Kashmir
- In Local Communities
- Imp Stakeholders - District Commissioner, Rural Development Kashmir:, Financial Inclusion In-charge, JK Bank: Block development Officer, Tourism, KVK

Nokia Smartpur - Jammu



Nokia Smartpur Launch in Jammu



Jammu Team



District Administration Meeting



Launch by PM Modi Ji, Pali, Jammu

- Samba District
- In Local Communities
- Imp Stakeholders - District Commissioner, Rural Development Jammu:, NRLM, KVK, RSETI, Social Welfare Department, Health Department, Employment Department

Industry Aligned Certifications



Tata Strive



Kesari



Beauty and Wellness Sector Skill Council



NIELIT



Tata Strive and IIFL Foundation



Retail Sales Associate

Some Impact Stories



Hotel Sonmarg, Receptionist



Sales Associate, Kupwara



Robsta Café Riyadh Saudi Arabia.



Radisson, Srinagar



Taj Vivanta Srinagar

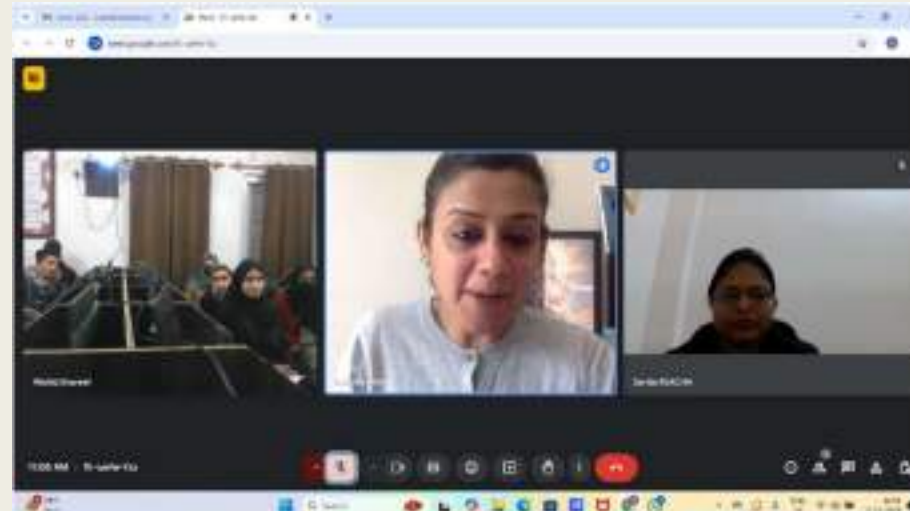


Heaven Retreat Gulmarg

Market Expert Sessions – Industry Aligned Top Up



Sterling



Emotional Wellness /
Personality Sessions

Expert Faculty – Subject Matter Experts

REACHA Opens Office at Srinagar – About a Decade long Journey



- Lot of Corporates have come forward to support in the development of Kashmir over last 10 years
 - Government and Indian Army is also at it in empowering the local communities
- We as people must be proactively alert and be ready to walk the talk, and work hard to continue to develop Kashmir and generate impact!

Ensure that whatever we do, we do with right intent, accountability, honesty and with compliance