

# BETIYAN SCHOLARSHIP PROGRAM

Annual Project Report

2024-25



## Aknowledgement

We would like to formally express our sincere and heartfelt appreciation to **Procter & Gamble India**, whose financial support made the successful execution of this program. Your commitment to fostering educational opportunities for young women has been fundamental to the impact we have collectively achieved. We also extend our gratitude to all individuals and institutions who played an essential role in the effective implementation of this initiative. Their steadfast support, dedication, and collaborative spirit were instrumental in shaping both the journey and the outcomes of the program. The success of this initiative is reflected not only in its completion but in the meaningful and enduring change it has brought to the lives of the scholars it seeks to empower. From providing timely resources and guidance to offering expertise and mentorship, every stakeholder has made a valuable contribution toward the fulfilment of our shared mission.

We are thankful to our implementing partners, mentors, supporters, and internal teams, whose continuous involvement and belief in the importance of equitable access to opportunities especially for girls and young women from underserved communities have enabled us to turn aspirations into reality. Through this spirit of collaboration and shared purpose, we continue to advance toward our vision of a more inclusive, equitable, and opportunity-rich society. We deeply value your ongoing support and look forward to continuing this impactful journey together in the years ahead.

Thank you for being an integral part of this mission.

## Implementation Institutes

### Himachal Pradesh:

Govt. ITI Shimla, Govt ITI Mashobra, Govt. ITI Sunni,  
Govt. ITI Jalog, Govt. Women ITI Nalagarh, Govt.  
Model ITI Nalagarh, Govt. ITI Ponta Sahib

### Goa:

Goa Polytechnic Panaji, Goa College of Engineering,  
Govt. Polytechnic Bicholim, Goa Polytechnic  
Curchorem, Don Bosco College of Engineering

### Maharashtra:

Indian Institute of Management, Mumbai

### Rajasthan:

Maharaja Agrasen Private ITI, Master Kirodi Lal  
Private ITI, K.M.S. PVT ITI, Sushila Devi Private ITI

### Telangana:

Kranthi ITI, Samatha Private ITI, Sri Bhagya  
Lakshmi, Sri Ramabhadra ITI, Ravi ITI, Haritha  
Ecological Private ITI, Sai Krupa Private, ITI

### Madhya Pradesh:

SGSITS Indore, Govt. Divisional ITI Bhopal

### Jharkhand:

VMIT Polytechnic College, Ranchi

## Funding Partner

P&G Shiksha



## Valuable Contributions

Bhupinder Singh(CCS), Anamika Pathak(CCS), Bhupender Singh(CCS), Kunal Parashar(CCS), Ravi Kumar Yadav(CCS), Vagmi Sharma(CCS), Krupa Thakkar(CCS), Anil Kumar Maurya(CCS), Shubham Prajapati(CCS), Govind Kashyap(CCS), Varsha Chaturvedi(CCS), Urvashi Shahi(ISPP), Manu Sakunia(My Career Saathi)

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# Executive Summary

This report provides a comprehensive overview of the P&G Betiyan Scholarship Program, which is dedicated to supporting young women pursuing STEM education in Industrial Training Institutes (ITIs), polytechnic institutes, and engineering colleges. This program is built on two foundational pillars: Financial Assistance and Mentorship.

The financial assistance component helps alleviate the economic burden of education, enabling scholars to focus on their studies without financial stress. Complementing this, the mentorship component serves as a critical support system, guiding scholars in shaping their academic and career paths. Mentorship is delivered through three key formats: Bootcamps, the Breaking Barriers Webinar Series, and Tele-Coaching, all designed to foster the holistic development of each scholar.

The report highlights the program's measurable impact on scholars' academic progress and professional growth. It showcases how tailored support has empowered them to overcome socio-economic and systemic barriers, enabling them to pursue their aspirations with clarity and confidence. Reflections from scholars, educators, school principals, and guest speakers offer valuable insights into the program's effectiveness and the meaningful difference it is making.

This report evaluates outcomes through pre- and post-assessments, identifies challenges encountered during implementation, and outlines key learnings for future enhancement. As a whole, this document serves as a detailed reference to structure, execution, and transformational impact of the P&G Betiyan Scholarship Program, while celebrating the inspiring journeys of the young women whose lives have been positively transformed through this initiative.



Bootcamp conducted in Sunni ITI, Himachal Pradesh

# Key Highlights

## Empowering Women in STEM



**1355**

students  
nomination  
received for the  
scholarship



**431**

students  
awarded  
scholarship



**27** institutes across  
**7 states**



**89.6%**

Scholarship  
provided in  
ITI programs  
(386 scholars)

**5x**



growth since  
program launch  
(2021 to 2025)



## Program Highlights



Conducted **11 in-person bootcamp** in 11 different institutes across **5 states**



**356**

scholars  
attended  
in-person  
bootcamps



Onboarded **15 tele-coaches** for the tele-coaching



**245**

scholars  
mentored via  
tele-coaching



Conducted **4 Breaking Barriers webinars** to inspire scholars to pursue careers in STEM



**850+**

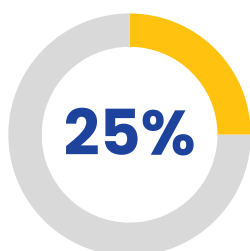
unique  
attendance in the  
Breaking Barriers  
webinars



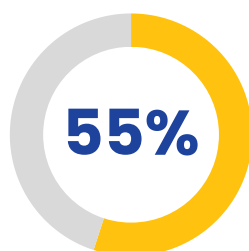
**21K+**

views of Betiyan  
YouTube success  
stories

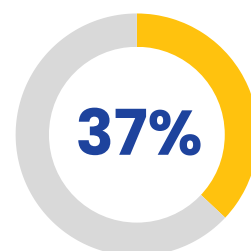
## Boot Camp Key Insights



25% of scholars **gained clarity on five-year career planning**



55% improved **understanding of resume building**



37% explored **STEM career options more confidently**

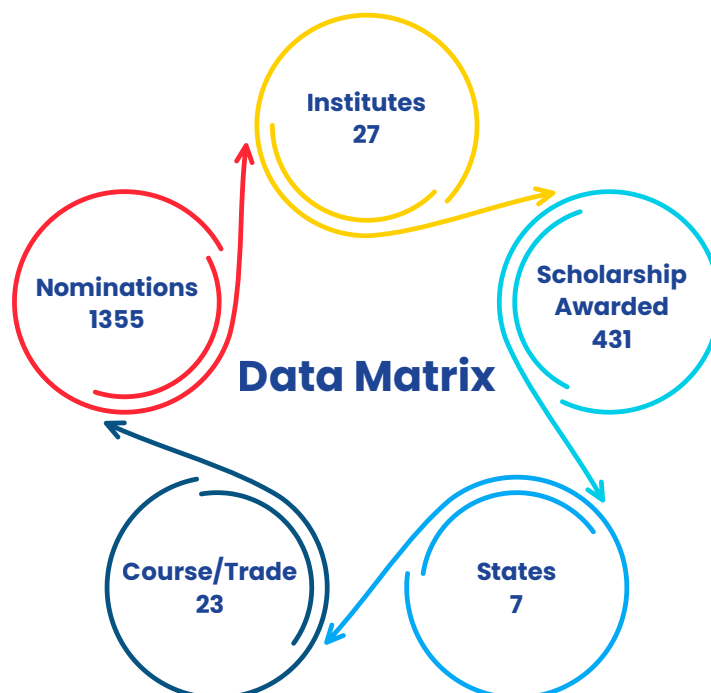
# Introduction



P&G Betiyan Scholarship Program, launched in collaboration with Centre for Civil Society in 2021-22, is focused on addressing the gender gap in STEM education (Science, Technology, Engineering, and Mathematics). Through the provision of comprehensive financial assistance and mentorship support, this program empowers young girls to pursue careers in STEM fields.

In the 2024-25 academic year, we awarded 431 scholarships across 27 institutes in 7 states, marking a 20.05% increase from the previous year's 359 scholarships. Through its two pillars of support — Financial Assistance and Mentoring through Bootcamps, Webinars and Tele-Coaching, Betiyan Scholarship Program continues to promote access, retention, and success for young women in STEM courses.

By fostering academic and professional growth, this program plays a pivotal role in nurturing the next generation of female leaders in the industry.





# Program Overview

## P&G Betiyan Scholarship Program: Empowering Women in STEM

The P&G Betiyan Scholarship Program provides holistic support to young women pursuing higher education in STEM fields across ITIs, polytechnic institutes, management institutes and engineering colleges. For the 2024-25 cycle, the scholarship was announced in August 2024, inviting nominations from partner institutions across multiple states. Scholars were selected based on state-specific eligibility criteria, ensuring fairness and inclusivity.

### Comprehensive Scholar Support

The program goes beyond financial aid, offering a structured mentorship and career development framework to ensure long-term success.

- **Financial Assistance:** Full coverage of tuition fees, eliminating economic barriers for scholars from underserved communities.
- **Mentorship & Career Support:** Scholars benefit from one-on-one tele-coaching, career readiness bootcamps, and the Breaking Barriers Webinar Series, featuring industry leaders and STEM role models.

This integrated approach not only ensures access to education but also fosters career readiness, leadership, and confidence, equipping Betiyan Scholars to thrive in STEM and contribute to a more inclusive future.



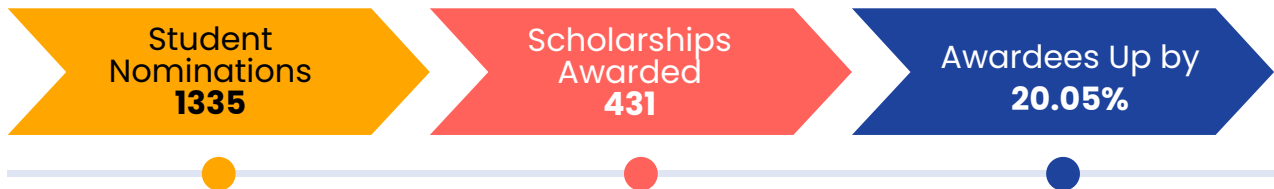
Bootcamp conducted in Sunni ITI, Himachal



Bootcamp conducted in Sri Ramabhadra ITI, Telangana

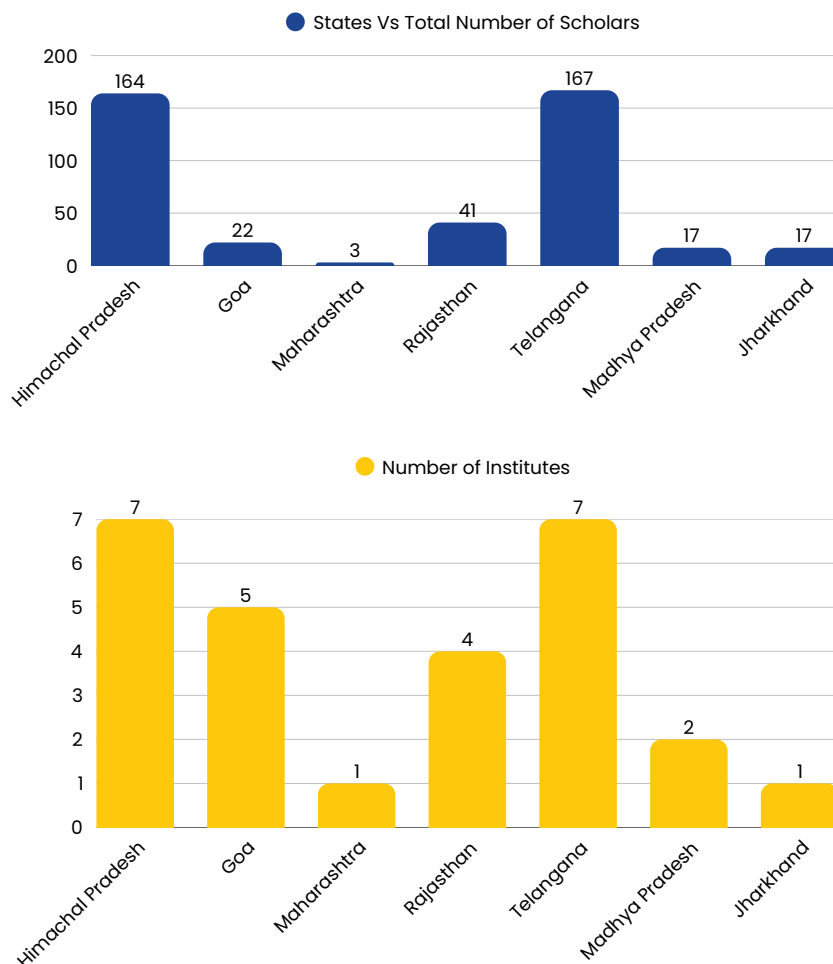
# Impact at a Glance

Aligned with the program's core pillars — **Financial Assistance** and **Mentorship & Career Support**, these highlights provide a quick and compelling overview of the program's tangible impact.



