



Col. Nakash Menon
Commandant

22 Medium Regiment
(Sittang & Yenang Yaung)
PIN - 925722
c/o 56 APO



308701/A

25 Sep 25

Mr. Nikhil Pant
Chairman and CEO
REACHA

APPRECIATION FOR REACHA'S OUTSTANDING CONTRIBUTION TO CHINAR YUVA CENTRE AT BARAMULLA

Dear Mr Pant,

1. I wish to place on record my sincere appreciation and acknowledgement for the outstanding effort put in by REACHA in the setting up, development and growth of Chinari Youth Upliftment & Vocational Assistance (YUVA) Centre at Baramulla under supervision of Indian Army.

2. The Centre was initiated in the year 2016 by Indian Army to engage youth in positive career/livelihood activities. REACHA has played a key role not only in designing and setting up the Centre but also sustaining its activities through difficult times, and still continues to do so. Since inception, REACHA, understanding the needs of the youth of Baramulla, set up training facilities and delivered Government/NSDC/market certified courses, strengthened infrastructure and helped create a safe learning and outcome-based environment for youth.

3. Through this effort, under guidance of Indian Army, REACHA has brought the transformation in the youth and communities of Baramulla.

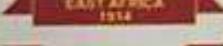
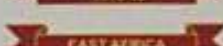
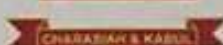
4. REACHA has provided training and counselling support in several popular domains including Fashion Designing, Retail and Hospitality, Beauty and Wellness, Music, Coding and Basic Computer and Counselling support through Drug De-addiction Centre (DDC). In the FY 2024-25 a much-needed course in Beauty and Wellness was also started. Five Self Help Groups for livelihood enhancement have been developed by REACHA over the years in areas like Food Processing, Plastic Waste Recycling and Fashion Designing etc.

5. Since its inception with placements over 1,300, income generation through SHGs and individual enterprise, the students of Chinari YUVA Centre built their livelihood. Around 10,000 youth have been positively impacted through Chinari YUVA Centre & DDC with assistance of REACHA.

6. In FY 2024-25 A total of 165 benefitted overall out of which 75 students were given training in Beauty and Wellness and 90 students were given training in Coding. Out of these – 14 youth from Coding got internship opportunities in nearby schools. 14 Girls who completed Beauty and Wellness training started freelancing or their enterprise – Salon etc. In FY 2025-26, team is training 90 youth in Beauty and Wellness.

7. I acknowledge and appreciate the outstanding effort of REACHA to bring peace and development in Kashmir valley, and for decade long journey with Chinari Yuva, Baramulla. We would like to continue positive partnership with you to grow and strengthen as part of nation building in the valley.

My Good Wishes
Genraj





कर्नल अमित विजय माने
Col Amit Vijay Mane
समादेशक
Commandant

Mob. : 8494075012
21 AR/Pers/PA/2025/ 721

21वीं बटालियन असम राइफल्स
21st Battalion Assam Rifles
पिन - 932021
Pin - 932021
द्वारा 99 सेना डाकघर
C/o 99 SPO

23 September 2025



Mr. Nikhil Pant
Chairman and Chief Executive Officer
REACHA
177-178, 2nd Floor
Triveni Apartment, Jhilmil Colony
New Delhi - 110095



OP. Hyderabad
2006-2010

**APPRECIATION FOR REACHA'S OUTSTANDING CONTRIBUTION FOR
DEVELOPMENT OF YOUTH IN MANIPUR WITH SUPPORT OF IIFL
FOUNDATION FOR FY 2025-26**

Dear Sir

1. I wish to place on record my sincere appreciation and acknowledgement for the outstanding efforts made by REACHA and its dedicated team in initiating this project with the support of the IIFL Foundation during FY 2025-26. The training program for the youth of Manipur at Pallel, Imphal District is a thoughtful intervention, covering relevant domains such as Homestay Host and Front Desk Management, in close coordination with us at 21 Assam Rifles.

2. This is indeed a remarkable initiative undertaken in Manipur, with the objective of training 150 youth (Front Desk Office operations) by 31st March 2026. The program not only provides comprehensive training in the hospitality sector but also ensures placement opportunities and valuable industry exposure. Upon completion of the training, participants will be awarded certificates by Tata Strive.

3. Considering Manipur's history of conflict and challenging circumstances, this initiative will stand as a milestone and a turning point in empowering the local youth.

4. We are also pleased to note that training in both trades formally commenced on 23rd July 2025. Alongside domain-specific training, the additional emphasis on communication skills and soft skills is significantly strengthening the program and equipping the youth with the confidence and professionalism required for successful placements upon completion of their curriculum.



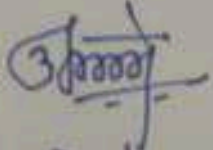
Tripura 2021



OP. Hyderabad 2023

5. I wholeheartedly acknowledge REACHA's tireless efforts in mobilizing the community, setting up the required infrastructure at the training centre and ensuring the smooth delivery of high-quality training in a professional manner.
6. Finally, we would like to extend our sincere appreciation to IIFL Foundation and REACHA for their unwavering commitment towards nation-building, youth upskilling and enabling young individuals to earn a dignified livelihood.
7. We look forward to continued collaboration for the betterment of the community and for creating a brighter future for the youth of Manipur.

