

BETIYAN SCHOLARSHIP PROGRAM



**ANNUAL
PROJECT
REPORT**

2025-26

Acknowledgement

This journey would not have been possible without the people who believed in it.

We are deeply grateful to **Procter & Gamble India**, whose support through the **P&G Shiksha** Initiative has made Betiyan what it is today. More than a partner, you have been an enabler of dreams helping young women not just to continue studies, but begin to imagine bigger futures for themselves.

To our Mentors and Betiyan Saarthis, thank you for showing up, consistently and compassionately. Your calls, your encouragement and your quiet reassurance have meant more than words can capture. For many of our scholars, you have been the voice that reminded them they are capable and not alone.

To our partners and supporters, thank you for walking this journey with us. Your belief in the importance of creating opportunities for young women has strengthened every step we have taken.

And to our team, thank you for the care, the intent and the heart you bring to this work every single day. Behind every session, every workshop and every interaction is your commitment to making this meaningful.

But above all, we acknowledge our scholars. Thank you for trusting this space. For sharing your stories. For showing courage in ways both big and small. You are the reason this program exists and the reason it matters.

As we look ahead, we carry forward not just outcomes, but relationships, stories and a shared belief that when girls are supported, incredible things happen.

Thank you all for being a part of this journey.

Partner Institutes

Himachal Pradesh:

Govt. ITI Shimla, Govt. ITI Mashobra, Govt. ITI Sunni, Govt. ITI Jalog, Govt. Woman ITI Nalagarh, Govt. Model ITI Nalagarh, Govt. ITI Paonta Sahib, Govt. ITI Deegal, Govt. ITI Syri, Govt. ITI Theog, Govt. ITI Solan

Goa:

Govt. Polytechnic Panaji Goa, Goa College of Engineering, Govt. Polytechnic Bicholim, Goa Polytechnic Curcholem, Don Bosco College of Engineering, Agnel Institute of Technology and Design

Telangana :

Sai Krupa Pvt. ITI, Millath Pvt. ITI, Sri Rambhadra Pvt. ITI, Sri Bhagyalakshmi ITI, Kranthi Pvt ITI, Ravi Pvt ITI

Maharashtra:

Indian Institute of Management, Mumbai

Rajasthan:

Maharaja Agrasen Pvt. ITI (Jaipur), Sushila Devi Pvt. ITI (Deeg), Shri Krishna Pvt. ITI (Bundi), Vardhman Pvt. ITI (Bundi)

Jharkhand:

Vidya Memorial Institute of Technology, Ranchi

Our Donor:

Procter and Gamble Shiksha, India



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CONTENTS

04

Executive
Summary

05

Key
Highlights

08

Introduction

09

Program
Overview

13

Impact at
a Glance

20

Component-Wise
Breakdown

57

Annexure

Executive Summary

This report presents a comprehensive overview of the P&G Betiyan Scholarship Program for the academic year 2025–26. Now in its fifth year of implementation, the program continues to build on a strong foundation of financial assistance and mentorship to support young women pursuing STEM education across Industrial Training Institutes (ITIs), polytechnics, engineering and management institutes.

The 2025–26 cycle saw the program further consolidate its presence across six states, while also introducing refinements based on insights gathered from previous cohorts. The financial assistance component continued to ease economic barriers, enabling scholars to focus on their education without financial stress. The mentorship framework delivered through Bootcamps, the Breaking Barriers Webinar Series and Tele-Coaching was enhanced with new modules focused on STEM awareness, digital literacy, financial literacy and emerging career pathways in STEM.

This report captures the program’s measurable impact through pre-assessment and post-assessment analyses, highlighting significant gains in career clarity, financial literacy and professional confidence. It also incorporates feedback from scholars, educators and mentors, offering a nuanced view of what worked well and where the program adapted to meet evolving needs.

While challenges such as connectivity gaps and varying levels of digital access persisted, the program’s iterative approach grounded in real-time feedback and flexible delivery ensured that scholars remained engaged and supported. The learnings from this cycle are already informing plans for the next phase, including the piloting of peer-mentoring circles and enhanced career placement support.

This report serves as both a record of achievement and a roadmap for continued impact, celebrating the resilience and aspirations of the Betiyan Scholars who are steadily redefining the face of STEM in India.



Bootcamp at Govt. ITI Jalog, Himachal Pradesh

Key Highlights

Empowering Women in STEM



Total Nominations Received:

1034



Returning Applicants:

153



Total Scholarships given for 2025-26:

504



Total Number of Institutes:

29



Growth in Program since launch (2021-2026):

6X

Program Highlights



13

in-person bootcamps Conducted for 26 Institutes across 5 states



482

scholars attended in person bootcamp



26

Non- scholars attended in person bootcamp



16

Betiyan Saarthis onboarded for Tele-coaching



328

Scholars mentored via Tele-coaching program



138.5 hours

Bootcamp Training Hours Delivered



750+

Webinar Participants attendance in the Breaking Barriers series



256

views on Betiyan Webinars and Betiyan YouTube Success Stories



4

Breaking Barriers Webinars Conducted to inspire scholars to pursue careers in STEM

Bootcamp Key Insights:

Scholar Gains:

Knowledge Soars

55.84% → 69.51%

 **+13.66% gain**

STEM awareness • Career pathways • Digital literacy

Attitude Shifts


72.18% → 79.44%

 **+7.26% gain**

Confidence • Self-belief • Future outlook

Behavioural Gains

67.50% → 70.27%

 **+2.76% gain**

Decision-making • Risk-taking • Applied skills

Inclusive Impact

Non-scholars also grew:

Knowledge

 **+17.52%**

Attitude

 **+17.62%**

Behaviour

 **+2.68%**

Bootcamps benefit the wider student community



Bootcamp Session at Govt. Model ITI Nalagarh, Himachal Pradesh

Samanvita 2026 Highlights:

24

Participants



4 States Represented:

(Himachal Pradesh – 10 | Goa – 9 |
Jharkhand – 4 | Telangana – 1)



Cohort Mix:



11

Current
Scholars



13

Alumni



10

Betiyan
Saarthis

Key Disciplines:

ITI Trades, Polytechnic & Engineering

Electrical

Civil

Computer

Electronics

Garment Technology

Alumni Progression:

Alumni working in *private sector,* *government roles and* *technical positions*



Samanvita 2026, Delhi NCR

Introduction

The P&G Betiyan Scholarship Program, implemented by Centre for Civil Society (CCS) in partnership with Procter and Gamble, India under P&G Shiksha initiative, was launched in 2021 to address the persistent gender gap in technical education. Over the past five years, the program has grown from a pilot in three institutes to a pan-India initiative spanning 7 states, 28 districts and 46 institutional partners, supporting 1766 scholarships to date.

In the 2025–26 academic year, the program awarded 504 scholarships across 29 partner institutes in 6 states with a 17% increase from the previous year (Scholarships awarded 431 in 2024–25). Through its integrated pillars of financial assistance and mentorship, the Betiyan Scholarship Program continues to enable access, retention and career success for young women pursuing courses in Industrial Training Institutes (ITIs), polytechnics, engineering and management institutes.

This report documents the program’s activities and outcomes for the 2025–26 cycle, highlighting the expansion of mentorship through regional bootcamps, a strengthened tele-coaching network and the growing engagement of alumni who now serve as mentors and role models for the next generation.



Bootcamp at Govt. ITI Solan, Himachal Pradesh

Program Overview

Origin & Evolution

The P&G Betiyani Scholarship Program was conceived in 2021 to address a critical gap. Talented young women from underserved communities were enrolling in technical education but often dropping out due to financial pressures and a lack of sustained guidance. In partnership with Procter & Gamble, India under the P&G Shiksha initiative, Centre for Civil Society (CCS) designed a dual-pillar model that combines financial assistance with a structured mentorship framework.

What began as a pilot in three institutes has since evolved into a mature, learning-driven initiative. Each year, the program refines its components based on feedback from scholars, educators and partners. The result is a 360° support ecosystem that grows with the scholars from their technical education through their transition into employment or higher studies.



Bootcamp at Govt. Polytechnic Panjim, Goa

The National Context: Why This Program Matters

India ranks among the world's top countries for the share of women in STEM higher education. According to the All India Survey on Higher Education (AISHE) 2021–22, women constitute 43% of total enrollment in STEM disciplines at the higher education level. In science disciplines, women account for 52.1% of students. Yet at the undergraduate level in engineering and technology, representation drops to approximately 30.2% (AICTE data).

This strong pipeline at the entry level does not translate into sustained workforce participation. The Department of Science and Technology (DST) reports that women account for only 18.6% of the total workforce engaged as STEM professionals in research and development. Across the technology industry, while women make up 36% of the tech workforce (NASSCOM), their presence drops dramatically at senior levels where only 7% hold executive-level positions, 13% director-level roles, and 17% mid-managerial positions.

The “leaky pipeline” phenomenon is defined by critical transition points:

From STEM graduation to employment

While women earn 43% of STEM degrees, only 14% of scientists, engineers, and technologists in India are women (World Bank).

From entry to leadership

Representation declines steadily, with women holding less than 30% of professor positions in STEM fields.

Multiple barriers contribute to this attrition. Social and cultural norms steering girls away from technical subjects, male-dominated campus environments, limited access to mentorship, workplace gender bias, inflexible work cultures and caregiving responsibilities.

The economic imperative is substantial. The World Bank estimates that India's GDP could rise by 27% if women participated in the workforce at par with men.

It is within this national context that the P&G Betiyam Scholarship Program operates. By providing not only financial support but also sustained mentorship, exposure to role models and practical skill-building, the program intervenes at the earliest stage of the pipeline ensuring that young women from underserved communities not only complete their technical education but also have the confidence and networks to enter and thrive in STEM careers.

The “leaky pipeline” phenomenon is defined by critical transition points:

Sources:

- All India Survey on Higher Education (AISHE) 2021–22 – [PIB Release](#)
- AICTE data (2020–21) – [Society of Women Engineers](#)
- Department of Science & Technology (DST), R&D Statistics Report 2023 – [PIB Release](#)
- NASSCOM – cited in [Women and IT Scorecard – India | nasscom](#)
- World Bank Gender Data Portal & workforce participation estimates – [From inspiration to innovation: Advancing women in India's STEM landscape, ETEducation](#) ; [StudyIQ](#)

Our Approach: A 360° Support Ecosystem

The program's approach rests on the belief that financial aid alone is insufficient to ensure long-term success. Scholars need role models, career guidance, peer networks and practical skills to navigate their educational journey and enter the workforce with confidence. The ecosystem is structured around two interconnected pillars.

01

Financial Assistance

Eligible scholars receive full tuition coverage, removing the economic burden that often forces students to drop out. Selection criteria are state-specific, based on family income and academic performance, ensuring that support reaches those most in need.

02

Mentorship & Career Support

This pillar is layered to provide both collective learning experiences and individualized guidance.

Regional Bootcamps

Scholars gather at their institutions or nearby hubs for immersive, multi-day workshops. The curriculum evolves annually to address emerging skills. Modules covered are STEM awareness, professional communication, digital literacy (including AI tools), resilience building, financial planning and career exploration. Bootcamps also foster peer bonding and local networking.

One-on-One Tele-Coaching

Each scholar is paired with a Betiyan Saarthi, alumna of the program for weekly half an hour calls over 4 months. Coaches provide personalized support on goal setting, time management, interview preparation and navigating personal challenges. This sustained relationship builds confidence and helps scholars stay on track.

Mentorship & Career Support

Breaking Barriers Series

Webinars and a dedicated YouTube channel introduce scholars to women leaders in STEM who share their journeys, discuss obstacles and offer practical advice. The series expands scholars' mental models of what is possible and provides relatable role models from diverse industries.

Industry Engagement & Advanced Pragati Workshops

Led by P&G volunteers, hands-on sessions focus on practical workplace skills such as AI tools, presentation software (Powerpoint), basic and advanced excel. Multi-day workshops allow for deeper skill acquisition and cross-institution collaboration.

03

Alumni Network & Peer Leadership

Graduates become part of a lifelong community that serves as a source of referrals, mentorship, and encouragement. Many alumni return as betiyan saarthi, creating a virtuous cycle of giving back.



Scholars Interaction at Bootcamp Session, Govt. Polytechnic Panjim, goa



Bootcamp Session at Govt. Model ITI Nalagarh, Himachal Pradesh

A Learning-Driven Model

The program's design is iterative. Feedback from bootcamps, tele-coaching logs, and scholar assessments informs the next cycle's curriculum and delivery methods. For example, insights from previous years led to the introduction of AI-literacy modules and multi-day industry workshops in 2025–26. This responsiveness ensures that the support remains relevant to both scholars' needs and the demands of the evolving workforce.

Partnership Ecosystem

The program's reach is made possible through deep partnerships with government and private technical institutions. CCS works closely with principals, faculty (Point of Contact for Scholarship) to streamline scholar identification, track progress and deliver bootcamps. P&G contributes not only for financial support but their volunteers also provide time and expertise, bridging the gap between classroom learning and corporate expectations.

Through this integrated, evolving model, the Betiyan Scholarship Program provides more than a scholarship. It offers a launchpad that empowers young women to break barriers, pursue meaningful careers and become agents of change in their communities.

Impact at a Glance

The program awarded 504 scholarships across 6 states and 29 institutes in 2025–26, a 6x growth since launch. Mentorship reached 482 scholars through 13 in-person bootcamps (138.5 training hours), while 328 scholars received one-on-one tele-coaching from 16 alumni mentors.