The program has continued its steady expansion, now spanning 27 partner institutes across 7 states, reflecting its deepening footprint and commitment to regional equity in STEM education. These institutional collaborations play a critical role in identifying and supporting talented young women from underserved communities, while also ensuring sustainable program delivery at the grassroots level.

Telangana and Himachal Pradesh remain strongholds of the program, consistently contributing high-performing scholar cohorts and offering robust institutional support. Their continued engagement underscores the importance of long-term, place-based partnerships in driving meaningful and scalable impact.



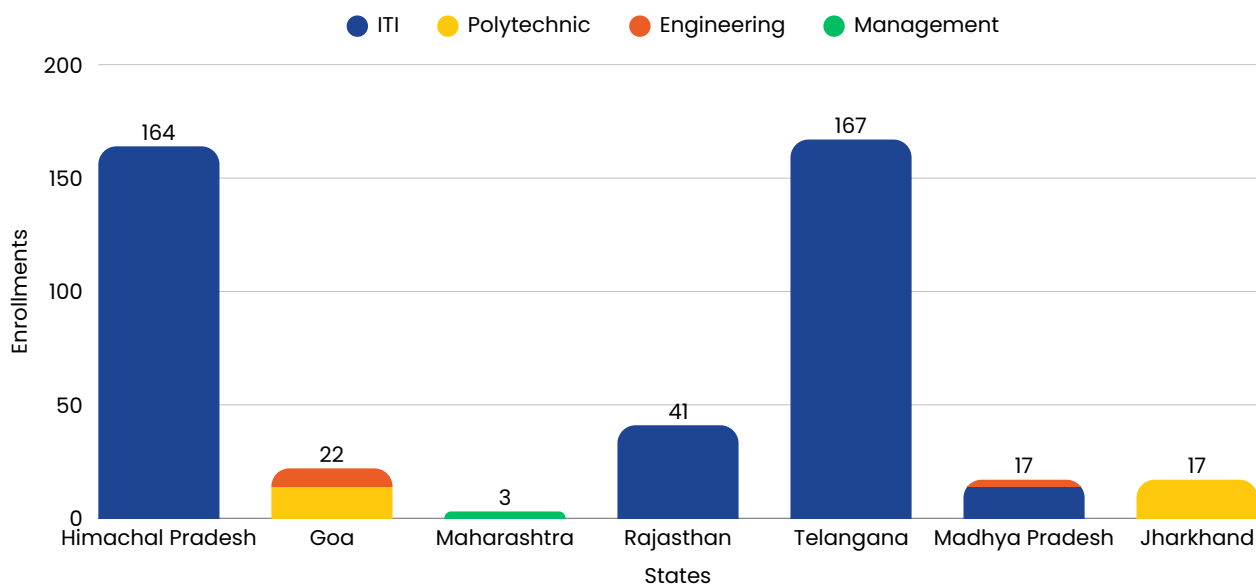


## State-Wise Course Enrollment of the Scholars

The P&G Betiyan Scholarship Program continues to foster educational opportunities for young women in STEM and management fields.

Here is the state-wise distribution of students awarded scholarships in 2024-25 across various courses:

- Himachal Pradesh: 164 students enrolled in Industrial Training Institutes (ITIs).
- Goa: 14 students enrolled in Polytechnic courses and 8 students enrolled in Engineering.
- Maharashtra: 3 students enrolled in Management studies.
- Rajasthan: 41 students enrolled in Industrial Training Institutes (ITIs).
- Telangana: 167 students enrolled in Industrial Training Institutes (ITIs), highest number among all states.
- Madhya Pradesh: 3 students enrolled in Engineering college and 14 students enrolled Industrial Training Institutes (ITIs).
- Jharkhand: 17 students enrolled in Polytechnic.



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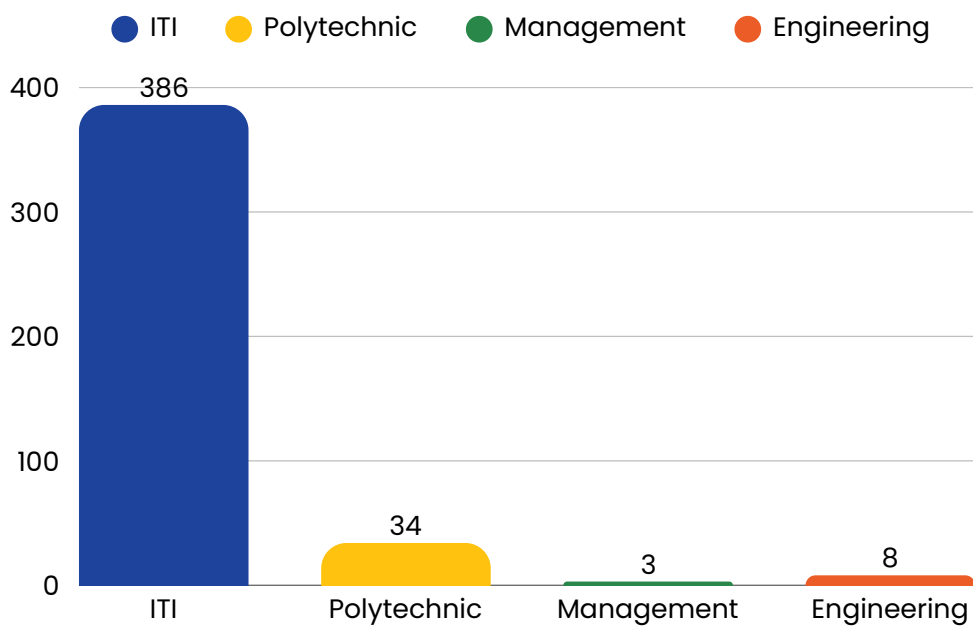
## Key Insights

### Strong Preference for ITIs:

- 89.6% of scholars (386/431) are pursuing education in Industrial Training Institutes (ITIs), demonstrating the program's success in advancing vocational STEM pathways for scholars.
- Telangana (167) and Himachal Pradesh (164) lead in ITI enrollments, emphasizing importance of skill-based education in these states.

### Geographic Concentration:

- Telangana alone accounts for 38.6% of all ITI enrollments, demonstrating a regional reliance on vocational training.
- Himachal Pradesh (164) accounts for 37.1% of ITI enrollments, also showing strong participation in ITIs, reflecting the program's success in addressing educational gaps in rural and semi-urban areas.



## Year-on-Year Growth: Scaling Impact

Betiyan Scholarship Program has demonstrated remarkable growth and expanded its reach over the years, empowering more young women to pursue careers in STEM fields.

**2021-22**

The program launched its impactful journey by collaborating with three institutes in Himachal Pradesh and Rajasthan, providing scholarships to 81 scholars. This foundational phase laid the groundwork for empowering women in STEM through financial aid and mentorship.

**2022-23**

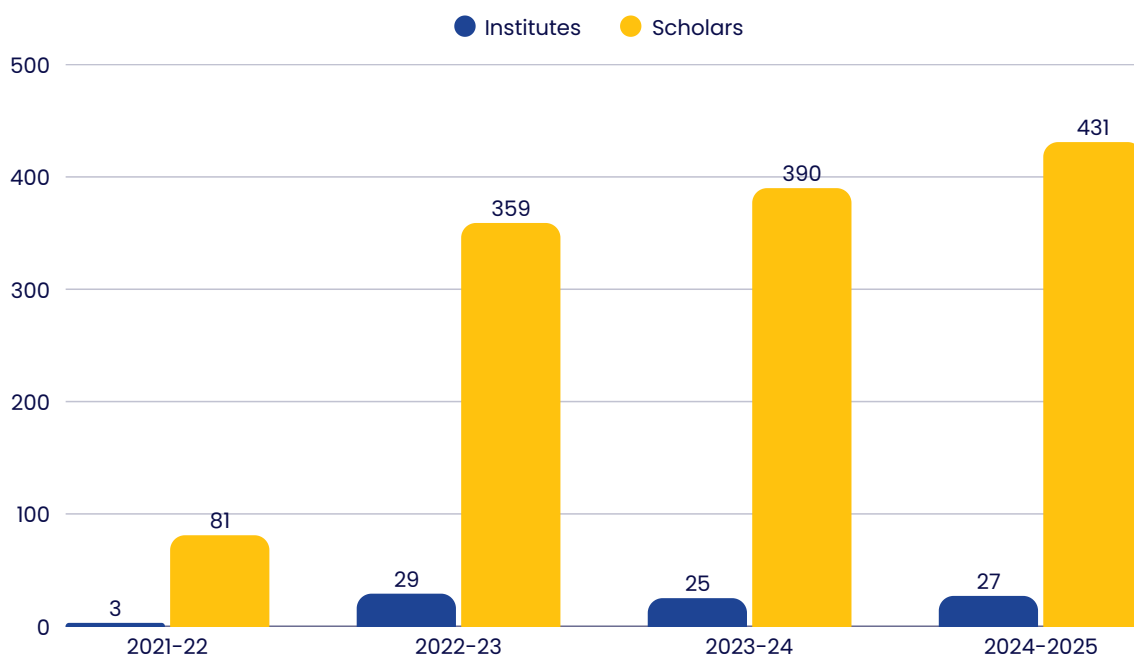
The program experienced remarkable growth, expanding to 29 institutes across multiple states and awarding scholarships to 359 scholars. This significant increase in institutional partnerships and beneficiaries highlights its expanding impact and reach.

**2023-24**

With remarkable expansion, the program reached 25 institutes across multiple states, offering scholarships to 390 scholars. This growth demonstrated a substantial rise in both institutional collaborations and student support, underscoring the program's increasing reach and impact.

**2024-25**

Continuing its commitment of empowering young women, the program awarded scholarships to 431 scholars across 27 institutes. Despite a slight reduction in the number of institutes compared to the previous year, the program's focus on the quality of mentorship, career guidance, and financial support has remained strong.



Distribution of Institutes and Scholars across the years



## State-Specific Scholarship Eligibility Criteria

The Scholarship Program implements tailored eligibility standards across states to address regional educational and socio-economic contexts while maintaining equitable access to STEM opportunities.

### Uniform Baseline Requirements

All applicants must:

- Belong to families with annual income below or equal to ₹1,00,000
- Be enrolled in accredited STEM courses (Architect Draftsman, Electrician, Civil Engineering, Assistant, Automobile, COPA, ETC)
- Meet state-specific attendance and academic performance thresholds (as mentioned below)

| State            | Income<br>(Less than<br>or equal to<br>₹1,00,000) | Attendance<br>(Greater<br>than or<br>equal to %) | Marks (Greater than or equal to %) |          |          |          |
|------------------|---|--|------------------------------------|----------|----------|----------|
|                  |   |  | 10th                               | 1st Year | 2nd Year | 3rd Year |
| Telangana        | ₹1,00,000   | 80%  | 85%                                | 85%      | N/A      | N/A      |
| Goa              | ₹1,00,000   | 80%  | 65%                                | 65%      | 65%      | 65%      |
| Rajasthan        | ₹1,00,000   | 75%  | 60%                                | 60%      | N/A      | N/A      |
| Jharkhand        | ₹1,00,000   | 75%  | 65%                                | 65%      | 60%      | N/A      |
| Madhya Pradesh   | ₹1,00,000   | 70%  | 65%                                | 60%      | 60%      | 60%      |
| Himachal Pradesh | ₹1,00,000   | 80%  | 65%                                | 65%      | N/A      | N/A      |
| Maharashtra      | ₹1,00,000   | 80%  | N/A                                | 80%      | N/A      | N/A      |

# Component-Wise Breakdown

## 1. Mentoring Bootcamps

The Mentoring Boot Camp served as an engaging platform to empower scholars by equipping them with essential career and personal development skills. Conducted in a hybrid format, the boot camp offered an immersive learning experience for 356 scholars in-person and 75 scholars online.



Bootcamp conducted at Kranthi ITI, Bhadrachalam Telanagana

In-person and online sessions were organized in:

- Himachal Pradesh with **146 scholars**
- Telangana with **142 scholars**
- Madhya Pradesh with **14 scholars**
- Rajasthan with **37 scholars**
- Jharkhand with **17 scholars**
- Online with remaining **75 scholars**

These regional gatherings fostered peer learning and local mentorship, while the remaining scholars participated virtually, ensuring inclusive participation across diverse locations.

The boot camp featured interactive sessions, including a Career Goal-Setting Workshop where scholars visualized their aspirations, and a Communication Counseling session to enhance professional interactions. The Resume Building Workshop equipped participants with hands-on skills for crafting impactful resumes, followed by Mock Interviews for practical experience. Additionally, a session on Financial Readiness provided essential money management techniques.

