



# Investing in gender equality



MAITRAYANA

Economic Justice Programme for 200 young women from economically marginalized communities in Delhi, Mumbai and Bangalore which provides them career orientation, employability skills and soft skills to address barriers in their environment created by gender discrimination.

# What is the problem.....?

## Problem:

Girls and women face **gender inequality** as a result of forces within the society which result in them not being able to achieve their full potential which is social injustice as well as an economic loss for the country and the world.

Consequences of gender equality differ and are exacerbated for girls and women who are facing an overlap in social identities and are discriminated against based on their sex, sexuality, ability, caste, class, creed, religion, geographic location and/or economic background.

## Data on effect of gender inequality:

### ***On Human Rights and Equality indexes***

Low ranks on global indexes reflecting on India's ambition on the international platform: India stands 135 out of 146 in the Global Gender Gap and 112 out of 190 on the Gender Inequality Index.

### ***On Sustainable Development Goals***

SDGs are a necessary foundation for a peaceful, prosperous and sustainable world: 55% of people living in poverty are women, there is a high gender disparity in economic participation and opportunity, educational attainment and health & survival.

### ***On GDP***

Equal skilling and empowering of women would amount to a 27% increase in GDP or 770 billion by 2025.

# What is Maitrayana's solution..?



Empower adolescent girls and young women by building their assets and confidence to use agency to make decisions about their own lives and influence change in their family/community.



Synergize with families and communities to build ecosystems in communities to enhance adolescent girls'/young women's outcomes and leadership.



Create collaborations and advocate for systemic change with the government, businesses, NGOs by allocating more resources, policy change, programme design.

# Why you should be part of the solution..!



It is the right thing to do. Women's rights are human rights. And men will equally benefit from gender equality..!



To contribute to a gender equal society in which girls and women can use their full potential and play an equal role in building the nation.



To contribute to SDG 5 by helping Maitrayana to build ecosystems that will advance leadership and life outcomes for girls and women.



Imagine how the GDP could grow if there were no limitation for women to enter the work force.



Because girls want to play, access public spaces, learn life skills, be leaders, feel good about themselves and stand up for what is important for them.



# What is Maitrayana..?

Maitrayana is a Not-for-Profit organisation under Section 8 of the Companies Act (since 2018)

## **Vision** rights.

who

**A gender equal society in which girls & women\* can exercise their**

**\*girls & women** - adolescent girls (10-18 year) and young women (19 – 25 year) are discriminated against because of their sex, sexuality, ability, caste, class, creed, religion, geographic location and/or economic background.

## **Mission** &

**Leverage the power of sport\* to create ecosystems that empower girls women to fulfil their potential**

**\*sport** - Maitrayana uses the definition of the UN Inter-Agency Task Force on Sport for Development and Peace (2003) 'all forms of physical activity that contribute to physical fitness

# How does it work?

## Maitrayana facilitates programme with adolescent girls and young women (10 – 25 year)



Netball and life skills programmes with a focus on their rights (sexual reproductive health, freedom from gender based violence and economic justice) from one week to 8 months.



Leadership pathways for the development of female leadership through Maitrayana's internal leadership pathway as peer leaders, club leaders, Community Sports Coaches.



Child participation through netball clubs that create spaces for girls and young women to shape their own netball community and work towards change in their community.



Economic Justice Programme for 17+age participants to set and pursue their own economic goals through skills building and creating an enabling environment.



## Impact of Maitrayana's programmes on Adolescent Girls & Young Women



Young women being able to pursue their life goals with 78 young women having found employment (since 2022 – 2023) .

In order for that to happen, Maitrayana's programmes for adolescent girls have achieved the following:



Increased aspiration levels as well as confidence in the ability and chances to complete their education and earn their own money.



Increment in knowing their rights, standing up to violence and knowing where to get support.



Improved understanding regarding menstruation, menstrual health and a more positive body image.