Measurable outcomes show strong gains:

Scholars improved knowledge by +13.66% and attitude by +7.26%; non-scholars benefited even more, with +17.52% in knowledge and +17.62% in attitude. Strategic expansion saw Rajasthan double its scholars (+110%) and polytechnic/engineering enrollment grow to 17.6% of the cohort.



Bootcamp STEM Awareness Session at Govt. ITI Sunni, Himachal Pradesh

Scholar Gains

Knowledge Soars

55.84% → 69.51%

↗ +13.66% gain

STEM awareness • Career pathways • Digital literacy

Attitude Shifts

72.18% → 79.44%

↗ +7.26% gain

Confidence • Self-belief • Future outlook

Behavioural Gains

67.50% → 70.27%

↗ +2.76% gain

Decision-making • Risk-taking • Applied skills

Inclusive Impact

Non-scholars also grew:

Knowledge

↗ +17.52%

Attitude

↗ +17.62%

Behaviour

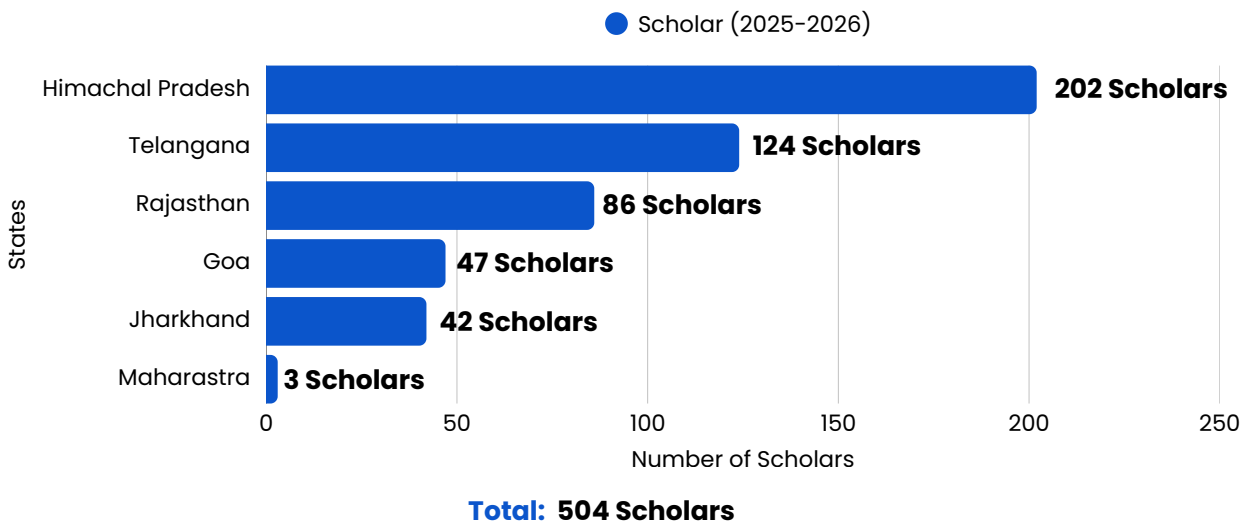
↗ +2.68%

Bootcamps benefit the wider student community

Community-building efforts like Samanvita 2026 brought together 24 alumni and scholars from four states, while the Equality Summit at IIM Mumbai marked the fourth consecutive year of felicitating scholars. Together, these efforts reflect a growing ecosystem of support, confidence, and career readiness for young women in STEM.

State-Wise Distribution

State-wise distribution of scholars for the 2025–26 academic year.



State-Wise Course Enrollment of the Scholars

The P&G Betiyani 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 2025–26 across various courses:

- **Himachal Pradesh:** 202 students enrolled in Industrial Training Institutes (ITIs), maintaining a strong presence in vocational training across the state.
- **Telangana:** 124 students enrolled in ITIs, continuing to be one of the largest cohorts in the program.
- **Goa:** 26 students enrolled in Polytechnic courses and 21 students enrolled in Engineering colleges, reflecting the state's emphasis on diploma and degree-level technical education.
- **Rajasthan:** 86 students enrolled in ITIs, with a significant increase from the previous year (41 in 2024–25 to 86 in 2025–26).
- **Jharkhand:** 42 students enrolled in Polytechnic courses.
- **Maharashtra:** 3 students enrolled in Management studies.

This distribution highlights the program's focus on vocational pathways (ITIs and polytechnics) while also supporting engineering and management education where partnerships exist. The growth in Rajasthan and Jharkhand reflects the program's strategic expansion into new regions, while Himachal Pradesh and Telangana continue to serve as anchor states with strong institutional collaboration.

Key Insights

1. Sustained Growth with Strategic Diversification

The program awarded 505 scholarships in 2025–26, a 17% increase over the previous year. While ITIs remain the backbone of the initiative (413 scholars, 81.8% of the cohort), the share of polytechnic and engineering scholars more than doubled from 31 in 2024–25 to 89 this year (17.6% of total). This shift reflects deliberate efforts to expand support across the full spectrum of technical education, responding to scholars' aspirations for both diploma and degree pathways.

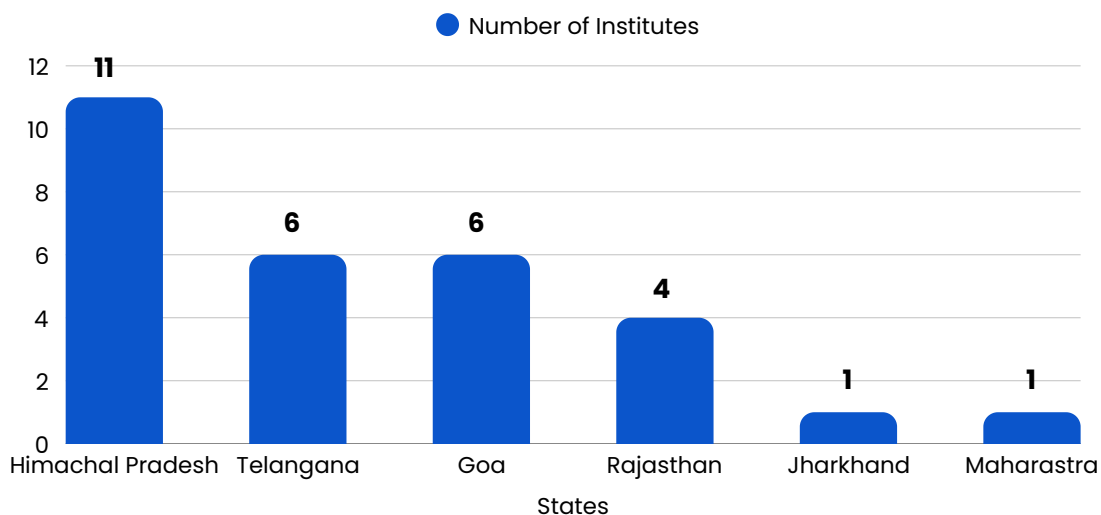
2. Geographic Expansion with Deeper Institutional Partnerships

The program now operates across 29 institutes, including 8 new partners added in 2025–26.

Key growth states:

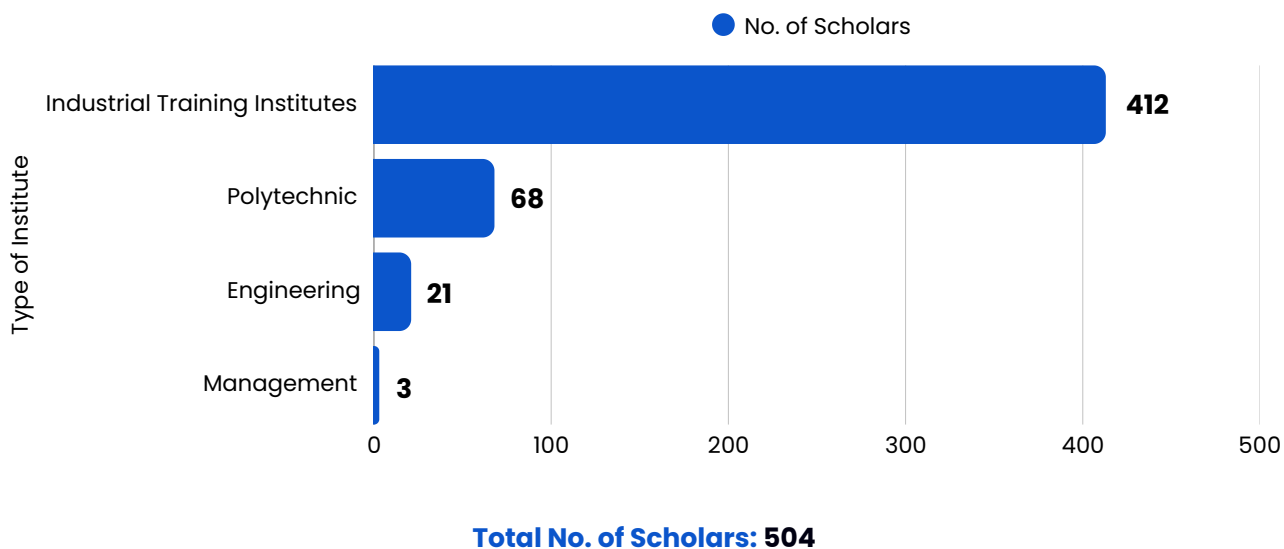
- Rajasthan saw the highest year-on-year increase from 41 to 86 scholars (+110%)
- Jharkhand expanded from 17 to 42, demonstrating the potential for deep, high-impact partnerships.
- Himachal Pradesh remains the largest cohort (202 scholars), with the program now reaching 11 ITIs across the state, the broadest institutional footprint to date.

State-wise count of institutes that received scholarships in the 2025–26 academic year.



Total No. of Intitution: 29

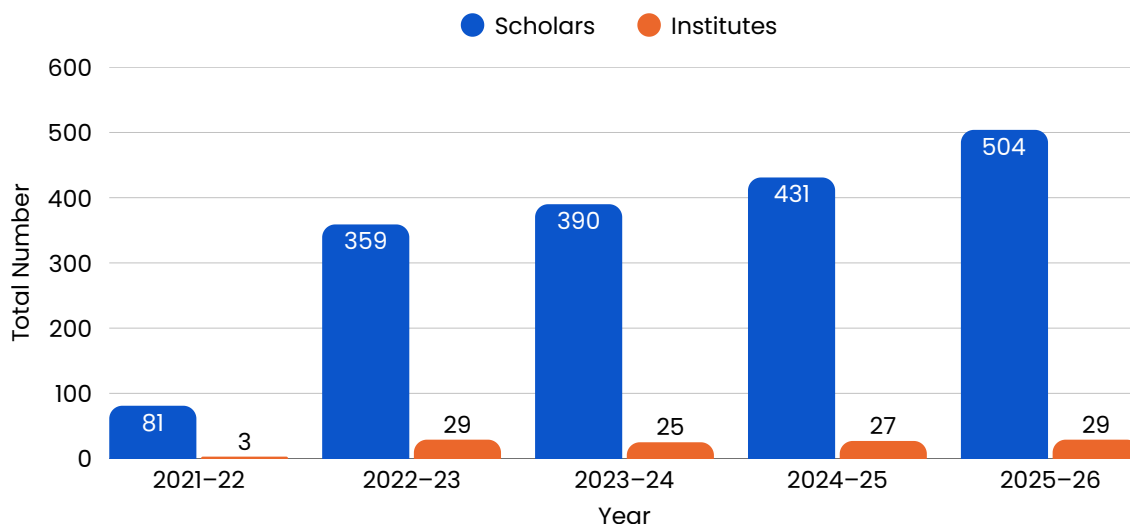
Scholar Distribution by Institute Type



Year-on-Year Growth: A Story of Evolution

Since its launch in 2021, the P&G Betiyar Scholarship Program has grown not only in numbers but in strategic depth.

The table below provides a snapshot of growth across five cycles; the narrative that follows highlights the qualitative shifts that accompanied each phase.



2021–22

The Foundation

The program began as a pilot in three institutes across Himachal Pradesh and Rajasthan.

2022–23

The Expansion

A rapid scale-up took the program to 29 institutes across six states. This phase demonstrated that the model could be replicated across diverse regions and institutional types.

2023–24

Deepening Mentorship

With the core structure in place, focus shifted to strengthening mentorship. Tele-coaching was introduced, and the first partnerships with degree-granting institutions (including IIM Mumbai) were established.

2024–25

Building Alumni Capital

The tele-coach alumni pipeline was formalized, turning graduates into mentors. Samanvita, an annual celebration of scholar achievements, was launched, reinforcing community and recognition.

