AIM Trust Profile











Introduction

Founded in 1999 under the Indian Trust Act of 1882, AIM Trust has been working for over two decades to uplift marginalized and underserved communities through grassroots-led, impact-driven initiatives. We are fully compliant with all statutory requirements, including 12A, 80G, FCRA, EPF, CSR1, and NGO Darpan registration, reflecting our strong foundation in accountability and governance.

Who Are We?

Our Vision

Building an eco-friendly sustainable society where each and everyone could lead a life with dignity

Our Mission

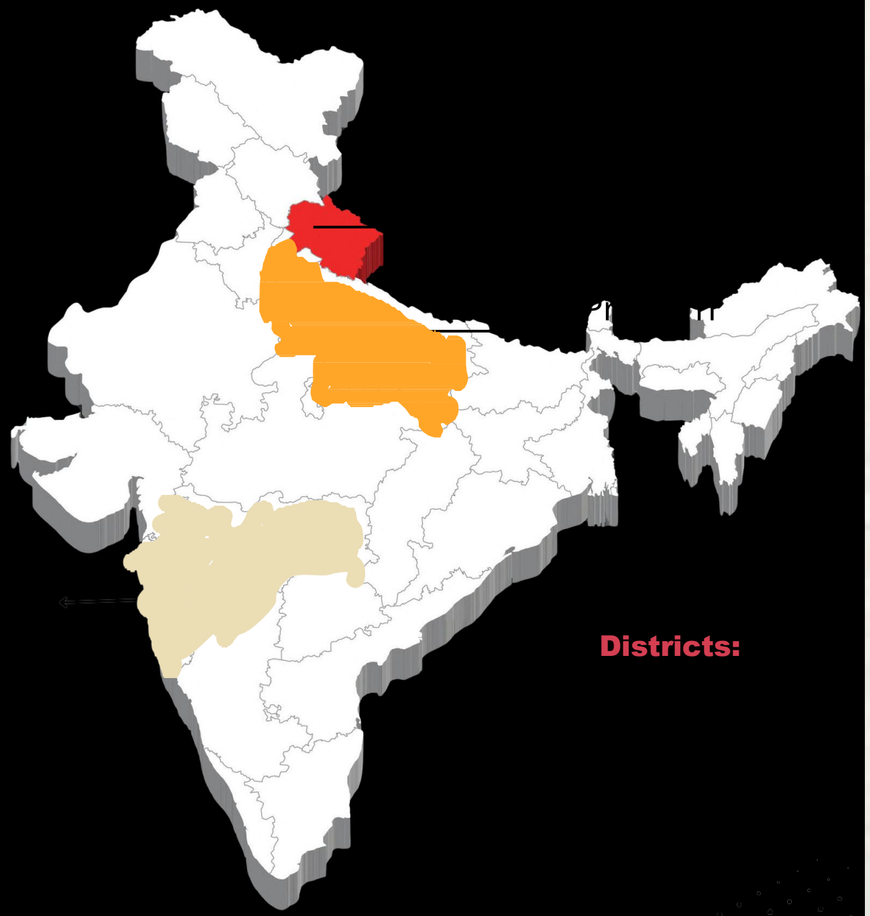
To work for eco-friendly and sustainable development of the society where all human beings could fulfil their basic needs and enhance quality of life

Our Values

We are committed to empowering marginalized communities through value-based education and promoting inclusive, people-centered development with a focus on women and children.
Our core principles include professional excellence, transparency, and fostering an equitable and discrimination-free workplace



Our Geographic Scope



Districts:

Our Objectives

01 Empower marginalized individuals to live with dignity and improved living conditions

02 Provide quality education to children from marginalized families

03 Strive to achieve SDGs for the development of women, children, youth, farmers, and migrants

04 Address climate change and environmental protection

05 Promote social inclusion and address social and economic inequalities

06 Enhance the quality of life of marginalized communities via education, health, and livelihood interventions

07 Develop sustainable agriculture models to enhance livelihoods

Our recent global footprint

Cambodia, 2024

AIM Trust participated in “FAIR for ALL Learning event on Land and Gender”

AIM Trust's "Hello Daughters" program was recognized as a best practice for strengthening women's leadership and decision-making at a global event. This achievement highlights our commitment to empowering young girls to overcome societal stereotypes and become fearless, confident leaders in their own right.

