



**CREATIVE SERVICES  
SUPPORT GROUP**

# **Manifesto**





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# Acknowledgements

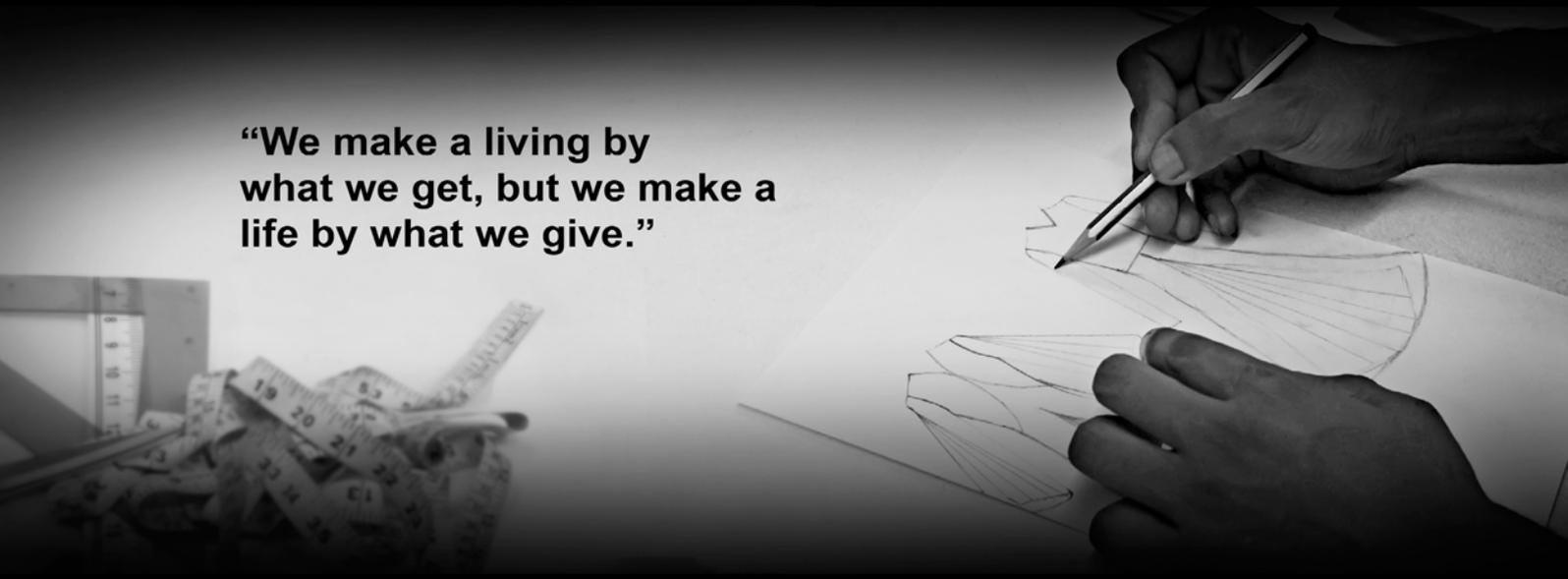
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**“We make a living by  
what we get, but we make a  
life by what we give.”**



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# 1. Executive Summary

## Introduction

Dear Reader,

This document is intended to give you detailed information on the charity 'The Creative Services Support Group' (CSSG) and its cause, starting off with a summary on their work and efforts.

CSSG was founded in 2011 by Anand Kapoor and is a registered charity established to aid underprivileged young adults in India through skills training and mentorship within the creative sectors. The charity was established due to an alarming lack of support for young individuals as they transition into their adult life. CSSG believes that creativity leads to productive livelihoods and is looking to the creative sectors - Food, Literature, Art, Design, Architecture, Fashion, Music, Dance, Theatre, Film, Broadcast, Advertising, Technology and Policy - as an essential channel for creating positive change in societies and communities. The intention is to equip youths with skills that help them out of poverty through being able to secure employment.