2025–26

Diversification & Immersion

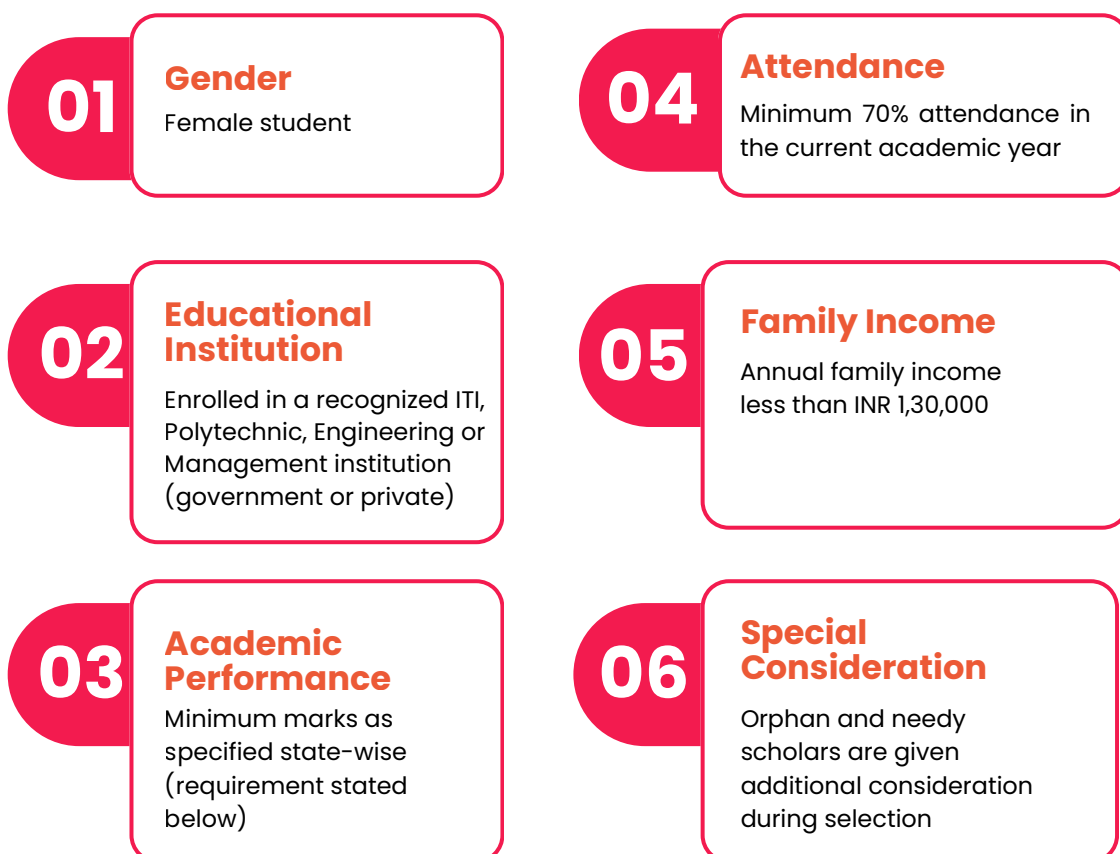
This cycle marked a deliberate shift: polytechnic and engineering enrollments nearly tripled, and multi-day industry workshops replaced single-day sessions, allowing deeper skill development. The program also consolidated its institutional partnerships adding eight new partners while narrowing geographic focus to strengthen impact in high-concentration states.

Each year has built on the last, transforming the program from a scholarship initiative into a comprehensive ecosystem that adapts to scholar aspirations and delivers sustained impact.

State-Specific Scholarship Eligibility Criteria

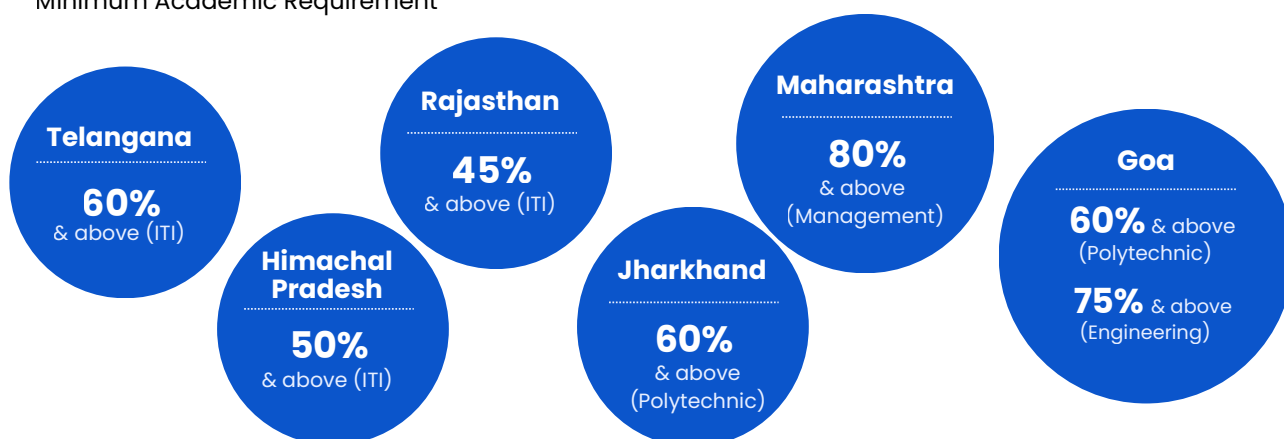
The Betiyan Scholarship Program supports young women from underserved communities in pursuing higher education and career pathways, with a focus on STEM and supply chain management. The selection process follows a structured system of institutional nomination and certification to ensure adherence to defined eligibility criteria.

Eligibility Criteria



State-wise Academic Requirements:

Minimum Academic Requirement



Note: Academic criteria vary across states and technical trades to reflect contextual academic standards.

Nomination Process

The selection process was carried out through institutional nominations, ensuring transparency and alignment with eligibility benchmarks.



Application Submission

Eligible students submitted the application form along with required documents before the deadline. Applications were screened to verify basic eligibility.



Institutional Certification

Participating institutes reviewed and verified the submitted documents. Candidates were evaluated on academic performance, attendance and financial need. A signed Institute Declaration Form confirmed that nominated students met the prescribed criteria.



Final Approval

The consolidated scholarship list was finalized based on institutional nominations. Scholarship amounts were disbursed after submission of all required documents.



Bootcamp Session at Sushila Devi Pvt. ITI, Rajasthan

Component-wise Breakdown:

1. Mentoring Bootcamps

Overview:

Regional bootcamps are immersive, multi-day workshops that form the core of the Betiyan Scholarship Program's mentorship pillar. They bring scholars together at partner institutes or nearby hubs to build foundational skills, foster peer networks and prepare for professional environments. In 2025–26, 13 bootcamps were conducted across Himachal Pradesh, Rajasthan, Telangana, Jharkhand, and Goa, reaching 482 scholars with 138.5 hours of structured session delivery. Bootcamps were tailored for ITI, Polytechnic & Engineering scholars.

Six Core Sessions

Every bootcamp covered the following six foundational sessions, with discipline-specific adaptations where needed:

Session	Title	Key Learning Outcomes
1	Defining STEM & Future of Work	Explain STEM, identify daily STEM use, build simple circuits (physical or virtual), define short- & long-term goals
2	Brand You: Build, Communicate, Shine	Professional communication, email etiquette, LinkedIn profile creation, mock interviews, personal branding
3	Be Strong, Think Smart, Act Responsible	Resilience building, Eisenhower Matrix, workplace conflict case studies, responsible citizenship
4	Digital Tools for Daily Work – AI for Professionals	Use ChatGPT, NotebookLM, Canva AI, ATS-friendly resume building, AI image generation, digital safety
5	Financial Literacy	Needs vs. wants, spender/saver quiz, household budgeting game, calculated risk-taking
6	Career Pathways	Entrepreneurship pitch, gallery walk of post-study options (jobs, higher education, apprenticeships, overseas opportunities), SMART goal planner

Discipline-specific adaptations:

- ITI scholars focus on physical circuit building, TinkerCad, NAPS, CITS, and overseas apprenticeships (TITP, NSDC International).
- Engineering & polytechnic scholars engage in pathways such as GATE, R&D roles or startup ecosystems.

Interactive Methodologies:

All bootcamps used experiential learning that included hands-on STEM, role-play, games (newspaper tower, budgeting game), digital practice (LinkedIn, AI tools) and gallery walks for career exploration.

Pre- & Post-Assessment Results:

Measuring Knowledge, Attitude and Behavioural Readiness for the Future of Work

The Betiyan Scholarship Program 2025–26 incorporates a comprehensive pre- and post-assessment framework to evaluate scholars' development across three critical dimensions: knowledge outcomes, attitudinal shifts and behavioural application.

A standardized assessment tool was administered to all participants at the beginning and end of the bootcamp. This approach enables a direct comparison of baseline and endline responses, allowing for a robust analysis of the program's impact on participants' preparedness for education, careers and the evolving world of work.

The assessment instrument includes 26 indicators, structured across three domains:

Domain I: Knowledge Outcomes

This section evaluates scholars' awareness and conceptual understanding of key areas essential for career readiness and future employability. It includes:

- Understanding of STEM concepts and their relevance to their trade
- Awareness of career pathways (jobs, higher education, entrepreneurship)
- Knowledge of professional communication, including email writing
- Clarity on goal setting (short-term vs. long-term)
- Familiarity with digital and professional tools, such as LinkedIn and AI
- Understanding of the future of work, entrepreneurship, and financial basics
- Awareness of online safety practices

Domain II: Attitudes, Aspirations & Mindset

This section captures shifts in confidence, beliefs, and long-term orientation, particularly in relation to personal and professional growth. It assesses:

- Confidence in financial decision-making and delayed gratification
- Beliefs around resilience, responsibility and self-efficacy
- Perception of the role of digital presence in career opportunities
- Aspirations related to STEM careers, especially for women
- Openness to risk-taking, change and technological advancement
- Comfort in expressing ideas in professional and group settings

Domain III: Behavioural Tendencies & Applied Decision-Making

Moving beyond awareness and attitudes, this section evaluates how scholars are likely to act in real-life situations. It focuses on:

- Application of technology and AI tools in learning environments
- Practice of professional communication behaviours
- Responses to career challenges and setbacks
- Financial decision-making under constraints
- Willingness to take calculated risks
- Ability to adapt, respond to feedback, and navigate uncertainty

The assessment tool uses scenario-based questions, multiple-choice responses and reflective statements, enabling a nuanced understanding of both what scholars know and how they think and act.

The pre-assessment establishes baseline levels of awareness, confidence and behaviour, while the post-assessment captures shifts resulting from program interventions. Together, these provide insights into:

- Improvements in career awareness and clarity
- Growth in confidence and professional mindset
- Strengthening of financial and decision-making skills
- Increased readiness to engage with the future of work and technology



Bootcamp Session at Sri Bhagyalaxmi Pvt. ITI, Telangana

This structured comparison allows for identifying areas of strong impact as well as gaps that require further strengthening. The findings play a critical role in refining program design, enhancing learning interventions and deepening the program’s impact on enabling young women to transition confidently into education and employment pathways.

Data Collection & Cleaning Methodology

Data Collection:

The assessment was administered in two phases:

- Pre-assessment: Conducted at the start of the bootcamp to capture baseline data
- Post-assessment: Conducted at the end of the bootcamp to measure outcomes

Data Collection:

To ensure accuracy and reliability of analysis:

- Responses were matched using participant unique identifiers (name, contact details, institution)
- Entries with only one response (pre or post), incomplete submissions and duplicates were removed
- Data was cleaned and standardized for consistency across variables
- Responses were further bifurcated into Scholars (Scholarship recipients) and Non- Scholars (who did not receive the scholarship)

Analytical Data-Set:

Initial Sample:

Total pre-assessment responses: **493**

Total post-assessment responses: **491**

After Data Processing

Total matched scholar responses: **408**

Total matched non-scholar responses: **26**

Findings:

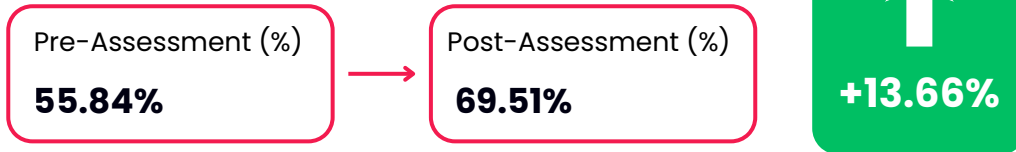
Scholar Assessment Findings

Based on the analysis of the 408 scholars' responses in both the Pre and Post-assessment surveys, there is a clear positive shift across all three domains: Knowledge, Attitude and Behaviour (KAB).

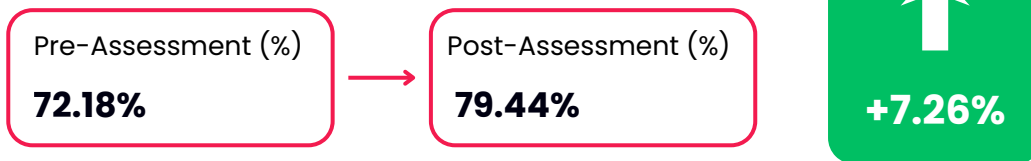
Overall KAB Shift Summary

The bootcamp has been particularly effective in improving Knowledge, which saw the highest growth.