Uganda, 2025

AIM Trust participated in training on “Multi- Partner Project Management”

It created shared learning experience through Mutual Capacity Strengthening Trajectory leading to robust and innovative solutions



We've expanded our global footprint through active participation in international trainings and events, ensuring our methodologies remain at the forefront of global best practices. This engagement has allowed us to forge strategic partnerships worldwide, amplifying our collective impact and bringing global insights to our local initiatives.

Upcoming Opportunities

International Conference on Sustainable Development, Rome

- European Center of Sustainable Development

Participating in the event will support in elevating our global profile and fostering networking opportunities with key players in sustainable development

Fundraising Congress, Netherlands

- International Fundraising Congress

A platform that will bring together over 1,200 fundraisers and social impact leaders from more than 70 countries to share knowledge, best practices, and new strategies for social change

Africa Diaspora Policy Centre, Netherlands

An event to bring leaders from across world on issues related to migration and development

Key Strategies for Change

We implement targeted, community-driven strategies to ensure lasting impact

Community Mobilization

- Building awareness through grassroots outreach
- Strengthening local leadership and ownership

Partnerships & Convergence

- Collaborating with government departments, CSOs & schools
- Linking communities with welfare schemes and entitlements

Capacity Building

- Training adolescent girls, women, SHG leaders, and caregivers
- Enhancing skills in education, leadership, financial literacy & inclusion

Evidence-Based Action

- Using data to inform programming and adapt strategies
- Ensuring accountability through monitoring & learning systems

Our Pillars for Intervention

Harnessing a multi-thematic approach, our pillars of intervention form the core of India's developmental needs by addressing critical gaps.

The 5 Pillars

- Gender Justice & Empowerment
- Integrated Child Development
- Sustainable Livelihood
- Climate Change & Environmental Protection
- Inclusion





Gender Justice & Empowerment

Gender justice and empowerment are fundamental to fostering inclusive and sustainable development, as they address systemic inequalities that hinder social and economic progress. By empowering women and girls, societies unlock their full potential, leading to healthier communities, stronger economies, and more equitable governance.

A. Hello Bitiya Manch- A Platform for Adoloscent Empowerment

Hello Bitiya Manch is a vibrant collective of adolescent girls established in Lakhimpur District as part of the Adolescent Girls Program. This collective serves as a safe and empowering space where girls come together to learn, share, and build their capacities to challenge societal barriers and take charge of their futures.

The program guides girls through a five-phase journey from welcoming them as daughters to cultivating fearlessness, empowering them with education and confidence, preparing them for responsibility, and ultimately ensuring they become financially independent.

We initiate various programs such as Digital Literacy Training, Kitchen Garden, Sports Activities, and Self Defense to achieve our goals.

B. Adolescent Girls Empowerment Program

Aim Trust's Empowering Adolescent Girls Program addresses the educational, socio-cultural, and health challenges faced by adolescent girls. The program focuses on providing information, skills, and support to improve girls' education, safety, and overall well-being.

The program follows a comprehensive, multi-layered approach involving several stages of intervention:

- Awareness & education
- Skill development & empowerment
- Community mobilization
- Institutional support
- Policy advocacy





- Empowered **25,000+** adolescent girls in life skills, leadership & self-defense
- Enabled **5,000+** girls to stay in school through after- school support
- Formed **200** adolescent groups promoting leadership and rights
- Health and hygiene kits distributed to girls
- Over **500** girls gained awareness about their rights and access to services
- **1500+** women received training in financial literacy and entrepreneurship & **200+** girls received vocational training
- **300** families committed to supporting their daughters' education, and 20 villages participated in mobilization efforts against early marriage

The girl students are provided with structured career counselling through interactive workshops and one-on-one guidance



Sports for Girls

Under the Hello Bitiya Initiative, a major focus has been laid on sports. Sports has been used as an enabler in building confidence, promoting leadership, improving physical and mental health, and challenging gender stereotypes.