CSSG believes that equal opportunities should be given to people regardless of their upbringing. It aims to break down the barriers to equality of opportunity by providing vocational training within job placements to young adults from underprivileged backgrounds. CSSG provides opportunities for the most marginalized young people in India, assisting them in working towards creating a financially secure future for themselves. Specifically by opening the creative sectors to young people by developing skills, vocational training and personalized mentorship, CSSG creates the opportunity for a meaningful career.

CSSG works with children who are considered as too old for many non-profits but too young to have settled into a career. These youth come from a diverse array of backgrounds, but they are all at least eighteen and looking for a chance to apply their talents. Many of our youth come from several feeder charities that we have partnered with over the years. Once a youth joins CSSG, we provide them with intensive training in the career path of interest through workshops and interactive sessions led by industry experts from around the world. During this training process, we work to pair our youth with a mentor who will provide guidance throughout the training and job placement process. Once training is complete, we work to find a job placement in one of our creative sectors.

In order to secure longevity and long term support to achieve its key goals, CSSG has to lay strong foundations and build forward gradually. CSSG's ultimate mission is to provide a school of excellence to those in need of assistance in order to give them the opportunity to receive the best quality vocational training in an engaging learning environment in order to maximize all students' potential for employability.

Following this overview, a couple of words from Anand Kapoor, President of CSSG:

“Giving our youth a platform and the support to burn brightly is essential for our society’s future. However, there are those in our society with no support and in some cases terrible burden that without us will not thrive. One by one we aim to help as many disadvantaged youths as possible to stand on their own two feet and shine. We aim to help our marginalized youth by being there while others are not and providing them with the tools and opportunity to create a financially secure future for themselves. The potential impact on a young persons’ life is incalculable. Each life changed has a profound effect on those around them and person by person we believe a growing network of benefactors and beneficiaries will have a far reaching positive effect that goes beyond those we come into contact with on a daily basis. Quite simply we want a better India with a better future and are working towards it in the best way we know how.”



**“We must not,  
in trying to think about how  
we can make a big difference,  
ignore the small differences we  
can make which, over time,  
add up to the big differences that  
we often cannot foresee.”**



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## 2. Introduction

### 2.1 Background

*“Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime.”*

Roughly 1 billion people across the world live on less than US\$1 a day. Statistics also indicate that about the same amount of adults around the world are illiterate. A recent UNESCO report states that India, with 37%, has the world’s largest number of illiterate adults (UNESCO 2014<sup>1</sup>).

India contains one seventh of the world’s population. According to the 2011 Census, “youth accounts for 20 per cent of the total population. However, 84.5 million young people in India live below the poverty line, which is the highest rate worldwide, at 44.2 per cent of the total youth population.” (Sinha 2013<sup>2</sup>)

General support in India is mainly focused on the elderly and very young, but once a child reaches 18 help suddenly disappears as they are legally regarded as adults who no longer require any form of assistance. One essential element that is

lacking in India for underprivileged young adults is preparation for the world of work. Youth unemployment for the underprivileged is extremely high in India which impacts their future labour market prospects, and leads to an increase in criminal activities - the two factors being unmistakably connected - as a number of previous studies have shown (poverties.com 2013<sup>3</sup>).

Education, skills development and technical training are central to becoming employable and therefore play an important part in poverty reduction. Lack of skills is often thought to be one of the key determinants of youth unemployment. Studies have shown one of India’s main challenges regarding youth unemployment is a fundamental lack of adequate avenues for vocational training (Sinha 2013<sup>2</sup>). Despite having been given basic education and care, without the right guidance, skill training and career paths, too often these young people end up going back to a life of crime, drugs and begging.

*This is a reality we do not want, nor have, to accept. Many of us were born to use our creativity, but the facts of life are that we are not all given equal opportunities and those less fortunate need our support in order to break the cycle of poverty and live a dignified life. Together we can make it happen.*

### 2.2 The Foundation of CSSG

CSSG was founded in 2011 by Anand Kapoor and is a registered charity established to aid underprivileged young adults through skills training and mentorship within the creative sectors. The charity was established due to an alarming lack of support for young individuals as they transition into their adult life.