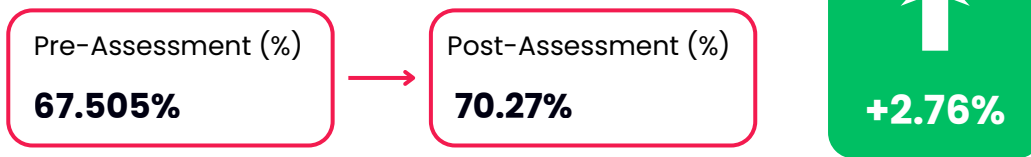
Knowledge



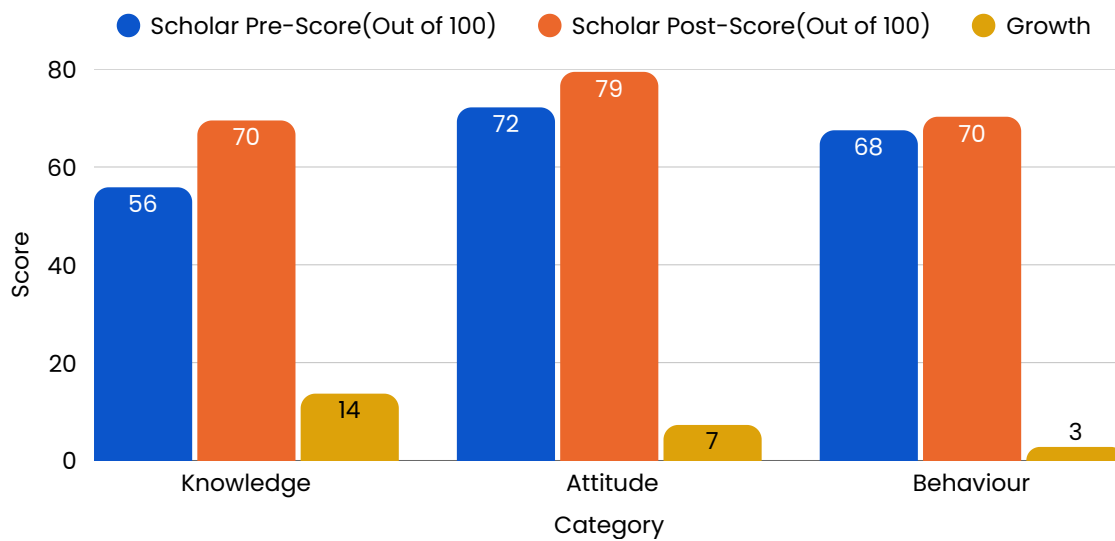
Attitude



Behaviour



Scholar Pre-Score (Out of 100), Scholar Post-Score (Out of 100) and Growth



Key takeaways from the top five growth areas for Scholars:



LinkedIn Awareness (+33.65%): The most significant transformation; scholars moved from basic awareness to professional networking readiness.



Professional Emails (+26.97%): A substantial jump in digital etiquette and formal communication skills.



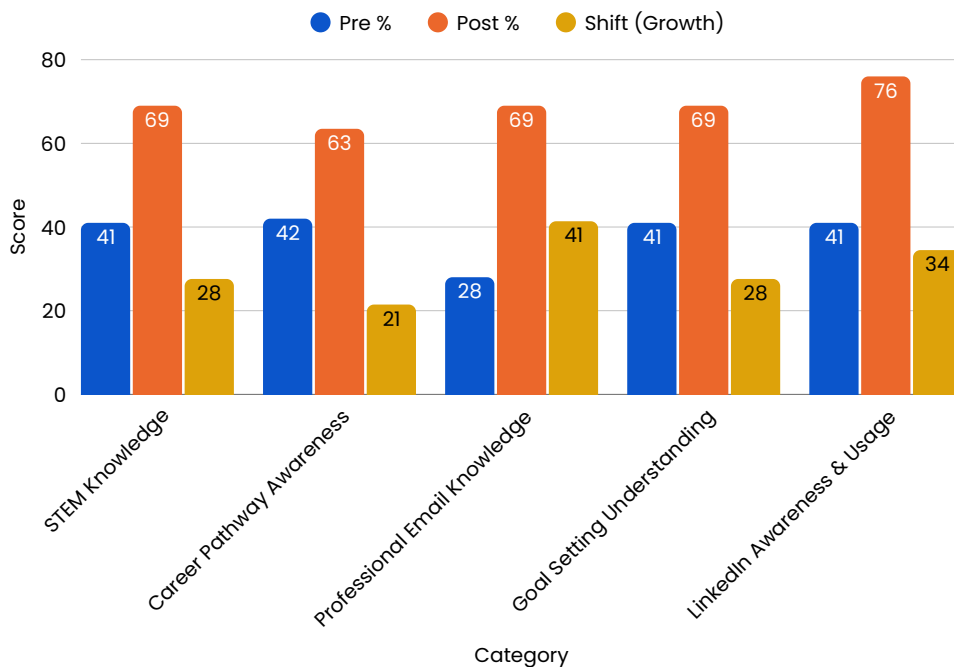
STEM Awareness (+22.43%): Strengthened the understanding of how science and technology integrate with specific trade skills.



Career Pathways (+21.48%): Expanded the scholars' vision of future job opportunities and long-term professional growth.



Goal Setting (+21.00%): Improved the ability to plan career journeys with clear, measurable objectives.



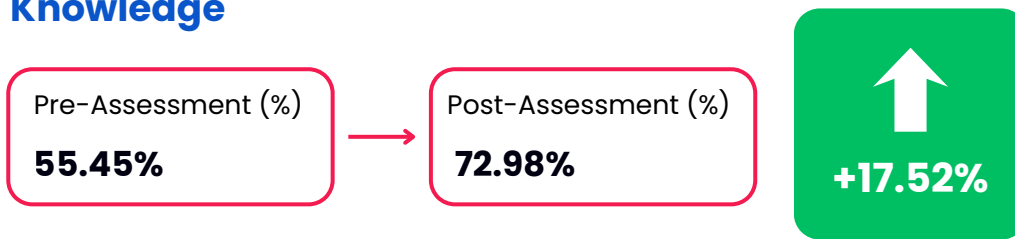
Non Scholar Assessment Findings

Based on the analysis of the 26 Non scholars' responses in both the Pre and Post-assessment surveys, there is a clear positive shift across all three domains: Knowledge, Attitude and Behaviour (KAB).

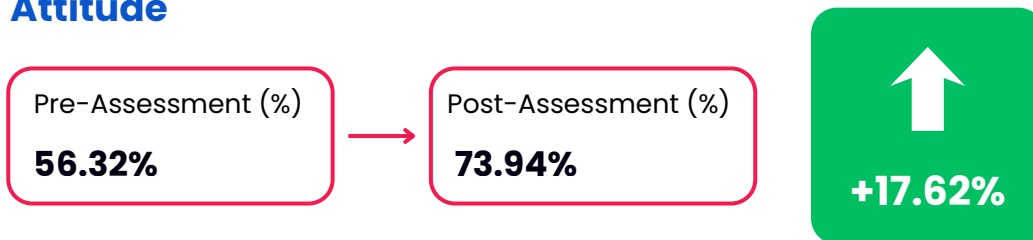
Overall KAB Shift Summary

The bootcamp has been particularly effective in improving Knowledge, which saw the highest growth.

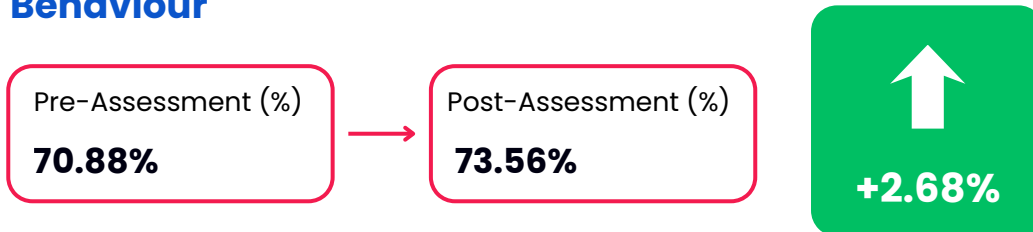
Knowledge



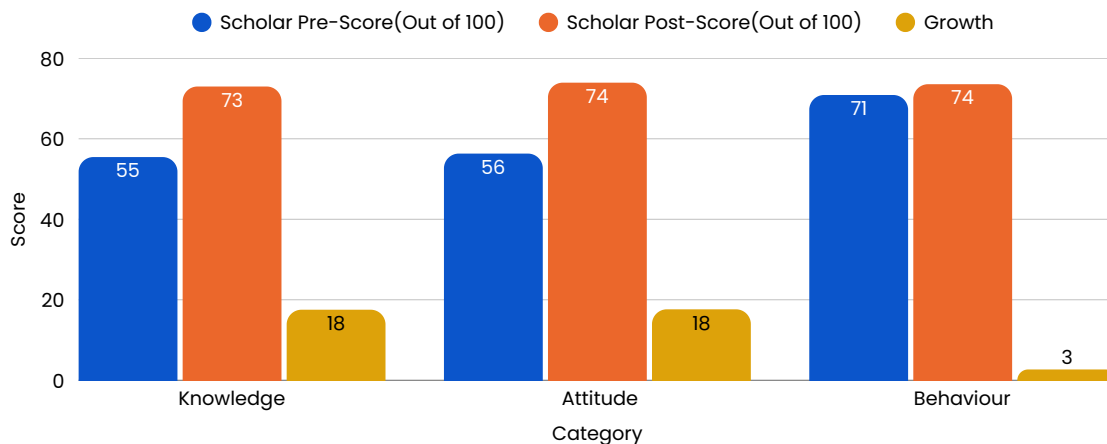
Attitude



Behaviour



Non Scholar Pre-Score (Out of 100), Scholar Post-Score (Out of 100) and Growth



Key takeaways from the top five growth areas for Non Scholars:



Professional Email Knowledge (+41.38%): This area saw the most dramatic transformation, nearly tripling the baseline literacy. It indicates a massive success in teaching digital formal communication.



Risk-Taking Attitude (+34.48%): A significant psychological shift; scholars moved from hesitation toward a mindset that values calculated risk for professional growth.



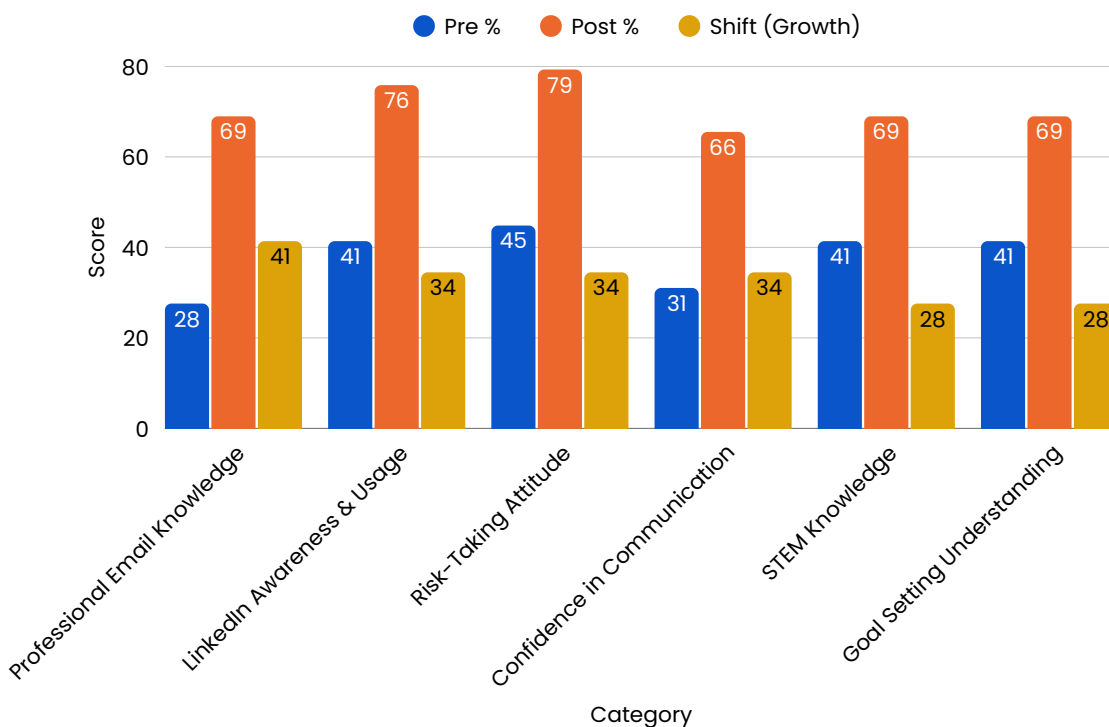
Confidence in Communication (+34.48%): Scholars showed a major boost in their comfort levels regarding expressing ideas and participating in professional group settings.



LinkedIn Awareness & Usage (+34.48%): Indicates a strong transition into professional networking, with a high percentage of scholars now understanding how to leverage the platform.



STEM Knowledge & Goal Setting (+27.59% each): Solid gains in both technical foundations (STEM) and strategic planning (Short/Long-term goals), ensuring scholars are better prepared to map out their careers.



Bootcamp Calendar (2025–26)

Dates	Location	Number of Scholars
15–17 Jan 2026	Jallog, HP	17
19–21 Jan 2026	Sunni, HP	35
23–24 Jan 2026	Solan, HP	33
27–28 Jan 2026	Deeg, Rajasthan	30
27–28 Jan 2026	Bhadrachalam, Telangana	31
29–31 Jan 2026	Jaipur, Rajasthan	46
29–30 Jan 2026	Bhadrachalam, Telangana	20
11–13 Feb 2026	Ranchi, Jharkhand	42
16–18 Feb 2026	South Goa	26
19–21 Feb 2026	North Goa	21
26–28 Feb 2026	Hyderabad, Telangana	124
9–10 Mar 2026	Nalagarh, HP	53
12–13 Mar 2026	Shimla, HP	31
Total	13 Bootcamps	482 Scholars

Key Innovations in 2025–26

- AI Literacy Module across all cohorts.
- Resilience & Planning Tools (Eisenhower Matrix , project management basics for ITI, polytechnic and engineering).
- Overseas Career Guidance (safe international work and study pathways).
- Hindi and Telugu delivery for ITI bootcamps and bilingual (Hindi and English) for engineering/polytechnic.