- Cricket
- Saanp Sidhi
- Kabaddi
- Khokho





At Aim Trust, we aim to expand the sports program to reach more girls and to provide them with quality training facilities along with exposure to district and state-level competition



Through our regular sports events & team participation, we have witnessed a significant improvement in the girl's confidence , leadership abilities and community engagement. We also have cricket teams in various

villages that showcase talent and inspire other to join

Integrated Child Development

Our approach to integrated child development is centered on improving children's lives through holistic interventions that enhance health and nutrition while providing access to a modern digital learning space. This comprehensive model ensures children are physically well and equipped with the skills needed for a digitally connected future.

A. Improving Lives of Children



Under its "Lucknow Urban Development Project", the Aim Trust covered more than 1500 households, and worked intensively to address challenges in each locality, ensuring tailored support to meet the needs of the residents.

The intervention focused on:

- Infrastructure development in schools
- Community and life skills program
- Developing digital learning centres

B. Health and Nutrition

The project "Healthy Children, Nourished Futures" focusses on enhancing early childhood education, hygiene, and nutrition in under-served villages in Uttar Pradesh.

The initiative operates pre-school and nutrition centers and has the following 5 components:

- Learning materials
- Nutrition
- Hygiene boost
- Resource distribution
- Mother's forum







- Provided holistic development to **5,639** children
- Provided furniture and resolved water-logging in damaged floors
- **350** children gained digital skills and received certificates from NIIT
- **68** children received training on Python programming, **23** received Internet Security & Safety training
- 110 adolescent girls received STEM education

- **3000+** girls reached through **30+** menstrual hygiene sessions
- **500+** malnourished children provided with supplementary nutrition
- **1200+** children received health check-ups
- New filtration systems installed in **8** villages for safe drinking water

Sustainable Livelihood

We aim to address the gender-related challenges faced by small and marginal women farmers and workers in the sugar value chain in Uttar Pradesh, Uttarakhand, and Maharashtra by improving women's access to welfare schemes, education, healthcare, and sustainable agricultural practices, thereby ensuring inclusive development



Sugar Value Chain- Women Welfare

Aim Trust has worked extensively to engage with communities through regular village meetings, identifying challenges faced by women and facilitating connections to government welfare schemes.

The program has successfully enrolled drop-out children of cane cutters in schools and provided necessary educational support. Simultaneously, health and hygiene workshops were conducted to address prevalent community health issues, developing a culture of better hygiene practices and disease prevention.

The organization has also raised awareness about digital platforms such as E-Ganna and E-Shram to enhance transparency and access to entitlements.

To promote skill development and sustainability, women have been trained in leadership, financial literacy, and sustainable farming methods through Good Agriculture Practices (GAP).

The formation of self-help groups has further encouraged entrepreneurship and economic independence among women, enabling them to take greater control of their lives.

- Strenghthened **500+** SHGs
- Trained **5,000+** women in financial literacy and entrepreneurship
- Linked **2,00,000** families of sugarcane cutters to welfare schemes
- Production unit established for organic jaggery, increasing household income by **30%**
- Supported **500+** women access loans
- Trained **1,200+** women in stitching, poultry, and food processing
- Honored by the Hon. Governor with the Vinoba Seva Samman for advancing the rights of sugarcane cutters and farmers

AIM Trust collaborated with agricultural experts and scientists to train farmers on these multiple cropping practices





NutriTreasure:

Women’s Economic Empowerment Through Value-Added Nutrition Products

The initiative enhances women’s livelihoods by building skills in transforming traditional food ingredients into high-value nutrition products. Women are trained in improved food processing, product diversification, and market engagement to increase income opportunities.



Nutrient-Enriched Jaggery Products:
The initiative focuses on blending jaggery with various plants to significantly boost its nutritional value

Shree Shakti Van:
A mobile van, named "Shree Shakti Van" was launched to serve as a sales and distribution channel to local markets

Marketplace for Women:
Women sell nutrient-rich jaggery products, such as laddoos and sweets, directly in local markets, creating an income source for them

Climate Change & Environmental Protection

With climate change escalating natural disasters, jeopardizing food security, and driving mass displacement, immediate action is imperative to prevent future challenges from becoming insurmountable.



Climate Resilient Agriculture Program

Aim Trust implemented several initiatives to address climate change and promote environmental protection. The organization introduced sustainable agricultural techniques and encouraged organic farming practices among local farmers to reduce the use of harmful chemicals.

Agricultural waste management was also a key focus, with the Trust promoting composting and recycling methods to minimize environmental impact.