Through reflective discussions and real-time feedback, the boot camp created a supportive and inspiring environment. By strengthening their networks and enhancing their career readiness, scholars emerged empowered to lead in STEM fields.

## Pre- & Post-Assessment Survey

The Scholarship Program 2024-2025 incorporates a comprehensive assessment framework designed to measure scholars' growth across three critical dimensions: career development, STEM engagement, and life skills preparedness. This evaluation utilizes identical questionnaires administered both before (pre-assessment) and after (post-assessment) program participation, enabling direct comparison of scholars' progression.

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**The assessment instrument examines 20 key indicators across three thematic sections:**

1. **Knowledge Assessment:** Evaluating awareness of career pathways, resume building, and STEM role models.
2. **Attitude Assessment:** Measuring confidence in interview skills, financial literacy, and career planning.
3. **Vision Assessment:** Gauging long-term STEM aspirations and professional goal-setting.

Structured with multiple-choice responses and open-ended reflections, the tool captures both quantitative and qualitative insights into scholars' development. The pre-assessment establishes baseline competencies, while the post-assessment measures intervention effectiveness, particularly in:

- Career clarity and planning capabilities
- Technical understanding of job search tools
- Financial management awareness
- Commitment to STEM fields
- Interview preparedness and professional confidence

This analysis focuses on comparative results between the two assessment phases, highlighting areas of significant improvement and identifying opportunities for program enhancement. The findings will inform future iterations of the scholarship initiative while demonstrating its impact on empowering young women in STEM education and career preparation.

## **Data Collection & Cleaning Methodology**

### **Initial Sample:**

- Total pre-assessment entries: 357 (both scholars and non-scholars)
- Total post-assessment entries: 287 (both scholars and non-scholars)

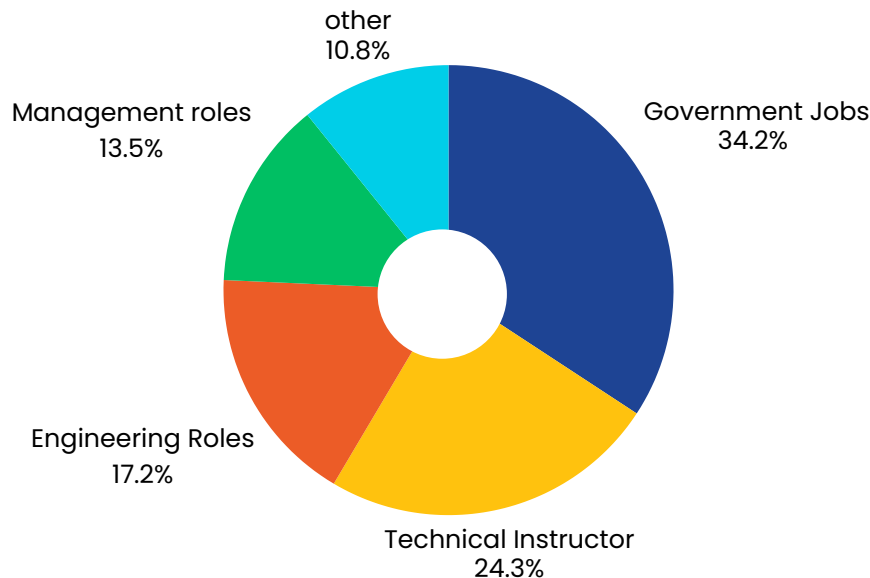
### **Data Processing:**

- Removed unmatched entries (participants who only completed one assessment), incomplete entries and duplicate entries
- Final matched pairs:
  - Scholarship recipients (Scholars): 187 matched pairs
  - Non-recipients (Non-scholars): 23 matched pairs



## Findings

### 1. Career Aspirations Analysis (Scholars and Non-Scholars)

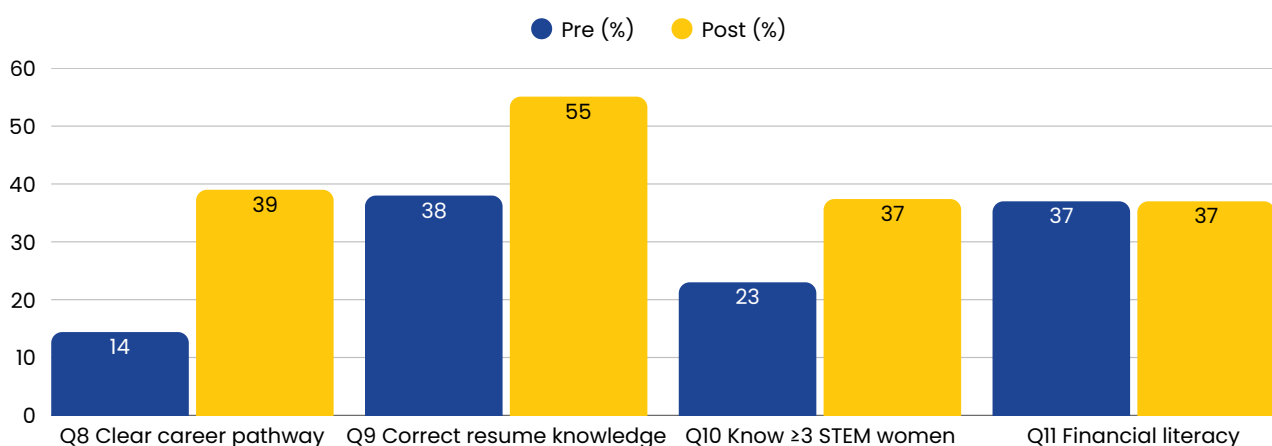


The career distribution among Betiyani scholars reveals insightful trends for 2024–25. Government roles (34.2%) dominate preferences, likely due to their stability and societal impact, followed closely by technical instruction (24.3%), reflecting a growing emphasis on skill-based education. Engineering (17.2%) and management (13.5%) also feature prominently, showcasing the scholars' alignment with India's industrial and corporate growth. The remaining 10.8% in diverse fields highlights adaptability and niche interests. These aspirations underscore the scholars' strategic career choices, balancing security, innovation, and leadership—key drivers for India's future workforce.

### 2. Recipients of Scholarship (Scholars)

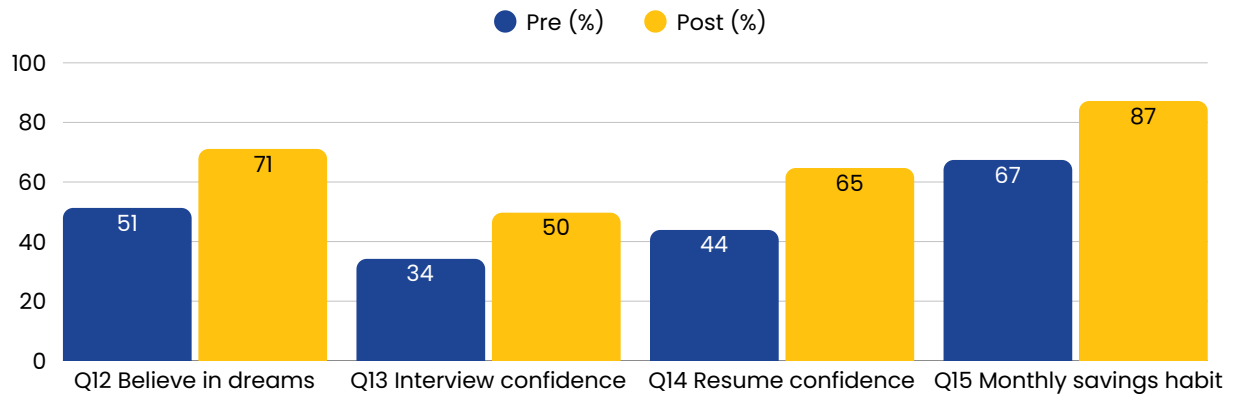
#### 2.1 Knowledge Assessment Analysis

- **Career Clarity:** 24.6pp increase in scholars with clear 5-year STEM plans (Q8)
- **STEM Awareness:** 37% now know ≥3 women role models (+14pp, Q10)
- **Resume Skills:** 55% correctly identify components (+17pp, Q9)



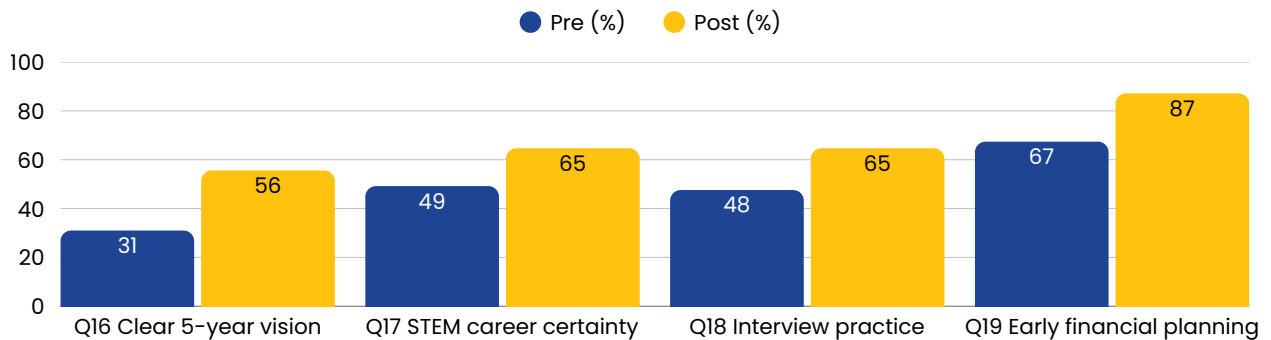
## 2.2 Attitude Shifts

- **Self-Belief:** 71% confident in achieving dreams (+20pp, Q12/Q16)
- **Interview Readiness:** 49.7% understand success factors (+15.5pp, Q13)
- **Financial Mindset:** 87% plan monthly savings (+20pp, Q15)



## 2.3 Vision Development

- **Goal Specificity:** 56% have detailed career roadmaps (+25pp, Q16)
- **STEM Commitment:** 64.7% certain of STEM careers (+15.5pp, Q17)
- **Future Planning:** 2X more scholars start financial planning early (Q19)



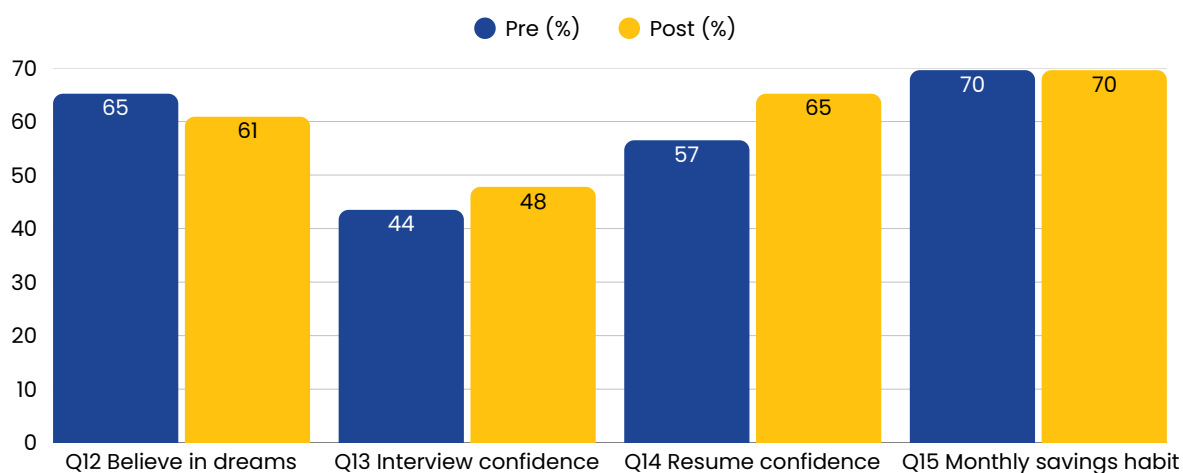
### 3. Non-Recipient of Scholarship (Non-Scholars)

#### 3.1 Knowledge Assessment Analysis

- **Career Clarity:** 26pp increase in scholars with clear 5-year STEM plans (Q8)
- **STEM Awareness:** No change in role model recognition (26% pre/post, Q10)
- **Resume Skills:** 83% correct components (+13pp, Q9)

