



MAITRAYANA



# ANNUAL REPORT

2024-25

EMPOWERING ADOLESCENT GIRLS  
AND YOUNG WOMEN THROUGH  
SPORT SINCE 2021

A GIRLS & WOMEN'S  
RIGHTS ORGANIZATION

[www.maitrayana.in](http://www.maitrayana.in)

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## **BECOME A GENDER CHAMPION, GET INVOLVED NOW!**

# FROM THE CEO'S DESK

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Greetings to all our friends and well-wishers, We closed the year 2024–2025 with a deep sense of accomplishment and pride. Over the past year, Maitrayana's Young People's Initiative (YPI) reached over XXXX adolescent girls and young women across Delhi, Mumbai, and Bengaluru—empowering them to envision brighter, more confident futures.

This year posed unique global challenges for the rights of girls and women. We witnessed a shift in donor priorities, a rise in anti-gender movements, and governments grappling with wars, conflicts, and economic disruptions. The atmosphere was, at times, dark and discouraging. Yet, in the face of these adversities, we drew immense courage and strength from our program leaders. Their resilience, clarity of purpose, and unwavering commitment inspired us every step of the way.

Throughout the year, we strengthened our collaboration with schools and communities to deliver impactful programs. The Be Ambitious initiative was especially well-received in Delhi and Mumbai, helping adolescent girls recognize their strengths, set goals, and believe in their potential.

Supporting our program alumni in their journey toward economic independence remains a key focus—and a complex challenge. Many of the young women lack exposure to job opportunities and clarity about their interests or career paths. Despite these barriers, we are proud to share that 200 YPI alumni secured employment with companies such as Bata, Samsung, Chai Point, Dunkin' Donuts, and Decathlon, among others.

All of this would not have been possible without the unwavering dedication of the Maitrayana team. Their passion, commitment, and energy have been the driving force behind every session, every breakthrough, and every story of transformation.

As we look ahead, we remain steadfast in our commitment to stand with girls and young women—amplifying their voices, expanding their choices, and enabling them to lead the change they wish to see in the world.

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**KALYANI SUBRAMANYAM**

CEO & BOARD MEMBER at  
MAITRAYANA

# VISION & MISSION

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## Our Vision

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

\* girls & women explanation and \*sport explanation - please move them below the sentences and make it a smaller font as they are used to explain what we mean with 'girls & women' and 'sport'



## Our 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, mental well-being and social interaction, such as play, recreation, organized or competitive sport, and indigenous sports and games.'

# OUR VALUES

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INTEGRITY – DOING THE RIGHT THING

INCLUSION – FOR ALL, WITH ALL

RESPECT – WITH DIGNITY

TRANSPARENCY – THE RIGHT WAY



# MAITRAYANA'S JOURNEY

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**2018 - Founding Year**

**Oct 2021 - First Activity Implementation**

**2023- FCRA Granted**

**May 2023 - Achieved Great Place To Work certification**

**June 2023- Programme's Impact Featured in The Better India**

**Oct 2023- Shortlisted for MARTHA FARRELL award**

**December 2023- Kalyani, CEO, received the RED BANGLE award**

**2024-25 - Girls In Sports Day**

# WHAT IS THE MAITRAYANA WAY?

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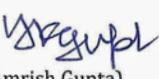
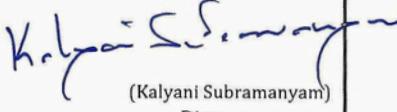
Maitrayana is a girls' and young women's rights organisations that uses the sport for development approach to empower adolescent girls and young women to access their rights (such as safety, development, education, sexual reproductive health and rights, being treated equally, dignified work) to achieve their potential.

Our programmes build their knowledge, skills, attitude, behaviour and confidence. It helps them understand their rights, find their voice and exercise their agency to (start) making decisions in their own lives. The Maitrayana way is to offer adolescent girls and young women with interactive programmes that use sport/games to start discussions, to learn through experience, to challenge gender norms, to express themselves, to be loud, to focus on what their bodies can do/experience rather than what it (should) look like! Programmes are based on building girls, their parents and communities perspective on how participants can work towards the goals they set in their lives rather than what society expects from them. As we empower girls to be the leaders in their own lives, we also encourage them to take up leadership roles in their Maitrayana programmes in their schools and/or community. Most of our young female staff members have been leaders among their peers.

Netball is what brings girls and young women together. Netball is not widely known in India so - mostly - there is no gender bias attached to it. Compared to many other sports it is easier to convince girls and their environment that girls will be safe in a girls' only environment. Also, the netball rules make the sport safe for girls who have never played before - Maitrayana's target group! The laws of the game do not allow physical contact, moving across the pitch with the ball or attacking a player who holds the ball. Therefore, it makes it easy for a player to contribute to the game once she has received the ball. As every player is only allowed to use two parts of the playing field (that has been divided in three), not one player can dominate the game, making it an ultimate team sport. Team sports have the potential to build critical life skills such as communication, team work, confidence etc but only if the staff running the activities are well trained in creating a safe environment and the methodology, follow the organisational guidelines and are exemplary role models who embody the vision, mission and values of Maitrayana.



# FINANCIAL REPORT (2024-25)

<b>MAITRAYANA CHARITY FOUNDATION</b> <b>E-257, Ground Floor, Amar Colony, Lajpat Nagar-IV, New Delhi-110024</b> <b>CONSOLIDATED BALANCE SHEET AS AT 31st March 2025</b>			
(Amount in Hundreds Rs.)			
Particulars	Note No.	As at 31st March 2025	As at 31st March 2024
<b>I. EQUITY AND LIABILITIES</b>			
<b>(1) Shareholder's Funds</b>			
(a) Share Capital	3	-	-
(b) Reserves and Surplus	4	1,10,126.84	52,480.69
<b>(2) Current Liabilities</b>			
(a) Short-term borrowings			
(b) Trade payables			
(c) Other current liabilities	5	2,825.69	1,257.33
(d) Short-term provisions	6	47,763.22	33,731.23
(f) Property, Plant & Equipment	7	21,037.98	28,354.47
	Total	1,81,753.73	1,15,823.72
<b>II. ASSETS</b>			
<b>(1) Non-current assets</b>			
(a) Property, plant and equipment	7	21,037.98	28,354.47
(b) Intangible assets			
<b>(2) Current assets</b>			
(a) Cash and cash equivalents	8	1,51,964.89	83,641.80
(b) Short-term loans and advances	9	1,476.52	394.71
(d) Other current assets	10	7,274.34	3,432.75
	Total	1,81,753.73	1,15,823.72
<b>NOTES FORMING PART OF THE FINANCIAL STATEMENTS</b>	<b>1 to 17</b>		
This is the Balance Sheet referred to in our report of even date			
For KUMAR MITTAL & CO. Chartered Accountants FRN: 010500N	By order of the Board for and on behalf of <b>MAITRAYANA CHARITY FOUNDATION</b>		
 Amrish Gupta Partner M. No. 090553		 (Sanjay Patra) Director DIN: 03257125	 (Kalyani Subramanyam) Director DIN: 09243243
Place: New Delhi Date: 22 AUG 2025			

**MAITRAYANA CHARITY FOUNDATION**  
E-257, Ground Floor, Amar Colony, Lajpat Nagar-IV, New Delhi-110024

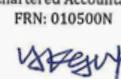
**CONSOLIDATED STATEMENT OF INCOME AND EXPENDITURE FOR THE YEAR ENDED 31st March 2025**

(Amount in Hundreds Rs.)