With Warm Regards


yours faithfully.



कर्नल नरेन्द्र सिंह देशवाल
कमान अधिकारी
Col Narender Singh Deswal
Commanding Officer

१३^{वाँ} बटालियन सिख लाईट इन्फैन्ट्री
पिन-९१२३१३
द्वारा ५६ सैनिक डाकघर
13TH Bn The Sikh Light Infantry
PIN-912313
c/o 56 APO



OP HIFAZAT
MANIPUR
DEC 93 - AUG 95

70905/Pers

06 Sep 25

Mr. Nikhil Pant
Chairman and CEO, REACHA
177-178, 2nd Floor,
Triveni Apartment, Jhilmil Colony,
Delhi 110095



UN FORCE CDR
UNIT CITATION
AUG 11 - OCT 12

Subject : Acknowledgement for REACHA's efforts under The Indian Hotels Company Limited (IHCL) CSR Supported Fashion Designing (Weaving) and Chef Bakery Project at Chinar Uri, Kala Pahad – Uri under guidance of Indian Army



ANDAMAN & NICOBAR
COMMAND
JUL 20 - NOV 22

Dear Mr Nikhil,



1. I would like to convey my appreciation to IHCL and REACHA for thoughtful cooperation and inaugurating **Fashion Designing (Weaving)** and **Chef Bakery** training programs at **Skill Development Centre, Kala Pahar Brigade, Uri** on **14 July 2025**, in close coordination with Indian Army. 150 youth of Uri and nearby areas would benefit through this initiative over FY 2025-26. This initiative marks an important step towards women and youth empowerment, and skill development in Uri, Kashmir.

2. We are happy to see that the training in both trades have started wef **23 July 2025 onwards**. Along with domain training, the focus on **communication skills and soft skills** is further strengthening the program and helping local youth in preparing them for **placement opportunities** on successful completion of their course curriculum

3. I acknowledge REACHA's efforts in mobilizing the community, installing required infrastructure at this Centre, and ensuring quality training in a smooth and professional manner.

4. We would like to acknowledge IHCL and REACHA for its dedicated commitment towards Nation Building – upskilling the youth and providing them an opportunity to earn their respectable livelihood. Looking forward for continued collaboration for the betterment of the community.

Best Wishes

[Signature]



Col Nakash Menon
Commandant

22 Medium Regiment
(Sittang & Yenang Yaung)
PIN - 925722
c/o 56 APO

110209/OIC/DO/03

14 Dec 2024

Mr. Nikhil Pant
Chairman and CEO
REACHA

**APPRECIATION FOR REACHA'S OUTSTANDING CONTRIBUTION TO
CHINAR YUVA CENTRE AT BARAMULLA**

Dear Mr Pant,

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2. The Centre was initiated in the year 2016 by Indian Army to engage youth in positive career/ livelihood activities. REACHA has played a key role not only in designing and setting up the Centre but also sustaining its activities through difficult times. Since inception, REACHA, understanding the needs of the youth of Baramulla, set up training facilities and delivered Government/ NSDC/ market certified courses, strengthened infrastructure and helped create a safe learning and outcome based environment for youth.
3. Through this effort, under guidance of Indian Army, REACHA has brought the transformation in the youth and communities of Baramulla.
4. REACHA has provided training and counselling support in several popular domains including Fashion Designing, Retail and Hospitality, Music, Coding and Basic Computer and Counselling support through Drug De-addiction Centre (DDC). In the FY 2024-25 a much needed course in Beauty and Wellness was also started. Five Self Help Groups for livelihood enhancement have been developed by REACHA over the years in areas like Food Processing, Plastic Waste Recycling and Fashion Designing etc.
5. Since its inception with placements over 1,300, income generation through SHGs and individual enterprise, the students of Chinara YUVA Centre built their livelihood. Around 10,000 youth have been positively impacted through Chinara YUVA Centre & DDC with assistance of REACHA.
6. I acknowledge and appreciate the outstanding effort of REACHA to bring peace and development in Kashmir valley and would like continuing positive partnership with you to grow and strengthen as part of nation building in the valley.