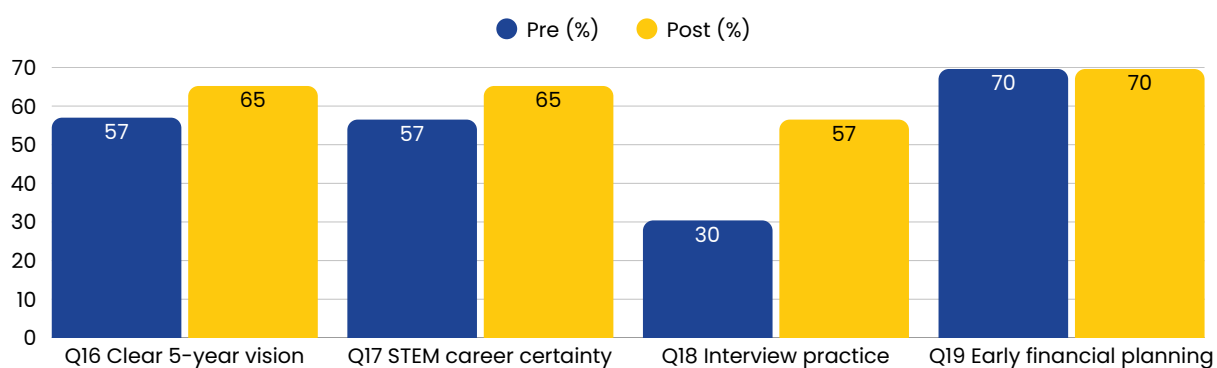
#### 3.2 Attitude Shifts

- **Resume Building Confidne:** 61% confident in achieving dreams (-4pp, Q12/Q16)
- **Interview Readiness:** 48% understand success factors (+14pp, Q13)
- **Financial Mindset:** 70% plan savings (No change in early financial planning, Q15)



#### 3.3 Vision Development

- **Goal Specificity:** 65% have detailed career roadmaps (+8pp, Q16)
- **STEM Commitment:** 65% certain of STEM careers (+8pp, Q17)
- **Interview Practice:** 57% confident (+27pp, Q18)
- **Future Planning:** 70% start early (No change in early financial planning Q19)



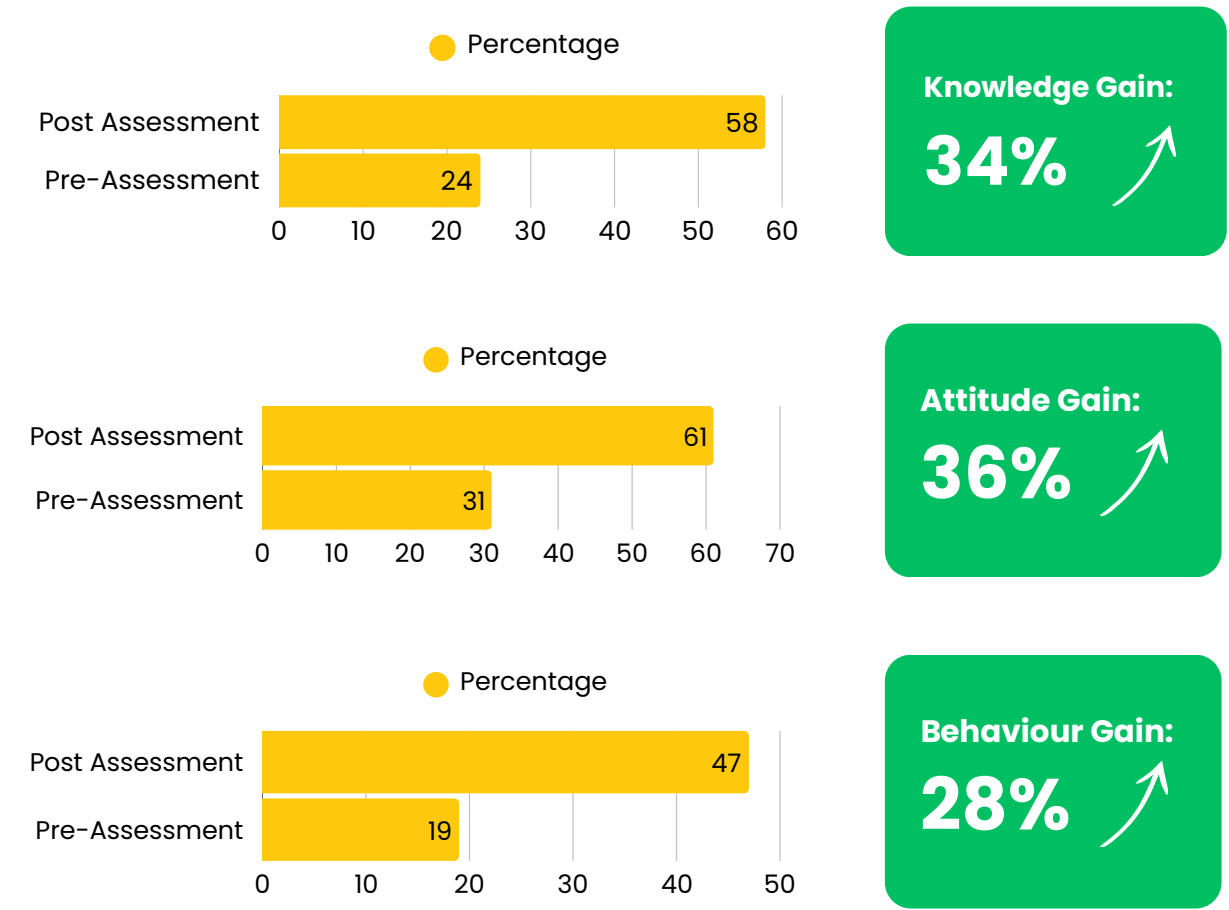


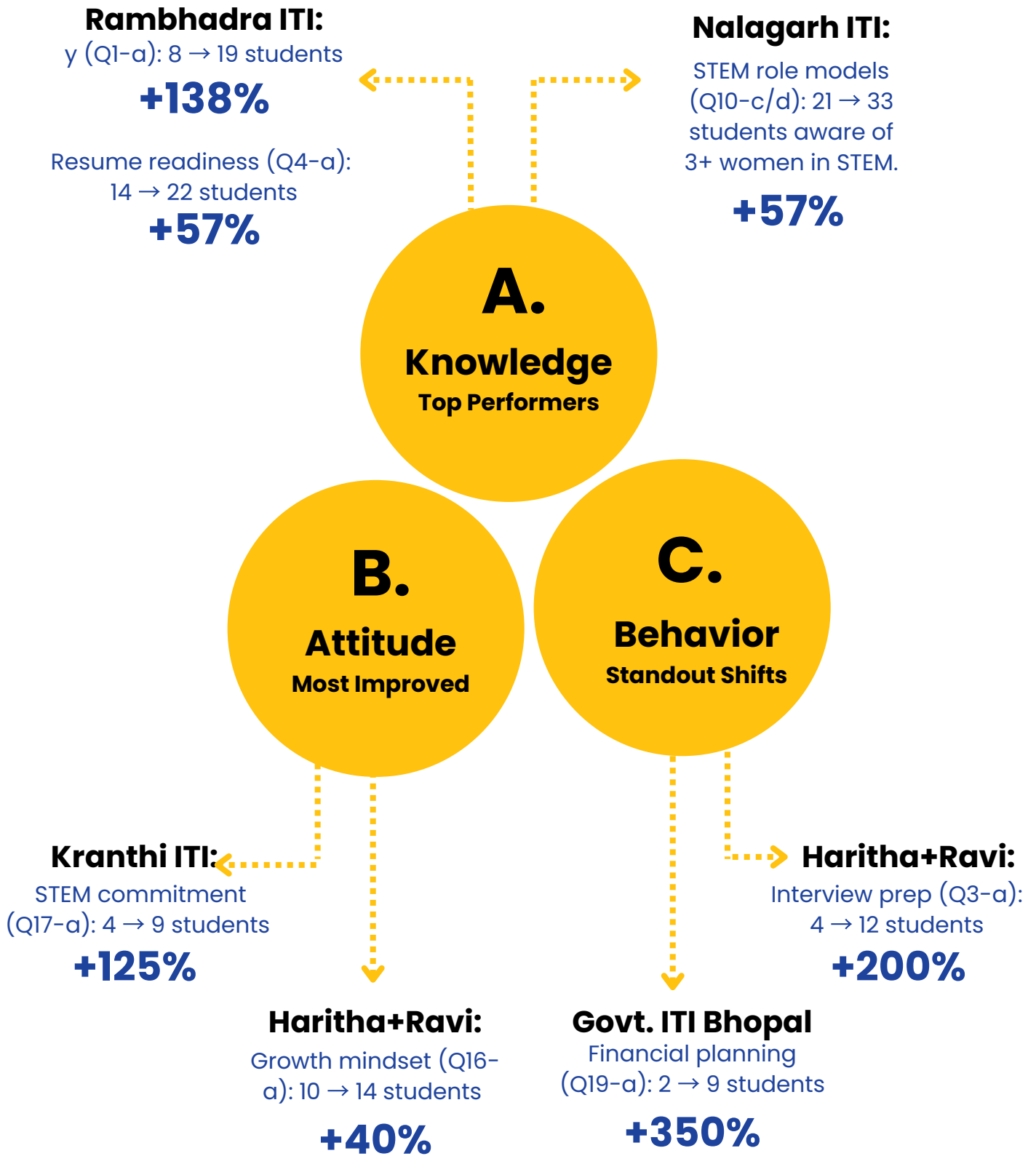
## Overall Enhancement Metrics (Scholars)

| Category  | Pre-Assessment | Post-Assessment | Change | Key Driver Questions         |
|-----------|----------------|-----------------|--------|------------------------------|
| Knowledge | 24%            | 58%             | +34%   | Q1, Q4, Q5, Q8, Q9, Q10, Q11 |
| Attitude  | 31%            | 67%             | +36%   | Q6, Q12, Q13, Q16, Q17       |
| Behavior  | 19%            | 47%             | +28%   | Q3, Q14, Q15, Q18, Q19       |

**Note:** All institutions underwent the same 2-day workshop covering career clarity, resume building skills and financial literacy. Differences in outcomes likely reflect baseline engagement levels or institutional demographics.

### Exemplary Trends (Data Highlights)





## 2. Tele-Coaching

The **P&G Shiksha Betiyan Scholarship Program** successfully launched a comprehensive tele-coaching initiative aimed at providing structured mentorship to scholars. This program involved **15 trained tele-coaches**, all alumni of previous scholarship batches, who conducted weekly mentoring sessions with **245 scholars** over a duration of **13 weeks**. The initiative was designed to empower participants by fostering personal and professional development through focused mentorship.

### Key Components:

#### Tele-coaches Training Workshop (January 11-19, 2025)

To equip the mentors with essential skills, a **Tele coaches Training Workshop** was conducted by facilitators. The workshop included training on critical mentoring skills, enabling the coaches to effectively engage scholars and facilitate meaningful discussions.

### Outcomes

The tele-coaching initiative successfully created a structured framework for mentorship that addressed the diverse needs of scholars. Key outcomes included:

- **Structured Mentorship:** Each tele-coaching session was designed to provide personalized guidance while ensuring a consistent approach to mentorship across all sessions.
- **Community Support:** The program fostered a strong sense of community among scholars, enhancing their ability to share experiences, challenges, and solutions with one another.
- **Skill Development:** Scholars gained access to a wide range of developmental topics, allowing them to build critical skills necessary for success in academic and professional environments.
- **Monitoring and Feedback:** Mentors documented session details through tracking sheets that captured scholar engagement, assignment completion, and feedback, ensuring a systematic approach to monitoring progress and adjusting strategies as needed.



Online Training Workshop for the Tele-coaches



## Challenges and Learnings

### Challenges

- **Connectivity Issues:** Scholars in remote areas faced frequent network disruptions, hindering the effectiveness of sessions.
- **Scheduling Conflicts:** Balancing academic responsibilities with tele-coaching sessions was difficult for some scholars, leading to inconsistent attendance.
- **Limited Participation:** Despite the high attendance rate, a small number of scholars were unable to participate due to personal or logistical challenges.
- **Resource Constraints:** Limited access to devices and quiet study spaces posed challenges for a few scholars during tele-coaching sessions.

### Learnings

- **Enhanced Tele-coaches Support:** Providing tele-coaches with additional resources and periodic training helped them manage larger groups effectively.
- **Feedback-Driven Adaptation:** Real-time feedback from scholars enabled continuous refinement of session content and delivery.
- **Resilience and Commitment:** Scholars displayed remarkable dedication, overcoming challenges to actively engage and benefit from the program.



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## Tele-Coaching Analysis

### 1. Participation & Engagement

- **Scholars Reached:** 250 scholars were assigned to tele-coaches for remote mentoring via phone and digital platforms.
- **Mentor Capacity:** 15 trained tele-coaches managed an average of 15 scholars each, with some coaches supporting 20 to 30 scholars.
- **Attendance Rate:** 68%, indicating solid remote engagement among scholars.
- **Active Participation:** 190 scholars consistently attended sessions, highlighting strong commitment to the mentoring program.