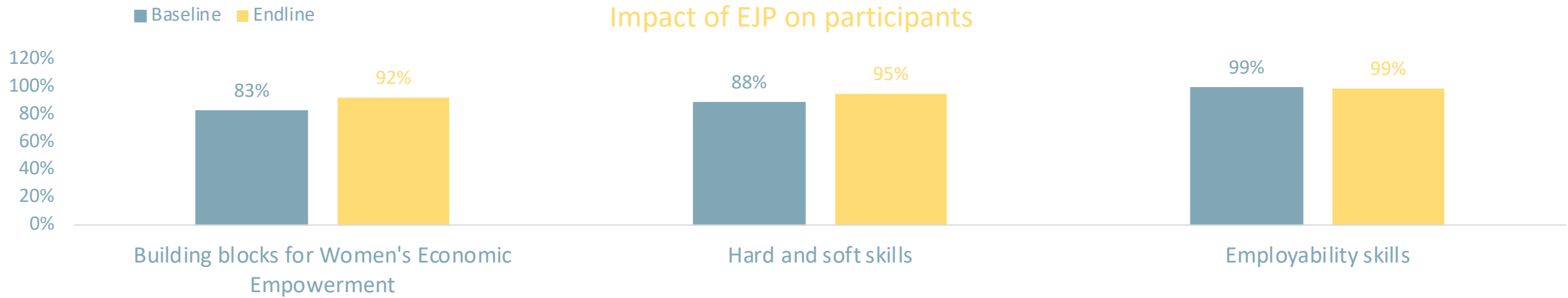


Development of leadership skills and ability to negotiate with stakeholders about girls and women's rights in the community.



More positive attitude towards gender and development of life skills that enables them to make decisions and negotiate.

## Impact of EJP on participants



Most change has observed in the building block 'access to equitable and safe employment'

- Young women know how to find these opportunities
- Have confidence that they are able to find these potential employers
- They have people who can support them to access these opportunities



Hard Skills

&



Soft Skills

Most change in hard and soft skills development has been observed in

- Young women's aspirations and ability to make plans for the future
- Their ability to solve problems in the workplace
- Their confidence to speak to their parents about topics that matter to them (education, employment marriage) and which can influence the achievement of their future plans



Change in employability skills has been observed in their ability to being punctual at work



# Why investing in Maitrayana?

Maitrayana has been running the Young People's Initiative since 2006. In this period more than 150,000 girls and young women have participated in an impactful rights based netball and life skills programme.

Impact on the ground  
*Track record of assets that have been built in girls and young women that allow them to access their rights and influence/make decisions regarding their lives*

Systems and processes  
compliance to laws and regulations

- *Financial & institutional*
- *Recognised as a Great Place To Work*
- *Institutionalizing best practices*

Leadership & governance

- *Functioning board*
- *Senior leadership with 60 years experience*
- *Programme alumni as female role models in staff position*
- *Organisational values and culture*

Influence in the sector

- *Advocacy and knowledge sharing*
- *Child safeguarding*
- *Female leadership*
- *Child participation*
- *Female Economic Justice*
- *Ecosystem building*

# How can you invest?

Become part of Maitrayana, a Not-for-Profit organisation under Section 8 of the Companies Act (since 2018)



Make a donation: from a one off to recurrent donations. From a running a campaign to providing a one or multi year grant



Give us your or your employees time to volunteer and contribute in person to the cause and/or to Maitrayana's growth and sustainability



Share your skills and ideas to build Maitrayana's capacity to be an agile and learning organisation



Connect us to others who are interested in contributing to a gender equal society



Spread the news: be a gender champion/advocate who is vocal about gender equality and how Maitrayana contributes to it

# The proposed project



Economic Justice Programme for adolescent girls and young women to set and pursue their own economic goals through building skills and creating an enabling environment.

Maitrayana will:

- work with 200 adolescent girls and young women (14 – 25 year) who are oriented to their right to (decent) work and supported to set goals to work towards an economic pathway.
- work with 50 young women (18 – 25 year) who will start their economic pathway supported by mentoring, facilitation of soft/employability skills sessions (life skills and I'm Job Ready Module), English and computer skills.
- expose 100 adolescent girls (14-17 year) to economic/career opportunities through company/corporate visits.



# Budget for the EJP project

Budget head	Total amount
Orientation of 200 adolescent girls and young women (14 – 25 year) oriented to their right to (decent) work and support to set goals to work towards an economic pathway.	1,208,400
Exposure of 100 adolescent girls (14-17 year to economic/career opportunities through company/corporate visits.	99,000
Support 50 young women (18 – 25 year) to start their economic pathway by mentoring, facilitation of soft/employability skills sessions (life skills and I'm Job Ready Module), English and computer skills.	7,18,000
Implementing staff salaries	3,30,000
Admin & audit	1,25,000
<b>Total</b>	<b>2,480,000</b>

# Maitrayana's stories



[Priti Singh](#)

The story of a young woman who is shaping her own future.



[Bobby](#)

How the YPI has taught a young woman to work patiently and with determination towards her own goals.



[Ganga](#)

A young woman shares how earning money has changed her influence in the family.



[Pinki](#)

A young woman shares how she is standing up against gender bias and has become independent.



[Pooja](#)

From school drop out to department manager: Pooja's story.