Appreciate for Contribution.
Warm Regards. Jami





*Col Tanmoy Rath, SM
Commanding Officer
Roshan Mustaqbil
Kupwara*

1131/DO/MK/Pers

**Mr. Nikhil Pant
Chairman and Chief Executive Officer
REACHA
New Delhi- 110095**

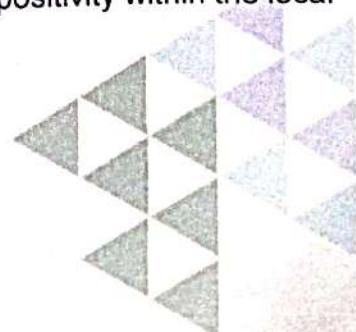
**Zangli Garrison
Kupwara
Jammu & Kashmir
Pin - 193222**

21 Apr 2025

**Appreciation for Collaboration, Support and Development of Roshan
Mustaqbil, Kupwara**

Dear Mr. Nikhil,

1. I wanted to acknowledge and appreciate REACHA for its support and contribution towards empowering the youth of Kupwara, Kashmir since 2021 under Operation Sadbhavana. REACHA's continuous involvement since 2016 in Kashmir under Operation Sadbhavana has been contributing to national integration and livelihood generation, creating a meaningful difference in the lives of the local youth of Kashmir
2. Since the start of the collaboration between REACHA and Roshan Mustaqbil on 8th June 2024, many youths have received training and employment through your impactful projects.
3. Through the Kesari Tour Guide Project, 80 students are successfully trained, out of which 45 have already been placed in different hospitality sectors; under the IHCL Food & Beverage Service Training Project, 25 students are trained, with 15 securing placements. We have also been able to set up state of the art F&B Lab through IHCL and REACHA's support. Along with the growth of these trainees, REACHA is also enabling their families to experience the pride of seeing their children stand on their own feet and contribute to the financial stability of their households.
4. We are also very grateful for your help through IHCL, Rising Sun Energy Project and Kesari Tour support for infrastructure development of the Roshan Mustaqbil Centre. This developed, high quality infrastructure has not only improved the learning environment but has also increased the footfall and engagement of youth in Kashmir. Having a training center in such a community has also inspired surrounding areas, where people are now feeling more confident to come forward, to receive training, and work towards a better future for themselves and their families. As a result, we are witnessing a growing sense of positivity within the local community.



5. Your team's dedication, diligence and outstanding performance has played, and continues to deliver a very important role in the betterment of the lives of youth and their families in Kashmir region. This has had an overall excellent outcome with regards to the local community's perception of the Army's positive role in development of Kashmir a key contributor to national integration and nation-building.
6. We look forward to continuing this collaboration with REACHA in the future for the growth and development of Kashmir.

with warm regards

yours sincerely

Sanjay



Ayushi Sudan, IAS



District Magistrate/Deputy
Commissioner/District Dev.
Commissioner, Kupwara

No:- DCK/PS/2024/258/12

Dated:- 19/10/2024

Dear Madhu Ji,

I would like to express my heartfelt gratitude for the development work that you have been providing through training program in Retail Sales and Hospitality in Kupwara, Kashmir valley since 2022 implemented by REACHA.

Your commitment to making a difference is truly inspiring and I am deeply appreciative of your partnership.

I look forward to continuing this meaningful collaboration for Retail Sales training as it is much needed in Kupwara for achieving even greater success together.

Thank you once again for your invaluable support.

Warm regards.

Ayushi Sudan, IAS

Dr. Madhu Jain

*Director, IIFL Foundation
Hubtown Solaris, Andheri,
Mumbai - 400069*

Copy to the:-

01. Sri Nikhil Pant, Chairman and CEO REACHA, New Delhi



Oil and Natural Gas Corporation Limited

Corporate Social Responsibility Group

Deendayal Urja Bhawan, 3rd Floor, Tower-A,
5, Nelson Mandela Marg, Vasant Kunj, New Delhi-110 070
Tel. : +91-11-26753141/42, Email : csrdelhi@ongc.co.in

Date: 18 June, 2024

To,
Mr. Nikhil Pant
Chairman & CEO, REACHA
177-178, 2nd Floor, Triveni Apartment,
Jhilmil Colony, Delhi 110095

Subject: Letter of Appreciation for "REACHA" work in Kashmir in partnership with ONGC CSR

Dear Shri Nikhil,

I, on behalf of ONGC, express my sincere appreciation for the contribution of "REACHA" in making a positive impact on society through our CSR project at Baramulla, J&K.

This CSR project had one of the objectives of positively engaging the youth of Baramulla and nearby, in vocational courses which enhance their employability. Also, another intervention was pertaining to drug-de-addiction of youths.

The CSR interventions with REACHA, as implementing agency, partnering with Indian Army made a positive impact in the local community as more than 8000 youths were engaged for the different interventions during eight years of association. Further, consequent upon their engagement, many youth were placed in various establishments earning livelihood.

We are grateful for the efforts of your team, which have showcased the power of collaboration and collective action. Your team's passion, professionalism, and dedication to our common goals have been instrumental in driving positive change and making a difference in Baramulla, J&K.

With Warm Regards,

(A.P. Singh)
Executive Director-Chief CSR



Team got an opportunity to present the Nokia Smartpur Work in front of the following people -

- Mr. SN Tripathi (IAS) - Director IIPA,
- Mr. Om Prakash Singh (IRS) - Director, Ministry of Home Affairs
- Mr. Alok Prem Nagar (IFS) - Joint Secretary, Ministry of Panchayati Raj,
- Dr. Alka Mittal - Member - Administration, Capacity Building Commission, Former CMD and Director (HR) of ONGC), Ramendra Singh - IIM Calcutta, Professor of Marketing.



