

# ANNUAL REPORT

2024 - 2025

As an institution of change, ELFA International continues to transform communities, inspire individuals and contribute towards bringing positive sustainable changes in the society.

# About ELFA International

ELFA International is a dedicated Aid and Development organization that operates independently and without bias. We actively engage in areas afflicted by poverty, exclusion, conflict, and disaster. Our focus lies in collaborating closely with marginalized demographics such as youth, women, children, and other vulnerable groups. Through our actions and advocacy, we prioritize meeting their essential needs, enhancing their living standards, and advocating for the preservation of their Economic and Social Dignity and Fundamental Rights.

As a Not-For-Profit entity, ELFA International operates without any religious or political affiliations, ensuring our impartiality and commitment to serving humanity. We function as an autonomous association, forging partnerships with like-minded individuals, organizations, and donors who share our values and provide the necessary human and financial resources. Together, we manage projects and execute our social mission, working towards a world where all individuals are treated with dignity, respect, and equality.

# Message from President



## Nawab Mehran Khan

President and CEO

“Humanitarian work requires a heart that beats with compassion for others. Only those who can truly feel another’s pain are capable of genuinely alleviating it.”

It is with immense pride and gratitude that I present to you ELFA International’s Annual Report for the year 2024–25—a year marked by deeper engagement, expanded outreach, and transformative impact across Jammu & Kashmir.

As usual, this year also, our interventions reached some of the most underserved and remote communities, reaffirming our unwavering commitment to a just and inclusive society. Whether through supporting orphaned children with sustained educational assistance, strengthening public healthcare systems, empowering women and youth through skills and leadership training, or advocating for the rights of persons with disabilities—every initiative we undertook reflected our core values of dignity, equity, and opportunity for all.

Noteworthy milestones included the expansion of our Orphan Education Support Program, the donation of a state-of-the-art Hysteroscope Unit to Govt. Lalla Ded Hospital, multi-sectoral livelihood and entrepreneurship trainings, and vibrant, inclusive community events such as Soun Alamdar, which brought people together in celebration of shared identity, culture, and belonging.

Our work would not have been possible without the steadfast support of our donors and partners, the unshakable dedication of our team, and most importantly, the resilience and trust of the communities we serve. Your belief in our mission continues to be the bedrock upon which we build change.

As we look ahead, we remain deeply committed to creating sustainable pathways for development—grounded in empathy, driven by evidence, and powered by collective will. Let us continue this journey together, towards a future defined not by limitations, but by possibilities—where hope is nurtured, potential is realized, and progress is shared.

Thank you for walking alongside us.

## Vision

Education and Livelihood for All work as catalyst in bringing sustainable change in the lives of underprivileged children, youth and women with life cycle approach of development.

## Mission

ELFA International is working to bring positive changes in the lives of Youth, WOMEN, CHILDREN and other vulnerable groups by promoting access to Quality Inclusive Education, Livelihood and Income Generation opportunities, Social and Economic DIGNITY.

## Values

We believe that our partners (STAKEHOLDERS) are the most important people for us. We promote and respect honesty, commitment, integrity, constructive criticism, positive work environment & appreciate efforts of every individual & organizations associated with us.

## Working Model

ELFA INTERNATIONAL's theory of change, operational strategy and framework for measuring results are being finalized after discussion with stakeholders and evaluating the end results, This is done by third party evaluators and the progress and impact tracking is carried out with detailed baselines. This is being taken in all fields of action then only the progress report commence.

## Beneficiaries Covered 2024 - 2025

<b>Education</b>	<b>4925</b>
<b>Women Empowerment , Youth Leadership, Sports &amp; Inclusion</b>	<b>29855</b>
<b>Healthcare</b>	<b>77000+</b>
<b>Winterization</b>	<b>8400</b>
<b>Food Security</b>	<b>8120</b>
<b>Culture</b>	<b>55000 +</b>

# EDUCATION



# Orphan Education Support Program

ELFA International believes that every child, regardless of their circumstances, deserves access to quality education and emotional support. In 2024–25, our Orphan Education Support Program directly impacted **200** orphaned and single-parented children across five key districts of Jammu and Kashmir—Srinagar, Budgam, Bandipora, Baramulla, and Kupwara.