2. Tele-coaching

Overview

Tele-coaching provides sustained one-on-one mentorship to scholars, complementing the group learning from bootcamps. In 2025–26, 328 scholars are being mentored by 16 Betiyan Saarthis (Tele-coaches), trained alumni of the program through weekly 30-minute calls. The coaching follows a structured 16-week curriculum designed to build technical confidence, professional communication, financial literacy and job readiness. The cycle began in January 2026 and will continue through June 2026.

The Betiyan Saarthi Model

Betiyan Saarthis are former scholarship recipients who have demonstrated leadership, empathy and a strong understanding of the challenges faced by current scholars. In previous cycles, low response rates on phone calls were a recurring challenge as scholars often did not answer unknown numbers or felt hesitant to speak with a remote mentor. To address this, the 2025–26 cycle introduced two key changes:

- In-person training for Saarthis during the regional bootcamps, where they received hands-on coaching on mentoring techniques, active listening, session run through and ethical boundaries.
- In-person introduction of Saarthis to their assigned scholars at the bootcamp itself. Scholars met their Saarthi face-to-face and had an initial conversation before any call was made. This built trust and familiarity improving call pick-up rates.

Each Saarthi is assigned **15–18 scholars** and conducts weekly 30-minute calls using a standardised format.



16 (all alumni)

Total Betiyan Saarthis (2025–26)



328

Scholars mentored



1:15–18

Coach:Scholar ratio



Weekly,
30 minutes per scholar
Call frequency



16 weeks
(January – June 2026)
Duration

Early Observations & Qualitative Feedback

While final metrics are being compiled, early observations from the first eight weeks indicate:

- Improved call answer rates due to in-person introductions at bootcamps (compared to previous cycles where unknown numbers were often ignored).
- High engagement in weekly assignments, with scholars consistently submitting tasks via WhatsApp.
- Positive scholar feedback on the relevance of topics such as “Managing Your First Salary,” “Speaking Up in the Workshop” and “Creating a Skills-Based CV.”

Integration with Bootcamps

Tele-coaching is fully integrated with the regional bootcamps. During the final session of each bootcamp:

- Saarthis receive a half-day in-person refresher training.
- Scholars are introduced to their assigned Saarathi in a group setting

This seamless handover has eliminated the previous gap between bootcamp completion and the start of coaching, ensuring continuity and trust from day one.



Bootcamp Session at Don Bosco College of Engineering, Goa

Next Steps

To monitor final qualitative and quantitative outcomes including assignment completion rates, call attendance, career clarity improvements as the tele-coaching cycle convenes.

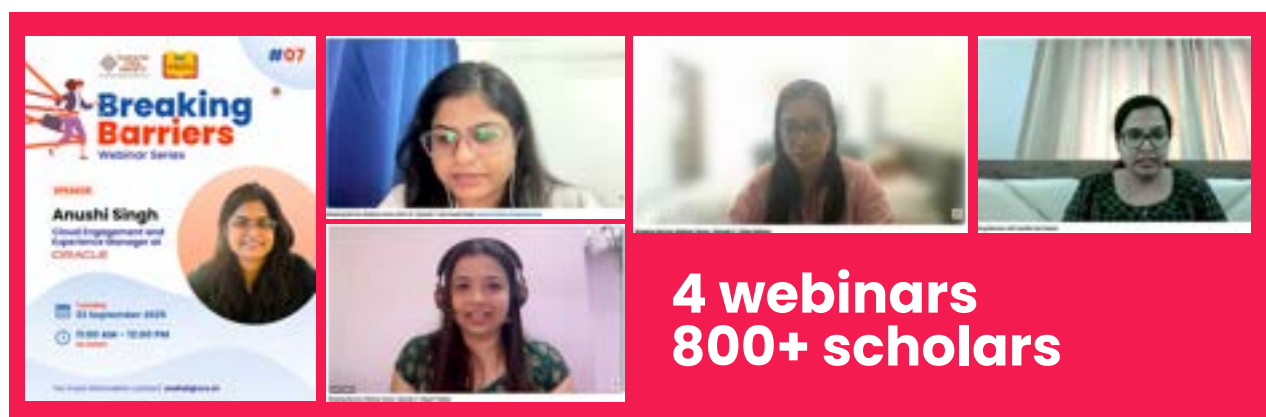
Note: The detailed 16-week curriculum and the 30-minute call format are provided in Annexure 5.

3. Breaking Barriers Webinar Series

Objective:

To inspire Betiyar Scholars by connecting them with women leaders in STEM and to build their confidence for career success.

What We Delivered (2025–26)



Speakers: Anushi Singh (Oracle), Khyati Thakkar (HERE Technologies), Vijeta Rathore (Lincoln Electric India), Savitha Sai Sadula (Pragati Vidyaniketan High School)

All sessions focused on career guidance, overcoming barriers and building professional confidence.

Key Outcomes

- Raised aspirations among the Scholars. They asked **“Can we dream of being hired in MNCs like Oracle?”**
- Actionable confidence that Scholars moved from **“Can I get a job?”** to **“How do I prepare for my dream job?”**

What’s Next (Upcoming Cycle)

Based on scholar feedback, we are now planning a series of technical webinars focusing on:

- Resume writing & ATS optimisation
- Mock interviews & communication skills
- Using AI tools for daily work (ChatGPT, Canva, etc)
- Technical Skills

4. Pragati Workshops

The Pragati Workshops is an initiative of Procter & Gamble India (P&G) and Centre for Civil Society (CCS), designed to equip young women from technical institutes with essential digital, professional and life skills. Led by P&G volunteers, these sessions provide hands-on training in tools such as MS Excel, MS PowerPoint and Effective use of AI. The workshops complement the broader Betiyan bootcamps by delivering industry-led, practical learning that builds confidence and employability.

Workshops Conducted (2025–26)

Dates	Venue	Focus Area
14 Oct 2025	Government Polytechnic, Panaji, Goa	MS PowerPoint, presentation skills
28 Oct 2025	Govt. Model ITI, Nalagarh, HP	MS PowerPoint, presentation skills
17 Feb 2026	Don Bosco College of Engineering, Goa	Effective Use of AI
20 Feb 2026	Govt. Polytechnic Panaji, Goa	Effective Use of AI
9 Mar 2026	Govt. Model ITI, Nalagarh, HP	Effective Use of AI
12 Mar 2026	Govt. ITI, Shimla, HP	MS Excel and skills

Session Design and Pedagogy

Each Pragati session is carefully designed to be interactive, practical, and accessible:

- Industry-led facilitation: P&G volunteers bring real-world corporate experience into the classroom.
- Hands-on training: participants practice on actual software (PowerPoint, Excel, AI tools) during the session.
- Bilingual instruction (Hinglish): complex concepts are explained in a mix of Hindi and English, ensuring clarity and inclusivity.

Quantitative Analysis of Impact

Feedback was collected from over 230 participants across the six sessions. The table below aggregates key metrics from post-workshop evaluation forms.

Session-Wise Analysis

Workshop 1: MS PowerPoint & Presentation Skills

Date: **14 October 2025** | Venue: **Government Polytechnic, Panaji, Goa**

Participants: **33 students**

Metric	Result
Trainer clarity (4 or 5 out of 5)	100% (33/33)
Found session useful for future career	97% (32/33)
Reported increased knowledge	94% (31/33)
Would attend more workshops (definitely + maybe)	100%
Hinglish helpfulness (avg /5)	4.9
Enough practice time (avg /5)	3.5

Qualitative Highlights:

Participants appreciated the practical demonstrations of PowerPoint, especially how to use it effectively in corporate life. The use of Hinglish was highlighted as a major enabler. Common suggestions included more practice time and advanced design features.

Workshop 2: MS PowerPoint

Date: **28 October 2025** | Venue: **Govt. Model ITI, Nalagarh, HP**

Participants: **55 students** (Govt. Model ITI and Govt. Women ITI Nalagarh)

Metric	Result
Trainer clarity (4 or 5 out of 5)	100% (55/55)
Found session useful for future career	95% (52/55)
Reported increased knowledge	93% (51/55)
Would attend more workshops (definitely + maybe)	100%
Hinglish helpfulness (avg /5)	4.8
Enough practice time (avg /5)	3.2

Qualitative Highlights:

The session was praised for its clear, easy-to-follow explanations. Students valued the resume-building component and the practical tips on using PowerPoint for job applications. The main request was for more hands-on computer time, as many felt they needed guided practice.

Workshop 3: Effective Use of AI

Date: **17 February 2026** | Venue: **Don Bosco College of Engineering, Goa**

Participants: **38 students** (Don Bosco College of Engineering, Goa College of Engineering, Govt. Polytechnic Curchorem)

Metric	Result
Trainer clarity (4 or 5 out of 5)	94.7% (36/38)
Would attend more workshops (definitely + maybe)	100% (38/38)
Hinglish helpfulness (avg /5)	4.7
Enough practice time (avg /5)	4.3

Qualitative Highlights:

The PRIME framework for prompt engineering was the most liked element. Participants enjoyed the interactive activities and real-world AI applications. Several requested more advanced topics like machine learning, coding basics (Python/C++), and cybersecurity. A few suggested increasing the difficulty level.

Workshop 4: Effective Use of AI

Date: **20 February 2026** | Venue: **Govt. Polytechnic Panaji, Goa**

Participants: **21 students** (Govt. Polytechnic Panaji, Govt. Polytechnic Bicholim; Agnel Institute of Technology and Design)

Metric	Result
Trainer clarity (4 or 5 out of 5)	90.5% (19/21)
Would attend more workshops (definitely + maybe)	95.2% (20/21)
Hinglish helpfulness (avg /5)	4.6
Enough practice time (avg /5)	4.1

Qualitative Highlights:

Participants appreciated the clarity on how AI works, prompt writing, and the connection to daily life. The PRIME method and interactive activities were again highlighted. Suggestions included adding videos, more fun activities and extending session duration.

Workshop 5: Effective Use of AI

Date: **9 March 2026** | Venue: **Govt. Model ITI, Nalagarh, HP**

Participants: **58 students** (Govt. ITI Deegal; Govt. Model ITI Nalagarh; Govt. Women ITI Nalagarh)

Metric	Result
Trainer clarity (4 or 5 out of 5)	94.8% (55/58)
Would attend more workshops (definitely + maybe)	100% (58/58)
Hinglish helpfulness (avg /5)	4.4
Enough practice time (avg /5)	3.9

Qualitative Highlights:

Students from ITI trades found the AI session accessible and practical. Many noted that they learned how AI can help in their studies and daily tasks. The PRIME framework was again appreciated. Several participants requested more hands-on practice and advanced topics like ChatGPT, Gemini, and communication skills.

Workshop 6: MS Excel & Digital Skills

Date: **12 March 2026** | Venue: **Govt. ITI, Shimla, HP**

Participants: **46 students** (Govt. ITI Mashobra; Govt. ITI Shimla; Govt. ITI Syri; Govt. ITI Theog)

Metric	Result
Trainer clarity (4 or 5 out of 5)	95.7% (44/46)
Found session useful for future career	100% (46/46)
Reported increased Excel knowledge	98% (45/46)
Would attend more workshops (definitely + maybe)	97.8% (45/46)
Enough practice time (avg /5)	4.2

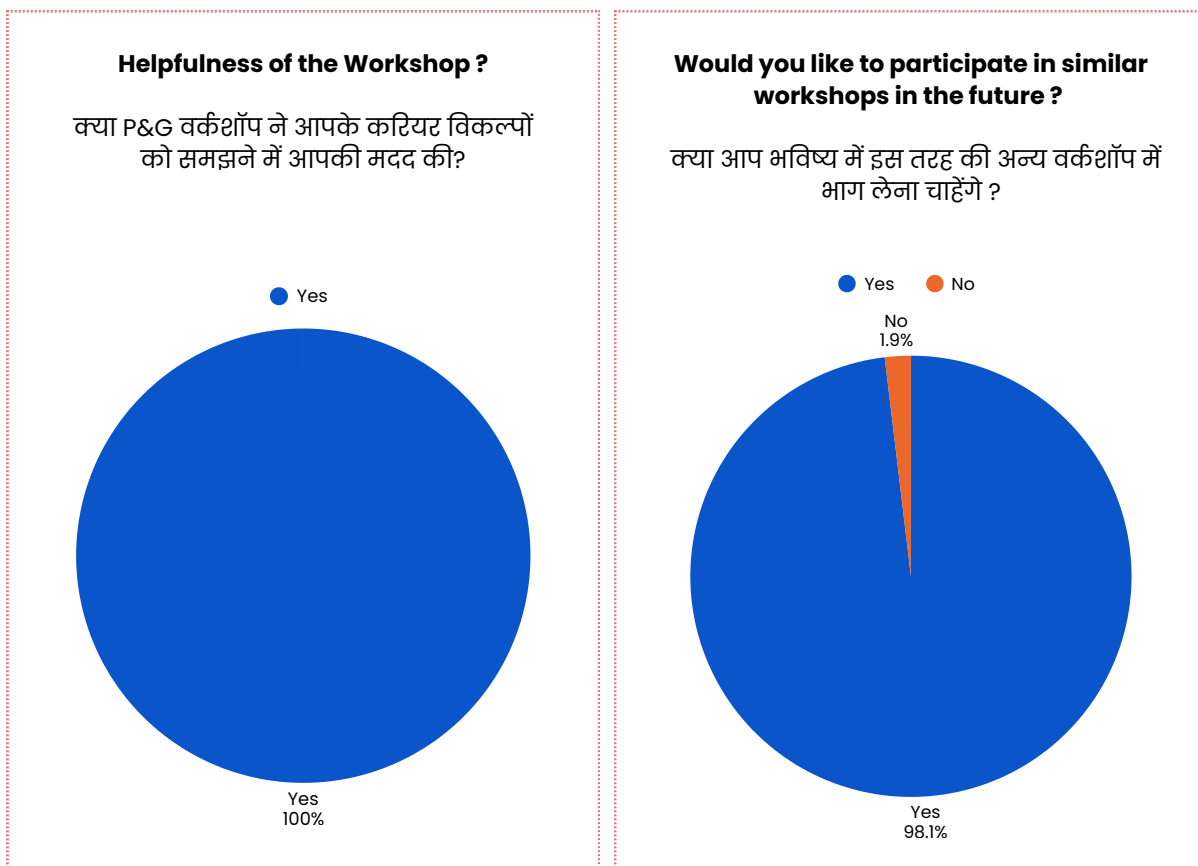
Qualitative Highlights:

Participants valued the practical formulas, calculations, and hands-on activities. The clear teaching style in Hinglish was highly appreciated. Common future topic requests included advanced Excel, data analysis, MS Word, communication skills and trade-specific software like AutoCAD for Draughtsman Civil.