### 2. Feedback & Satisfaction

- **Scholar Confidence:** 60% of scholars reported increased confidence in their career planning following the tele-coaching sessions.

### 3. Skill Development

- **Remote Learning Gains:** 68% of participants improved their time management and communication skills as a result of the coaching.
- **STEM Awareness:** 65% reported an expanded understanding of career pathways in STEM fields through the tele-coaching initiative.

### 4. Tele-Coach Effectiveness

- **Tele-coach Performance:** Tele-coaches maintained a 82% session completion rate, with 73% of scholars voluntarily attending 3+ sessions, demonstrating consistent engagement and perceived value.
- **Adaptability:** Coaches successfully adjusted their content for effective delivery over calls, employing interactive methods to engage scholars.



**1260 Hours** of  
telecoaching

## 2. Breaking Barriers Webinar Series

The Breaking Barriers Webinar Series, part of the P&G Betiyan Scholarship Program, aims to empower young women pursuing careers in STEM by providing mentorship, financial assistance, and skill-building opportunities. Since its inception, the series has featured various speakers who share their personal journeys, creating an inspiring narrative for scholars.

### Conducted Webinars

We have successfully hosted four engaging webinars from February to April 2025, featuring distinguished speakers who shared their valuable insights and experiences. These webinars attracted over 850+ participants from more than 15 institutions.

### Highlights from these sessions include:

**Keynote Addresses:** Speakers shared their journeys in STEM, discussing the inspirations behind their career choices, the challenges they faced, and the lessons they learned along the way. **Fireside Chats:** Moderated discussions delved into critical issues, such as overcoming gender biases, developing leadership skills, and managing work-life balance in a male-dominated industry.

**Q&A Sessions:** Scholars actively participated by asking questions, providing a platform for personalized guidance and support.

### Upcoming Webinars

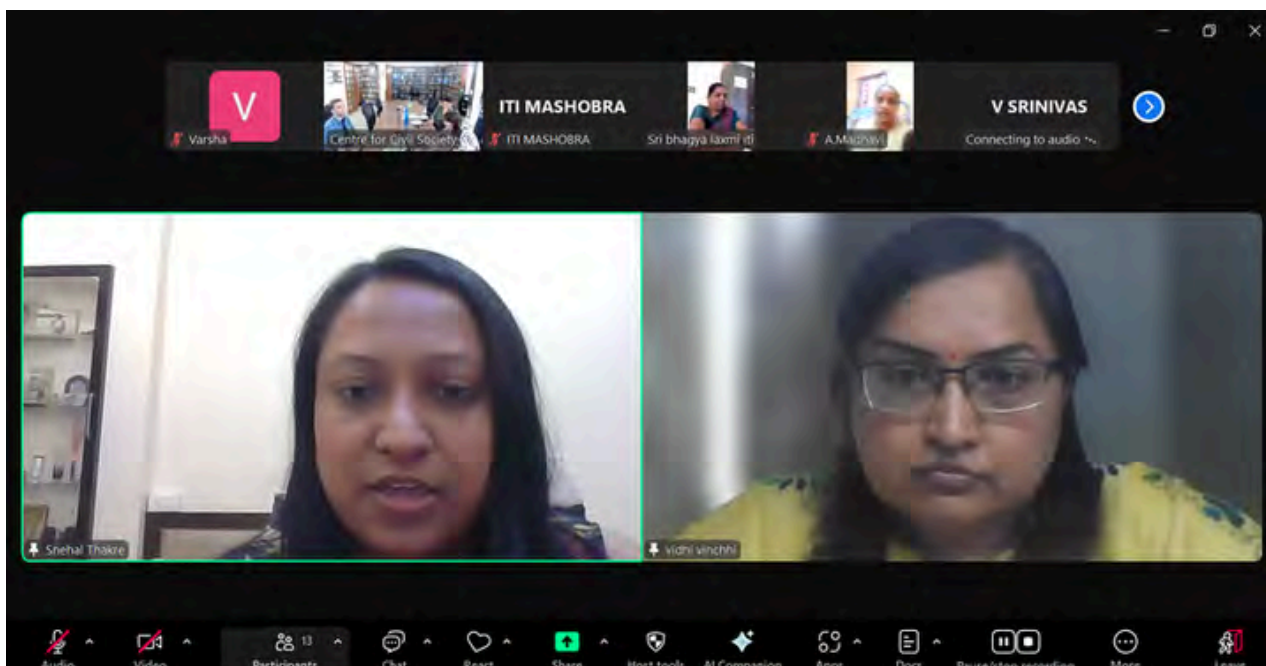
We are excited to announce that additional webinars are lined up until June 2025 as part of this ongoing initiative. Each session will feature prominent women leaders in STEM who will continue to share valuable insights and strategies to navigate the challenges faced by aspiring scholars. We encourage participants to prepare and engage actively, as their questions and experiences enrich these discussions.



- **Total Webinars: 4**
- **Dates: February–April, 2025**
- **Total Participants (across all webinars): 850+**
- **Participating Institutions (total across all webinars): 15+**



Breaking Barriers Webinar



*Breaking Barriers Webinar*

## Key Outcomes from Speaker Sessions

### 1. Inspiring Beginnings

Speakers have recounted their early motivations for entering the STEM fields, including formative experiences and influential figures who sparked their interest. This aspect of their journeys helps scholars connect with their own motivations and aspirations.

### 2. Acknowledging Challenges

A significant focus has been on the unique challenges that women face in STEM, such as gender biases and societal expectations. Speakers shared personal stories of resilience, detailing how they navigated obstacles and transformed them into opportunities for growth.

### 3. Celebrating Achievements

The webinars highlighted various achievements of the speakers, from groundbreaking projects to leadership roles within their fields. These narratives serve as powerful reminders of what is possible, motivating scholars to aspire to similar heights in their careers.

### 4. Valuable Lessons Learned

Each session concluded with speakers offering key takeaways and strategies for overcoming challenges in the STEM landscape. Emphasis was placed on the importance of mentorship, networking, and financial independence as critical components of professional development.



### 3. Breaking Barriers YouTube Series

#### Betiyan 1.0 campaign

The "Betiyan Breaking Barriers" YouTube series, developed in collaboration with P&G Shiksha and the Centre for Civil Society, celebrates the journeys of the previous year's Betiyan Scholars. This initiative highlights the inspiring stories of young women from across India who have defied societal expectations and pursued careers in STEM with the support of the Betiyan Scholarship.

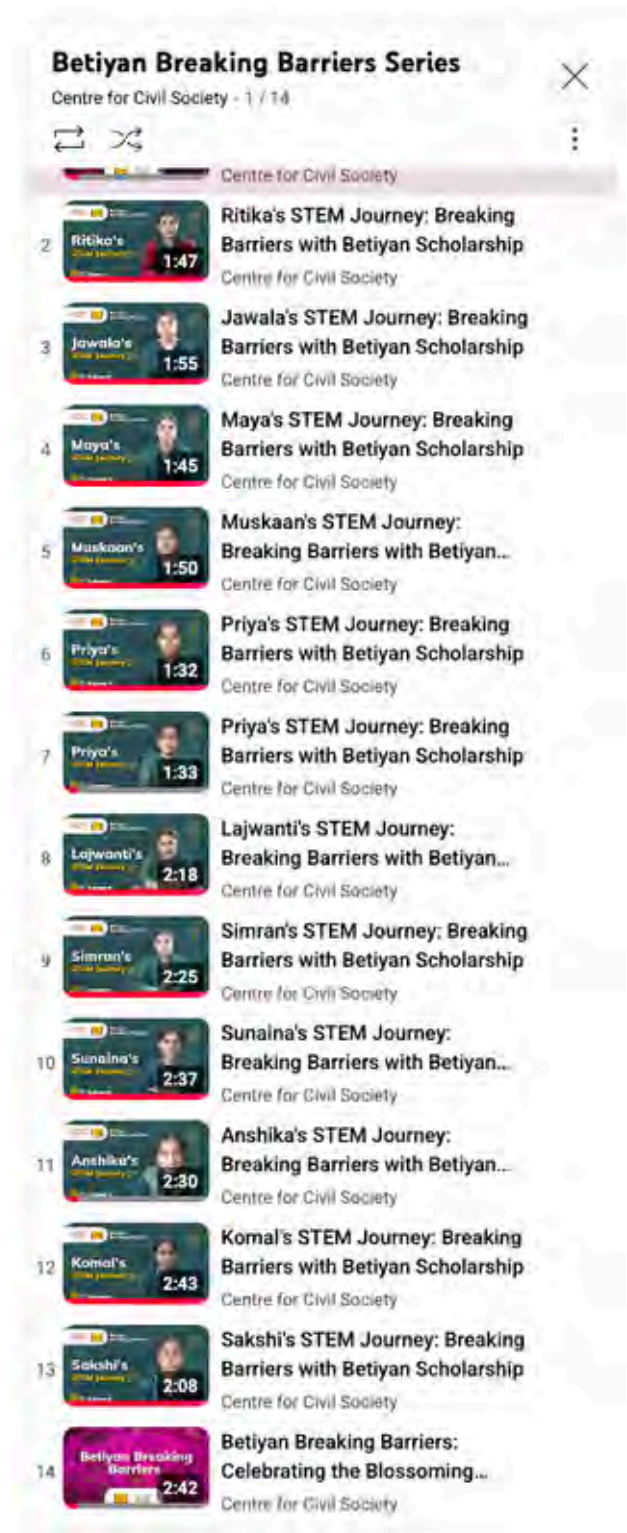
#### Objectives

- **Inspiration and Empowerment:** To empower young women by showcasing the real-life experiences and successes of past scholars.
- **Promotion of Gender Equality:** To promote gender equality in STEM fields by demonstrating how women can thrive in areas where they are often underrepresented.
- **Awareness and Advocacy:** To raise awareness about the challenges faced by women in pursuing STEM careers and the importance of educational support.



**14 videos | 21000\* Views**

\* These are the combined views from all social media platforms—Instagram, Facebook, LinkedIn, X, YouTube, and WhatsApp.



**Betiyan Breaking Barriers Series  
Youtube Playlist**

## 4. Happiness Hours

On December 5, 2024, the Centre for Civil Society, in collaboration with the P&G Baddi team, organized the Happiness Hours program at Government ITI Nalagarh as part of the 20th anniversary celebrations of P&G Shiksha. The event brought together over 90 students who actively participated in a series of interactive and hands-on sessions conducted by the P&G team. These sessions focused on essential areas of professional development, including resume building, career counseling, soft skills, interview preparation, job search strategies, time management, teamwork, and confidence building, helping students apply theoretical knowledge to real-world scenarios.

This event fostered a warm, inclusive, and empowering environment that encouraged both personal and professional growth. Participants' feedback highlighted the engaging nature of the sessions, the approachability of the facilitators, and the value of practical learning. Many recommended incorporating more role-playing exercises and extended sessions for deeper exploration.

This impactful celebration marked not only the largest-ever volunteering initiative by P&G but also served as a strong example of community-driven engagement, skill-building, and shared progress.



*Happiness Hours workshop conducted in Nalagarh ITI*



## 5. IIM Mumbai Equity Summit



*IIM Equality Summit Mumbai*

On February 27, 2025, 5th IIM Mumbai Equality Summit served as the backdrop for the announcement of the P&G Betiyan Scholarship recipients for the academic year 2024–25. This event, which brought together leaders from academia, industry, and social sector to spotlight gender equity in STEM.

This program was attended by Dr. Amit Chandra, CEO of Centre for Civil Society (CCS), and Ms. Enakshee Deva, Head – CSR & Communications, from P&G India. As part of the summit, Dr. Chandra announced the names of three young women pursuing STEM courses at IIM Mumbai, selected from a highly competitive pool of applicants.

This scholarship provides both financial assistance and mentorship to girls from underserved communities, empowering them to pursue careers in manufacturing, production, vocational, and other STEM-related fields. Speaking at the event, Ms. Deva applauded CCS for ensuring that “scholarship reaches to the right hands,” and emphasized the program’s role in nurturing the next generation of women leaders in STEM. She added, “These young women are not just students; they are future changemakers. Their dreams are big, and through this scholarship, we are helping give them wings to fly.” This collaboration between P&G India and CCS exemplifies the power of purposeful partnerships in creating lasting impact, echoing the sentiment that “good work is done by good people—and good people are nurtured in a good society.”

## 6. Samanvita 2025

On March 23, 2025, Centre for Civil Society hosted Samanvita 2025 at Dr. Ambedkar International Centre, New Delhi, a vibrant celebration of women's empowerment and grassroots impact. This event brought together powerful narratives of resilience, achievement, and social transformation, spotlighting the contributions of women from diverse sectors including street vendors, Schools, STEM students, and CCS alumni.