MyIIPAलोकप्रशासन

@iipa9



Nokia, KPMG and REACHA in collaboration with IIPA has organised an Impact and Insights Workshop: Showcasing ground-level Transformational Work through Nokia Smartpur Centres. Nokia's CSR initiative, Smartpur, was developed to revolutionise access to livelihood opportunities, healthcare, financial inclusion, education and governance for rural communities by utilising the transformative power of technology.



Image Courtesy: Mr. N. S. Prasad (IIPA)

01 Aug 2025

You and 9 others

12:58 PM · Aug 1, 2025 · 141 Views

District Administration Across Locations



District Administration, Kashmir



District Administration, Jammu



District Administration, Maharashtra



**District Administration,
Rajasthan**



**District Administration,
Assam**



**District Administration,
Andhra Pradesh**



Pema Khandu
@PemaKhanduBJP

So happy to learn that 6 candidates - 5 girls and 1 boy – from IIFL Foundation supported Homestay Host Training Program at IGGC, Tezu, have been placed at Sterling Hotel at Manali, Mussoorie, and Darjeeling.

Heartiest congratulations to Subani Meyor (from Walong, Anjaw), Jija Mipi (from Anini), Mawu Melo (from Punli, Dibang Valley), Nuya Miso (from Punli, Dibang Valley), Esuli Molo (from Angrim Valley, Dibang) and Pinika Taidong (from Changlang, Changlang district).

Best wishes for your future journey!

Thank you so much REACHA team for counseling them and their families at every moment and step.

[@DefenceMinIndia](#) [@MDoNER_India](#) [@MSDESkillIndia](#) [@HQ_DG_NCC](#)

**Empowering all
is our collective
RESPONSIBILITY**

- 3-Month Certificate Course in Homestay Host**
- It's a CSR Project supported by IIFL Foundation**
- Guided by 22 Arunachal Pradesh Battalion NCC, Pasighat**
- Being implemented by REACHA at IGG College, Tezu**

[PemaKhanduBJP](#) [PemaKhandu_bjp](#) [PemaKhandubjp](#)

8:34 AM · Jul 14, 2024 · 3,859 Views



Post



The Assam Rifles

@official_dgar



ASSAM RIFLES ORGANISES AN ORIENTATION PROGRAM FOR YOUTH IN NAGALAND

[#AssamRifles](#), in collaboration with REACHA & supported by SIDBI, launched a Vocational Training Centre in [#Kohima](#) to skill 120–150 youth in Handloom (Bamboo Crafting), Hospitality & Retail. The Bamboo Crafting course began on 28 May 2025 with 40 trainees at Jotsoma village. This initiative is a step forward in creating sustainable livelihoods and empowering local youth through skill development and entrepreneurship.

[#SentinelsOfTheNorthEast](#) [#OperationalReadiness](#) [#CommunityFirst](#)
[#NationFirst](#) [#WeeklyUpdate](#) [#ServiceBeforeSelf](#)
[#GuardiansOfTheNation](#)

[@adgpi](#) [@HMOIndia](#) [@PIBHomeAffairs](#)