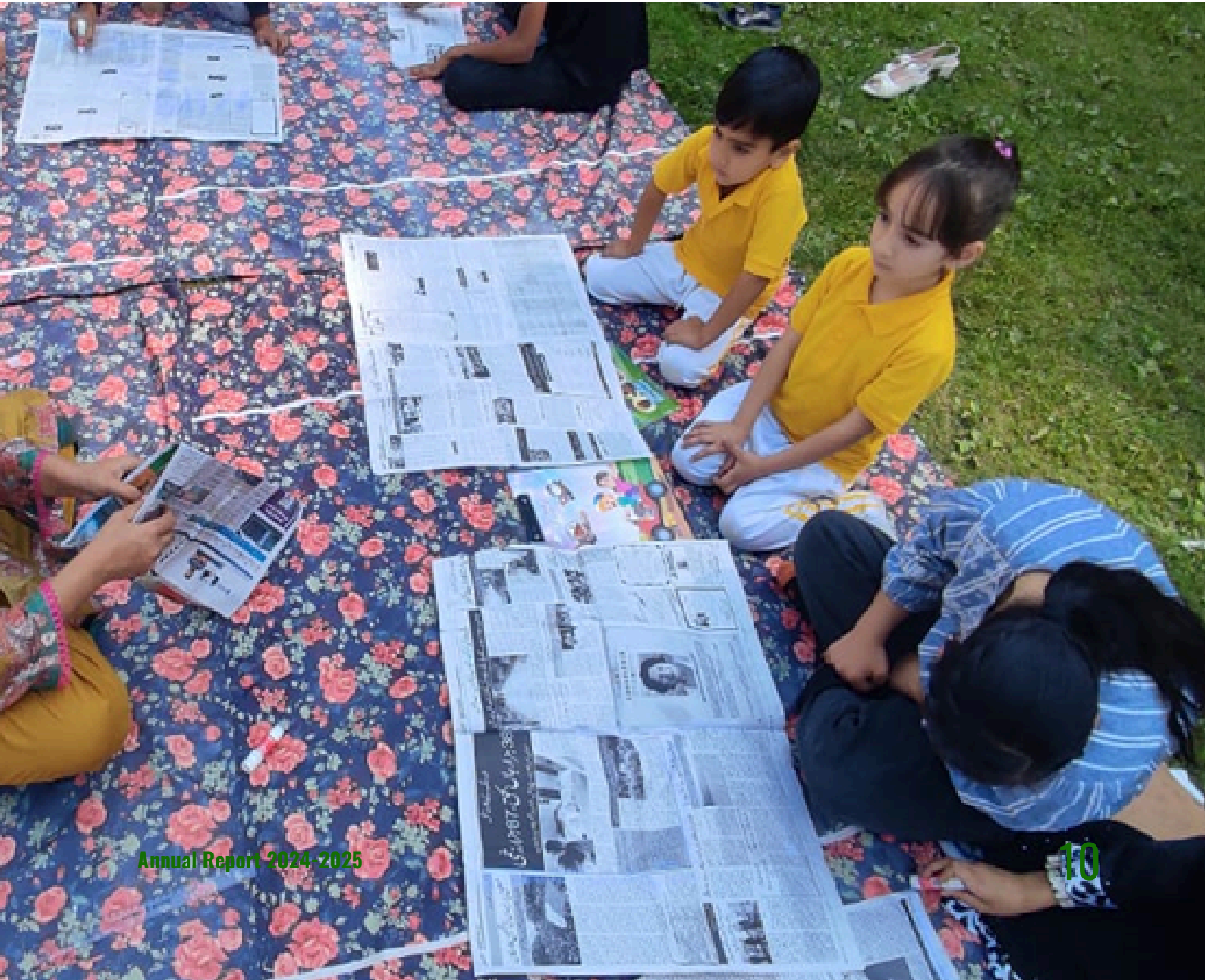
Through this initiative, children received comprehensive support, including payment of school fees, provision of school uniforms, textbooks, and stationery. Recognizing the emotional toll of losing one or both parents, we also provided psychosocial care, creating a nurturing environment that addressed their mental and emotional well-being.



# Education Support for Poor

In remote, economically marginalized communities of Kupwara, Bandipora, and Srinagar, ELFA International extended its outreach to **80** children who were at risk of school dropout due to financial constraints. Through our Education Support for Poor Program, we provided essential school supplies such as uniforms, notebooks, and stationery to help bridge the gap between aspiration and access.

The results were tangible—improved attendance rates, enhanced classroom performance, and a noticeable boost in the self-confidence of students. This initiative reaffirmed ELFA’s commitment to inclusive and equitable education, especially for those living on the margins.



## Promoting Holistic Development Through Sports

As part of ELFA International's continued focus on holistic education, a collaborative initiative was held at Government Middle School, Rajbagh, Srinagar, in partnership with the Directorate of School Education Kashmir (DSEK).

Sports equipment was distributed among students to encourage physical activity and promote well-being. The Director of School Education Kashmir, Dr. Tasaduq Hussain Mir (JKAS), and ELFA International's CEO, Nawab Mehran Khan, led the visit, engaging directly with students and underscoring the importance of sports in fostering physical health, mental resilience, and teamwork.

This joint effort between DSEK and ELFA International exemplifies our shared commitment to nurturing well-rounded development by integrating extracurricular resources into school environments across the region.



## Commemorating Independence Day

ELFA International celebrated India's 78th Independence Day at Crescent Educational Institute, Srinagar, with a vibrant event highlighting the nation's journey toward freedom. The program featured cultural performances, student participation, and inspiring addresses by dignitaries, including the Chief Guest, Mr. Mohammad Ashraf Hakak (JKAS), and Guest of Honour, Dr. Fara Shafi Shaida. The event emphasized themes of unity, service, and national pride, while encouraging youth to uphold the values of freedom and contribute to nation-building. Through this initiative, ELFA reaffirmed its commitment to fostering civic responsibility and community engagement among students.



## Career Counselling

To mark Children's Day 2024, ELFA International organized a one-day Career Counselling Workshop at Army Goodwill School, Wuzar Qazigund. The session aimed to guide students in exploring future career paths, aligning their interests with emerging opportunities in fields such as technology, entrepreneurship, and environmental sciences.

Through interactive discussions and expert-led guidance, students received practical tools for self-assessment, goal setting, and decision-making. The initiative was well-received by students and teachers alike, reinforcing ELFA's commitment to empowering youth through informed career planning.



# WOMEN EMPOWERMENT, YOUTH LEADERSHIP AND SPORTS



## Building Leaders of Tomorrow: Workshops on Effective Communication and Leadership



As part of its continued commitment to youth empowerment, ELFA International conducted a series of training workshops on “Effective Communication and Leadership” in collaboration with leading academic institutions, including Islamia College of Science and Commerce, Srinagar, and Government General Zorawar Singh Memorial Degree College, Reasi (Jammu).

These one-day intensive workshops brought together students, educators, and young professionals, offering them a practical platform to build essential skills in communication and leadership. Expert trainers from ELFA facilitated interactive sessions covering active listening, public speaking, emotional intelligence, conflict resolution, and team-building.

Participants engaged in discussions, role-plays, and real-world scenarios, helping them translate theory into practice and boosting their confidence to lead in academic, social, and professional spaces. The sessions also emphasized values like integrity, collaboration, and decision-making under pressure.