Happiness Hours

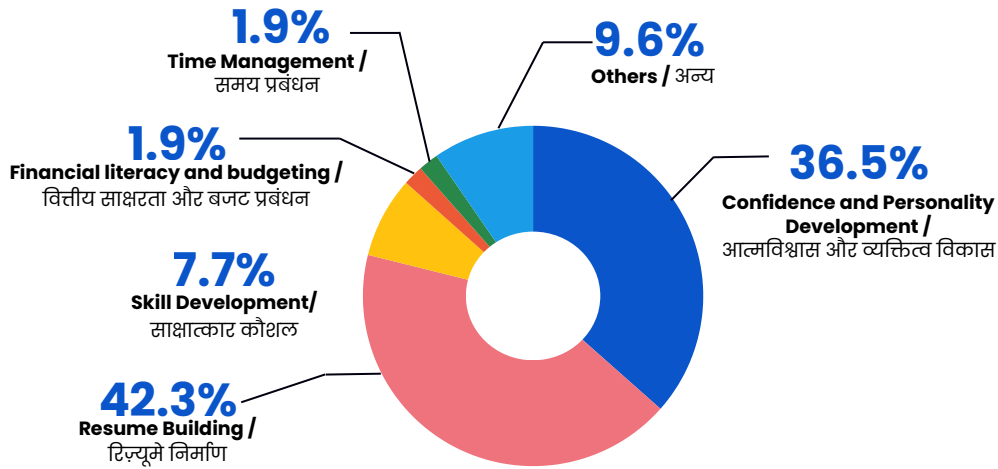
On 27 November 2025, in celebration of International Volunteer Day, P&G Shiksha and the Centre for Civil Society (CCS) came together to host a Happiness Hours workshop at Government Model ITI Nalagarh, Himachal Pradesh. The event brought 52 young women from Government Women ITI Nalagarh and Government Model ITI Nalagarh face-to-face with a 16-member volunteer team from P&G.

The workshop was designed to be intensely practical. Scholars were divided into small groups, each guided by two to three P&G volunteers. Through group introductions, one-hour mock interview sessions, and open conversations, students practiced answering questions about their skills, experience, and career aspirations while receiving immediate, constructive feedback. Volunteers shared their own career journeys, helping scholars see how classroom learning translates into real-world success.



What career-related topics would you like to gain more information about ?

कौन-कौन से करियर संबंधित विषयों पर आप और जानकारी प्राप्त करना चाहेंगे ?



The impact was immediate and measurable. Post-workshop feedback revealed:

- 100% of the students agreed that the workshop helped them better understand their career path.
- 98% Students expressed strong interest in more such workshops in the future.
- The topics they most wanted to explore further were resume building, interview skills and personality development which are clear indicators of their growing readiness to enter the workforce.

This event exemplified the power of corporate volunteer engagement. Scholars left not only with new skills but with tangible confidence that their dreams are achievable and that they have supporters who believe in them. We are grateful to the P&G volunteers who gave their time and expertise.



Pragati Workshop at Govt. Model ITI Nalagarh, Himachal Pradesh

6. Samanvita 2026 : Advanced Engagement Workshop

समन्विता 20
Samanvita 26



Group Photo, Samanvita 2026, Delhi NCR



Felicitation Ceremony, Samanvita 2026, Delhi NCR



Samanvay - Dinner and Dialogue, Samanvita 2026, Delhi NCR

Samanvita 2026 was a two-day residential workshop organized under the Betiyan Scholarship Program to bring together alumni and current scholars for deep reflection, skill-building and community bonding. Held from March 18–20, 2026, the workshop welcomed 24 young women from across India from Goa, Himachal Pradesh, Jharkhand and Telangana. The workshop was a carefully designed experience that blended personal growth sessions, peer learning and an industrial visit.

The programme was structured around three thematic days including *Landing*, *Roots* and *Flourishing* and aimed to:

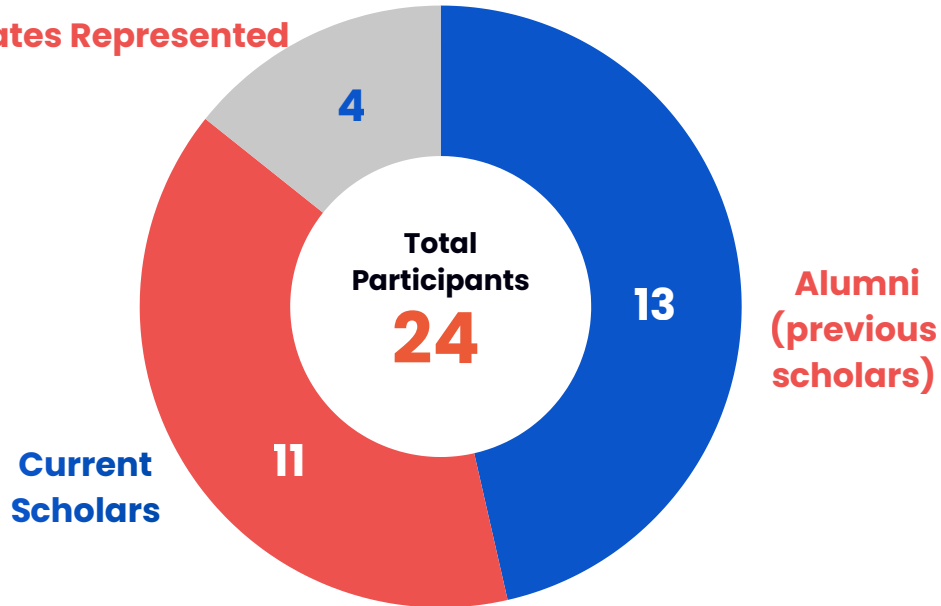
- Strengthen self-awareness and confidence
- Build peer networks across geographies
- Provide exposure to real-world work environments
- Equip participants with leadership and communication skills

Participant Demographics

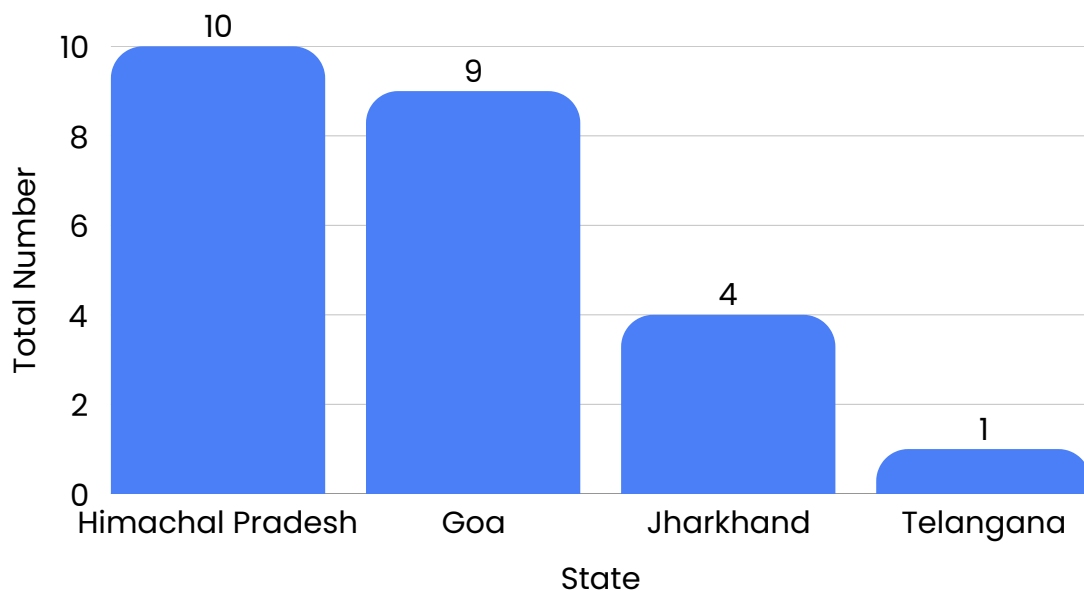
States Represented

(Goa, Himachal Pradesh, Jharkhand, Telangana)

States Represented



State-wise distribution of participants:



Total : 24 Scholars + Alumni

Workshop Highlights

Day	Themes	Key Activities
Day 1 – Landing	Presence, community building, personal reflection	<i>Circle of Presence, River of Life, Fireside Chat</i> with inspiring women leaders (Smriti Sah, Dr. Ishita Gambhir and Mihika Dutta)
Day 2 – Roots	Life journeys, peer support, industry exposure	<i>Life Story Sharing, Troika Consulting, Geeken Seating Collection Pvt. Ltd</i> factory visit
Day 3 – Flourishing	Vision, leadership, closure	<i>Vision Board, Leadership & Communication, Closing Circle</i>

Key Outcomes & Impact

Quantitative Highlights

Based on post-workshop feedback (rating scale 1–5, 24 respondents):

Indicator	Average Rating
Overall workshop experience	4.9 / 5
Relevance to personal & professional growth	4.9 / 5
Facilitator quality	4.9 / 5
CCS team coordination & support	5.0 / 5
Clarity of industrial visit explanation	4.9 / 5
Accommodation & food satisfaction	4.8 / 5

- 100% of participants rated the workshop as “**Very Good**” or “**Excellent**”.
- 96% expressed interest in staying engaged with the Betiyani alumni network.
- 94% stated the Geeken factory visit increased their interest in the manufacturing sector.

Qualitative Impact

- **Self-belief and clarity** : The *River of Life* and *Vision Board* exercises helped many articulate personal goals and recognize their own resilience.
- **Peer support and problem-solving** : The *Troika Consulting* activity was repeatedly cited as a safe space to share challenges and receive actionable advice from peers.
- **Career inspiration**: For most participants, the Geeken visit was their first exposure to a modern industrial setup. They learned about powder coating, CNC/laser cutting and the integration of technology in manufacturing.

Industrial Visit to Geeken Seating Collection Pvt. Ltd

A key component of Samanvita 2026 was the guided visit to Geeken, a manufacturing company. Participants observed:

- End-to-end production processes (CNC, laser cutting, powder coating)
- Quality control and safety protocols
- Integration of smart technology in furniture and office systems

Participant feedback on the visit:

- 94% agreed the visit increased their interest in the manufacturing/R&D sector.
- 100% found the company staff's explanations clear and helpful.
- Many described the experience as "eye-opening" and "inspiring," especially learning about the founder's journey from a vegetable vendor to a technology entrepreneur.



Group Photo, Geeken Factory Visit, Manesar

Suggestions for Future Workshops

Participants provided constructive inputs that will shape Samanvita 2027:

- Extend the duration to allow more informal networking and reflection time.
- Include more physical and hands-on activities.
- Create structured opportunities for every participant to speak in front of the group to build public speaking confidence.
- Retain the “learning partner” format and reflection circles.

Conclusion & Next Steps

Samanvita 2026 successfully fulfilled its vision of empowering young women through reflection, peer support and real-world exposure. The overwhelmingly positive feedback particularly on confidence gains, community building and the industrial visit underscores the value of bringing Betiyan scholars together in person.

Looking ahead:

- A formal Betiyan Alumni Network will be launched, with online meetups, mentorship circles, and skill-sharing workshops.
- Future residential workshops will incorporate participant suggestions to deepen engagement.
- The industrial visit component will be expanded to include a wider range of sectors (technology, services, social enterprises) based on scholar interests.



Navarambh - Closing Reflections and Commitment, Samanvita 2026, Delhi NCR

IIM Mumbai Equality Summit

The Betiyan Scholarship Programme's partnership with the Indian Institute of Management, Mumbai (IIM Mumbai) continued through the annual Equality Summit, a premier platform advancing gender equality in STEM and supply chain careers.

On 20th March 2026, the 6th edition of the Equality Summit was held at IIM Mumbai. A key highlight was the P&G Shiksha Betiyan Scholarship Award Ceremony, where three meritorious scholars pursuing STEM courses at IIM Mumbai were felicitated. This marked the fourth consecutive year that the Betiyan Scholarship was awarded on this prestigious platform, reflecting the sustained commitment to empowering young women.

The event was graced by V Kumar (CEO, P&G India), Prof. Manoj Kumar Tiwari (Founding Director, IIM Mumbai) and Dr. Amit Chandra (CEO, Centre for Civil Society). The occasion also celebrated 21 years of P&G Shiksha, which has supported over one crore children across India. Speaking at the summit, Enakshee Deva, Head, CSR & Communications, P&G India, reaffirmed the initiative's mission to enable learning continuity for girls aspiring to STEM careers.