***“Give a man a fish  
and you feed him for a  
day;  
teach a man to fish  
and you feed him for a  
lifetime.”***

CSSG believes that creativity leads to change. The charity looks to the creative sectors - such as Food, Literature, Art, Design, Architecture, Fashion, Music, Dance, Theatre, Film, Broadcast, Advertising, Technology and Policy - as an essential channel for influencing positive change in societies and communities. Despite technological advancement and the growing media outreach, most marginalized communities are unable to access the social and professional potential of these. CSSG aims to bridge the gap between the reality of life and the personal and professional potential of these disenfranchised youth and provide them a path and a direction in life

CSSG's approach is to provide vocational training to these young people. By providing them with skills, CSSG is empowering them to bring about personal and societal change. Our goal is to put these young people onto the first rung of the career ladder by showing them a way to break the cycle of poverty and giving them the courage to succeed.

## 2.3 Why the Creative Sectors?

*"If you're looking for work and have a choice of a job, choose a job that allows the opportunity for some creativity....." The Dalai Lama*

***"If you're looking for work and have a choice of a job, choose a job that allows the opportunity for some creativity..."  
The Dalai Lama***

The decision to work within the Creative sectors was a conscious one; as Anand Kapoor, founder of CSSG, has aptly pointed out, every sector be it heavy industry or manufacturing is nowadays influenced by the creative sectors. "The desire to create things whose value is not purely practical - things that are beautiful, that communicate cultural value through music, drama, entertainment and the visual arts, or that communicate social position through style and fashion - is as old as human society itself." (British Council 2010<sup>4</sup>)

At the launch in 2011 Kumari Selja, Minister of Culture stated: "Emerging economies will be driven with creative ideas and this knowledge will determine the manner in which competitiveness evolves, creative industries are a new reality now and they are to boast high growth in the coming years."

As demonstrated in the United Kingdom creative industries play a crucial role in rebalancing their economy as well as achieving private sector growth. In fact, the UK has the largest creative industries sector in the world, as a proportion of GDP.

"Industries from film, architecture, music and digital media are reliant on the creativity and innovation of individuals - and business needs access to a pool of talent with the right skills." (Nathan 2011<sup>5</sup>) Creativity has been proven to be a source of growth; a UN-report in 2010 shows creativity, knowledge, culture and technology can be drivers of job creation, innovation, and social inclusion. It argues that especially in developing countries the creative economy fundamentally adds to growth and prosperity. "Adequately nurtured, creativity fuels culture, infuses a human-centred development and constitutes the key ingredient for job creation, innovation and trade while contributing to social inclusion, cultural diversity and environmental sustainability." (UN-report 2010<sup>6</sup>) Additionally, creative workers have more job security

as these sectors are more resilient to economic downturns and the skills required to perform in the creative sectors are more niche and harder to replace when compared to other industries, such as manufacturing.

Richard Florida, an American urban-studies theorist, suggests a strong connection between the creative class and urban regeneration and argues that regions with a high concentration of creative people lead to a higher level of economic development; for him economic growth comes from human creativity. “Not only do creative workers earn much more, on