Particulars	Note No.	For the year ended 31st March 2025	For the year ended 31st March 2024
<b>Income:</b>			
Grant to the extent utilized	6	4,58,762.61	1,24,470.48
Specific Grants	6	45,259.00	49,612.00
CSR Grants			
General Donation	6	66,693.81	65,170.76
Donation in Kind			0.23
Interest Income		6,246.98	949.69
Other Receipts	11	1,133.09	1.48
		<b>Total Income (A)</b>	<b>5,78,095.49</b>
			<b>2,40,204.64</b>
<b>Expenses:</b>			
Project Expenses on Young People's Initiative Program			
Implementation of The Young People's Initiative (YPI) a life skills and netball program with adolescent girls in Delhi, Mumbai and Bangalore supported by Azim Premji Philanthropic Initiatives (APPI)		1,33,376.02	1,18,692.57
Implementation of Support Young People's Initiative (YPI) program at 2 Government Schools in Delhi with 500 participants Project with young women in New Delhi supported by Decathlon Sports India Pvt Ltd		28,689.00	-
Economic Justice Programme (To avail Adolescent Girls and Young Women's access to economic opportunities) Supported by Ramboll India Pvt Ltd		10,260.00	9,612.00
To Support Economic Justice Program in Delhi Supported by SVP Philanthropy Foundation		2,190.00	-
Economic Justice project (Basic spoken English course to 50 young women, learning centre upgradation, purchase of laptops and Other Activities Project) Supported by OEC Records Management Company Private Limited		6,310.00	-
Implementation of The Young People's Initiative (YPI) a life skills and netball program with adolescent girls in Delhi, Mumbai and Bangalore supported by BL Kashyap & Sons Ltd			40,000.00
Implementation of YPI Program and its related Activities in Delhi, Mumbai and Bangalore supported through General Funds		16,427.72	47,418.94
To Support 1000 Girls each year between 13-14 years from economically disadvantaged communities who face gender discrimination due to caste, religion and or traditional backgrounds. Project will be implemented in Delhi, Mumbai and Bengaluru supported by Com		57,813.92	5,777.90
Implement Goal Program in Delhi, Mumbai and Bengaluru with 5000 Adolescent Girls through YPI Pragati, YPI Camps, Trainings on Life Skills, Netball supported by Women Win - Standard Chartered Foundation		2,14,139.16	-
To Support 500 Girls (Aged 10-19 Years) ( 250 YPI Pragati and 250 YPI Netball Clubs) for building leadership pathway supported by World Netball Foundation		17,759.65	-
Implementation of YPI Program and its related Activities in Delhi, Mumbai and Bengaluru supported by Stichting Women Win		9,000.27	-
To Implement Economic Justice Program in Delhi supported by SVP Philanthropy Foundation		3,000.00	-
My Life Programme - To Train vulnerable workers (hostel residents, females and migrants) in life skills including health and safety in the workplace, rights and responsibilities, communication and teamwork supported by ABF Investment PLC (Mylife)		12,192.55	-
Implementation of Drawing the Line Project Strengthening capacity and shifting attitudes to more gender inclusive approach supported by Women Win		9,291.05	-
	<b>Total Expenses (B)</b>	<b>5,20,449.34</b>	<b>2,21,501.41</b>
<b>Surplus/ (Deficit) before exceptional and extraordinary items and tax (A-B)</b>		57,646.15	18,703.23
Exceptional items		-	-
<b>Surplus/ (Deficit) before extraordinary items and tax.</b>		57,646.15	18,703.23
Surplus/ (Deficit) before tax		57,646.15	18,703.23
<b>Tax expense:</b>			
Current Tax			-
Deferred Tax			-
<b>Surplus/ (Deficit) for the year</b>		<b>57,646.15</b>	<b>18,703.23</b>
NOTES FORMING PART OF THE FINANCIAL STATEMENTS		1 to 17	

This is the Statement of Income and Expenditure referred to in our report of even date

For KUMAR MITTAL & CO.  
Chartered Accountants  
FRN: 010500N

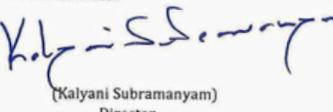
  
(Amrit Singh)  
Partner  
M. No. 090553



Place: New Delhi  
Date: 22 AUG 2025

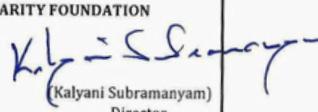
By order of the Board  
for and on behalf of  
**MAITRAYANA CHARITY FOUNDATION**

  
(Sanjay Patra)  
Director  
DIN: 03257125

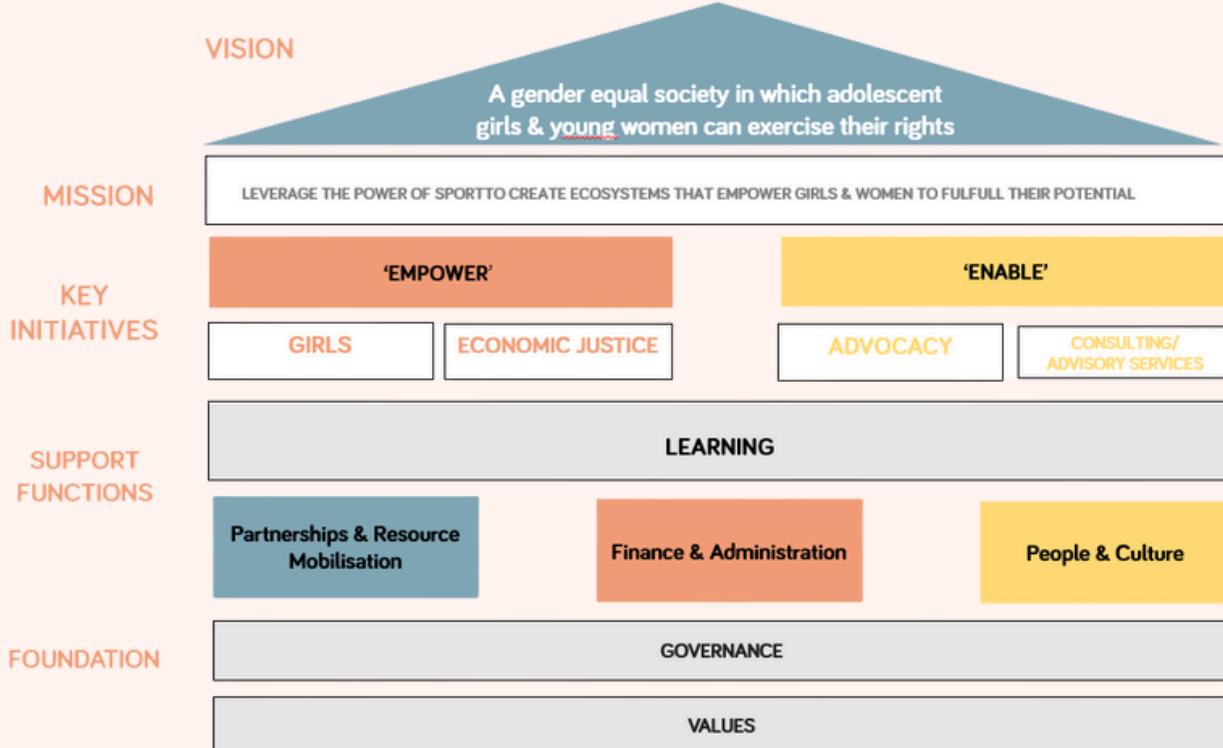
  
(Kalyani Subramanyam)  
Director  
DIN: 09243243

**MAITRAYANA CHARITY FOUNDATION**  
**E 257, GROUND FLOOR, LAJPAT NAGAR IV, DELHI 110024**  
**CONSOLIDATED STATEMENT OF RECEIPT AND PAYMENT**  
**FOR THE YEAR ENDED 31st March 2025**

(Amount in Hundreds Rs.)