To improve air quality, Aim Trust monitored oxygen levels in the community and launched plantation drives to increase green cover in the region. These efforts were aimed at creating a more sustainable and eco-friendlier environment.





- Over **3,500** women across 25 villages trained in sustainable agricultural practices
- Successfully converted a significant number of farmers to **organic farming**, leading to healthier crops and reduced chemical use
- Conducted **large-scale plantation drives**, resulting in the planting of thousands of trees and a noticeable improvement in local air quality
- Support during disasters, including Covid-19 vaccination drives and flood relief

Inclusion

We believe that inclusion is power! Our initiatives are designed to dismantle barriers, creating a society where the unique abilities and perspectives of disabled people are not only accommodated but also recognized as a driving force for innovation and collective progress.

Skills, Employment, and Empowerment

Beginning as a tribute to Helen Keller, Aim Trust organized an event in collaboration with the National Association for the Blind, India Business Disability Network and Confederation of Indian Industry, focused on the importance of inclusive skilling and training, highlighting the urgency of accessible skilling frameworks, government–industry partnerships, and career progression pathways for persons with disabilities. Emphasis was laid on inclusive hiring strategies, awareness within leadership, and building universally accessible ecosystems in the private sector.

The platform enabled pathways to address key issues for the blind people:

- Inclusion as action
- Skilling with accessibility
- Lived experiences matter
- Cultural strength
- Community-led solutions

AuDis Band (Au = Audio, Dis = Disability)

AuDis band is a global initiative showcasing artists who may be visually impaired, physically challenged, or from dwarf communities.

Through music, song, dance, and drama, they prove that ability is limitless. Their performances break barriers and inspire society to reimagine inclusion. AuDis Band has been invited to perform at Tahbib 2025, Dubai (27th–29th November 2025), a prestigious cultural festival held annually on Dubai National Day. This year's festival will be graced by the legendary writer and poet Shri Javed Akhtar as the chief guest, making it a landmark opportunity for AuDis to represent India's inclusivity before the world.

AuDis Band will represent India with 8–10 artists, along with their manager and curators. Their art is proof that vision is not limited to sight—it is born from passion and soul.







- Supported **300+** persons with disabilities in accessing health, pensions, and schemes
- Conducted **disability inclusion training** with local CSOs and schools
- Advocated for **accessible infrastructure** in public spaces and schools







AuDIs

Rhythm of Possibilities









Convergence with contemporary needs

Through our priority areas, we strategically align with the UN SDG goals and India's national priorities, driving a convergence of action where every initiative in education, skill development, women's empowerment, climate resilience, and health & nutrition directly contributes to a more equitable and sustainable future for all.



SDG goals



Schedule VII



Sustainability Plan

Our approach focuses on strengthening community leadership by empowering youth, SHG members, and PwDs to take ownership of local initiatives. Efforts are anchored through institutional linkages with schools, panchayats, health systems, and government schemes for sustainability. Continuous capacity building ensures peer educators and local facilitators can mentor and advocate independently. On the economic front, producer groups and inclusive enterprises enhance income opportunities and market access for women and PwDs. Through policy engagement, communities advocate for inclusive budgeting and effective scheme implementation. Finally, monitoring committees and peer networks track progress, promote accountability, and encourage cross-learning to sustain impact.

Community Ownership & Leadership

Institutional Linkages

Capacity Building

Economic Empowerment

Policy Engagement & Peer Networks





Invest in Impact Drive Change

We invite you to partner with us in expanding our mission. Together, we can unlock greater potential and bring lasting change to more lives and geographies

Corporate Partnership

By promising funds and collaborating for initiatives that support our multi-faceted thematic areas

Institutional Collaboration

All our initiatives & activities are being supported by our development partners

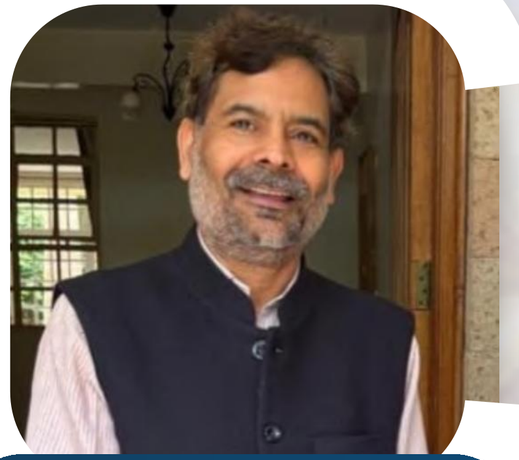
CSR Initiatives

Collaborate with us by integrating your CSR initiatives into our programs, co- designing impactful projects, and leveraging our expertise to create sustainable change