The Equality Summit serves as an anchor event that celebrates scholar achievements, fosters networking with industry leaders, and reinforces the shared mission of creating pathways for young women in emerging sectors.



Equality Summit, IIM, Mumbai

Neeti Ki Shaala

Neeti Ki Shaala, a virtual civic learning course developed by Civis in partnership with the Centre for Civil Society (CCS) under the #YouTheLawmaker campaign. The course is designed to equip Betiyan Scholars with foundational knowledge of the Indian Constitution, policy-making and active citizenship.



Delivered entirely via WhatsApp, the course uses short video lessons in English and Hindi, interactive quizzes and action-oriented exercises to make civic learning accessible and engaging. The curriculum covers six chapters:

- **Understanding the Constitution & Citizenship** – Fundamental rights, duties, and constitutional values.
- **Rights in Action & Structure of Government** – Roles of Union, State, and Local governments.
- **Introduction to Policy** – How laws are made and the “Four Es” framework (Experience, Echo, Explore, Expert).
- **What is Public Consultation** – The pre-legislative consultation policy and the law-making cycle.
- **Benefits of Public Consultation** – Transparency, accountability and real-life success stories.
- **Active Citizenship** – Voting, RTI, townhall meetings, and community awareness.

Upon completion, scholars receive a certificate and a bilingual handbook (Hindi & English) via WhatsApp for easy reference and continued learning. Through Neeti Ki Shaala, Betiyan Scholars move beyond technical skills to become informed, responsible citizens who understand their voice matters in shaping the policies that affect their lives and communities.

Voices of the Scholars

I am grateful to be a recipient of the P&G Shiksha Betiyan Scholarship. Through this scholarship, I received a refund of my fees, which significantly reduced my financial burden and allowed me to continue my education without facing any difficulties. It also reduced the financial stress on my family, which means a lot to me. This support helped me focus fully on my studies without stress. I was able to use this amount for my important educational needs such as books, study materials, and skill development. I also got motivated to improve my technical and practical skills in my IT field, which will help me build a better career. It has played a very important role in my academic journey. Apart from financial assistance, this program has also provided me with valuable learning opportunities. I gained confidence, motivation, and inspiration to work hard towards my goals. It encouraged me to believe in myself and aim for a better future. Overall, this scholarship is not just financial help, but a strong support system for students like me. I am truly thankful to the organization for empowering girls through education and giving us the opportunity to grow and succeed. I sincerely thank P&G Shiksha Betiyan Scholarship for their support and encouragement. This initiative is making a positive difference in the lives of many students like me.



Gaytri Verma,
Information Technology ,
Govt. ITI Sunni

I am very thankful to P&G for giving me the Betiyan Scholarship. This support has helped me reduce my financial burden and continue my education without stress. The boot camp sessions were very useful and gave me new knowledge and confidence. Because of this opportunity, I feel more motivated to achieve my goals and build a better future.



Chalakani Navya
1st Year- Electronic Mechanics,
Saikrupa ITI college, Hyderabad

I would like to express my sincere gratitude to P&G for supporting girl students like me through the Betiyan Scholarship. The boot camp sessions created awareness and helped me learn many new things. This scholarship has given me confidence and encouraged me to continue my studies. I now feel more determined to succeed in my career.



Bukya Rajitha,
Saikrupa ITI College

I am grateful to P&G for providing the Betiyan Scholarship to support our education. It has helped me overcome financial challenges and focus more on my studies. The boot camp sessions were very informative and inspiring. This opportunity has given me confidence and motivation to achieve my dreams and become independent.



Pathlavath Nikitha
Electronic Mechanics, Saikrupa ITI
College , Hyderabad

Voices of the Institutes:



“ I would like to express our sincere gratitude to P&G for kindly offering the Betiyan Scholarship on behalf of our Institution and especially our female candidates. The boot camp sessions had created an awareness and our students have learnt and gained some knowledge through the session. In addition to easing financial burdens, this opportunity gives our young women the confidence and drive to pursue their studies. P&G's assistance is evidence of your dedication to promoting gender equality and education. Again, I want to thank you for your tremendous help. ”

Smt . E.Laxmi Madhavi

Principal, Saikrupa Industrial Training Institute, Hyderabad, Telangana



“ The P&G Betiyan Scholarship is not just a financial aid program, but a ray of hope for countless young girls who dream of a better future. It eases the burden on families and gives daughters the chance to continue their education with dignity and confidence. For many girls, this support becomes the turning point that keeps their dreams alive.

Beyond financial help, the thoughtfully designed bootcamps nurture their inner strength, build self-belief, and guide them towards a brighter path. These sessions inspire them to speak up, learn new skills, and see possibilities they once thought were out of reach. The program touches hearts by showing that someone believes in their potential. It empowers them to rise above challenges, break barriers, and shape their own destiny. In every sense, the P&G Betiyan Scholarship is not just supporting education—it is uplifting lives, inspiring hope, and creating a future where every girl feels valued, capable, and unstoppable. ”

Hitender Sharma

Instructor IT, Govt. ITI Sunni



“ We sincerely appreciate the impactful efforts of the Betiyan Scholarship in empowering young women to excel in STEM and vocational fields despite various challenges. Such initiatives play a vital role in shaping a more inclusive and progressive society. Thank you for your continued support and commitment to women’s empowerment. ”

Devender,
Principal, Milath Pvt ITI, Hyderabad



“ We are pleased to share our testimonial regarding the PNG Scholarship support provided to the girl trainees of our institute. The scholarship has played a significant role in encouraging female students to pursue technical education with confidence and dedication. It has not only reduced the financial burden on their families but also motivated them to focus on skill development and career growth. At Govt. In ITI Jalog, we have observed a noticeable improvement in attendance, participation, and overall performance of the beneficiaries. The initiative has empowered young women to become self-reliant and career-oriented, contributing positively to society. We sincerely appreciate the efforts of the PNG Scholarship program in promoting gender equality and technical education among girls. We look forward to continued collaboration for the betterment of our students. ”

Ravi Kumar
Principal- Govt ITI Jalog, Himachal Pradesh.



“ On behalf of the Examination and Academic section of Government Polytechnic, Panaji, I am pleased to share our feedback on the P&G Betiyan Bootcamp held at our institute from 19th to 21st February 2026. The sessions on STEM awareness, AI for professionals and financial literacy provided our students with invaluable learning beyond the standard curriculum. We highly appreciate the focus on essential life and workplace skills, which are critical for the holistic development of our female scholars.

We are proud to have served as the host institution and thank the P&G Shiksha Betiyan Scholarship Program for this impactful initiative. The P&G Shiksha Betiyan Scholarship is more than just financial aid. It is a powerful catalyst for professional growth. ”

TK Shridhar
Registrar, Govt. Polytechnic Panaji, Goa

Voices of the Tele-coaches:



Smriti Santosh Naik,

3rd Year Computer Engineering,
Goa College of Engineering

“ Being a tele-coach is rewarding, as I enjoy helping my mentees connect their strengths to their future careers in Computer and Architecture. It’s great to see them learn to balance their busy college schedules through our weekly discussions. My main focus now is improving communication, as it often takes 6-7 follow-up calls to get a response and ensure assignments stay on track. I remain dedicated to these check-ins because I want to provide the best possible support for their journey. I believe better coordination on their part will help us achieve even more success together! ”



Shruti Kamlakant Chari,

Trainee, Syntegon Technology, Goa

“ My telecoaching experience has been very meaningful and impactful. I have been guiding girls in academics, goal setting, and planning their future with clarity and confidence. Along with this, I also support them in preparing for interviews and improving their communication skills. It has helped me develop leadership, and mentoring this journey has been both a learning experience for me and a positive change for the students. Thank you Betiyan scholarship team for leveling up my confidence. ”



Kanika Thakur

Field Operator, Department of Horticulture , Shimla, Himachal Pradesh

“ My tele-coaching experience has been truly enriching and impactful. It provided me with valuable guidance, clarity, and motivation to improve both personally and professionally. Overall, it has been a great learning experience that I truly appreciate. ”



Diksha

Apprentice , P&G Gillet, Baddi, Himachal Pradesh

“ Tele-coaching experience bahut acha rha hai. Girls se baat karne ka chance mila unki life ki story janne ka mokka mila or bahut kuch unse sikhne ko bhi Mila. Mai bhi ek student reh chukki to kbhi kbhi hume apni life me kisi coach ki, kisi sathi ki jrurt hoti hai jo hume guide kar ske jinse hum apne baare me share kar ske. To ab vhi coach kisi or ki life me bn kar bahut khushi hoti hai apni jesi or girls ki help kar ke bahut acha lgta hai. ”



Ankita Sharma

Apprentice , SJVN, Himachal Pradesh

“ My tele-coaching experience has been very positive and impactful. It helped me gain clarity about my goals and improved my confidence in both personal and professional life. The sessions were interactive, supportive and easy to follow and easy to implement for scholars . I gained more practical skills like time management and effective communication while interacting with scholars. Overall it motivated me to stay focused and work consistently towards my growth. ”

Voices of Scholar regarding tele-coaching:



Mehak sharma

Information technology,
Govt. ITI Shimla

“ Palak Di taught us how to give a good introduction. First, she explained in detail what things should be included in an introduction and how we should present it. Then she gave her own introduction as an example, which helped me understand better. I really liked the introduction topic and learned how to introduce myself confidently. ”



Akshita

Electrician , Govt. ITI Poanta Sahib

“ Tele coaching mere liye ek bhaut hi achhi learning experience ban rha h . Yaha se mujhe Roz kuch na kuch nayi or usefull cheeze sikhne ko mil rhi h , jo meri growth ke liye kaffi helpful h . Sbse achhi baat ye h ki mam ka baat krne ka tarika bhout hi polite or impressive hai . Unka pura support or guidance is poore experience ko or bhi behtar bna deta h ”



Nishita Sharma

Information Technology,
Govt. ITI Sunni

“ My telecoach has been extremely supportive and dedicated throughout my learning journey. Their teaching style was well-organized and easy to follow, which helped me grasp even difficult concepts with confidence. They emphasized the importance of key concepts and ensured I understood every important detail. They also acted as a mentor by guiding me towards the right path for my future and encouraging me to stay focused on my goals. Their positive attitude and constant motivation have played a significant role in improving both my understanding and self-confidence. ”

Voices of Samanvita Participants:

समन्विता 20
Samanvita 26



A Veena

QAD, Latinem, Hyderabad

“ I participated in Samanvita Event, 2025 and Samanvita Workshop, 2026. Samanvita 2026 has made me think in many aspects. With activities, I went to my past and realised how far I have come. Interacting with people around the country and to think of ways possible to see life. I am grateful to CCS and P&G for providing me this experience. ”



Karen Mendes

Executive, IFB Industries,
Goa

“ Coming from a background where I was mostly focused on academics, I didn't realize how much I was holding back when it came to expressing myself, sharing my thoughts or even fully believing in my own voice. Samanvita changed that in ways I didn't expect. What made this experience so powerful was the people. Being in a room full of girls from different parts of the country, each carrying their own stories, struggles and dreams, made me feel seen and understood in a way I hadn't experienced before. There was a sense of comfort, honesty and strength in that space that made it easy to open up. The sessions didn't just teach but made us reflect. They pushed us to step out of our comfort zone, to speak even when we were unsure and to start seeing ourselves with more confidence. I didn't come back from Samanvita as a completely different person but I came back as a stronger, more aware version of myself. And sometimes that small shift is what changes everything. I carry this beautiful experience with me even today. In the way I speak, the way I connect with others and the way I see my own potential. I'm truly grateful to have been a part of something so meaningful. Thank you to the entire team of CCS for the wonderful workshop. ”



Sara Gawas

Program Manager,
Putusatya Enterprises

“ I had the privilege of participating in the 2-day Samanvita event in Delhi and it was truly a transformative experience. Being among 24 participants from four different states created a diverse, empowering, and inspiring environment where we could openly share, learn, and grow together. The workshop was thoughtfully designed with meaningful sessions like “River of Life” and discussions on problems and solutions, which encouraged deep reflection on our personal journeys and leadership abilities. It gave me a chance to look back on my life, understand how far I’ve come, and appreciate the challenges that have shaped me. The arrangements at Sunday Resort, Manesar were incredible and added greatly to the overall experience, making it comfortable and well-organized throughout. The inclusion of an industry field visit added a valuable practical dimension to the experience, connecting our learning with real-world exposure. What made the experience even more special was the incredible effort of the organizers and speakers Snehal, Nitesh, Anil and Mihika, who created such a warm, engaging, and supportive atmosphere throughout the event. Listening to other’s stories of struggles and resilience was both humbling and motivating. Samanvita is not just an event, but a powerful platform for self-reflection, connection, and personal growth. I’m truly grateful to have been a part of it. ”



Pooja Thakur

Junior draughtsman,
HIMUDA , Himachal Pradesh

“ The most valuable thing I gained was a new perspective on life. I realized my problems are not as big as I once thought, after listening to other girls’ experiences. ”



Piyusha Haldankar

Electrical & Electronics
Engineering, GEC , Goa

“ This workshop helped me build confidence in my goals. It strengthened my dream of pursuing a Master’s in Electrical Engineering in Germany and made me believe that with hard work, anything is possible. ”



Kinjal Sharma

IT, Govt. ITI Sunni, Himachal Pradesh

“ The facilitators created a very safe and grounded space for sharing. Nitesh’s calm nature, Snehal’s warmth and Mihika’s fresh energy made the sessions easy to connect with. ”



Sania Mandrekar

Trainee

“ The workshop was very informative and well planned. I learned many important things about soft skills and communication which will help me in my career. There were many activities that helped me understand different problems and also how to overcome them. The sessions were interactive and easy to follow. The factory visit also gave good practical exposure and helped me understand how things work in real industry.