These workshops not only strengthened ELFA’s partnerships with academic institutions but also aligned with its larger vision of nurturing capable, compassionate, and responsible youth leaders across Jammu & Kashmir.

## Empowering Women through Livelihood Training in Samba

As part of a collaborative effort to promote women's economic empowerment, ELFA International, in partnership with Sun Pharma and Usha International, launched a Sewing Training-cum-Production Centre in Kartholi, District Samba. This initiative, aimed at fostering self-reliance among underserved women, provided intensive 25-day training to 25 participants in sewing, stitching, and enterprise development.

Beyond technical skills, ELFA ensures ongoing mentorship, market linkages, and capacity-building support to enable the women to establish sustainable, village-level micro-enterprises. The program reflects ELFA International's continued commitment to inclusive livelihood opportunities and social transformation at the grassroots.



## Silai School Teacher Training Program – Tral, J&K

As part of its “Livelihood for All” vision, ELFA International, in collaboration with USHA International, launched a nine-day residential training program for aspiring Silai School teachers in Aripal, Tral.

The program trained 15 women to become Master Trainers in tailoring, machine repair, and life skills. These women will establish village-level Silai Schools, empowering others in their communities and creating a ripple effect of economic opportunity and skill development.

This initiative aligns with ELFA’s broader Capacity Building and Leadership Program for Women, offering pathways to dignified livelihoods, poverty reduction, and community-led change. The program also reinforced ELFA’s commitment to sustainable grassroots empowerment and will be replicated in other districts to expand impact.



## Advanced Cutting Tailoring Training

ELFA International, in partnership with Sun Pharma and USHA International, conducted a 15-day Advanced Training Program at the Training-cum-Production Centre in District Samba, focusing on advanced stitching and tailoring techniques, quality control, production efficiency, and market-readiness alongside entrepreneurship development. Over the course of the program, rural women and youth gained practical, hands-on skills enabling them to launch micro-enterprises or contribute effectively to local production units, thereby furthering ELFA's mission of sustainable livelihood generation. The valedictory session was graced by Shri Alok Shukla, National Head of USHA International, who commended the initiative for its significant role in empowering grassroots communities and fostering long-term economic self-reliance.



## International Women's Day 2025

To mark International Women's Day 2025, ELFA International, in collaboration with Sun Pharma and USHA International, organized a vibrant event at its Training-cum-Production Centre in Kartholi, Samba, bringing together over 50 women to celebrate resilience, leadership, and economic empowerment. The program featured interactive sessions on women's rights, skill development, and leadership, along with inspiring addresses from ELFA leadership, including CEO Mr. Nawab Mehran Khan and Senior VP Mr. Iftikhar Ahmad Mir, who emphasized the importance of economic independence and rural empowerment. Ms. Priyanka Talwar from Sun Pharma delivered a keynote highlighting the corporate sector's critical role in advancing women's development, while Mr. Khan reinforced the core message that "economic independence is the foundation of true gender equality." The event reaffirmed ELFA's commitment to empowering rural women through skill-building and training, promoting leadership and employment opportunities, and fostering inclusive partnerships to drive sustainable, community-based change.



## Entrepreneurship Awareness Program

ELFA International, in collaboration with the Entrepreneurship Development Institute of India (EDII), Ahmedabad, implemented a comprehensive series of awareness and training programs aimed at nurturing aspiring entrepreneurs across the Union Territory of Jammu & Kashmir.

A total of 5431 beneficiaries were directly trained through these programs conducted across the districts of Anantnag, Bandipora, Baramulla, Budgam, Doda, Kishtwar, Kupwara, Kulgam, Poonch, Pulwama, Rajouri, Ramban, Reasi, Shopian, Srinagar, and Udhampur. These training sessions covered a range of critical topics, including:

- Fundamentals of entrepreneurship and business development
- Market linkages and business planning
- Utilization of local resources for sustainable ventures
- Basic computer literacy
- Awareness and registration on the Government e-Marketplace (GEM) Portal
- Introduction to Goods and Services Tax (GST) and related compliance

The initiative was designed in response to the growing challenge of youth unemployment in the region. By promoting innovative and sustainable entrepreneurial activities, the program sought to provide long-term solutions and alternative livelihood opportunities for the local population.

Special emphasis was placed on inclusivity, with targeted outreach to individuals from marginalized and underrepresented communities, including Scheduled Castes, Scheduled Tribes, Economically Weaker Sections, and Persons with Disabilities. These participants were sensitized about the potential of local resources and encouraged to leverage them to initiate and grow their own enterprises.

This collaborative effort marks a significant step toward building a robust entrepreneurial ecosystem in J&K, fostering economic self-reliance, and empowering the youth with the skills needed to shape their own futures.



## Sports for Change

In collaboration with Sports Club Bandipora, ELFA International organized the 11th Dada Sir Knockout Football Championship in Bandipora, aimed at promoting youth leadership, sportsmanship, and drug-free lifestyles. The final match, contested between Hashmi FC and Ganderbal 11, was graced by the presence of ELFA International's CEO, Mr. Nawab Mehran Khan, as Chief Guest, with a special appearance by Padma Shri awardee Faisal Ali Dar. The winners were awarded ₹30,000, the runners-up received ₹15,000, and the Player of the Match was honored with ₹5,000, alongside trophies presented to all participating players in recognition of their efforts. Speaking on the occasion, Mr. Khan emphasized ELFA's commitment to nurturing the sporting spirit of youth and combating drug abuse through community-driven initiatives, further announcing infrastructure development to support local sports. The championship reinforced ELFA's broader mission of youth empowerment, drug prevention, and holistic community development.