Particulars	Note No.	For the Year Ended 31st March 2025	For the Year Ended 31st March 2024
<b>Opening Cash and Bank Balances:</b>			
Cash at Bank		83,641.80	1,44,106.30
Cash in Hand ( Imprest)			199.20
	Sub Total	83,641.80	1,44,305.50
<b>Receipts:</b>			
Specific Grants		4,56,067.52	44,276.93
CSR Grants		59,286.60	49,612.00
General Donations		66,693.81	65,170.76
Interest Income		8,946.46	3,276.98
Other Receipts		1,133.09	1.48
Income Tax Refund		776.97	-
	Sub Total	5,92,904.45	1,62,338.15
	Total (A)	6,76,546.25	3,06,643.65
<b>Payments:</b>			
Project Expenses on Young People' Initiative Program		1,33,399.47	1,19,105.07
Implementation of The Young People's Initiative (YPI) a life skills and netball program with adolescent girls in Delhi, Mumbai and Bangalore supported by Azim Premji Philanthropic Initiatives (APPI)			
Implementation of Support Young People's Initiative (YPI) program at 2 Government Schools in Delhi with 500 participants Project with young women in New Delhi supported by Decathlon Sports India Pvt Ltd		28,698.43	-
Economic Justice Programme (To avail Adolescent Girls and Young Women's access to economic opportunities) Supported by Ramboll India Pvt Ltd		10,340.31	9,612.00
To Support Economic Justice Program in Delhi Supported by SVP Philanthropy Foundation		2,012.98	-
Economic Justice project (Basic spoken English course to 50 young women, learning centre upgradation, purchase of laptops and Other Activities Project) Supported by OEC Records Management Company Private Limited		6,310.00	-
Implementation of The Young People's Initiative (YPI) a life skills and netball program with adolescent girls in Delhi, Mumbai and Bangalore supported by BL Kashyap & Sons Ltd		208.39	39,791.61
Implementation of YPI Program and its related Activities in Delhi, Mumbai and Bangalore supported through General Funds		19,784.29	48,715.27
To Support 1000 Girls each year between 13-14 years fromeconomically disadvantaged communities who face gender discrimination due to caste, religion and or traditional backgrounds. Project will be implemented in Delhi, Mumbai and Bengaluru supported by Comic Relief		57,818.99	5,777.90
Implement Goal Program in Delhi, Mumbai and Bengaluru with 5000 Adolescent Girls trough YPI Pragati, YPI Camps, Trainilings on Life Skills, Netball supported by Women Win - Standard Chartered Foundation		2,14,415.07	-
To Support 500 Girls (Aged 10-19 Years) ( 250 YPI Pragati and 250 YPI Netball Clubs) for building leadership pathway supported by World Netball Foundation		17,716.15	-
Implementation of YPI Program and its related Activities in Delhi, Mumbai and Bengaluru supported by Stichting Women Win		9,265.60	-
To Implement Economic Justice Program in Delhi supported by SVP Philanthropy Foundation		3,000.00	-
My Life Programme... To Train vulnerable workers (hostel residents, females and migrants) in life skills including health and safety in the workplace, rights and responsibilities, communication and teamwork supported by ABF Investmet PLC (Mylife)		12,320.63	-
Implementation of Drawing the Line Project Strenthenning capacity and shifting attitudes to more gender inclusive approach supported by Women Win		9,291.05	-
	Total (B)	5,24,581.36	2,23,001.85
<b>Represented By-</b>			
Program Expenses		4,61,247.25	1,65,438.45
Admin Expenses		63,334.11	57,563.40
Total (B)		5,24,581.36	2,23,001.85
Net Balance (A-B)		1,51,964.89	83,641.80
Represent By-			
Closing Cash and Bank Balances:			
Cash at Bank		1,51,964.89	83,641.80
Cash in Hand (Imprest)		1,51,688.04	83,641.80
		276.85	-
NOTES FORMING PARTS OF THE FINANCIAL STATEMENTS	1 to 17		
<p>This is the Statement of Receipt and Payment referred to in our report of even date</p> <p>For KUMAR MITTAL &amp; CO.  Chartered Accountants  FRN: 010500N</p> <p>  (Amrit Gupta)  Partner  M.No.090553</p> <p>Place: New Delhi  Date: 22 AUG 2025</p>			
<p>By order of the Board  for and on behalf of  MAITRAYANA CHARITY FOUNDATION</p> <p>  (Sanjay Patra)  Director  DIN: 03257125</p> <p>  (Kalyani Subramanyam)  Director  DIN: 09243243</p>			

# STRATEGIC HOUSE



A key milestone for us this year was the strategic review and strengthening of Maitrayana's organizational vision. After thoughtful deliberation, our leadership team reaffirmed two core roles that define our work: **Empower** and **Enable**.

Empower focuses on directly engaging with girls and young women—building their leadership, self-esteem, and confidence, enhancing their knowledge around Sexual and Reproductive Health and Rights (SRHR), and deepening their understanding of Gender-Based Violence (GBV). This pillar also supports them in accessing pathways to economic empowerment.

Empower includes all Maitrayana's programs with adolescent girls and young women under the Young People's Initiative (YPI) in Delhi, Mumbai and Bengaluru such as YPI Pragati, the netball clubs, Vriddhi, Be Ambitious, the I Am Job Ready- and internship programs as well as the sessions with parents, teachers and community stakeholders.

# STRATEGIC HOUSE

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Besides the Young People's Initiative, Maitrayana also works with young women in the work place, especially for those working in the garment industry/supply chain as Maitrayana recognizes that economic justice- access to and control over financial resources is critical. Women face many barriers to enter an economic pathway and even those who are employed face challenges such as restrictions on mobility, unequal pay, the presence of gender discrimination, lack of opportunities to enhance their skill and gender-based violence etc.

The Enable pillar centers on building supportive ecosystems. It emphasizes advocacy for the rights of girls and young women, forging strategic partnerships, and working with schools, communities, business and other stakeholders to create environments to enable equality and justice within programmes, organisations, companies.



# EMPOWER - PILLAR 1

**Maitrayana's girls (10 – 17 year programme)**

Girls assets are being built: knowledge, attitude, skills, behaviour, confidence, voice and agency to influence decisions in their lives (education, friendships)



**Pragati & camps (10- 14 years)**  
Life skills & netball module (rights, gender, health)

Increased knowledge on menstruation, gender, GBV. Increased confidence through play. Girls stand up for their rights and have future plans (education, career)



**Netball clubs (11+ years) (leadership)**

Girls enjoy playing, have increased leadership and problem solving skills. They manage their own clubs and are leaders in their communities



**Vriddhi (16+ years)**  
Advanced life skills session (SRHR, GBV, digital literacy)

Girls know their rights e.g. education, to be safe, SRHR and make decisions about their lives

**Maitrayana's young women (18 – 25 year programme)**

employability skills, hard skills (English, Computer, Vocational), mentoring, guidance, internship to make decisions about their lives (marriage, career choice, SRHR)



**Be Ambitious** 2 months programme with young women who are in school/college

Increased aspiration levels as well as an understanding of the skills and qualities that they have/need, the support they need and how to obtain this.