The highlight of this event was a series of moving testimonies from women street vendors such as Renu Sharma, Kiran, Kanchan Devi, Geeta Devi, Pinki Aggarwal, Prem Devi, Usha, Rajkumari, and Kavita Kate, who shared their journeys of overcoming systemic challenges. Their stories powerfully illustrated the critical need for accessible legal aid and inclusive policies.

The program also honoured Betiyan Scholars, young women supported by P&G scholarship who have excelled in STEM and vocational fields despite significant barriers. Scholars including A. Veena, Palak Thakur, Ankita Sharma, Kanika Thakur, Karen Mitzi Mendez, and Pooja Thakur were recognized for their academic excellence and determination demonstrating the transformative power of education and mentorship.

A powerful sentiment echoed throughout the event was: "Women are like tea bags; they know their strength only when they are in hot water." This message encapsulated the spirit of Samanvita 2025 celebrating the courage, strength, and perseverance of women who continue to rise above adversity and create lasting impact in their communities.



*Samanvita Event on 23rd March, 2025 at Dr Ambedkar International Centre, Delhi*



## Voices of the Scholars

“

My name is Palak, and I come from Mashobra, a small town in Himachal Pradesh. I'm currently pursuing ICTSM at ITI Mashobra, and I'd like to share how the P&G Shiksha Betiyan Scholarship transformed my journey. Coming from a farming family, I've always been passionate about the technical field—but financial challenges made it hard to pursue my education. There were times I thought I'd have to give up on my dreams. But with the support of P&G, I've not only been able to continue my studies but also complete my ITI with confidence. This scholarship came as a ray of hope and gave me the chance I had been waiting for. I sincerely believe that every girl who dreams of studying further should make the most of this opportunity. It has opened new doors for me and it can do the same for many others.

”



**Palak, ICTSM Student,  
ITI Mashobra**

“

As a married woman with financial challenges, I had to put my dreams on hold. But thanks to the P&G Betiyan Scholarship, I was able to join the Electrician trade at Sri Ramabhadhra ITI College and pursue my goals. This support gave me the confidence to build a better future. Thank you, P&G, for empowering girls like me.

”



**Gouthami Kilaru,  
Sri Ramabhadhra ITI,  
Bhadrachalam, Telangana**

“

Growing up in a small town where girls were expected to follow traditional paths, I chose to defy expectations. My fascination with machines and problem-solving led me to pursue Mechanical Engineering, a choice that challenged societal norms. Stepping into the manufacturing industry, I not only refined my technical skills but also discovered the power of leadership and innovation—a realization that inspired me to pursue an MBA at IIM Mumbai.

Receiving P&G Shiksha Scholarship and mentorship was more than just financial support; it was validation that my journey matters. It reinforced my belief that with perseverance, any barrier can be broken. This scholarship is a symbol of possibility—not just for me, but for every young girl from a small town who dares to dream beyond limits.

”



**SULEKHA RAKSHIT Sulekha  
Rakshit, IIM, Mumbai**

“

I faced significant financial challenges that made it difficult to continue my education. However, the P&G Scholarship has been a lifesaver, offering the support I needed to pursue my studies without stress. This scholarship has not only lightened my family's financial burden but has also inspired me to work harder and aim for excellence. I am now more determined than ever to achieve my dreams and make my family proud. I am truly grateful to P&G for this incredible opportunity, which is helping me shape a brighter future.

— Khushi, VMIT, Tupudana

”



**Khushi, Civil Engineering,  
Student VMIT Ranchi**

“

I am very thankful to receive P&G Betiyan Scholarship. I was going through financial struggles, and this scholarship has given me much-needed relief. It has allowed me to focus on my studies without constantly worrying about money. Your kindness has not only helped ease my situation but also motivated me to work harder toward my goals. I truly appreciate your support and belief in me, and I will make the most of this opportunity. Thank you for making a real difference in my life.

”



**Saloni Narvekar, Government  
Polytechnic Curchorem, Goa.**

## Voices of the Institute

“

As an instructor in ITI Sunni, Himachal Pradesh, I've seen talented young girls held back because of financial and societal barriers. For a years, I searched for a way to support them and P&G Shiksha Betiyan Scholarship has been that answer. This initiative is more than financial aid it's a catalyst for change. It helps girls stay in school, pursue technical education, and build confidence to shape their own futures and I'm truly grateful to P&G for empowering our Betiyan to dream big and achieve more.

”



**Hitender Sharma , Instructor  
Information Technology, Govt.  
ITI Sunni Himachal Pradesh**

“

On behalf of our institution and especially our girl students, I want to extend our heartfelt gratitude to P&G for generously providing Betiyan Scholarship. This opportunity not only alleviates financial burdens but also empowers our young women to pursue their education with confidence and ambition. This support from P&G is a testament to your commitment to fostering education and gender equality. Thank you once again for your invaluable support.

”



**Dr Neena Panandikar, Principal,  
Don Bosco College of Engineering  
Fatorda Goa**

“

In the heart of P&G, a bright light glows, The Betiyan Scholarship where hope freely flows. For girls with dreams too bold to contain, It opens new doors, breaking every chain. With each step forward, a future takes flight, Young women empowered, glowing with light. Thank you, P&G and Centre for Civil Society, for helping the girls dreams and its future.

”



**Sunil Mehta, Instructor  
Engineering Drawing, Govt. ITI  
Shimla, Himachal Pradesh**

“

P&G Betiyan Scholarship has played a pivotal role in supporting and empowering girls, especially those from underprivileged backgrounds, to pursue education and skill development. By providing crucial financial assistance, mentorship, and career guidance, scholarship fosters educational empowerment, gender inclusivity, and social change. This initiative not only encourages young women to realize their full potential but also prepares them to contribute meaningfully to the workforce, their families, and society at large. P&G Betiyan Scholarship is helping shape a brighter, more inclusive future for the next generation.

”



**Dasari Prasad Rao, Principal,  
Sri Ramabhadra ITI,  
Bhadrachalam, Telangana**

“

This scholarship opportunity has been truly transformative for our girls —not just in terms of financial support, but also through the valuable mentorship that comes with it. The combination of guidance and encouragement has made a significant impact. I am confident that the girls who received scholarship this year, along with mentorship, will go on to achieve new dreams and greater heights in the future. A heartfelt thank you to P&G and the Centre for Civil Society for playing a vital role in driving positive change in our society

”



**Rahul Bhagat, Principal VMIT  
Polytechnic, Ranchi,  
Jharkhand**

## Voices of the Tele-Coaches

“

P&G Betiyan Scholarship has been a turning point in my journey. I completed my ITI from Government ITI Shimla and currently serve as a Tele-Coach, guiding current scholars on career paths and new opportunities. This role has brought immense value to my life. My communication skills have improved, I've developed a strong professional network, and I had the privilege of visiting Delhi—an experience I truly cherish. Most importantly, my confidence has grown tremendously. I'm thankful for the opportunity to grow and to help other girls move closer to their dreams. ”



**Palak Thakur, Tele-Coach & ITI Graduate, Govt. ITI Shimla**

“

I'm grateful for the opportunity to guide mentees on a better path and motivate them to reach their full potential. This journey is surreal, as I've transitioned from seeking guidance to learning from my mentees and providing what they need. It's a beautiful cycle of growth and giving. ”



**A Veena, Tele-Coach & ITI Graduate,**

“

Tele-coaching scholars has been an incredibly fulfilling experience, allowing me to mentor and guide bright minds remotely. Through meaningful discussions, skill building assignments and personalized feedback, I've witnessed remarkable growth in their confidence and capabilities. At the same time, this journey has helped me refine my own communication and problem-solving skills. Engaging with diverse perspectives has broadened my understanding and deepened my appreciation for continuous learning. It's rewarding to see the impact of virtual mentorship, not just on the scholars but on my own personal and professional growth as well. ”



**Karen Mendes, Tele-Coach & ITI Graduate**

## Voices of the Webinar Speakers

“

The Breaking Barriers webinar series provided a deeply immersive experience, directly addressing the pressing concerns of young female students, particularly regarding the current challenges in girls' higher education. My contributions, focusing on navigating STEM, building confidence, and the power of mentorship, resonated strongly with the scholars. Centre of Civil Society, your dedication to empowering these young women and shaping their futures is truly commendable. Thank you for this vital initiative”



**Neena Priyanka**

“

I'm truly honored to have been part of the Breaking Barriers Webinar Series under the P&G Betiyan Scholarship Program. It was a wonderful experience engaging with bright young scholars and sharing insights on careers in STEM. This initiative goes beyond financial aid offering mentorship and industry exposure that truly empowers young women. Thank you Centre for Civil Society and P&G for creating such an impactful platform. I'm grateful to be part of this journey!



**Vidhi Vinchhi**

“

It was a privilege to be part of the. Betiyan Webinar Series, engaging with aspiring young minds and sharing insights on pursuing careers in STEM. Initiatives like these play a crucial role in breaking down barriers and creating opportunities for students from economically weaker sections. The enthusiasm and curiosity I witnessed during the session were truly inspiring. I applaud P&G Shiksha, Centre for Civil Society, and the dedicated efforts of Nitesh Anand and Snehal Thakre for empowering the next generation of problem-solvers and leaders. Programs like Betiyan are vital in nurturing talent, fostering confidence, and ensuring every young girl knows she belongs in STEM.”



**Shraddha Aggrawal**



## Press Releases

### आई टी आई सुन्नी व जलोग की छात्राओं को मिलेगी छात्रवृत्ति सेंटर ऑफ सिविल सोसायटी ने आयोजित की कार्यशाला

दैनिक आवाज जनादेश सुन्नी

औद्योगिक प्रशिक्षण संस्थान सुन्नी में दो दिवसीय कार्यशाला का समापन हुआ। समापन कार्यक्रम औद्योगिक प्रशिक्षण संस्थान के प्रिंसिपल गुलाब सिंह ने बतौर मुख्यातिथि शिरकत की। सेंटर ऑफ सिविल सोसायटी के सौजन्य से बूट कैप के तहत आयोजित पी एंड जी बेटियां छात्रवृत्ति योजना के अंतर्गत सुन्नी आई टी आई की 42 तथा जलोग आई टी आई की 20 छात्राओं ने हिस्सा लिया।

इन विषयों पर दिया प्रशिक्षण विभिन्न टैबलों में प्रशिक्षण प्राप्त कर रही छात्राओं ने दो दिनों में

करियर गोल सेटिंग, कम्युनिकेशन, काउंसलिंग, रिज्यूमे बिल्डिंग, फाइनेंशियल लिटरसी और मौक इंटरव्यू जैसी गतिविधियों में हिस्सा लिया और सोसायटी के प्रशिक्षक द्वारा नवीकरियों बारे विस्तृत जानकारी दी।

सोसायटी के कार्यक्रम अधिकारी ने साझा की जानकारी

सोसायटी के कार्यक्रम अधिकारी दीपक शर्मा ने कार्यक्रम के बारे में जानकारी देते हुए बताया कि चयनित छात्राओं को सोसायटी के माध्यम से एक वर्ष के लिए छात्रवृत्ति प्रदान की जाएगी उन्होंने बताया



कि छात्राओं का चयन परिवार की आय, शैक्षणिक योग्यता और संस्थान में उनके उपस्थिति रिकॉर्ड के अनुसार किए गए। उन्होंने बताया कि छात्राओं को

छात्रवृत्ति उनके द्वारा औद्योगिक प्रशिक्षण संस्थान में लिए जा रहे प्रशिक्षण के दौरान दी जाने वाली फीस के एक वर्ष के लिए छात्रवृत्ति दी जाएगी। उन्होंने

बताया कि सोसायटी द्वारा पूरे प्रदेश में यह कार्यक्रम आयोजित किए जाएंगे और प्रशिक्षण प्राप्त कर रही पाठ्य छात्राओं को छात्रवृत्ति प्रदान की जाएगी तथा अगले वर्ष उनके शैक्षणिक रिकॉर्ड देख कर छात्रवृत्ति को जारी रखा जाएगा।

ये रहे मौजूद

इस अवसर पर सोसायटी की वरिष्ठ ऑडिटर अन्यायिका पांडक, मोहिया प्रचारी, कुणाल पराशर, पूर्णंदर सिंह, भूपेंद्र, औद्योगिक प्रशिक्षण संस्थान सुन्नी के प्रिंसिपल जितेंद्र शर्मा, कैलाश चौहान, गोचर्धन वर्मा और जग देव शर्मा भी मौजूद रहे।

### CCS Empowers ITI Students in Bhopal with Career and Financial Skills Workshop Under P&G Betiyan Scholarship Program



**B**HOPAL (BUREAU) – The Centre for Civil Society (CCS), a New Delhi-based independent think tank working on policy reforms in education, livelihood and governance, successfully organized a two-day workshop for female students in Bhopal under the P&G Shiksha Betiyan Scholarship Program. The initiative supports young women pursuing STEM courses in Industrial Training Institutes (ITIs) by providing financial aid, helping them complete their education and build a strong future.