## International Day of Persons with Disabilities

On December 3, 2024, ELFA International commemorated the International Day of Persons with Disabilities with a powerful awareness and advocacy event at the Community Health Centre, Hajin, Bandipora, spotlighting the rights, challenges, and capabilities of persons with disabilities while fostering dialogue on inclusive development. The gathering brought together health professionals, disability advocates, artists, educators, community leaders, and notable dignitaries including Dr. Idrees (BMO Hajin), Mir Bashir Ahmad (UT Spokesperson, J&K EJAC), filmmaker Mushtaaque Ali Ahmed Khan, and senior leadership from ELFA International. The program featured an opening address by Mr. Malik Abrar Altaf, Chief of Programs at ELFA, who emphasized breaking societal barriers and advancing disability inclusion through community-driven change, while Amir Suhail Wani, Social Innovations Officer at ELFA, highlighted the transformative role of assistive technology and inclusive design in empowering persons with disabilities. Engaging panel discussions addressed inclusive healthcare, legal rights under the Disability Act, emotional support, and representation in arts and media, while cultural inclusion was reinforced through conversations led by Mr. Muneer and Mr. Mushtaaque on equal opportunities in creative platforms. The event also showcased inspiring demonstrations by visually impaired children in Braille and digital literacy, reflecting the power of education and accessibility tools in transforming lives. Overall, the event stood as a testament to ELFA International's enduring commitment to building inclusive spaces, advocating for policy implementation, and enabling persons with disabilities to lead empowered, dignified lives.



# HEALTHCARE



## HYSTEROSCOPIC UNIT

In partnership with NTT DATA, a global leader in IT and digital services, ELFA International contributed to upgrading women's healthcare in Jammu & Kashmir by donating a state-of-the-art Hysteroscopy Unit to Government Lalla Ded Hospital, Srinagar.

This high-precision equipment, valued at INR 5 million, is crucial for diagnosing and treating uterine conditions such as fibroids, polyps, and abnormal bleeding through minimally invasive procedures. The donation was part of NTT DATA's CSR initiative, reflecting a shared commitment to enhancing public healthcare infrastructure in underserved regions.

A formal handover ceremony marked the occasion, attended by key healthcare officials and representatives from ELFA International and NTT DATA. The leadership emphasized the transformative impact this donation would have on improving diagnostic accuracy, patient care, and treatment outcomes for women in the region.

This initiative exemplifies the power of collaboration between the corporate, public, and non-profit sectors in addressing critical healthcare gaps and fostering community well-being.



## Towards a TB-Free Jammu & Kashmir

100-Day Nutrition Basket Campaign under PM TB Mukht Bharat Abhiyan  
In support of the Government of India's vision for a TB-free nation, ELFA International joined hands with the National Health Mission (NHM), J&K, and the Directorate of Health Services, Jammu, to implement the 100-Day Nutrition Basket Distribution Campaign under the Pradhan Mantri TB Mukht Bharat Abhiyan.

This initiative addressed a critical aspect of TB recovery—nutrition—by distributing essential nutrition baskets to hundreds of TB patients across the region. Malnutrition is a known barrier to effective TB treatment, and this campaign aimed to enhance treatment adherence and recovery outcomes through nutritional support.

Key health officials and civil society leaders participated in the launch, reinforcing the power of public-private partnerships in tackling public health challenges.

ELFA International's involvement reflects its commitment to inclusive healthcare and community-led disease elimination efforts in Jammu & Kashmir.



## SBIF Sanjeevani “Clinic on Wheels”

This year ELFA International established yet another milestone by partnering with SBI Foundation in delivering the flagship CSR initiative, SBI Sanjeevani – Healthcare on Wheels, in the high-altitude Himalayan districts of Kupwara and Baramulla. Through this transformative programme, we deploy fully-equipped Mobile Medical Units (MMUs) staffed by doctors, pharmacists and technicians to bring primary and preventive healthcare directly to underserved communities. Free consultations, diagnostics, medicines and health camps form the core of our outreach. Our teams conduct regular vaccination drives and health-awareness sessions focused on maternal health, hygiene, nutrition and community well-being. By reducing travel distances to access care, building trust in organised healthcare and fostering resilient local health networks, this collaboration is helping bridge the health-gap in rural Kashmir. The SBI Sanjeevani model has already shown strong outcomes across India — reducing out-of-pocket healthcare expenses, improving preventive-health behaviours, and empowering thousands through dignified, continuous access to healthcare.



# FOOD SECURITY

(Charity & Social)



## Food Security

# 8120

## INDIVIDUALS SUPPORTED

### **Pan-UT Food Distribution Program: Ensuring Nutritional Security for the Most Vulnerable (2024–2025)**

In 2024–2025, ELFA International continued its unwavering commitment to addressing food insecurity through its Pan-Union Territory Food Distribution Program in Jammu and Kashmir. This initiative reached 1,160 families and directly benefited 8,120 individuals, offering a critical safety net for those facing severe economic challenges.

The program was designed with a community-centric approach, engaging local networks to identify households most affected by poverty, displacement, or socio-economic vulnerabilities. By tapping into grassroots intelligence, ELFA ensured that aid was directed where it was most urgently required.

Each food kit was carefully curated to meet the basic nutritional requirements of an average household. The kits included essential items such as rice, pulses, cooking oil, and other daily-use groceries—selected to support a balanced and sustaining diet amidst financial hardship.

Despite the region's difficult topography and often unpredictable conditions, ELFA's teams succeeded in delivering aid to even the most inaccessible and remote villages of Jammu and Kashmir. The commitment to geographical inclusivity was a defining strength of the program, ensuring that isolated communities were not left behind.

This intervention not only addressed the immediate food needs of vulnerable populations but also contributed to their overall well-being and resilience. For many families, the support arrived as a lifeline during an especially challenging year.