**Outreach & goal setting**

Young women's future goal and the pathway towards it are visualized. Reality has been checked and strategies to overcome barriers made.



**1 week I Am Job Ready module for young women who need immediate jobs**

Increased skills to search and apply for jobs and negotiate about this with their families. Increased influence in the family when they contribute to the household with their salaries.



**3 to 12 months programme for young women who are studying and want to build skills/their CV**

Young women being able to pursue their life goals with 150+ young women having found employment (per 1<sup>st</sup> November 2024, since 2022).

Empower includes all Maitrayana's programs with adolescent girls and young women under the Young People's Initiative (YPI) in Delhi, Mumbai and Bengaluru such as YPI Pragati, the netball clubs, Vriddhi, Be Ambitious, the I Am Job Ready- and internship programs as well as the sessions with parents, teachers and community stakeholders.

Total number of participants in programmes in 2024 - 2025 per city	Delhi	Mumbai	Bengaluru	Total
YPI Pragati	3969	2711	674	7354
Camp	1016	956	784	2756
Club	605	363	118	1086
Vriddhi	18	70	0	88
Be Ambitious	701	251	0	952
EJP	164	87	5	256
<b>Total</b>	<b>6473</b>	<b>4438</b>	<b>1581</b>	<b>12492</b>

# THE YOUNG PEOPLE'S INITIATIVE (YPI)

Maitrayana is a girls' and young women's rights organisations that uses the sport for development approach to empower adolescent girls and young women to access their rights (such as safety, development, education, sexual reproductive health and rights, being treated equally, dignified work) to achieve their potential - depending on their phase in life - such about studies, friendships, relationships, marriage and career.



It build girls and young women's leadership abilities and apply them in their own lives as well as in their families and communities.

## YPI PRAGATI

YPI Pragati is a 10-month entry-level programme for adolescent girls consisting of 54 sessions - being conducted twice per week, mostly by alumni from the programme. It introduces essential life and leadership skills such as communication, menstruation, gender-based violence, sexual and reproductive health and rights (SRHR), decision-making, and managing peer pressure. Interactive games and netball are used as a tool to learn practise these skills. Initially it is often difficult for girls to speak about themselves. Sport and games certainly helps them to open up and their confidence grows as their sport skills develop and they enjoy the experience.

Total number of participants in programmes in 2024 - 2025 per city	Delhi	Mumbai	Bengaluru	Total
YPI Pragati	3969	2711	674	7354

# IMPACT OF THE PROGRAMME

- 70% of the girls now know a place in their environment where they feel safe, as well as places where they can discuss problems or report violence.
- 81% are confident that they can influence decisions about their potential future marriage.
- 75% know how menstruation works, have changed their attitude regarding myths on menstruation and say that they are able to maintain menstrual health.
- 92% of the girls feel fit and strong, feel confident to play when others are watching and enjoy playing...!

*'Devika (15, YPI Pragat participant in Bengaluru) has always been good at academics, but when it came to communication, she would go silent. Since joining the program, we have seen change. She is more confident, actively participates in sports, and even encourages us to do the same. Girls must have equal opportunities so they can contribute as much as anyone else in society.'*



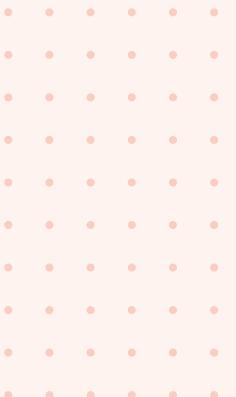
## PEER LEADERS

Peer Leaders are participants who are elected as intermediaries between participants and Maitrayana staff. They also take up 'action projects' in which they have addressed 'issues' in their school or community. The action projects gave them a chance to learn more about children's rights and to develop their problem solving- and leadership skills.

Speaking constructively with teachers and principles, addressing problems for all girls in their school and thus contributing to a safe and conducive environment increased their confidence. Appreciation from school staff and students made them and their parents proud. Topics that were taken up in this project cycle were clean washrooms, depositing of menstrual pads, repairing gate/wall on the community ground, and exploring how to earn money through sports.



*'Devika (15, YPI Pragat participant in Bengaluru) has always been good at academics, but when it came to communication, she would go silent. Since joining the program, we have seen change. She is more confident, actively participates in sports, and even encourages us to do the same. Girls must have equal opportunities so they can contribute as much as anyone else in society.'*



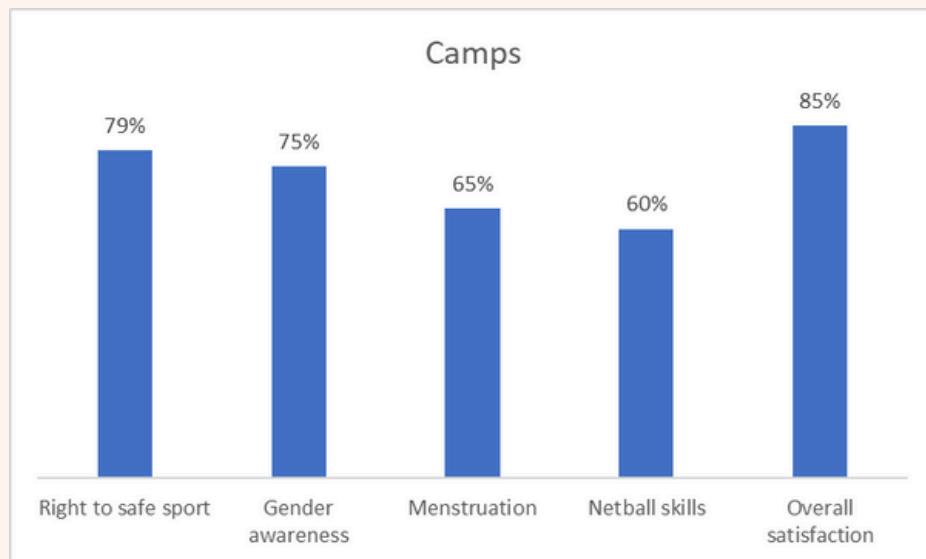
## IMPACT OF THE PROGRAMME

- Increase (46%) in confidence in their leadership skills.
- Increase (43%) in the assessment of their ability as peer leaders to support Maitrayana staff and their peers in the program.
- 98% say themselves as leaders while 93% stated that their parents were proud of them as leaders.

# CAMPS

Camps are run in schools and communities that do not have the space, available time or when Maitrayana is not able to implement YPI Pragati, often because of distance of accessibility. Camps are short programmes, usually conducted 2 hours per day over a period of 5 days. It combines netball and a selection of life skills sessions such as their rights to be safe, communication, rights and menstruation.

Total number of participants in programmes in 2024 - 2025 per city	Delhi	Mumbai	Bengaluru	Total
Camp	1016	956	784	2756



*'The sessions were fun, informative, and relevant to real life.'*

Camp Participant



After learning about her rights in YPI Pragati, Alisha realized that the problem was not with the boys—but with the generations of conditioning that told them girls didn't belong in public spaces. Alisha and her peers approached community stakeholders—elders, religious leaders, and local representatives—to demand their right to play. "We always listened to what the young men wanted, but we never thought girls would come forward and demand something like this," says a local elder. The local leaders offered the girls an alternative space—a dumping yard, unfit for play. "Why is it when boys ask for something, they get the best, but when girls ask, we are given the worst?" Alisha says that it is not just about securing a ground for play; it is about demanding equal respect and opportunities. The girls refuse to give up. They continue to talk to leaders, mobilize support, and create awareness. "We are not just fighting for a ground. We are fighting for every girl who has been told to stay silent, to stay inside, to not claim what is rightfully and equally hers."