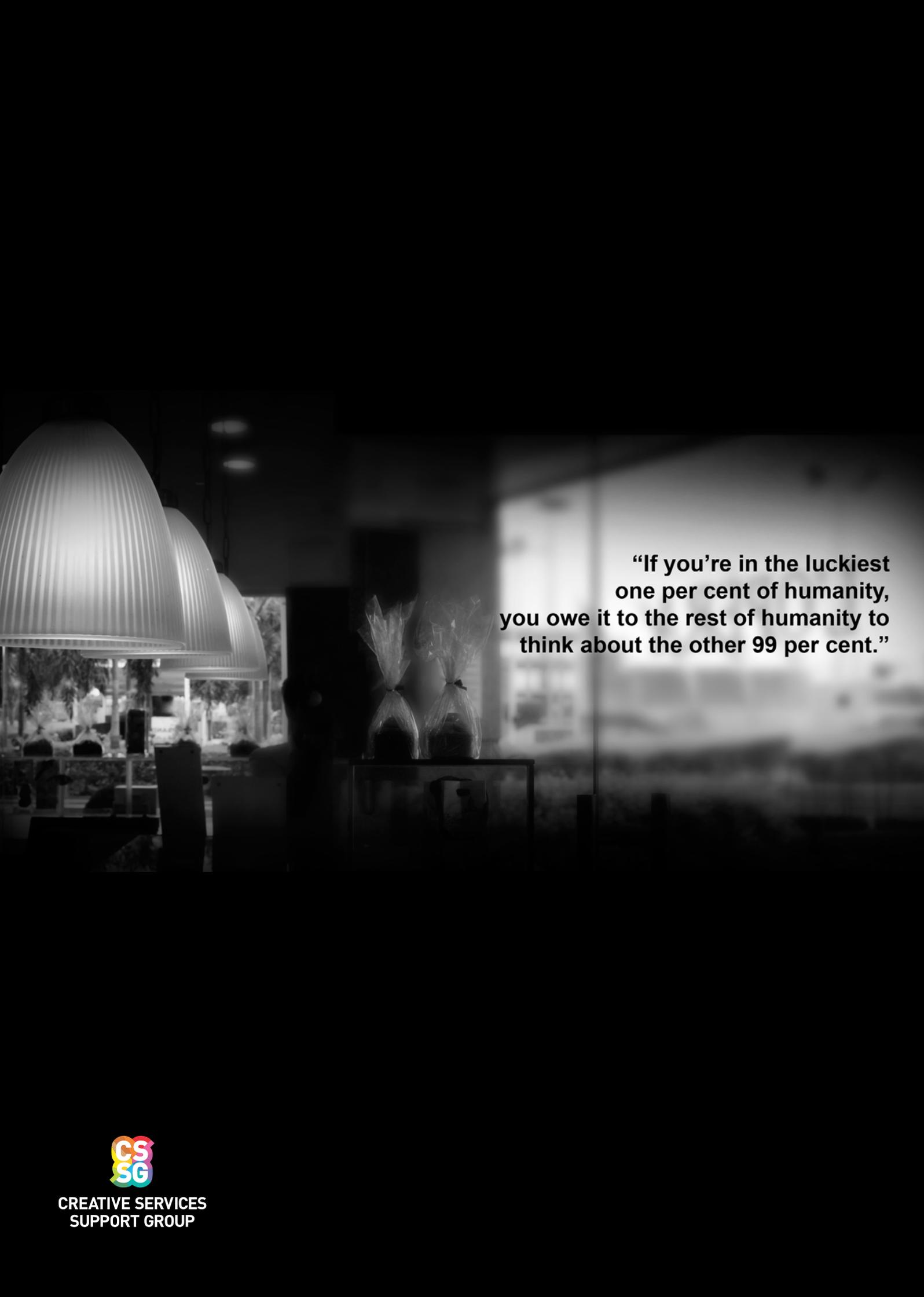
average, than the large number of people who do low-end service work or rote manufacturing; they also get to do more enjoyable work and they contribute more by adding creative value.” (Florida 2002<sup>6</sup>) Florida further proposes that cites with a high concentration of creative employment - so called Creative Cities - built upon a strong social and cultural infrastructure and thereby attract inward investment due to well established cultural facilities.

*they also get to do more enjoyable work and they contribute more by adding creative value.”*

CSSG has identified the opportunities associated with leveraging creativity to achieve positive cultural, social and economic outcomes and has taken advantage of this novel approach to deliver beneficial results. Most creative sectors require talent and training. By providing opportunities in the creative sectors CSSG is able to reach out to a wider group of young men and woman whose talents and capabilities have not previously been given an opportunity to flourish.

Not everyone will have the opportunity or the intellectual capacity to become a doctor or lawyer and therefore it is important for children and young adults to understand the other alternatives which exist outside of these professional frameworks. Employment in the creative sectors typically requires less financial investment in formal academia and training can be done on the job whilst simultaneously making an instant contribution to employers, making the creative sectors more accessible for the underprivileged, hence why CSSG has made this a focus.