The 2024–2025 cycle of the Pan-UT Food Distribution Program reaffirmed ELFA International's role as a reliable partner in humanitarian response, demonstrating the transformative impact of targeted, community-driven action in safeguarding human dignity and health.

# WINTERIZATION



## Winter Relief Program



In the year 2024–25, ELFA International intensified its humanitarian response to the severe winter conditions faced by vulnerable communities across Kashmir. As temperatures plummeted below freezing, the harsh winter posed life-threatening challenges for economically disadvantaged families lacking basic protective resources. Recognizing this urgent need, ELFA International launched a comprehensive winter aid program, reaching 1,180 families and benefitting over 8,400 individuals, including 1,960 individuals directly through targeted winter support interventions.

The initiative provided critical winter essentials such as warm clothing, blankets, hot water bottles, and other necessities vital for enduring the cold. These winter kits were distributed following a thorough identification process to ensure aid reached the most marginalized and economically vulnerable households, especially in underserved and remote regions of the Union Territory.

By extending its reach to areas often overlooked by mainstream services, ELFA International reaffirmed its commitment to inclusive, equitable, and compassionate outreach. The successful execution of the winter aid program not only alleviated suffering but also stood as a testament to the organization's resolve to safeguard human dignity and well-being in times of seasonal crisis. Through this initiative and others, ELFA International continues to embody the spirit of solidarity and resilience, ensuring that no family is left behind during the most testing months of the year.

# ART & CULTURE



## Souan Alamdar

ELFA International, in collaboration with Adinah Audio Centre, presented Souan Alamdar – a cinematic tribute to the life, poetry, and philosophy of Sheikh-ul-Aalam (Sheikh Noor Din Wali), one of Kashmir’s most revered saints and poets. The event served as a celebration of his enduring message of peace, unity, and spiritual wisdom, which continues to inspire generations across Kashmir and beyond. Through cinematic storytelling, scholarly insights, and community engagement, the program highlighted the timeless relevance of Sheikh-ul-Aalam’s teachings in addressing contemporary social and cultural challenges. By curating this initiative, ELFA International reaffirmed its commitment to preserving Kashmir’s Sufi traditions, safeguarding the region’s literary and spiritual heritage, and fostering dialogue around values of compassion, inclusivity, and collective harmony. Souan Alamdar stood as a powerful reminder of how cultural memory, when preserved and shared, can serve as a guiding light for building stronger, more cohesive communities.



# ADVOCACY, SYSTEMIC & POLICY LEVEL INTERVENTIONS



## Advocacy

In a series of high-level engagements, ELFA International continued to strengthen its advocacy efforts by forging meaningful partnerships with key government stakeholders in Jammu and Kashmir. The Senior Management Team of ELFA International held a comprehensive meeting with Mr. Mohammad Ashraf Hakak (JKAS), Administrator of Government Medical College (GMC) and Associated Hospitals, with participation from Mr. Danish Aziz, Education Specialist at UNICEF. The discussion centered on ELFA's ongoing interventions and future plans to uplift vulnerable communities across the Union Territory. Mr. Hakak commended ELFA's multifaceted work in health, education, and community support, recognizing the organization's role in complementing government efforts to bring about positive social change. Reinforcing this momentum, Mr. Nawab Mehran Khan, CEO of ELFA International, also met with the Hon'ble Lieutenant Governor of Jammu and Kashmir, Shri Manoj Sinha, to present an overview of the organization's holistic development programs. Mr. Khan emphasized ELFA's commitment to inclusive and participatory development across sectors such as education, livelihood, healthcare, and youth empowerment. The Hon'ble LG lauded ELFA's impactful interventions and assured continued government collaboration in scaling up such transformative initiatives. Furthering ELFA's advocacy through community-focused action, Dr. Tasaduq Hussain Mir (JKAS), Director of School Education Kashmir, joined Mr. Nawab Mehran Khan in distributing sports equipment to students at Government Middle School, Rajbagh. This initiative promoted the importance of physical education and holistic child development, while highlighting the collaborative spirit between the Department of School Education and ELFA International. These collective engagements exemplify ELFA International's strategic approach to advocacy—building partnerships, influencing policy, and championing inclusive development for the betterment of society.

# INTERNSHIP & VOLUNTEERISM



# Volunteerism

Young people are crucial drivers of social change, offering the energy, creativity, and determination needed for innovation and reform. Volunteerism is a vital and increasingly popular way for young people to effect positive change in society. It is becoming an essential tool for engaging youth in global peace and sustainable human development. For example, as governments, United Nations entities, and civil society organizations shape the post-2015 development agenda, there is a strong emphasis on a bottom-up process that includes young people's voices and active engagement, with volunteering being a key mechanism for this. Many young people view volunteerism as a complement to formal education, helping them acquire essential job market skills such as leadership, teamwork, problem-solving, planning, management, creativity, communication, and negotiation. This is particularly important in the current global economic climate, where job competition is fierce. At ELFA INTERNATIONAL, we promote volunteerism and encourage those interested to join us.

Please contact us at [info@elfainternational.org](mailto:info@elfainternational.org).



# MEDIA



# Media

## 100-Day TB elimination Campaign: Nutritional baskets provided to Patients under Nikshay Poshan Yojana

Jammu Links News

3/7/2025



JAMMU: State and District TB Control Society Jammu, in collaboration with ELFA International and under the guidance of Mission Director National Health Mission J&K Nazim Zai Khan has initiated a dedicated effort to improve the health and recovery of TB patients.

As a part of the initiative, ELFA International provided 100 nutritional baskets to TB Patients under Nikshay Poshan Yojana during the 100-Day TB elimination Campaign.