## NETBALL CLUBS

After completing YPI Pragati, girls (10–18 years) and young women (18–25 years) can join the Netball Clubs. These clubs are owned and managed by club leaders who are selected among the players. Netball Clubs provide safe spaces for girls and young women to continue engaging in sport while building their sport-, life- and leadership skills.

Club leaders develop advanced netball skills and organise intra-city leagues. The planning and execution of these leagues are led entirely by the girls, who create annual plans, manage logistics, and upskill in areas such as refereeing and first aid.

In 2024–25, 1,679 players participated in Netball Clubs across Delhi, Mumbai, and Bengaluru.

Total number of participants in programmes in 2024 - 2025 per city	Delhi	Mumbai	Bengaluru	Total
Club	605	363	118	1086

An external evaluation concluded that the Clubs are evolving into platforms for more than sport—they are spaces for self-discovery, civic engagement, and social change. Girls spoke of a shift from silence to voice, passivity to action, and invisibility to visibility in public spaces.'

Club players reported increased confidence, improved ability to negotiate with their parents, manage community expectations and peer influence as well as development of their liveskills.

For club leaders, netball has become part of their identity and they feel that they are part of a community. They have increased problem solving and decision making skills.

*"Sports are my freedom," Asmita often said. "They empower me to be who I want to be." One of her proudest moments was when she had the opportunity to be an umpire at Maitrayana's annual tournament for YPI Pragati participants, Udaan. "Making decisions takes courage," Asmita thrived during the league matches. She showcased her skills, made calls when fouls were made, and with that decided the outcomes of games. With each whistle she blew, she felt more empowered and confident.*

*- Asmita Vinod Gupta (15), umpire, Mumbai*



## VRIDDHI

Vriddhi is an eight sessions module that builds young women's ability to make informed decisions on Sexual and Reproductive Health and Rights (SRHR). It aims to increase participants' awareness about gender and sexuality, knowledge about SRHR (including menstruation and con(tra)ception) and their attitudes towards power and relationships, and gender-based violence. Interactive games, exercises and discussions encourage participants to think about sensitive and often taboo topics and express themselves.



# IMPACT OF THE PROGRAMME

- 45% of the participants learned about new menstrual hygiene products
- 70% starting thinking about the concept 'consent' for the first time. Talking about 'health relationships' stood out as one of the most important topics for the young women.
- 43% heard for the first time about contraception methods

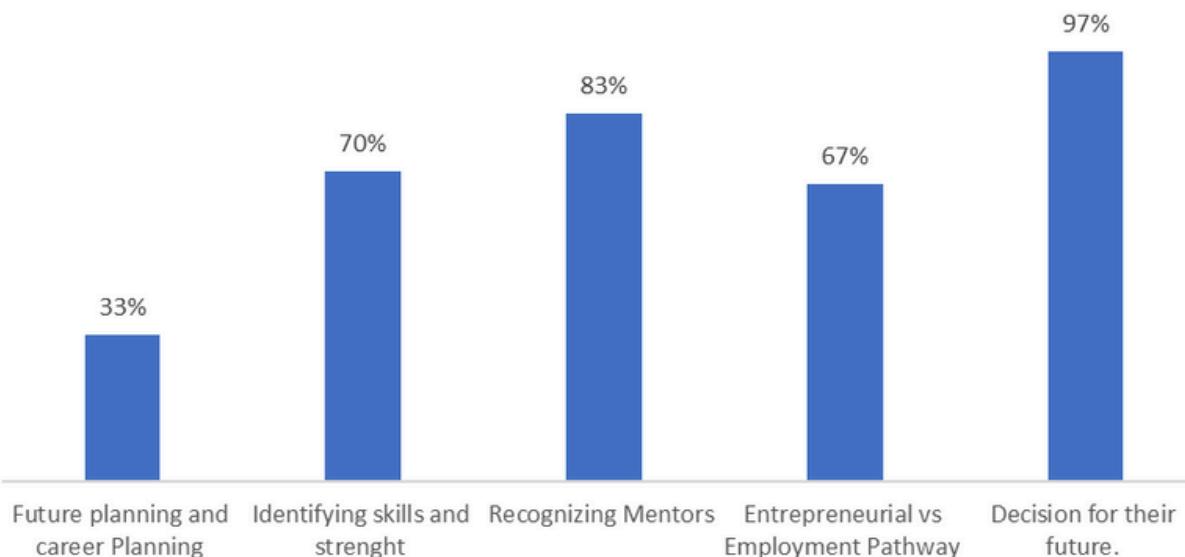
Total number of participants in programmes in 2024 - 2025 per city	Delhi	Mumbai	Bengaluru	Total
Vriddhi	18	70	0	88



# BE AMBITIOUS

Be Ambitious is designed for YPI alumni to connect their aspirations with practical steps toward achieving them. The programme was piloted in 2024–25, and implemented with 952 girls and young women in grade 10 and 11. The module helps participants identify career goals, assess their skills and strengths, recognise mentors and support systems, and choose between entrepreneurial or employment pathways. They then outline concrete actions to work toward their chosen goals.

## Be Ambitious



*"I created a vision for the next five years. I want to start my own business in the future".*

*Be Ambitious Participant*



# ECONOMIC JUSTICE PROGRAMME (EJP)

The Economic Justice Programme equips young women with 21st-century professional skills for workplace readiness. In 2024–25, 256 young women graduated from the programme, receiving one-on-one mentoring.

Total number of participants in programmes in 2024 - 2025 per city	Delhi	Mumbai	Bengaluru	Total
EJP	164	87	5	256

The programme provides hard-, soft and employability skills training alongside awareness of workplace rights and responsibilities. It offers internships in Maitrayana as Community Sports Coaches and externally e.g. in Decathlon as well as mentoring, guidance on how to find and apply for jobs and interactions with parents to support their daughters in their economic empowerment pathway.

In 2024 - 2025,

- 122 young women did internships: 76 as Community Sports Coaches in Maitrayana and 46 in Decathlon.
- 146 participants have been successful in finding employment such as in retail, hospitality, telecalling, teaching, travel, and NGOs.



## IMPACT STORY

*Kajal was an 8th grade student and 13 years old as when she joined Maitrayana's Young People's Initiative (YPI) Pragati program. As a Peer Leader she explored her potential, learning how to take responsibility and support others. After graduating, she lost connection with the programme as she immersed in her studies. Kajal reconnected with the YPI when she learned about the Decathlon internship through an alumnus of the program.*

*Through this internship with Decathlon her perspective shifted completely. "I used to think being independent just meant earning money, but now I understand the importance of saving too," she shares. While she used to hand over her earnings entirely to her mother, she has now developed a habit of saving for the future while also supporting her family.*

*During her internship and Maitrayana's life- and employability skills sessions, Kajal also built essential skills in communication, resume writing, and job searching. With guidance from Maitrayana staff during mock interviews and sessions on professional networking, she applied for jobs. She cracked her first interview and secured a position as a Front Desk Officer in a reputed company. "At first, I never imagined myself working in a corporate setting, but now I feel confident handling challenges, speaking with people, and managing responsibilities. If you take the first step, opportunities will come your way. You just have to be ready to grab them,".*

# WORK IN THE SUPPLY CHAIN

Maitrayana recognizes that economic justice- access to and control over financial resources is critical. Women face many barriers to enter an economic pathway and even those who are employed face challenges such as restrictions on mobility, unequal pay, the presence of gender discrimination, lack of opportunities to enhance their skill and gender-based violence etc.