As part of this initiative, the workshop was held on February 27-28, 2025, at Government ITI College, Govindpura, Bhopal. The objective was to equip students with essential communication skills, interview preparation techniques, and financial management knowledge, ensuring their readiness for employment and self-reliance.

The sessions were conducted by CCS team members Snehal Thakre, Anil and Krupa Thakkar, who guided the students on effective communication, interview strategies, and confidence building. Through interactive discussions and practical exercises, the workshop provided valuable insights to help scholarship recipients enhance their professional and personal development.

### सुन्नी व जलोग की प्रशिक्षुओं को मिलेगी छात्रवृत्ति

सुन्नी : औद्योगिक प्रशिक्षण संस्थान सुन्नी में दो दिवसीय कार्यशाला के समापन पर प्राचार्य गुलाब सिंह ने बतौर मुख्य अतिथि शिरकत की। सेंटर ऑफ सिविल सोसायटी के सौजन्य से बूट कैप के तहत आयोजित पी एंड जी बेटियां छात्रवृत्ति योजना के

अंतर्गत सुन्नी की 42 व जलोग की 20 प्रशिक्षु छात्राओं ने हिस्सा लिया। सोसायटी के कार्यक्रम अधिकारी दीपक शर्मा ने बताया कि चयनित छात्राओं को सोसायटी के माध्यम से एक वर्ष के लिए छात्रवृत्ति प्रदान की जाएगी। (ससू)

### आईटीआई सुन्नी व जलोग की छात्राओं को मिलेगी छात्रवृत्ति

महेंद्र कुमार, सुन्नी। औद्योगिक प्रशिक्षण संस्थान सुन्नी में दो दिवसीय कार्यशाला का समापन हुआ। समापन कार्यक्रम औद्योगिक प्रशिक्षण संस्थान के प्रिंसिपल गुलाब सिंह ने बतौर मुख्यातिथि शिरकत की। सेंटर ऑफ सिविल सोसायटी के सौजन्य से बूट कैप के तहत आयोजित पी एंड जी बेटियां छात्रवृत्ति योजना के अंतर्गत सुन्नी आईटीआई की 42 तथा जलोग आईटीआई की 20 छात्राओं ने हिस्सा लिया। सोसायटी के कार्यक्रम अधिकारी दीपक शर्मा ने बताया कि चयनित छात्राओं को सोसायटी के माध्यम से एक वर्ष के लिए छात्रवृत्ति प्रदान की जाएगी। उन्होंने बताया कि छात्राओं का चयन परिवार की आय, शैक्षणिक योग्यता और संस्थान में उनके उपस्थिति रिकॉर्ड के अनुसार किया गया।

### कार्यशाला में 17 छात्राओं को दी गई छात्रवृत्ति

रांची। विद्या मेमोरियल इंस्टीट्यूट ऑफ टेक्नोलॉजी पॉलिटेक्निक, तुपुदाना में पी एंड जी की ओर से दो दिवसीय कार्यशाला का आयोजन किया गया। साक्षात्कार की तैयारी एवं भविष्य की योजनाओं पर जानकारी दी गई। 30 छात्रों ने भाग लिया। अंतिम रूप से 17 छात्राओं का चयन किया गया, जिनके बीच छात्रवृत्ति का वितरण किया गया। प्राचार्य राहुल कुमार भगत ने सभी छात्राओं को शुभकामनाएं दीं।



मोपात, दिनांक 24/25

14 ✓

शासकीय संभागीय औद्योगिक प्रशिक्षण संस्था  
भोविन्दपुरा भोपाल म.प्र.

पृ.क्रमांक:- शा.सं.औप्रसं/प्रशि/छ.वृ./2025/  
प्रतिलिपि:-

भोपाल, दिनांक 24/2/25

१. उप प्राध्वर, शासकीय सभांगीय औद्योगिक प्रशिक्षण संस्था गोविन्दपुरा मोफसल की ओर सुचनार्थ भेजें पालनार्थ।
२. श्रीमती प्रमिला पन्ना प्रशिक्षण अधिकारी (११११११११११११) जे श्रीमती प्रमिला पन्ना सक्केन प्रशिक्षण अधिकारी (११११११११११११), शासकीय सभांगीय औद्योगिक प्रशिक्षण संस्था, मोफसल की ओर बाँटसजप के माध्यम से सुचनार्थ भेजें पालनार्थ।
३. व्यवसाय कोषा के सहायक अभियन्त्रीयो की ओर बाँटसजप के माध्यम से सुचनार्थ भेजें पालनार्थ।
४. प्राक्तर एंड गेबल औद्योगिक ईन्डर्स मंडीरप, बेरिया स्कूलरिया प्रत्येक ओर सुचनार्थ।

शासकीय संभागीय औद्योगिक प्रशिक्षण संस्था  
विन्ध्यपुरा भोपाल म.प्र.

**राष्ट्रीय विद्या मेमोरियल इंस्टीट्यूट ऑफ टेक्नोलॉजी पॉलिटेक्निक तुपुदना में छात्राओं के लिए पीएंडजी द्वारा दो दिवसीय कार्यशाला आयोजित की गयी। छात्राओं को साक्षात्कार की तैयारी और भविष्य की योजनाओं के बारे में बताया गया। इसमें 30 छात्राएं शामिल हुईं, जिसमें अंतिम रूप से 17 छात्राओं का चयन हुआ। अधिक रूप से कमजोर छात्राओं को छात्रवृत्ति भी दी गयी। प्रचार्य राहुल कुमार भगत ने उज्ज्वल भविष्य की कामना की।**

## आइटाआइ सुन्ना व जलाग काँ छात्राओं को मिलेगी छात्रवृत्ति

हिमाचल दस्तक ■ सज्जी

औद्योगिक प्रशिक्षण संस्थान सुनौ में दो दिवसीय कार्यशलाका समापन हुआ। औद्योगिक कार्यक्रम के अंतर्गत औद्योगिक प्रशिक्षण संस्थान के प्रिंसिपल सभासद सिंह ने जलियाँ म्यूजियम/मिसेयम लिखत की। सेंटर ऑफ स्टिलिंग कोयला के कोयला से जलियाँ केप के तहत आयोजित प्र एड नी कोर्टेड एडमिनिस्ट्रेशन यांत्रिक के अलावा सुनौ आईटीआई की 42 तथा नवसेन आईटीआई की 20 छात्रों ने सहभाग लिया। प्रिंसिपल टोरे में प्रशिक्षण कार्य कर रहे छात्रों को दो दिन में करियर गोल निर्धारण, कार्यक्षमता का प्रदर्शनीकरण, विद्युत वितरण, फाइनरीनिंग डिपार्टमेंट और एडमिनिस्ट्रेशन जैसे सर्किटरीयों में हिस्सा लिया और समझौते के प्रोपर्टी का



ती। मोहम्मदी के जयंक्रम ओसमरी  
 शेख रमा ने बयंकम के ओ में  
 बयका कि बयंकम जयंकम ओ  
 मोहम्मदी के बयंकम में एक भी  
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[illegible]

सीसीएस द्वारा भोपाल में बेटियां स्कॉलरशिप के तहत छात्राओं के लिए कार्यशाला आयोजित

Alfred Jorgensen

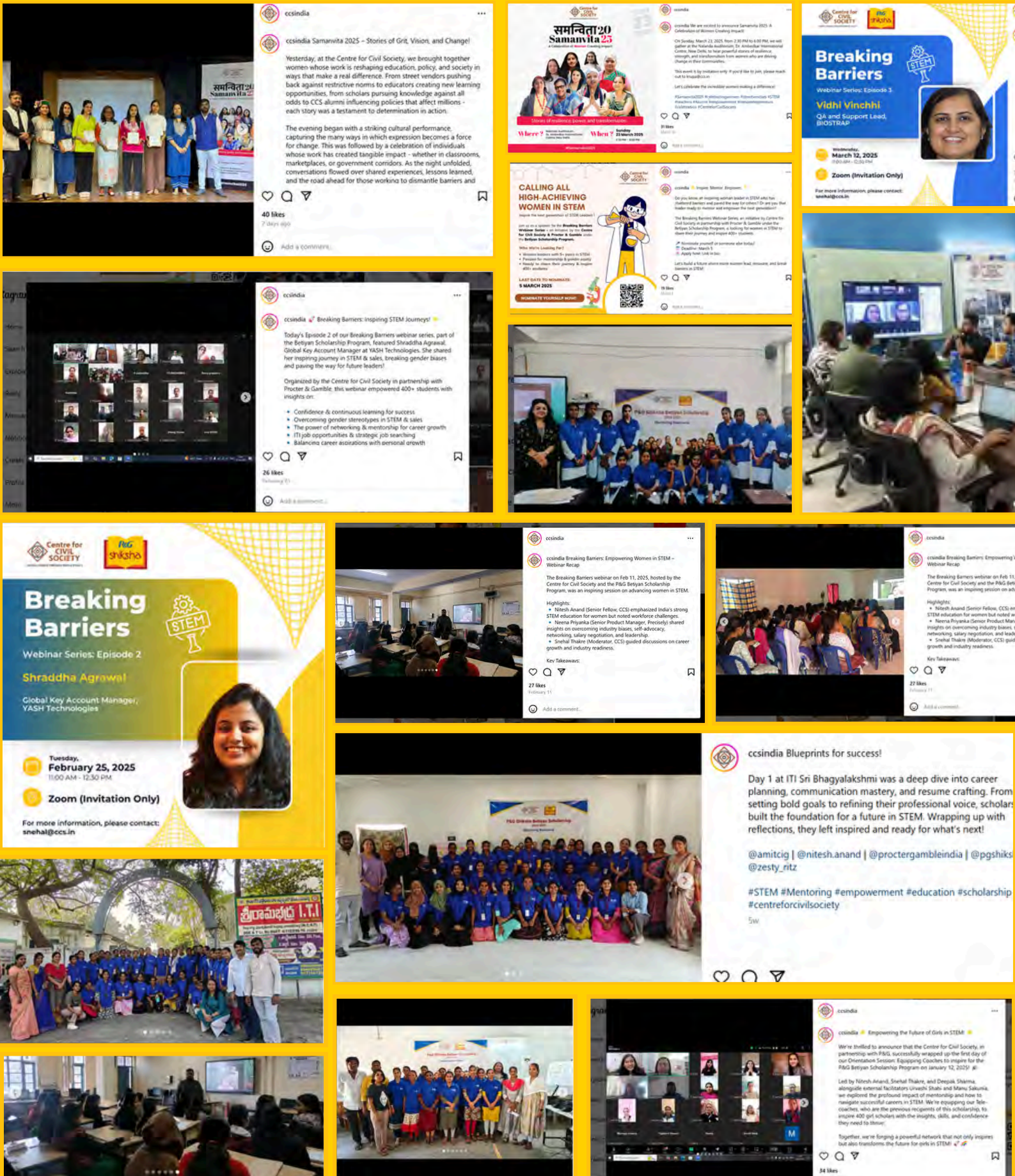


जीवितक पूरा जीवन ही बेटी का भविष्यकाल के सुख साराओं के लिए समर्पण। अपनी

[illegible]



# Digital Outreach Posts







**ccsindia We're Empowering Future Women in STEM!**

At Centre for Civil Society, in collaboration with P&G Betiyan Shiksha Program, we hosted a 2-day Bootcamp at Shimla for 39 young women pursuing STEM careers!

- Day 1: Career goal setting & communication skills for confidence and clarity.
- Day 2: Resume building, financial literacy & mock interview for job readiness.

This initiative is our step towards bridging the education-employment gap, equipping young women with the skills they need to thrive in STEM.

What's the most important skill for career success? Tell us in the comments! 🌟

16 likes  
February 7

**Centre for CIVIL SOCIETY**

**Engineer's Day 15 September**

# Building Future Women Engineers

At the Centre for Civil Society, we're breaking barriers for young **women in STEM** through mentoring and financial support under the **Betiyan Scholarship** program!

Watch our new series **Betiyan: Breaking Barriers** now!

**Centre for CIVIL SOCIETY**

**P&G Shiksha Betiyan Scholarship 2024-25**

available for female students from leading ITIs, Polytechnic Institutes and Engineering Colleges

**Focus States for 2024-25:**  
Himachal Pradesh | Andhra Pradesh | Maharashtra | Telangana | Rajasthan | Haryana | Goa | Assam | Sikkim | Madhya Pradesh

Financial support and mentoring for girls pursuing higher education in STEM

Enhance female representation in STEM-related careers, especially in manufacturing and production sectors.