The event was held in the presence of Director Health Services Jammu Dr Rakesh Magotra, CEO ELFA International Nawaab Mehraan Khan, Vice president ELFA International Iftikhaar Ahmed Mir, Chief Medical Officer Jammu Dr Harbaksh Singh, Program Manager NTEP J&K Dr.Vijay Kumar, Logistic Officer ELFA Mohammad Zuain Wani, State TB Officer Jammu Dr Jyoti Jolly, District TB Officer Jammu Dr Anu Saloch and Project Co-ordinator ELFA International Ms. Komal Slathia.

The initiative aims to strengthen TB care services by ensuring better nutrition and support for Patients contributing to the larger goal of TB Elimination in Jammu (J&K) by 2025. The vision for which was envisaged by Hon'ble Prime Minister of India.

## Sun Pharma inaugurates Training-Cum-Production Centre to empower women in Jammu



### TP CORRESPONDENT

JAMMU, India, Jan 8: As a part of its CSR vision to bring about the holistic development of under-served communities in a sustainable manner, Sun Pharma, the largest pharmaceutical company in India, inaugurated a Sewing Training-cum-Production Centre today in Samba, Jammu in collaboration with the ELFA International and Usha International. This initiative aims to empower 25 women from low-income groups in the area, by enhancing their skills and promoting micro-enterprises.

As part of the program, participants will receive 25 days of intensive training in sewing and stitching. They will also be guided on establishing village-level sewing enterprises, encouraging self-reliance and driving social change within their communities. The participants will be provided continuous skill enhancement and ongoing support through regular follow-ups and market linkages.

This initiative seeks to uplift the socio-economic status and quality of life of participating women, improve access to education and healthcare for their families, and create employment opportunities at the village level.

The program was launched by Shri Chander Prakash Ganga (Chief Guest), Honorable MLA Vijaypur constituency in presence of Dr. Arun Manhas (JKAS) (Guest of Honour) Director Industries

& Commerce, Professor Indu Kilam (Guest of Honour), Sr. Advisor & Mentor, ELFA International, Ms. Heena Kouser, ELFA International Ms. Parul Khajuria (JKAS) Block Development Officer, Bari Brahmana, Mr. Uday Chintawar (Guest of Honour), Plant Head, Sun Pharma, Ms. Priyanka Talwar, Sun Pharma, Ms. Shayista Ayoub, State Coordinator, USHA International, Mr. Tersem Singh, Ms. Minakshi Sharma, ELFA International and other dignitaries.

Shri Chander Prakash Ganga, MLA Vijaypur appreciated Sun Pharma, ELFA International and USHA International for starting this wonderful program in district Samba, Jammu and ensured his full support and cooperation. Dr. Arun Manhas (JKAS), Director Industries & Commerce, said such initiatives are need of the hour and ELFA International has been doing a commendable job in J&K, he appreciated Sun Pharma for taking this wonderful initiative under their CSR initiative and assured his full support and cooperation

Commenting on the launch, Mr. Chandrashekhar Gowda, AVP - Head, Corporate Social Responsibility, said, "At Sun Pharma, we are deeply committed to promoting social change and economic self-reliance. By equipping women with essential skills and opportunities we aim to foster resilience, economic independence and greater gender equality. Sun

Pharma is working closely with local and district administration to ensure the success of this initiative".

Through its partnership with ELFA International and Usha International for this Usha Silai School program, Sun Pharma underscores its commitment to driving meaningful societal change and fostering the development of communities in need.

Sun Pharma is also running this program for 25 women in Panoli, Gujarat.

**About Sun Pharmaceutical Industries Limited (CIN - L24230GJ1993PLC01905 0)** Sun Pharma is a leading global specialty generics company with presence in Innovative products, Generics and Consumer Healthcare products. It is the largest pharmaceutical company in India and is a leading generic company in the US as well as Global Emerging Markets. Sun's high growth Global Specialty portfolio spans innovative products in dermatology, ophthalmology, and onco-dermatology and accounts for over 18% of company sales. The company's vertically integrated operations deliver high-quality medicines, trusted by physicians and consumers in over 100 countries. Its manufacturing facilities are spread across six continents. Sun Pharma is proud of its multi-cultural workforce drawn from over 50 nations. For further information, please visit [www.sunpharma.com](http://www.sunpharma.com) and follow us on LinkedIn & X (Formerly Twitter)."

## Andrabi launches video based on verses of Nund Reshi

Monitor News Bureau

SRINAGAR, FEBRUARY 12: J&K Waqf Board Chairperson Dr Syed Darakhshan Andrabi today launched the Video SOUN ALAMDAR based on the selected Sheikh-e-Shruki (The verses of Nund Reshi Hazrat Sheikh-ul-Aalam RA) sung & directed by renowned musician and film man Aejez Rah & collaborated by Elfa International at an impressive function held at Tagore Hall in Srinagar today.

Dr Darakhshan said that the spiritual saints and their teachings are our treasures and we all should contribute in propagating their message and follow their footsteps so



## Media

### ELFA International collaborates with NTT DATA to enhance maternity healthcare in Jammu and Kashmir, upgrades Hysteroscope Unit at Government Lalla Ded Hospital

Srinagar – August 28, 2024 – ELFA International donated a Hysteroscope Unit to Government Lalla Ded Hospital, Srinagar with financial support from NTT DATA, a global digital business and IT services leader. As part of its Corporate Social Responsibility (CSR) efforts, NTT DATA partnered with ELFA International to support its mission of addressing the healthcare needs of people in Jammu and Kashmir.