Over the year, Maitrayana supported Primark in the My Life programme with a focus on women workers in the fashion supply chain to access their rights and economic justice. Maitrayana

- Provided Strategic inputs to strengthen Primark's strategy and approaches to deepen impact of the programme
- Provided Technical Support through the development of content/materials on menstrual hygiene
- Provide guidance for Sustainability and Scale so that the Primark Solutions team could deliver the My Life sessions with 700 workers per year (including 25% migrants) in 5 factories with a specific focus on vulnerable workers i.e migrants, and strengthening the Supervisor orientation.
- Support the Monitoring, Evaluation and Learning process.

During Focus Group Discussions the workers spoke about the learnings from the sessions. They now understood that access to social benefits was their right. Due to the session on Communication, they were now more confident to speak to their supervisors and HR and ask them clarifications around the benefits. They particularly appreciated that session on menstruation and hygiene. Many of the workers had shared this information with other women in their family and helped them address myths and misconceptions around menstruation

- Training the Primark team on capturing Worker Voices through the Drawing the Line tool (picture cards that depict workers rights and enablers for women's economic empowerment) which enables workers to speak on issues important to them, on challenges faced by them and also the solutions to these issues. Questionnaires were used with workers while key informant interviews were held with management, the HR manager/executive, LWO and/or Administrative Executive to gain insights on how to support worker well-being and access to their rights.

# ENABLE - PILLAR 2

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The Enable pillar centers on building supportive ecosystems. It emphasizes advocacy for the rights of girls and young women, forging strategic partnerships, and working with schools, communities, business and other stakeholders to create environments to enable equality and justice within programmes, organisations, companies.

Maitrayana is part of several networks such as the Feminist Network For Urban Civil Societies and the Women In Sport India in the segment where industrial leaders come together to address systematic barriers.

In various interactions it has given its inputs in discussions round the use of sport for social change, girls and young women's access to sport, education and employment at various levels. It has attended workshops, webinars, conferences and meetings where team members learned but also gave their inputs from Maitrayana's perspective.

## GIRLS IN SPORTS DAY (GIS)



Maitrayana started the annual Girls in Sport Day celebration on 26th February 2024. In the first edition, Maitrayana participants spoke about the barriers that they face when they want to access sport. They also proposed solutions for duty bearers such as schools, the government, parents, communities and NGOs to take up. One of the recurring themes in the discussions was that public grounds are not seen as safe spaces for girls, hence parents, brothers and community members often actively discourage girls from playing sport.

The 2nd Girls in Sport Day (GIS) was celebrated from 24th February to 1st March 2025 with the theme Our Ground, Our Rules and built on last year's discussions. The initiative aimed at girls imagining what safe, accessible, and girl-friendly playgrounds would look like. Over 400 girls and young women from Maitrayana and partner organisations across India participated in discussions on the current state of playgrounds and barriers preventing girls from freely engaging in sport. Their suggestions spanned across categories of People, Safety, Infrastructure, Activities, and Governance. They shared how playgrounds can support physical health, skill-building, leadership, and social interaction.

Participants highlighted the importance of:

- Security – female guards, CCTV, boundary walls, and emergency support.
- Support Staff & Coaches – clean and maintained grounds, skilled female trainers, and volunteers.
- Community & Family Engagement – parental encouragement and community support for girls' play.
- Government Involvement – active support from local authorities, schools, NGOs, and municipal bodies to create and maintain safe playgrounds and girls voices being heard when it concerns these grounds.
- Fitness & sport Zones – spaces for warm-ups, yoga, gyming, and opportunities to play multi sports.
- Skill-Building Areas – opportunities for self-defense, team-based sports, communication, and life-skill games.
- Celebration & Social Spaces – venues for awards, events, and socialising.
- Infrastructure- girls outlined requirements for multi-purpose grounds with permanent courts, proper flooring, equipment storage, lighting, refreshment stations, washrooms, changing rooms, and shaded areas for rest and leisure. They also suggested a food stall, first aid facility, notice board for announcements (for them and their parents to see) phone booth, gate and a bus stop near the ground.

Maitrayana will continue to engage with authorities and communities to implement these recommendations and share girls' perspectives nationwide.



# THE COLLECTIVE SAFEGUARDING CHILDREN IN SPORT



Maitrayana spearheads the Collective Safeguarding Children in Sport that brings together 45 organisations that use sport as a tool to empower youth. The Collective started in 2022 as a network for organisations to learn, share their best practices but also to advocate for safe sport at a larger scale. In 2024 - 2025, the group came together four time for its quarterly meetings.

- In the May 2024 meeting, the Collective members were introduced to the 'self audit tool' which is a questionnaire that serves as an assessment that organisations can use to measure their safeguarding children in sport policies and practice. For some of the organisations this was a new tool, while others used it to track their progress.
- The next meeting, which took place in August 2024, gave the organisations a chance to share their findings, learnings and plans regarding safeguarding children in sport based on the self audit tool.
- In November 2024, Collective member Rati Foundation spoke about how to empower and support children to stay safe in the online spaces as many organisations reported that their participants face online risks and harassment.
- In February 2025, the discussion focused on how to ensure safe sport spaces and especially for girls. Thozhamai presented their plans for a girls-only ground and other NGOs shared their initiatives. They were also invited to participate in Maitrayana's Girls in Sport Day 'Our Ground, Our Rules' campaign.

# INTERNATIONAL WOMEN'S DAY - GLOBAL MENTORING WALK



To mark International Women's Day, Maitrayana organised Global Mentoring Walks across Delhi, Mumbai, and Bengaluru in partnership with Vital Voices. The walks brought together 40 women leaders who engaged with Community Sports Coaches (CSCs).

The mentors shared insights on career planning, overcoming workplace challenges, managing family expectations, and addressing gender discrimination. These conversations provided CSCs with encouragement, guidance, and support to pursue their professional and personal aspirations. International Women's Day recognizes women's contribution to global progress and reminds us of the work that remains to advance women and communities everywhere. It is the ideal opportunity to demonstrate the power of women's leadership and unite women in support of other women. Through the Vital Voices Global Mentoring Walk, mentors and mentees come together to walk in their communities, sharing challenges and solutions and forming supportive bonds that foster growth, confidence and leadership.

## MENSTRUAL HYGIENE DAY

On Menstrual Hygiene Day, Maitrayana organised a staff learning session with Yashtika Tandon, Menstrual Health Educator from Ocean Art Space, creating a safe space for learning and dialogue around menstruation. The session covered key menstrual health conditions, the stages of the menstrual cycle, and practical guidance on menstrual hygiene and recognising symptoms that may require medical attention.

# INSTITUTIONAL DEVELOPMENT

At Maitrayana, we believe that the growth of our organization is deeply connected to the growth of our people. We are committed to nurturing our team's potential by investing in continuous learning and professional development. Over the past year, team members across all levels, from leadership to implementation, have participated in a range of workshops and training sessions focused on gender, sexuality, and leadership, offered by some of the sector's leading organizations. Several staff members also represented Maitrayana as panelists in external forums, reflecting our ongoing commitment to thought leadership and sectoral engagement.