9:08 AM · May 30, 2025 · 221 Views



POST

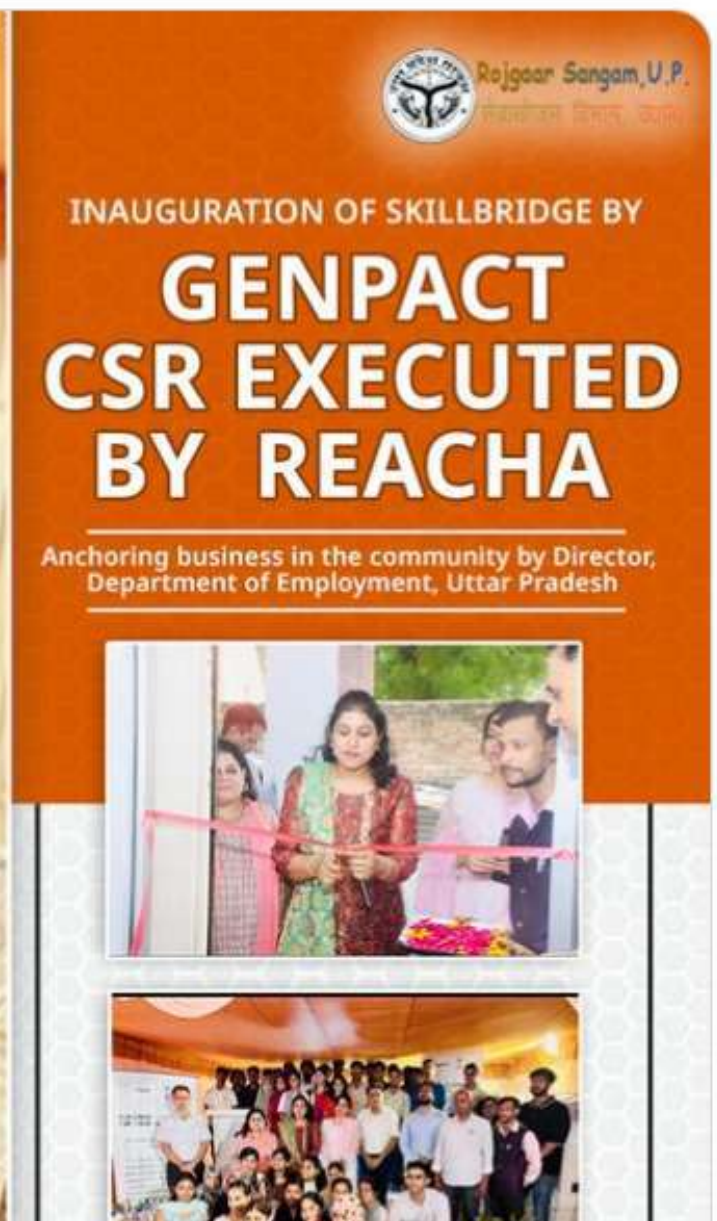


Directorate Of Employment ,Uttar Pradesh

@trainingandemp1



#INAUGURATION_OF_SKILLBRIDGE BY #GENPACT_CSR_EXECUTED BY #REACHA_Anchoring business in the community by Director, Department of Employment, Uttar Pradesh





SIDBI Visit, Nagaland



SIDBI Visit, Arunachal Pradesh



Roshan_Mustaqbil_Kupwara

@mustaq_roshan



#Reacha Foundation has extended their collaboration with #Roshan Mustaqbil by carrying out the soft launch of their newest course on Tourism Guide, in further collaboration with #Kesari Travels. The event witnessed great participation from interested students at Roshan Mustaqbil





Skill development- Hospitality sector

Providing skill-based training to youth in hospitality sector for 'Chef Trade' in aspirational district, Kupwara, Jammu and Kashmir.

[Hospitality Kupwara](#)[Overview](#)[Highlights](#)[Testimonials](#)[Gallery](#)

OVERVIEW

The skill-building project in Kupwara district addresses the pressing socio-economic challenges prevalent in one of India's remotest regions. Designated as an 'Aspirational District' by NITI Aayog, Kupwara grapples with infrastructural deficiencies and the enduring conflict along its borders with Pakistan, resulting in profound losses and societal upheaval. In response, the initiative, with support from the IIFL Foundation was conceived to empower the local youth, particularly the educated unemployed, by providing them with essential skills and knowledge necessary for careers in the burgeoning hospitality sector.

The project's inception stems from the recognition of the dire need to address the lack of viable employment opportunities and the prevalence of militancy due to the dearth of job facilitation centers. By focusing on hospitality education, the initiative enhances the employability of the youth and contributes to the growth of the local hospitality industry and the overall economic development of the region. Moreover, by imparting essential skills, the project aims to foster socio-economic stability within beneficiary families.

What sets this CSR initiative apart is its comprehensive approach. Beyond merely providing training, it actively engages in activities that strengthen governmental institutions, including the Indian Army, and contribute to the local economy, fostering constructive engagement for nation-building. The project's impact is evident in the placement of 123 beneficiaries thus far, instilling hope and providing pathways to success.

Furthermore, the project distinguishes itself by offering joint certification from esteemed partners like IIFL Foundation, TATA Strive/Taj, Army, and REACHA, motivating the youth to strive for excellence. Additionally, exposure opportunities in 2, 3, and 5-star hotels enhance the participants' skillsets and their confidence and enthusiasm for a brighter future. Thus, it contributes meaningfully to their communities and the nation at large.



HIGHLIGHTS

The training program has made significant strides in augmenting the skilled workforce for the hospitality industry, particularly in Kupwara. The project provided professional development to 160 young individuals, empowering them to pursue careers as Hospitality Chefs. Since its commencement on February 2, 2023, 160 participants have been enrolled, with 123 successfully placed.

The impact of the project extends beyond skill acquisition, with a focus on integrating underprivileged youth into the mainstream and fostering their role as positive contributors to society. By providing opportunities for professional growth, the project enhances employment prospects and contributes to the financial stability of beneficiary families, directly benefiting 160 households.

Moreover, the initiative promotes a shift in attitude and behavior among the youth through exposure to various experiences. It facilitates the gainful and constructive engagement of Kashmiri youth, promoting their integration into the national mainstream. Supported by the District Commissioner and the Indian Army (41 RR), the project has garnered trust within the community, leading to increased participation and support from parents.

Furthermore, the project includes partnerships with prominent industry players like TATA/Taj, providing students with soft skills, grooming, and communication sessions to enhance their employability. The project's success in its inaugural year has sparked enthusiasm among candidates, with bookings already received for upcoming batches.