A hysteroscope is an essential instrument for performing minimally invasive procedures such as hysteroscopy. This procedure is crucial for diagnosing and treating intrauterine conditions, including abnormal bleeding, polyps, fibroids, and other uterine abnormalities. The availability of a hysteroscope will significantly enhance the hospital's capability to provide high-quality care and improve patient outcomes. The Hysteroscope Unit was handed over by the Chief Guest of the event Mr. Mohammad Ashraf Hakak (JKAS), Administrator GMC and associated hospital, in presence of, Prof (Dr) Syed Masuma Rizvi, Head of the Department, Obstetrics and Gynaecology, L. D. Hospital, Mr. Santosh Karamgattil, Sr. Director Finance NTT DATA, Dr Muzaffer Jan, Medical Superintendent L. D. Hospital, Prof Dr. Rizwana Habib, Ex. H. O. D. Department of Obstetrics and Gynaecology, L. D. Hospital, Mr. Mir Iftikhar Ahmad, Sr. Vice-President, ELFA International, Mr. Nawab Mehran Khan, CEO, ELFA International and senior team member of ELFA International.

Mr. Mohammad Ashraf Hakak (JKAS) congratulated the entire team on their accomplishment and said, "I thank ELFA International and NTT DATA for the donation of Hysteroscope Unit to the Lalla Ded Hospital Srinagar, the entire Kashmir region will benefit from this service." He added, "ELFA International has been doing a commendable job in the UT of Jammu and Kashmir."

Gauri Bahulkar, Sr. Director of Global Corporate Social Responsibility at NTT DATA, emphasized the company's dedication to addressing healthcare disparities. "Enhancing healthcare access and infrastructure in underserved states across India is important to us. Our support for the great work that ELFA International has undertaken in upgrading Lal Ded Hospital is a small step towards a healthier, more equitable future. We also hope that more CSR funding will reach states like Jammu and Kashmir, where the need to improve healthcare infrastructure is urgent," she said. "We are delighted to join hands with a global leader like NTT DATA in our mission to improve the healthcare facilities across Jammu and Kashmir," Mr. Nawab Mehran Khan, CEO, ELFA International added. "Proper access to healthcare is integral to the dignity of the individual and this hysteroscope will be beneficial for 1000/s of patients

**About ELFA International:** ELFA International is working to bring positive changes in the lives of youth, women, children and other vulnerable groups by promoting access to Quality Inclusive Education, Livelihood & Income Generating Opportunities, Social and Economic Dignity. Working alongside youth, women, children and other vulnerable groups, our action and testimony are focused on responding to their essential needs, improving their living conditions and promoting respect for their Economic and Social Dignity and their fundamental rights. ELFA International is a not-for-profit organization with no religious or political affiliation. It operates as an independent association believing in partnering with like-minded people and organizations/donors that provide it with human and financial resources, manage its projects and implement its actions and social mission.

**About NTT DATA** NTT DATA is a \$30+ billion trusted global innovator of business and technology services. We serve 75% of the Fortune Global 100 and are committed to helping clients innovate, optimize and transform for long-term success. As a Global Top Employer, we have diverse experts in more than 50 countries and a robust partner ecosystem of established and start-up companies. Our services include business and technology consulting, data and artificial intelligence, industry solutions, as well as the development, implementation and management of applications, infrastructure and connectivity. We are also one of the leading providers of digital and AI infrastructure in the world. NTT DATA is part of NTT Group, which invests over \$3.6 billion each year in R&D to help organizations and society move confidently and sustainably into the digital future.

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## Media

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### ELFA International Celebrates International Day of Persons with Disabilities in Hajin, Bandipora, Jammu and Kashmir