## CFO FOR DASRA SOCIAL IMPACT LEADERSHIP PROGRAM (DSILP)



*The leadership course was truly transformative. It helped me deepen my understanding of my leadership style, strengthened my ability to think strategically, and reinforced the importance of collaboration and empathy in driving social impact."*

*Shailendra Badola, Chief Financial Officer*

"Dasra Leadership Program was an enriching experience. It offered valuable insights into strategic leadership, collaboration, and systems thinking, which I have found highly relevant to my work at Maitrayana."

As part of our continued commitment to institutional development and leadership growth, our Chief Financial Officer was selected to join the 2025–26 cohort of the Dasra Social Impact Leadership Program (DSILP). This prestigious program brings together 54 dynamic leaders from across India who are driving change across diverse sectors including education, health, livelihoods, climate action, and gender equity.

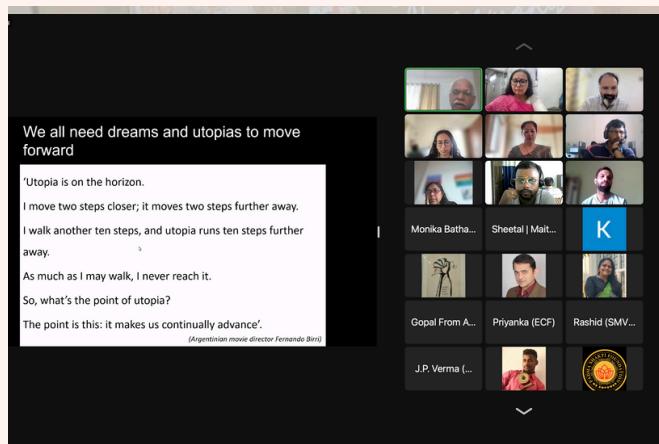
# SENIOR IMPLEMENTATION MANAGER AT WOMENLEADERS INDIA FELLOWSHIP 2024–25

As part of our ongoing investment in leadership development, our Senior Implementation Manager was selected for the prestigious WomenLeaders India Fellowship 2024–25, an initiative by Reliance Foundation in partnership with Vital Voices Global Partnership. This fellowship supports a cohort of women changemakers who are leading impactful work across critical areas such as climate resilience, education, livelihood generation, and sports for development.

Over the past 10 months, our team member has engaged in an enriching journey of mentorship, peer learning, and immersive field experiences—strengthening her leadership capabilities while continuing to drive meaningful impact on the ground.

This fellowship has not only amplified her individual growth but also contributed to building a stronger, more resilient institution. We celebrate her achievement and reaffirm our commitment to fostering women leaders who are creating lasting change across communities.

## IMPLEMENTATION COORDINATOR & CEO PARTICIPATED IN LEADING FROM THE FIELD COURSE



*"This course was a turning point. I learned that leadership isn't about directing from the front—it's about enabling others to rise. It reminded me that leadership is not a position; it's a practice."*  
- Sheetal Shetty

Embedding Grounded Leadership: Learning Through "Leading From the Field"

As part of Maitrayana's commitment to reflective and values-based leadership, Programme Coordinator Sheetal Shetty and CEO Kalyani Subramanyam

participated in the Leading From the Field course, an immersive leadership journey that centres lived experience, collective action, and community-rooted strategy.

The course offered a powerful space to move beyond traditional leadership models and explore what it truly means to lead with communities, not just for them.

Reflecting on her experience, Sheetal shared:

“This course was a turning point. I learned that leadership isn’t about directing from the front—it’s about enabling others to rise. It reminded me that leadership is not a position; it’s a practice.”

The program emphasized listening deeply to voices from the field, holding strategic clarity, and creating space for shared leadership within teams. Both participants now carry these learnings into their daily work—shaping how Maitrayana builds inclusive teams, stays rooted in community realities, and continues to lead with purpose and humility.

## LEADERSHIP TEAM TRAINING BY DASRA



*“This workshop gave me a fresh perspective on what it truly means to lead. I now understand that leadership is built on trust, and that self-awareness is the foundation of meaningful growth,”*  
- Tomcy R, Programme Coordinator

The Dasra Leadership Team Training course offered a powerful space to move beyond traditional leadership models and explore what it truly means to lead with communities, not just for them.

The program emphasized listening deeply to voices from the field, holding strategic clarity, and creating space for shared leadership within teams. Both participants now carry these learnings into their daily work—shaping how Maitrayana builds inclusive teams, stays rooted in community realities, and

continues to lead with purpose and humility. Managers, participated in a curated leadership development programme facilitated by Dasra. This initiative, championed by our CEO, Kalyani Subramanyam, was designed to deepen strategic thinking, foster reflective leadership, and build the skills necessary to lead with purpose and courage at Maitrayana and beyond.

Over the course of the modules, team members engaged in immersive sessions that combined theory, case studies, and peer learning. From studying crisis leadership through the lens of Ernest Shackleton, to learning operational excellence from the Aravind Eye Hospital model, the programme offered rich insights into balancing technical rigour with empathetic, people-first leadership.

One of the most powerful outcomes was the collective shift in mindset—from leadership as task execution, to leadership as trust-building, reflection, and alignment with values.

Team members walked away with a deeper awareness of their leadership styles, strengths, and blind spots. As one participant shared:

"This workshop gave me a fresh perspective on what it truly means to lead. I now understand that leadership is built on trust, and that self-awareness is the foundation of meaningful growth," shared Tomcy R, Programme Coordinator from Bengaluru

This programme marks a significant step in Maitrayana's ongoing journey to nurture internal leadership that is not only skilled and strategic but also grounded in empathy, collaboration, and resilience. We are proud of our team's commitment to growth and are grateful to Dasra's facilitators, Kavneet Kaur and Sayantani B, for guiding this transformative experience.

Above all, we acknowledge the role of visionary leadership within Maitrayana in prioritising this investment.

## COACHES ATTENDED TRAINING ON SRHR BY TARSHI

Our coaches Jiya and Shivani participated in "Basics and Beyond: A Training of Trainers on Sexual and Reproductive Health and Rights", a flagship initiative by TARSHI. The training is designed to promote safe, inclusive spaces that support individual well-being and advance agency over sexuality and reproductive rights.



Our Coaches, Jiya and Shivani, participated in TARSHI's flagship programme 'Basics and Beyond: A Training for Trainers on Sexual and Reproductive Health and Rights.'

*"I had the chance to lead a game session and facilitate a project activity, which really boosted my confidence as a facilitator. Shivani and I represented Maitrayana at the training, and we're excited to share what we've learned with our team and community."*

- Jiya, Coach

Through interactive sessions and values-based learning, the training explored critical themes such as bodily autonomy, consent, gender and sexuality, masculinity, sexual identities, and the real-world application of sexual and reproductive rights (SRHR). Participants also engaged in practical facilitation and peer-led exercises to build confidence and skill as community educators.