Overall, it was a very good learning experience and I thank the organizers for arranging such a useful workshop. I am also grateful for the opportunity and for selecting me to be a part of this workshop. ”

Voices of the Webinar Speakers



Anushi Singh

Cloud Engagement and
Experience Manager,
Oracle

“ Participating in the Breaking Barriers Webinar as a guest speaker was a genuinely fulfilling experience. The seminar was well organized and focused on something that truly matters, empowering rural girls to envision and pursue careers in technology. The scholars were engaged, curious and asked some remarkably thoughtful questions that made for a meaningful two-way conversation. It was a reminder of how much potential exists when young women are given the right platform and encouragement. I commend the team for creating this initiative and hope it continues to inspire more women to confidently step into the tech space. It was an honour to contribute, even in a small way, to that journey. ”



Khyati Thakkar

Lead Data Scientist, HERE
Technologies

“ It was an honor to be part of the Breaking Barriers Webinar Series. I enjoyed the opportunity to engage with the scholars and contribute to such an important and insightful discussion. Also, I appreciate all the effort your team put into organising these sessions. ”



Vijeta Rathore

Manager, Lincoln Electric
India

“ The Breaking Barriers Webinar connects India’s emerging female workforce with experienced women professionals who can serve as sources of inspiration and guidance. Through its natural, conversational format, I was able to share my life story, which turned out to be a deeply reflective experience and made me feel that I was contributing to society in my own small way. It also gave me insight into how strongly non-urban India aspires to make a technological impact. Education is clearly the key enabler here, and the sincerity and determination I saw in these women reassures me that they can achieve whatever they set their hearts on. The scholars made time to attend despite having ongoing exams, which in itself speaks volumes. In my interactions with them, they came across as highly motivated to build better lives for themselves and their families. They are actively seeking guidance on the career paths that can help them turn their aspirations into reality. ”



P&G Shiksha Betiyan Scholarship Awarded to Three Students at IIM Mumbai
 P&G India awards Shiksha Betiyan scholarships to 3 IIM Mumbai students, supporting girls in STEM education and expanding access to higher education.
 The CSR Universe / Mar 24



डीग में छात्राओं AI समेत करियर से जुड़ी...
 2 दिवसीय बूटकैम्प में 28 गर्ल्स को मिला...
 dainikbhaskar

Annexure 1

News

1. [P&G Shiksha Betiyan Scholarship Awarded to Three Students at IIM Mumbai](#)



2. [Bootcamp news from Sai Krupa Pvt ITI, Hyderabad](#)



3. [Bootcamp news from Govt. ITI Shimla](#)



4. [Bootcamp News from Sushila Devi PVT ITI, Deeg](#)



Annexure 2

Nomination Form Template

Name of Institution		
Course Title (As per the institution records)		
Name of the Student		
Guardian Name		
Year Studying in (1st/2nd/3rd/4th)		
Student Email Id		
Student Phone Number (WhatsApp No.)		
Permanent Address		
Which academic year is the student currently enrolled in?		
Class 10th Percentage (% or CGPA)	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.	
Annual Income of the Family		
Have you received any other scholarship (this year or previous Year)?		
Did you received the Betiyani Scholarship last year?		
Course Fees for the Current Academic Year 2024-25		

List of Documents Required

The filled self-declaration form

Student's ID Card

Student's recent photograph

Student's Class 10th Marksheet

latest available academic document.

Fee receipt/slip of the student from the ITI or university

Bank Pass book

PAN Card details of the student or the parent/guardian

Student's Aadhaar Card

Annexure 3

To whom it may concern

Digital images of you or your child may be collected as part of this program. There is a possibility that the Centre for Civil Society, Procter & Gamble Company, its affiliates, sister companies and subsidiaries (collectively referred to as 'P&G') across the globe may want to publish or make these images/videos public. If in the event that these images/videos are used in this way, your or your child's name will NOT be associated with such use. The P&G, its subsidiaries, and/or its agents may publish or make other public use of these images/videos 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.

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.

Student's First Name

Last Name

Signature

Parent / Guardian's First Name

Last Name

Signature

Institution Stamp & Signature

Date :

Place :

Annexure 3

Consent Form

To whom it may concern

Digital images or videos of you may be collected as part of this program. There is a possibility that the Centre for Civil Society, Procter & Gamble Company, its affiliates, sister companies and subsidiaries (collectively referred to as 'P&G') across the globe may want to publish or make these images/videos public. If in the event that these images/videos are used in this way, your name will NOT be associated with such use. The P&G, its subsidiaries, and/or its agents may publish or make other public use of these images/videos 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.

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.

Faculty's First Name

Last Name

Signature

Institution Stamp & Signature

Date :

Place :

Annexure 4

Pre and Post Assessment Questionnaire

Full Name:

Guardian's Name:

Name of Institution:

Course / Trade:

Current Semester / Academic Year :

Mobile Number:

Email ID

Father's / Mother's / Guardian's Occupation

Age:

Domain I: Knowledge Outcomes

How well do you know what STEM stands for and how it applies to your trade?

- a. I know that STEM stands for Science, Technology, Engineering, and Mathematics, and I can explain how all four are used in my trade work.
- b. I know what STEM stands for, but I can explain only some parts of it in relation to my trade.
- c. I have heard the term STEM, but I am not clear about what it includes or how it connects to my trade.
- d. I do not know what STEM means or how it relates to my trade.

2. I am aware of different career pathways available after my current course or trade. Which option best reflects how this statement applies to you?

- a. I know multiple pathways such as jobs, higher studies, and self-employment
- b. I know a few options but need more clarity
- c. I mostly depend on others for career information
- d. I have not explored career options yet

3. Which of the following statements best describes your knowledge of professional emails?

- a. I clearly understand how to write professional emails, including proper subject lines, tone, and structure.
- b. I know some basics of professional emails, but I am not always confident about tone or format.
- c. I am not sure what makes an email professional.
- d. I do not know much about emails overall.

4. I know the difference between short-term and long-term goals. How do you relate to this statement?

- a. I can clearly explain the difference between short-term and long-term goals and give correct examples of both.
- b. I have a basic idea of the difference, but I may get confused while explaining or giving examples.
- c. I have heard these terms before, but I am not sure how short-term and long-term goals are different.
- d. I do not know what short-term and long-term goals mean or how they are different.

5. I understand how LinkedIn can be used professionally. How does this statement apply to you?

- a. I have created/updated my profile and know how to use it
- b. I have an account but need guidance
- c. I don't know what LinkedIn is
- d. I do not see its relevance

6. I understand how AI tools can support learning and work. How does this statement apply to you?

- a. I use AI thoughtfully for learning and planning
- b. I have tried AI but need guidance
- c. I feel unsure using AI
- d. I do not use AI tools

7. Which statement about AI is MOST accurate?

- a. AI replaces the need to learn skills
- b. AI supports work but cannot replace judgement and experience
- c. AI is useful only for students
- d. AI is unsafe in all cases

8. What does “future of work” mainly refer to?

- a. Changes in skills, technology, and job roles over time
- b. Government jobs
- c. Computer based work
- d. It is not related to my work

9. What best describes entrepreneurship?

- a. Solving problems and creating value
- b. Only starting a business
- c. Something meant for rich people
- d. Not relevant for me

10. I understand basic financial concepts like saving, spending, and risk. Which option best reflects how this statement applies to you?

- a. I understand how financial habits affect future security
- b. I know basics but feel confused
- c. I think finance matters only after earning
- d. I have not learned about finance

11. Which is the safest behaviour online?

- a. Verifying opportunities and avoiding sharing personal details
- b. Trusting offers that promise quick money
- c. Sharing documents freely if asked
- d. Not thinking about online safety

12. Which one of the following email openings is MOST professional?

- a. Hey!
- b. “Respected Sir/Ma’am
- c. “What’s up?
- d. Best

13. Read the statements given below and please indicate how strongly each statement reflects your opinions.

- I feel confident delaying small pleasures for long-term financial security.
- I believe resilience is more important than talent alone.
- I believe my digital presence (email, AI, LinkedIn, social media) affects my career opportunities.
- I believe women like me can build a strong future career using STEM skills.
- I feel responsible if the team fails, even when I have done my part well.

14. When you hear that “STEM skills will shape the future of work,” what is your immediate reaction?

- a. I strongly relate to this and feel my trade already prepares me for the future.
- b. I find it motivating, but I’m unsure how it connects to my own career.
- c. I partially agree, but feel STEM mostly benefits others, not people like me.
- d. I don’t feel this idea applies to my life or work.

15. When you think about automation and new technologies entering your field, what concerns or excites you most?

- a. I see it as an opportunity to grow and upgrade my skills.
- b. I feel hopeful but also worried about keeping up.
- c. I feel unsure and prefer not to think about it much.
- d. I feel it will reduce opportunities for people like me.

16. I believe calculated risk-taking is important for growth. Which option best reflects how this statement applies to you?

- a. Yes, it helps learning and progress
- b. Risk is useful but scary
- c. Safety is better than growth
- d. Risk should always be avoided

17. I feel comfortable expressing ideas in group or professional settings. Which option best reflects how this statement applies to you?

- a. I speak confidently in professional settings
- b. I speak with hesitation
- c. I feel anxious
- d. I avoid speaking

Domain III: Behavioural Tendencies & Applied Decision-Making

18. Suppose you are in a training session and notice that learning can be improved using technology, such as any software or an AI tool. What will you do?

- a. I will try to use such technology or suggest its use to improve learning.
- b. I will notice this but continue with the method that has been taught
- c. I will wait for instructions before making any changes
- d. I will not think about using software or AI tools to improve learning

19. Before sending an important email to a teacher, supervisor, or employer, what do you usually do?

- a. I check the subject line, greeting, and tone before sending
- b. I read it once quickly and then send it.
- c. If I am in a hurry, I send it without reviewing
- d. I usually avoid sending such emails myself

20. A person has faced many job interview rejections. They feel they did very well in their education and training, yet they are not getting a job. What do you think is the best thing they should do now?

- a. Keep applying in the same way and wait for the right chance.
- b. Apply for jobs and also work on improving skills at the same time.
- c. Try to get help from contacts or influential people.
- d. Stop applying for some time and think about future plans.

21. Which statement best reflects healthy financial behaviour?

- a. Saving regularly and taking informed risks
- b. Spending now and worrying later
- c. Depending on others for money decisions
- d. Avoiding all financial planning

22. Which example shows a calculated risk?

- a. Leaving a job without any plan
- b. Starting a course after checking cost, time, and outcomes
- c. Spending savings without thinking
- d. Avoiding all risks

23. If your income suddenly reduces, what would you do first?

- a. Re-prioritise needs and cut non-essential spending
- b. Borrow without planning
- c. Stop tracking expenses
- d. Feel helpless

24. If a senior or supervisor dismisses your suggestion, what feels closest to your response?

- a. I would calmly explain my point again or ask questions.
- b. I would feel discouraged but reflect on it later.
- c. I would stop sharing ideas to avoid conflict.
- d. I would accept it as something that cannot be changed.

25. When conditions change suddenly, you tend to:

- a. Adjust and continue
- b. Feel stressed but manage
- c. Freeze and delay
- d. Give up

26. What is the main purpose of budgeting?

- a. To control spending and plan for future needs
- b. To stop spending completely
- c. To track money only after earning more
- d. To avoid thinking about money

Annexure 6

Telecoaching Topics

Introduction & Group Formation

Create a safe, practical, and supportive whatsapp group where they feel they belong.

01

Setting Your Goals

Set very concrete, trade-relevant goals that feel achievable and directly useful.

02

Recognising Your Strengths

Identify their natural aptitudes in a technical and hands-on context to build trade confidence.

03

Time Management: Workshop, Theory, Life

Create a realistic, block-based schedule that prioritises hands-on practice and theory balance.

04

Career Pathways After ITI, Polytechnic, Engineering

Show the clear, high-value pathways and progression available within their skilled trade.

05

Speaking Up in the Workshop & Society

Build confidence to articulate concerns and ideas in male-dominated workshops and communities.

06

Clear Communication for the Job

Practice professional, confident speaking for interactions with supervisors, instructors, and in interviews.

07

Preparing for the Shop-Floor Interview

Simulate a realistic trade test or interview scenario with a potential employer or supervisor.

08

Learning from Mistakes

Build resilience around practical setbacks – a failed practical, a rejected job application, a workshop error.

09

Managing Your First Salary

Teach foundational financial management for when they start earning their wage or stipend.

10

Women Who Build, Wire, and Fix

Show tangible, relatable role models of women in technical, skilled, and leadership roles in Indian industry.

11

Taking Responsibility on the Job

Define leadership as responsibility, initiative, and mentorship within a technical crew.

12

Digital Tools for the Modern Workshop

Build essential digital literacy for modern workshops (digital measuring, online manuals, job searches).

13

Creating a Skills-Based CV (Bio-Data)

Translate their hands-on training and practical experience into a powerful, one-page skills document.

14

Cracking Trade Tests & Theory Exams

Provide targeted strategies for practical viva-voce, written exams, and trade test confidence.

15

Review, Celebration & Your Next Step

Solidify their identity as skilled professionals, celebrate completion, and plan concrete next steps.

16



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CIVIL
SOCIETY**

SOCIAL CHANGE THROUGH PUBLIC POLICY

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