On December 3, 2023, ELFA International marked the International Day of Persons with Disabilities today with an inspiring event at the Community Health Centre, Hajin, Bandipora. The occasion was graced by notable figures including Dr. Idrees, Block Medical Officer (BMO) Hajin; Mir Bashir Ahmad, UT Spokesperson J&K EJAC, Mushtaaque Ali Ahmed Khan, a renowned filmmaker, theatre director, and founder of the Kashmir Film Festival; Mr. Iftikhar Ahmad Mir, Sr. Vice President, ELFA International; Mr. Muneer, Zonal Cultural Coordinator; Mrs. Nazeem Hameed, Director of Programs and Operations at ELFA International; Amir Suhail Wani, Social Innovations Officer at ELFA International. The event was aimed at raising awareness about disability inclusion and highlighting the challenges faced by persons with disabilities in the region. The proceedings included speeches from various dignitaries, who emphasized the need for a supportive environment for the disabled and discussed the importance of community involvement in breaking barriers. Malik Abrar Altaf, Chief of Programs and Operations at ELFA International, opened the event with a powerful speech on the importance of empowering persons with disabilities. He stressed that disability is not a barrier to success but often a result of societal attitudes and lack of accessibility. "Today, as we observe the International Day for Persons with Disabilities, we must focus on creating an inclusive society that provides equal opportunities for all," he said. Abrar emphasized the need for education, skill development, and accessible infrastructure to enable persons with disabilities to live fulfilling lives. He also discussed ELFA International's commitment to advocating for the rights of persons with disabilities, providing them with necessary resources, and helping them overcome societal challenges. "We believe that inclusion starts with awareness, and events like today play a vital role in transforming our collective mindset toward disability," he added. Amir Suhail Wani, Social Innovations Officer at ELFA International, spoke about the critical role that innovation and technology can play in making the lives of persons with disabilities easier. He highlighted the importance of accessible technology, assistive devices, and social innovation in addressing disability-related challenges. "Through innovative solutions, we can ensure that persons with disabilities are not left behind," Wani stated. He also noted that ELFA International is working on several projects aimed at enhancing the lives of persons with disabilities through assistive technology and community-driven initiatives. Wani encouraged the local community to be more involved in supporting persons with disabilities, not just through charity, but by fostering an environment of respect, understanding, and equal opportunities. Dr. Idrees, Block Medical Officer Hajin, spoke about the health challenges faced by persons with disabilities and the role of medical professionals in providing quality care and services. He stressed the importance of ensuring that healthcare services are accessible and inclusive for all individuals, regardless of their physical abilities. "Disability is often associated with health concerns that require specialized care. It is our responsibility as healthcare providers to ensure that every individual, regardless of their disability, has access to the care they need," Dr. Idrees said. He also highlighted the efforts being made at the local level to make medical services more accessible to persons with disabilities, including the establishment of accessible healthcare facilities and the training of medical staff to understand and address the unique needs of this community. Mr. Muneer, Zonal Cultural Coordinator, spoke about the importance of culture and art in fostering inclusion and breaking down societal barriers. "Art has the power to transcend all boundaries, and it is essential that persons with disabilities are provided opportunities to express themselves through creative mediums," he said. Muneer called for more cultural initiatives and events that cater to persons with disabilities, encouraging local artists and cultural practitioners to engage with this community. "When we bring people together through culture, we break down stereotypes and create spaces of equality," he added. Mr. Mushtaaque Ali Ahmed Khan, an esteemed filmmaker, theatre director, and founder of the Kashmir Film Festival, spoke passionately about the role of the arts in portraying the lives and struggles of persons with disabilities. He shared his experiences working with disabled actors and filmmakers, emphasizing the need to represent diverse stories in the media. "Cinema and theatre have the power to change perceptions and bring about social change," Khan remarked. "We need to ensure that the voices of persons with disabilities are heard, both on and off screen." Khan called for greater representation of persons with disabilities in the film and arts industries, both in front of and behind the camera. He also advocated for more inclusive film festivals and platforms to showcase the work of persons with disabilities (Artists). Mir Bashir Ahmad, UT Spokesperson J&K EJAC, gave a heartfelt speech on the emotional and psychological challenges faced by persons with disabilities in their everyday lives. He spoke about the need to not only provide material support but to also offer emotional care and respect. "Every individual deserves dignity, and it is our responsibility to stand together and ensure that persons with disabilities are treated with the same respect and kindness that we offer to others," Ahmad emphasized. His words resonated deeply with the audience, reinforcing the idea that creating an inclusive society requires compassion and empathy. Mrs. Nazeem Hameed, an advocate for disability rights, also delivered an informative speech on the legal rights and protections available for persons with disabilities. She educated the attendees about the Disability Act and the importance of enforcing these laws at the grassroots level. "The law provides a framework for the inclusion of persons with disabilities, but it is up to us as a community to ensure that these laws are implemented effectively and that every individual is given the opportunities they deserve," she said. Her talk sparked a deep reflection on the need for continued advocacy and awareness.



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#### Demonstrations by Visually Blind Children

During a powerful and inspiring moment to the event, visually blind children from the local community demonstrated their proficiency in using computers and the Braille system. Despite the challenges they face, the children showcased how technology and adaptive tools have helped them develop valuable skills and live more independent lives. The demonstrations served as a testament to the power of education, innovation, and accessibility in overcoming barriers for persons with disabilities. The audience was moved by the children's determination and their ability to navigate the world with resilience and confidence.

#### Winter Aid Kits Distribution

The event concluded with the distribution of winter aid kits by ELFA International to children with disabilities in the local community. The aid kits, which included warm clothing and essential winter items, were presented to the families in attendance as a gesture of support and solidarity. This act highlighted ELFA International's ongoing commitment to improving the lives of persons with disabilities, particularly during the harsh winter months. The distribution of aid kits not only provided immediate relief but also served as a reminder of the importance of community support for vulnerable populations. The International Day for Persons with Disabilities event organized by ELFA International was a significant step towards raising awareness and promoting inclusivity in Hajin, Bandipora. The heartfelt speeches from the dignitaries, the inspiring demonstrations, and the distribution of winter aid kits were a testament to the collective commitment of the community and organizations like ELFA International to support persons with disabilities. As the event concluded, there was a renewed sense of optimism for the future and a shared commitment to fostering a more inclusive and accessible society for all.



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# Multi-Stakeholder Consultation Emergency Preparedness in North India



**SPEAKER**  
**Dr. Bhanu Mall**  
Chairperson, Sphere India,  
Member Advisor, UPSDMA  
Lucknow, U.P



**SPEAKER**  
**Dr. Piyoosh Rautela**  
Former Executive Director  
Uttarakhand SDMA



**SPEAKER**  
**Mr. CN Prabhu**  
Director, BMSK  
Planning & Development  
Department, Govt. of Bihar



**SPEAKER**  
**Mr. V.R. Raman**  
ED, Centre for Budget and  
Governance Accountability  
(CBGA), New Delhi



**SPEAKER**  
**Brig PK Singh, VSM**  
Former Sr. Consultant-UPSDMA  
Uttar Pradesh



**SPEAKER**  
**Mr. Mehran Khan**  
Founder & CEO, ELFA  
International, Jammu & Kashmir



**SPEAKER**  
**Mr. Rajiv Khajuria**  
President, National Development  
Foundation, Jammu & Kashmir



**SPEAKER**  
**Mr. Virendra Mohan Vashist**  
CASA/District IAG Convenor,  
Shimla, Himachal Pradesh



**SPEAKER**  
**Mr. Devendra Rawat**  
Program Associate, CASA  
Uttarakhand



**SPEAKER**  
**Ms. Sindhu Luna Mansukhani**  
Program Coordinator, Doers,  
Himachal Pradesh



**SPEAKER**  
**Mr. Amar Kr**  
Social Worker,  
E. Champaran, Bihar



**MODERATOR**  
**Mr. Altamash Khan**  
Program Manager  
IAC, Sphere India

Zoom meeting: [http://tiny.cc/MSC\\_NorthRegion](http://tiny.cc/MSC_NorthRegion)

Date: 15th July 2024 (Mon)

Time: 2: 00 PM - 4: 00 PM IST



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