Support A Campaign

Currently, AIM operates in diverse projects and you can adopt one or more of our projects that fit your CSR needs in terms of geographical location and area of intervention

Introducing our Senior Leadership



Director



Executive Director

Sanjay K Rai

- Sanjay, **Director of AIM Trust**, holds a postgraduate degree in Social Work and brings extensive experience in public service.
- He has addressed critical issues such as food security, climate-resilient agriculture, and air and water pollution at major global platforms including the FAO and ILO Summits and events at the University of Oslo and Berlin.
- He has contributed to governance as a Governing Board member of the Institute of Workers' Education and the Central Board of Workers Education (CBWE) under the Ministry of Labour and Employment, Government of India.
- Earlier, he served the Indian Parliament as Senior Private Secretary to the Chairman of the Parliamentary Standing Committee on Personnel, Public Grievances, Law & Justice.
- Sanjay's professional journey also spans the corporate and advocacy sectors, including roles with Ogilvy Public Relations and the Campaign for Tobacco-Free Kids (U.S.), supported by Bloomberg Philanthropy.
- He currently serves on the governing boards of Vikas Adhyayan Kendra, Mumbai; the International Food Security Treaty, U.S.
- Represents AIM Trust as an Executive Committee Member of the National Association for the Blind (NAB) India, Mumbai.



Preeti Upadhyaya

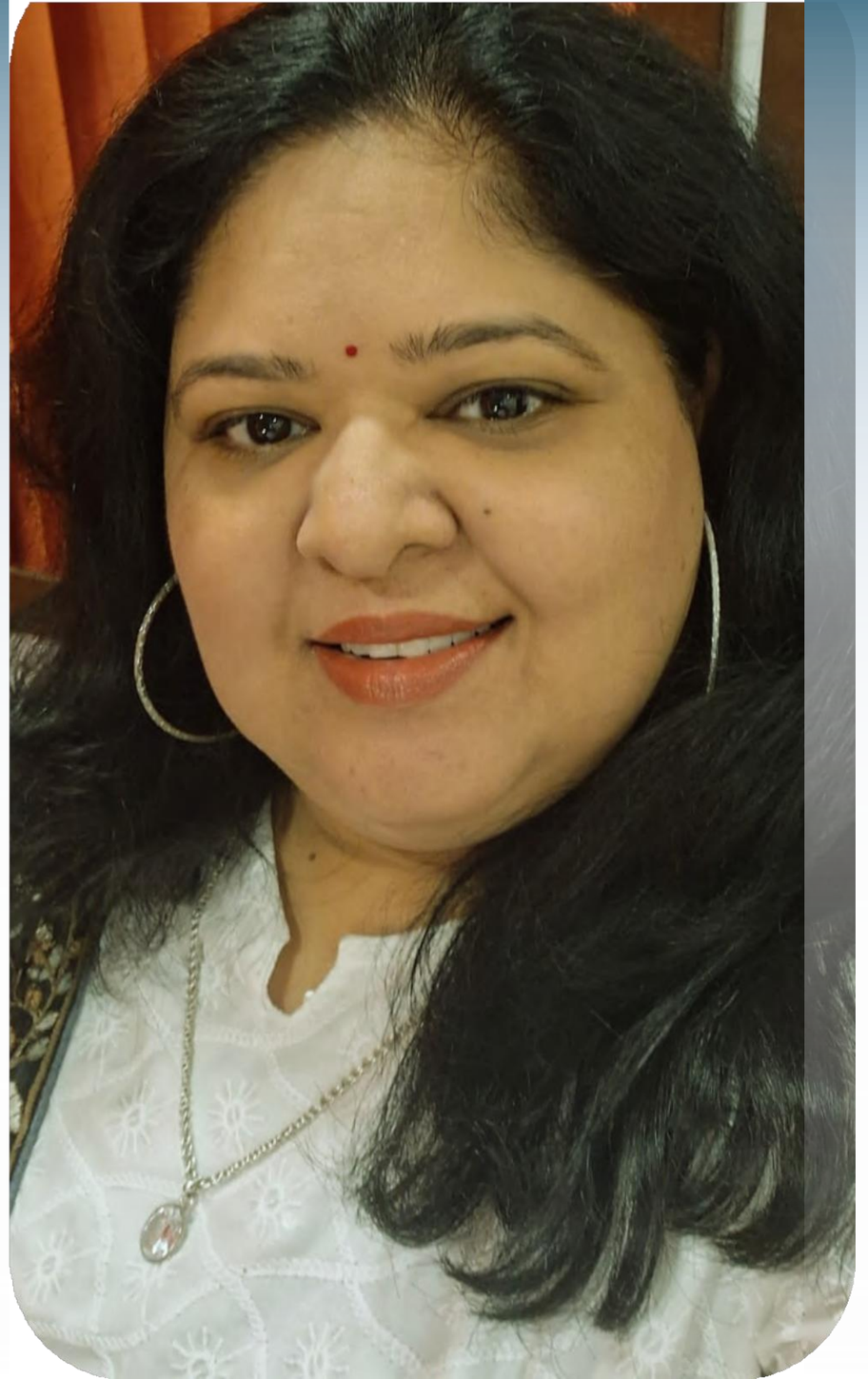
- Preeti Upadhyaya is a purpose-driven changemaker with over two decades of cross-sector experience in research, social innovation, and leadership development.