Students

160



Project location

Kupwara



State

Jammu & Kashmir



Project start year

January '23



Project end year

January' 24

Process

Testimonials

- "Completing the 90-day, free of cost hospitality course was an overwhelming experience as following its conclusion, I was thrilled to secure a position as a Chef's Assistant at Hotspot Restaurant." - Naushat, student.
- "The course primarily emphasized foundational skills, enabling us to strengthen our knowledge base and enhance our abilities. I am grateful to IIFL Foundation and REACHA for their support, as it was through their assistance that I secured a position at one of Pahalgam's finest establishments, Kolahoi Green Resort." - Dayam, student.
- "In the border region of Kupwara, our project focuses on mobilizing and training students in hotel management, empowering them with essential skills for livelihood. We oversee their placements, which span various esteemed locations, including prestigious five-star hotels across different districts. The feedback from both employers and parents fills us with immense happiness, but it's the blessings we receive that truly bring us the greatest satisfaction. For this, I extend my heartfelt gratitude to IIFL Foundation, the Indian Army, and REACHA." - Zubair Mohin Ud Din Dar (Trainer, REACHA).
- "The domain of hospitality food production has served multiple purposes that have positively impacted the community. We undertook the task of training unemployed youth in the Kupwara district by providing them with a comprehensive food production chef course, completely free of cost. This initiative aimed to uplift the underprivileged and unemployed youth, equipping them with valuable skills and enhancing their employability. The project yielded remarkable results, benefiting both the individuals involved and the community at large. Following the completion of their training, we actively endeavored to secure the best job opportunities for these talented individuals. As a result of our efforts, they were successfully placed in various prestigious establishments, including 5-star and 4-star hotels. By combining the power of education and job placement, this initiative has brought about a positive transformation in the lives of the underprivileged youth in Kupwara district. It stands as a shining example of how empowering individuals through skill development and creating job opportunities can have a profound and long-lasting impact on their lives and the community." -Nazima (Trainer, REACHA).

Gallery

Images

Videos

Visit of Top Restaurant Owners of Kupwar to IIFL Hospitality Training Centre



GOLDEN YUG

1

[Journey Image »](#)



2

[Journey Image »](#)



3

[Journey Image »](#)



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4

[Journey Image »](#)



5

[Journey Image »](#)



6

[Journey Image »](#)



7

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9

[Journey Image »](#)

Case Studies

[Hospitality Case Study](#)
[One](#)

Disclaimer: Data period April 2023 to March 2024

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PRESSROOM

IHCL PARTNERS WITH REACHA AND INDIAN ARMY TO LAUNCH SKILL CENTRE IN URI, J&K ON WORLD YOUTH SKILLS DAY 2025

July 15, 2025



Download Press Release



Copy Page URL



3 min



Share

IHCL PARTNERS WITH REACHA AND INDIAN ARMY TO
LAUNCH SKILL CENTRE IN URI, J&K
ON WORLD YOUTH SKILLS DAY 2025

This World Youth Skills Day, **Indian Hotels Company (IHCL)**, India's largest hospitality company, joins forces with **REACHA (Research & Extension Association for Conservation Horticulture and Agro-Forestry)** and the **Indian Army**, to announce a skill development centre in **Uri, Jammu & Kashmir**.

Mr. Gaurav Pokhariyal, Executive Vice President – Human Resources, IHCL, said, "On World Youth Skills Day, IHCL reaffirms its commitment to building a more inclusive and equitable future through skill development. Guided by our ESG+ framework, Paathya, we aim to skill 1,00,000 youth by 2030, empowering individuals with capabilities that support both employment and entrepreneurship."



BRANDS COMPANY INVESTORS DEVELOPMENT MEMBERSHIPS SUSTAINABILITY CAREERS PRESSROOM CONTACT US

The skill centre in Uri reflects the purpose-led approach by meeting in-demand capacity, especially in regions with emerging tourism potential, we are contributing to resilient communities and a more sustainable hospitality ecosystem," he added.

The skill centre in Uri will offer two specialized courses, Bakery and Fashion Designing (Weaving), equipping youth with employable skills and entrepreneurial capabilities, thereby enabling sustainable livelihoods.

Brig Manish Sehgal (VSM), Commander 12 Inf Bde, Dagger Division of Indian Army, Uri, shared, "Working with youth and community is our commitment to nurture development in the region. The skill centre by IHCL and REACHA is a collaborative effort to uplift local communities and provide the youth with tools for a brighter future."

Mr. Nikhil Pant, Chairman and CEO, REACHA, commented, "Our partnership with IHCL and the Indian Army continues to bring meaningful change to the lives of young people in Jammu & Kashmir. The centre builds on our shared vision of inclusive development through skill-building and community engagement."

IHCL and REACHA have previously collaborated to run successful hospitality skill centres in Kupwara and Buniyar (Baramulla district). With the addition of the skill development centre in Uri, the initiative aims to train approximately 550 youth across Jammu & Kashmir by 2026.