**Know an eligible institute doing great work? Connect with us!**

**Nomination Deadline 31 August 2024**

For additional details, reach out to us at [betiyan@ccs.org.in](mailto:betiyan@ccs.org.in) or call us on +91-7290979096.

19 likes  
August 7

**ccsindia** Original audio

**ccsindia** Breaking Barriers with Jawala

Like a tulip blooming against the wind, Jawala's journey as a young electrician in-training inspires strength and determination. With the support of P&G Shiksha, she's paving the way for countless girls to dream, rise, and lead.

Education empowers! Together, we can ignite change.

Comment below to share your thoughts or words of encouragement for girls pursuing STEM careers!

@protergambit

#stemgirls #Education #Scholarship #stem #support

12 likes  
December 28, 2024

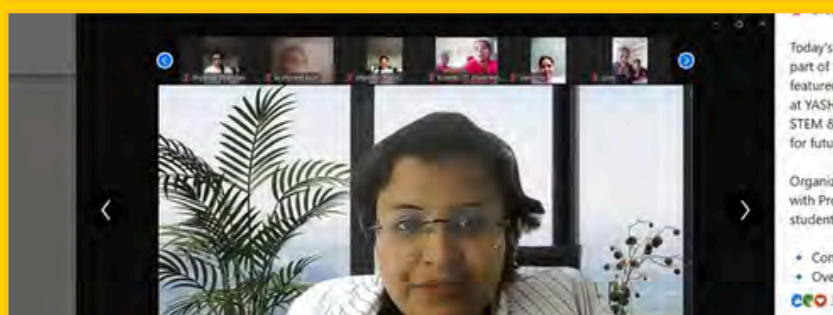
**ccsindia** Original audio

**ccsindia** We're back with our #BetiyanBreakingBarriers series, celebrating the incredible journeys of young women breaking barriers to pursue their careers in STEM. This week, we're thrilled to showcase the story of Anshika who dared to pursue her dreams despite facing limited resources and societal prejudices.

Through our flagship P&G Shiksha Betiyan Scholarship, we are committed towards working for the upliftment and empowerment of young women, like Anshika who are forging their own paths in the field of STEM for a brighter future.

Together, let's pledge to empower the next generation of female leaders aiming to defy the boundaries and set new heights for themselves.

16 likes  
October 21, 2024



**ccsindia Betiyan Breaking Barriers**

Get ready to be inspired by the extraordinary journeys of young women who've defied the odds and shattered barriers to chase their dreams.

We're excited to launch our new series, #BetiyanBreakingBarriers, where we share the powerful stories of those who've turned challenges into opportunities with the help of the #Betiyan Scholarship.

In collaboration with @protergambit, the Centre for Civil Society is committed to empowering young women in India to break free from societal norms and pursue careers in STEM (Science, Technology, Engineering, and Mathematics). Through significant financial assistance, the Betiyan

35 likes  
August 25, 2024

# Annexure 1

- 1.** मुन्नी आईटीआई में 2 दिवसीय कार्यशाला के आयोजन को लेकर सीधी बातचीत देखें इस वीडियो में



- 2.** P&G Shiksha Betiyan Scholarship Awarded To 3 IIM Mumbai Students From Underserved Communities



- 3.** P&G Shiksha Betiyan Scholarship awarded to three students at IIM Mumbai



- 4.** दो दिवसीय कार्यशाला में 17 छात्राओं को मिली छात्रवृत्ति



- 5.** सीसीएस द्वारा भोपाल में बेटियां स्कॉलरशिप के तहत छात्राओं के लिए कार्यशाला आयोजित



- 6.** P&G Mentorship & Scholarship Program



- 7.** P&G Betiyan Scholarship



- 8.** Photos





# Annexure 2

## Nomination Form Template

|                              |   |                                    |   |                            |   |   |  |
|------------------------------|---|------------------------------------|---|----------------------------|---|---|--|
| NAME OF THE INSTITUTION      |   |                                    |   |                            |   |   |  |
| NAME OF THE NOMINATOR        |   |                                    |   |                            |   |   |  |
| DESIGNATION OF THE NOMINATOR |   |                                    |   |                            |   |   |  |
| EMAIL ID & MOBILE NUMBER     |   |                                    |   |                            |   |   |  |
| Full Name of the Student     | Course Title (As per the institution records) | Year Studying in (1st/2nd/3rd/4th) | Academic Performance  | Attendance Percentage      | Annual Income of Family / Guardian in the year 2024 | Course Fees for the Current Academic Year 2024-25 | Has she received any other scholarship (Government or Private, partial or full)? |
|                              |   |                                    | For second year and above students, mention current marks / CGPA. In case of first year students, mention the academic score obtained in 10th, 12th or Graduation, whichever is relevant. | Current or Latest semester |   |   | (If yes, mention scholarship amount as well)                                     |

## List of Documents Required

**Aadhar Card**

**Institute ID Card**

**PAN Card**

**Student  
declaration form**

**10th Class Marksheet**

**1st Year Marksheet**

**Bank Pass book**

# Annexure 3

## Consent Form

### Photo Release Forms.

Centre for Civil Society is collecting yours and/or your child's personal data – Name and Photographs – to be used along with your personal story. This will be shared with Procter & Gamble Company, its' affiliates, sister companies and subsidiaries (collectively referred to as 'P&G') for publishing it (in physical form and on the internet) or for other such use wherein the images, name and story will be made public. We may share this data with our vendors helping us with this activity. This information will be stored in the facilities of P&G or of a service provider. Specifically in relation to the use of your abovementioned personal data by P&G, in the manner and for the purpose mentioned here – the P&G Privacy Policy (<https://privacypolicy.pg.com/en-US/>) will apply.

**Photo Release:** Digital/physical images of you and/or your child may be collected as part of this program. There is a possibility that P&G across globe may want to publish or make these images public. P&G, its subsidiaries, and/or its agents may publish or make other public use of these images in whole or in part (for example, cropped, highlighted, or magnified) in any media, format or technology; whether now known or hereafter discovered, and in any manner including, but not limited to, all annual reports, websites, promotional advertising, marketing, scientific publications or presentations, publicity, and commercial uses, without any further notice or payment to or seeking further permission from you.

**Compensation:** No compensation will be available should your or your child's image appear in the manner and materials as described above.

I have read the above information and consent to the use of my or my child's image for the purposes listed above as well as the terms of this release.

Print Participant's Name

First

Last

Print Guardian / Parent's Name

First

Last

Participant / Parent / Guardian Signature

Date

# Annexure 4

## Pre and Post Assessment Questionnaire

- A. Full Name:
- B. Guardian's Name :
- C. Name of the Institution :
- D. Course/Trade :
- E. Current Semester:
- F. Age:

**Please select one option in each of the following questions**  
**Broader Self-Assessments (Career Development and Progression)**

**1. I have clarity about most of the career options in my current field of study**

- a. I know about all possible options available
- b. I know some of the possible options
- c. I don't know any of the options
- d. I don't want to know/ I don't care

**2. I am aware of the tools and techniques used for career goal setting**

- a. I know about most of the tools available
- b. I know some of the tools and techniques
- c. I don't know about career goal setting
- d. I don't want to know/ I don't care

**3. I know how to prepare for interview for my dream job**

- a. I know all about it and I feel confident
- b. I know important things about interview preparedness
- c. I know very little and I don't feel confident
- d. I don't want to know because I don't want to work

**4. I know about the essential components of a resume or CV**

- a. I know about a perfect CV/resume and already have one
- b. I know the outline of a perfect CV and will soon create one
- c. I don't know anything about CV or resume and need help
- d. I don't want to know/ I don't care because I don't want to work

**5. I know how to manage finances**

- a. I know everything about managing my personal finances
- b. I have very little idea but I want to master it
- c. I don't know anything now but I will know when I will start earning money
- d. I don't know anything because no one ever discussed this with me

**6. How willing are you to continue your career in the field of STEM?**

- a. I want to work in the field of STEM for the rest of my life
- b. I like STEM field but I am not 100% sure
- c. I want to do something else
- d. I don't want to work because of other plans

**7. How do you see your life in the next 5 years? (short answer)**

**Content/Thematic Assessment Questions**

**Section- 1: Knowledge Assessment Questions**

**8. Do you know what your career pathway should be in the next 3, 5 and 7 years time?**

- a. Yes, I always knew very clearly
- b. Yes, I have some idea but clarity is needed
- c. No, I don't know and I need clarity
- d. No, I don't care as I don't have any specific job plans

**9. Which of the following are NOT important components of a good resume?**

- a. Relevant Contact Information
- b. Career Objectives
- c. Skills and Achievements
- d. Recommendation Letters

**10. I know about inspiring stories of women who made a difference in STEM career**

- a. None
- b. 1-3
- c. 3-10
- d. More than 10

**11. Which of the following are not assets?**

- a. House
- b. Share market investment
- c. Car
- d. Gold

**Section- 2: Attitude Assessment Questions**

**12. What does this statement makes you feel- "The Future belongs to those who believe in the beauty of their dreams, and work continuously towards that"**

- a. I agree and I always have been planning for that
- b. This is an encouraging statement but I don't know how to do it
- c. I don't fully agree or understand this statement, and it needs to be changed
- d. It doesn't matter to me as I don't have any specific career plans

**13. During a job interview, which of the following the candidate must demonstrate?**

- a. Clarity, Conciseness, Confidence, Body Language, and Knowledge can make anyone succeed
- b. Positive Body language, Proper dressing, English and language skills are most important to succeed as without these we can't clearly communicate
- c. It's most important to have a family connection and jugaad
- d. I don't want to ever appear for an interview

**14. I believe my resume reflects my experiences, knowledge, skills and aspirations and will be shortlisted easily for relevant job openings?**

- a. Absolutely, I have the best resume
- b. I have a decent resume, but I need help
- c. I am not sure about my resume, and I never thought of taking any help
- d. I don't need any resume or CV for getting a job, or I don't plan to work

**15. How much of minimum savings should you do on a monthly basis?**

- a. Minimum of 10%
- b. 10-20%
- c. 20-40%
- d. More than 40%

### **Section-3: Vision Assessment Questions**

**16. What does this statement makes you feel- "The Future belongs to those who believe in the beauty of their dreams, and work continuously towards that"**

- a. I agree and I always have been planning for that
- b. This is an encouraging statement but I don't know how to do it
- c. I don't fully agree or understand this statement, and it needs to be changed
- d. It doesn't matter to me as I don't have any specific career plans

**17. I want to make a career in STEM and I'm confident to create an amazing career for myself.**

- a. Yes, 100%- I will be one of the inspirational STEM professionals and I know how to achieve that
- b. Yes, But I don't know how to start
- c. Maybe, But a lot of things depend of other factors
- d. No, I don't want a career in STEM

**18. Interview practice is important for succeeding in getting a job. Therefore till now**

- a. I agree and I practice it very often with experts and friends
- b. I agree but I have never thought about practicing it
- c. I will practice when the interview call comes
- d. I don't want to ever appear for an interview

**19. When should someone ideally start financial planning and management?**

- a. When you are a student
- b. As soon as you start working
- c. At least 2 years after starting job, after taking care of family responsibilities
- d. At least 5-7 years after starting job

**20. Anything else you would like to share with us (short answer)**

Name:

Date:

Place:



## Annexure 5

# Telecoaches Worksheet Template

[illegible]

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# Annexure 5

## Telecoaching Topic Sheet

The **13-week telecoaching program** was designed to address critical development areas essential for personal and professional growth. Each week focused on a specific topic to engage participants and enhance their skills:

- **Week 1:** WhatsApp Group Formation
- **Week 2:** Welcome and Goal Setting
- **Week 3:** Personal Development and Building Confidence
- **Week 4:** Time Management
- **Week 5:** Career Guidance in STEM
- **Week 6:** Effective Communication Skills
- **Week 7:** Interview Skills and Presentation Basics
- **Week 8:** Building Resilience and Overcoming Challenges
- **Week 9:** Financial Literacy
- **Week 10:** Importance of Women in STEM
- **Week 11:** Leadership and Initiative
- **Week 12:** Personal Branding and Networking
- **Week 13:** Reflection, Future Planning and Celebration

## Tele-coaching 30 minute mentoring Call Format

- Task Review from Previous Session (0-7 minutes)
- Introduction to Today's Topic (7-10 minutes)
- Discussion and Exploration (10-17 minutes)
- Activity or Task in Session (17-22 minutes)
- Assignment and Goal Setting (22-25 minutes)
- Wrap-Up and Feedback (25-30 minutes)