- As **Executive Director** and Advisory Board Convenor at AIM Trust, she leads transformative initiatives in education, women's empowerment, and inclusive livelihoods while fostering strategic collaborations and mentoring leadership for scalable impact.

- An MBA graduate with a PGD in NGO Management and certifications in Cognitive Psychology and Counselling, she was honored as Women Changemaker of the Year 2024 and represents India on global SDG platforms.

- Preeti also edits the Hello Bitiya newsletter, empowering first-generation girl learners to write, express, and lead; curates AuDis band, a talent platform celebrating the creativity of persons with disabilities; and serves as a global representative for Indian civil society on inclusive social development platforms.

- She has also been representing our country on various platforms like International Conference on Sustainable Development in Rome, Fundraising Congress in the Netherlands, the AIR for ALL Learning event on Land and Gender by OXFAM Cambodia, Multi- Partner Project Management by OXFAM Uganda, etc.




Aim Trust
FAIR FOR ALL


Aim
हमारा संसाधन केन्द्र
हेलो बिटिया मंच




आत्मरक्षा प्रशिक्षण
स्थान
चन्दभानपुर
AIM
TRUST
दिनाँक
12-02-25




LAND LEARNING JOURNEY AND GENDER REFLECTION












Aim
महिला स्वयं सहायता समूह व उद्यमियों की बैठक
Meeting of Women Self Help Group
Place:
Date 27/05/2024



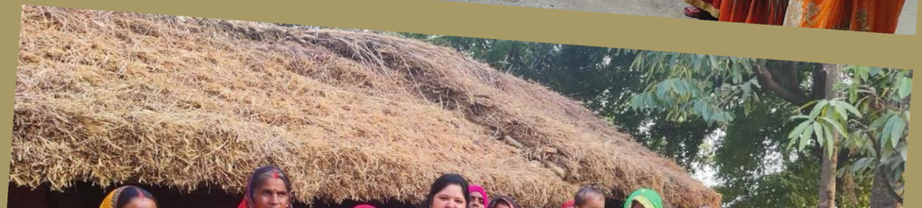



LAND LEARNING JOURNEY AND GENDER REFLECTION


Aim
Hygiene Kit
By - Aim Trust


Aim


(A National Initiative by AIM Trust, CII & NAB India)
SKILLS - EMPLOYMENT - EMPOWERMENT















SEE
(A National Initiative by AIM Trust, CII & NAB India)

Aim
Initiative
SERVE THE BLIND

(A National Initiative by AIM Trust, CII & NAB India)
SKILLS - EMPLOYMENT - EMPOWERMENT

Aim
Initiative
SERVE THE BL

SKILLS - EMPLOYM

SKILLS - EMPLOYMENT - EMPOWERMENT

Aim Trust

Think.

Innovate.

Uplift.



THANK YOU!

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