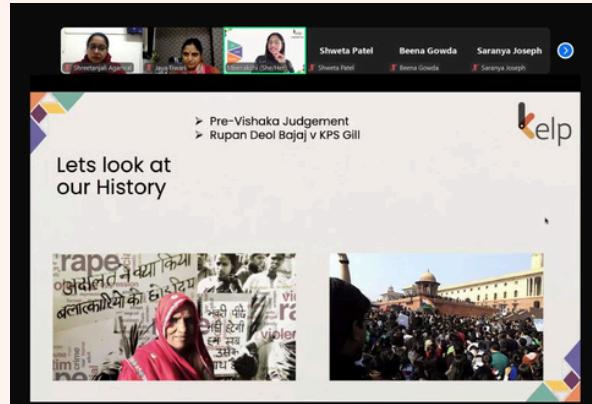
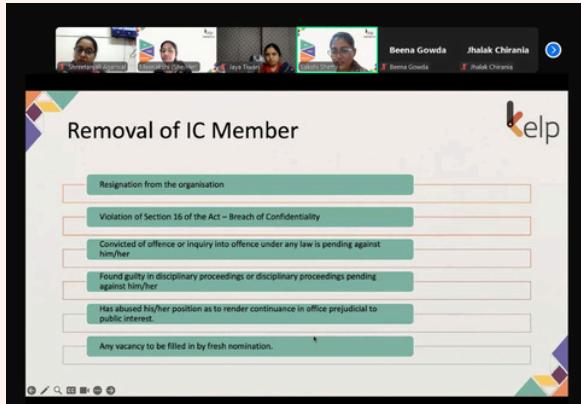
Reflecting on her experience, Shivani shared:

"Through interactive activities and open conversations, I gained a deeper understanding of the importance of bodily autonomy, choice, and access to accurate information. These discussions helped me become more aware of how to create safe and supportive spaces—both personally and in our community work."

We are proud of Jiya and Shivani's commitment to deepening their understanding of SRHR and their role in supporting girls and young women to make informed choices, understand their rights, and lead with confidence in their communities.

## POSH IC COMMITTEE RECEIVED WORKPLACE SAFETY TRAINING

At Maitrayana, we remain committed to maintaining a safe, inclusive, and gender-equitable workplace. As part of this commitment, members of our Internal Committee (IC), including the PoSH Secretariat, participated in a capacity-building workshop facilitated by Kelp HR, a leading organisation in workplace safety and compliance training.



Led by facilitators Meenakshi and Sakshi, the workshop provided a comprehensive understanding of the PoSH Act, 2013, including its historical context, core principles, and the legal and ethical responsibilities of the Internal Committee. The sessions covered key themes such as the principles of natural justice, the importance and role of the IC, and the functionality of the SHe-Box portal.

Shreetanjali, PoSH Secretariat, reflected:

“This training deepened my understanding of the Internal Committee’s role and empowered me to contribute more effectively to creating a safer and more inclusive workplace. Learning about tools like the SHe-Box and how to navigate sensitive cases has equipped me to handle my responsibilities with greater confidence and care.”

Supporting the continued development of our IC members and remain dedicated to upholding the values of dignity, safety, and respect across all levels of the organisation is a priority at Maitrayana.

Maitrayana had zero PoSH cases this year.

## EMPOWERING EMERGING WOMEN LEADERS: E4 COHORT PROGRAM BY ASSOCIATE

This year, Maitrayana nominated Programme Associate Neha to participate in the E4 Cohort Program—a leadership development initiative designed to inspire and equip young women for impactful careers in the social sector. The blended program, led by sector experts including Anusha Bharadwaj, Vanitha Prabhu, Deeptha, and Nayonika, focused on self-discovery, project design, and leadership.



Neha successfully completed the program and designed a powerful initiative aimed at supporting young mothers to return to the workforce and prevent career dropouts due to caregiving responsibilities.

- Her project proposes concrete actions such as:
- Support groups for young mothers
- Flexible leave policies
- Inclusive hiring practices
- Mentorship and awareness-building sessions

"This program gave me the space to reflect and act. I realised how many talented women struggle to return to work after a break. Through this project, I want to build a workplace where women feel supported, seen, and valued," shared Neha.

Her initiative aligns with Maitrayana's values of inclusion, equity, and leadership from within. We are proud of her commitment to creating lasting impact and supporting women's economic empowerment in meaningful, practical ways.

## RESEARCH DONE ON MAITRAYANA'S WORK

- Maitrayana was mentioned as one of the organisations participating in James Marshall's, researcher from Napier University's, research on Safe Spaces in Sport for Development and Mental Health.
- Ravneet Kaur, independent researcher, conducted an impact study of Maitrayana's girls netball clubs.
- Maitrayana participated in Standard Chartered Bank's Goal Survey that looked at the impact across the world of the Goal Programme which Maitrayana has implemented since 2021. It contributed to research to develop local policy in Chennai on the access to sport for girls in Chennai and a thesis on women in sport in media and art.



## LEARNING & TRAINING AT MAITRAYANA

- Training of the regular programme sessions have been taken forward by Master Trainers with a focus on 'the art of facilitation' (rather than conducting sessions by the book) and 'CHANGE IT' (being able to adjust games as per the objective of the session). As new modules had been developed for parents and on career guidance and sexual reproductive health for participants, a cadre of experienced facilitators was trained both on content as well as on facilitation skills.
- Maitrayana has a strong learning mandate. Staff are part of programme reviews that look at impact, progress and processes but which also documents individual and team learnings. They also participated in various model groups in which methodology of child participation, social action and advocacy and the economic justice programme was developed, piloted, reviewed and documented.
- In monthly 'League of Learners' online sessions, staff members shared what they had learned in workshops, conferences and webinars. All topics were directly connected to improving Maitrayana's work on the ground. Some of the topics were HPV, community engagement, leadership, social responsibility, adolescent responsibility and SDGs.

# CHILD PROTECTION & SAFEGUARDING AT MAITRAYANA

Maitrayana has a strong child protection policy that not only focuses on prevention, reporting and redressal but also focuses on creating awareness among adolescent girls and young women about their right to be safe. Through the various reporting mechanisms (calling, CPP box, participants observers, staff reporting) 36 incidents were reported and addressed by the Child Protection Officers and/or Child Protection Committee members. Maitrayana distinguishes between internal and external violations and severe and non-severe breaches of its policies.

The internal violations were all non-severe and were recordings of injuries, incomplete first aid boxes, volunteer and staff behaviour or allowing girls to participate without appropriate consent from parents. External cases ranged from corporal punishment at home to sexual harassment from uncles/employers and from stalking (watchman/boys) to online blackmail through text messages and pictures. The external cases were – in some cases – addressed with support from external agencies, services or organisations.

New CPO and CPC members were elected and trained and monthly meetings were held in which case progress confidentially was discussed. The team implemented suggestions that were drawn from the 2023 – 2024 review such as increasing capacity of CPO/CPC members to train new staff in child protection, to ensure that everyone participates in refresher training and quarterly capacity building sessions. In December the team ran a campaign in which staff was requested to use their creative skills to respond to a given child protection case study. Staff members submitted skits, poems, drawings and videos to explain policy guidelines and responses. Pooja Kumari, Learning and Innovation Manager was the winner of the contest with a poem.

A 2024 – 2025 review was conducted with staff and participants that will guide the 2025 – 2026 implementation e.g. structure to ensure the implementation of site audits, column for participant observers in the session evaluation, permanent telephone numbers for incident reporting, strengthening of the guidelines for external events.

# GALLI GIRLS SPORTS (DELHI, MUMBAI, BENGALURU)



# BECOME A GENDER CHAMPION!

Maitrayana's commitment to empowering girls and women through sport remains unwavering. Through this powerful tool, we work to ensure that every girl and woman can access her rights, strengthen her personal agency, make informed choices about education, sexual and reproductive health, and careers, and lead a healthy, dignified life.

Our third year of implementation has been marked by bold action, youth-led initiatives, meaningful collaborations, and partnerships with gender champions and organisations working to bridge gender inequality.

Join the movement. Stand with girls. Become a gender champion. Contact us now!



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**THANK  
YOU!**