About The Indian Hotels Company Limited

The Indian Hotels Company Limited (IHCL) and its subsidiaries bring together a group of brands and businesses that offer a fusion of warm Indian hospitality and world-class service. These include Taj – the iconic brand for the most discerning travellers and ranked as World's Strongest Hotel Brand 2025 and India's Strongest Brand 2025 as per Brand Finance; Claridges Collection, a curated set of boutique luxury hotels merging elegance with historical charm; SeleQtions, a named collection of hotels; Tree of Life, private escapes in tranquil settings; Vivanta, sophisticated upscale hotels; Gateway, full-service hotels designed to be your gateway to exceptional destinations and Ginger, which is revolutionising the lean luxe segment.

Incorporated by the founder of the Tata Group, Jamsetji Tata, the Company opened its first hotel - The Taj Mahal Palace, in Bombay in 1903. IHCL has a portfolio of 392 hotels including 143 under development globally across 4 continents, 14 countries and in over 150+ locations. The Indian Hotels Company Limited (IHCL) is India's largest hospitality company by market capitalization. It is listed on the BSE and NSE.



For more information, please contact: corpcomm@ihcltata.com

media queries, please contact: corpcomm@ihcltata.com

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GOC - Major General Girish Kalia, at REACHA event at Roshan Mushtaqbil



NSDC CONNECT

OCTOBER
2024

SKILL DEVELOPMENT IN FOCUS

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A DECADE OF CSR
IMPACT IN INDIA



NSDC CSR

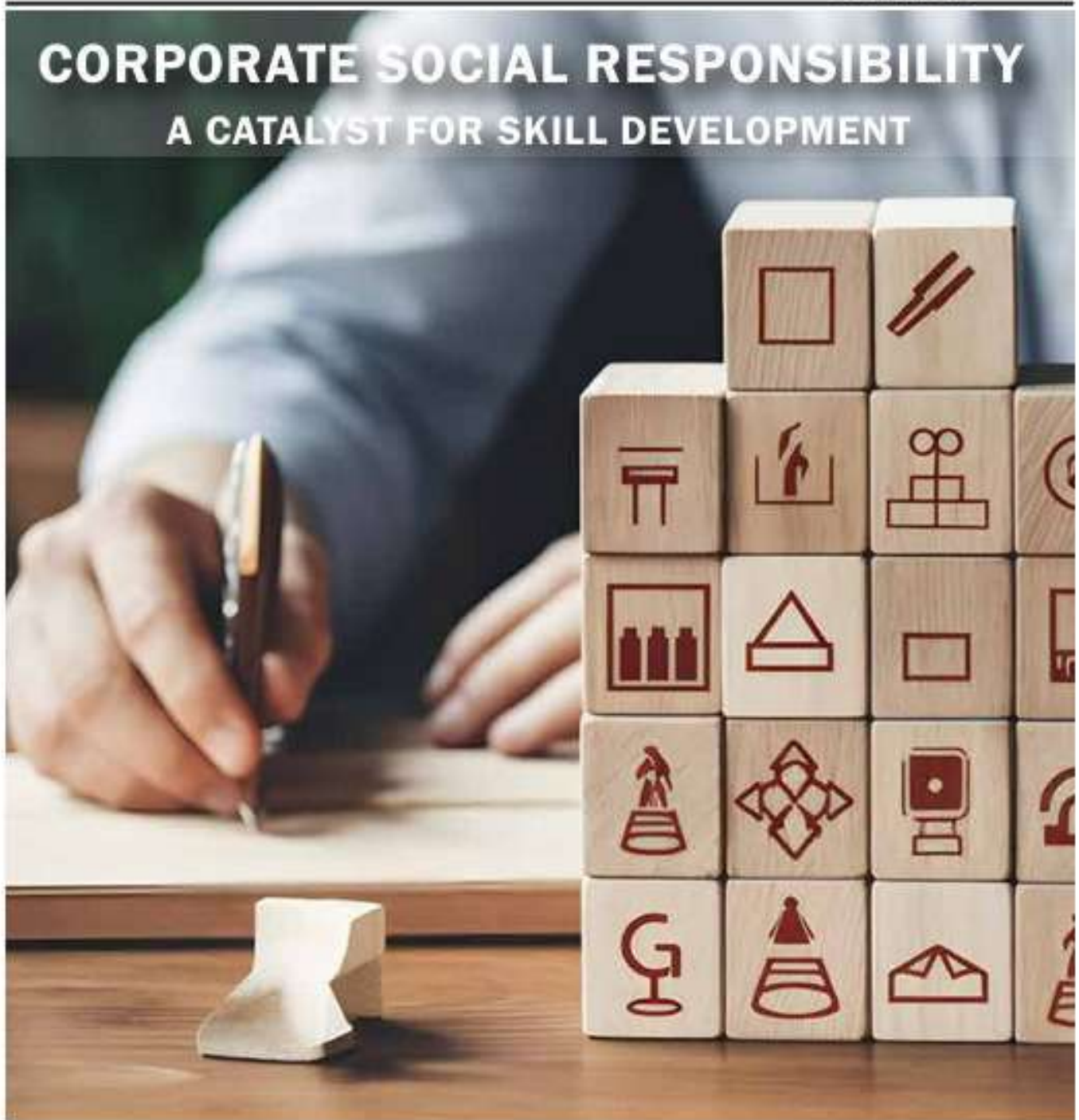
FACILITATING PURPOSEFUL
INTERVENTIONS IN THE
SKILLING ECOSYSTEM



DRIVING TRANSPARENCY
AND ACCOUNTABILITY

ROLE OF ENTERPRISE
RISK MANAGEMENT
IN THE SKILLING
ECOSYSTEM

CORPORATE SOCIAL RESPONSIBILITY A CATALYST FOR SKILL DEVELOPMENT





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IMPACT STORY FROM THE NORTHEAST: HOME STAY HOST TRAINING PROGRAMME IN ARUNACHAL PRADESH



Introduction

The Home Stay Host Training Programme, a CSR Initiative supported by IIFL Foundation, with guidance of National Cadet Corps, and REACHA (Non-Profit based in Delhi) as implementation partner was inaugurated in September 2023. The programme was launched in Tezu (Lohit District), Arunachal Pradesh, close to the China Border, at Indira Gandhi Government College. The total straight line flight distance from Tezu, India to Baoshan, China is 268 miles. This itself tells that the CSR intervention is for a remote and near the border area.

It has been a year since this project started, and has been a big turnaround for the youth of Arunachal who earlier were very hesitant to participate or migrate, but now have started developing an open mind towards things and are ready to take up challenges and start on a new journey. When REACHA first went to Tezu, the team could see that a lot of efforts were needed in the area to create new opportunities for the local youth. This is primarily due to Tezu being a remote place, far from the capital city of Itanagar.

With IIFL Foundation's support and vision, and with NCC's support REACHA as an implementation partner was able to go to Tezu, interact with the local youth, different stakeholders, and assess how a CSR programme could be implemented in an impactful manner. In Arunachal, and in many areas of northeast the concept of Homestays is quite prominent, and hence this programme also started with the vision of empowering youth with skills that are needed to run homestays/explore entrepreneurship opportunities and cater to the rising tourist sector demands of the area.

The Ministry of Corporate Affairs in May 2023 had also called for balanced CSR spending, particularly in the Northeast. Hence this initiative is also in line with Ministry of Corporate Affairs directives.

This initiative has helped 160 trainees to learn homestay hosting skills, technical skills, as well as essential soft skills such as communication, grooming, and computer proficiency. The same has also given them confidence. The curriculum and assessments have been in line with Tourism and Hospitality Sector Skill Council (THSC).

The first batch of students who completed the training and showed courage to move out of state were - Subani Meyor from Wakong, Anjaw, Jija Mipi from Anini, Mawu Melo from Punli, Dibang Valley, Nuya Miso from Punli, Dibang Valley, Esuli Molo from Angrim Valley, Dibang and Pinika Taidong from Changlang, Changlang district.

These trainees have emerged as role models and guides to other trainees in the programme. A lot of them have now taken the bold step of moving out of Tezu, Arunachal to be able to start their career, and are passing it forward by guiding other young members of their community.

Looking at their peers, 29 other trainees also took the bold step of coming forward and applying for placement opportunity. They have been selected and gotten offers by Sterling Holiday Resorts Limited across prominent tourist locations such as Mussoorie, Manali, Kufri, Ooty etc. This is an unimaginable number for Tezu, Arunachal Pradesh considering the baseline, and hesitance at the start of the programme.



Training centre inauguration by Mrs. Madhu Jain
(Director, IFL Foundation)

Commenting on the successful placement of the students Mr. Pema Khandu, Chief Minister of Arunachal Pradesh said, "So happy to learn that 6 candidates – 5 girls and 1 boy – from IFL Foundation supported Homestay Host Training Programme at IGGC, Tezu, have been placed at Sterling Hotel at Manali, Mussoorie, and Darjeeling."

This project is also aligned with Hon'ble Prime Minister's vision for Northeast development. IFL Foundation with REACHA and NCC's support is taking a vital step in this direction. Collaboration is central to the mission and vision of the Ministry of Development of North Eastern Region (MDoNER), setting an example for regional development. This initiative promises positive change, nurturing youth potential and creating a brighter future for Tezu and northeast.



This initiative also shows how different stakeholders – Corporate, Government, Non-Profit, Academia and Local Youth came together and collaborated effectively to bring a transformational shift in the thinking of youth and their parents from Tezu. Team REACHA, over the course of the programme, conducted many physical field visits to Tezu, which also helped to better understand the thinking of people. Getting immersed in the grassroots and interacting with youth and their parents in a very focused manner has been an important component of this programme in bringing positive results.



The real challenge starts once the training is over, and the market linkage effort begins with the intention of enhancing their livelihood opportunities. This will help the trainees use and leverage their skills to improve their economic circumstances and support their families.



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