For CSSG to capitalize fully on the potential of the creative sectors, an issue regarding the perception of creative sector employment must be addressed. In today’s India, with its focus on education and exam excellence coupled with the pressure from parents for children to enter the more formal professions, those who end up working in the creative sectors are sometimes thought synonymous with failure- that they are there as a second choice. In fact, there are very few higher education courses or qualifications that are related to the creative sectors rather than non-creative, when compared to other Western societies (Social Media Desk FICCI 2012<sup>7</sup>). Indian parents, and society as a whole, must recalibrate their attitudes towards the validity of a job in the creative sector. Especially for India’s underprivileged youth - most being unable to obtain higher education due to a lack of financial support - it is of utmost importance to consider a career in the creative sector.



**“If you’re in the luckiest  
one per cent of humanity,  
you owe it to the rest of humanity to  
think about the other 99 per cent.”**



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## 3. Vision and Mission

### 3.1 Vision

CSSG believes that equal opportunities should be given to people regardless of their upbringing, aiming to break down the barriers to equality of opportunity, inclusion and human rights; focusing on providing vocational training within job placements to young adults from underprivileged backgrounds. Marginalised young people are generally not afforded opportunities for skill-based training and the qualifications needed for a good job. The existing facilities for formal secondary education are limited and most governments are unwilling to invest the additional funds needed to increase these opportunities. CSSG creates opportunities for those young adults by nurturing creative talents, offering opportunity, direction and support. CSSG supports individuals to achieve a position where they can earn a sustainable livelihood for themselves.

### 3.2 Mission

CSSG aims to provide opportunities for the most marginalised young people in India, assisting them to work towards building a financially secured future for themselves. Our focus lies in empowering these young adults by providing them with training, workshops and interactive sessions led by industry experts (who also serve as role models), from around the world, culminating in a job placement in one of our creative sectors. By opening the creative sectors to these young people CSSG offers them an opportunity for a career based on skills and mentorship through vocational training. To ensure the best care for the young men and women entering our programme the work is done in close partnership with other charities.

The charity strongly encourages self-dignity and self-reliance, believing the underprivileged do not want sympathy nor pity, but rather equal opportunities to grow and thrive. As privileged citizens of society it is our responsibility to provide them with the right guidance and opportunities for personal and professional growth.

Our ultimate mission is to provide a school of excellence to those in need of assistance in order to give them the opportunity to receive the best quality vocational training in an engaging learning environment in order to maximize all students' potential for employability.

### 3.3 Guiding Values

Our core values that define our organisation are as follows:

- Self-Dignity
- Self-Reliance
- Creativity
- Sustainability
- Empowerment

**CSSG**  
*aims to provide opportunities  
for the most marginalised  
young people  
in India, to assist them to  
work towards building a  
financially secured future  
for themselves*

### **3.4 Management**

At CSSG, we have four levels of management in place, the Board, the Advisory Committee, Strategic Advisors and Facilitation Partners.

The Board takes on our day to day running, while the Advisory Committee's role consists of undertaking a guiding role, giving support by way of intellectual currency, time, and social capital and the Strategic Advisors help formulate the direction and governance of the Charity.

***CSSG strongly encourages  
self-dignity and self-reliance,  
believing the underprivileged do not  
want sympathy nor pity,  
but rather equal opportunities  
to grow and thrive***



**“Keep on beginning and failing.  
Each time you fail, start all over again,  
and you will grow stronger until you  
have accomplished a purpose  
...not the one you began with perhaps,  
but one you’ll be glad to remember...”**



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## 4. How we work

Following our launch in April 2011, CSSG has transformed the lives of numerous underprivileged individuals by providing opportunities for professional and personal growth.

*Based on their personal aspirations, the charity determines the most suitable way to provide them with the skills they require*

CSSG has always worked closely with other organisations, such as Rainbow Homes to identify individuals who express a desire to work within the creative sectors. Based on their personal aspirations, the charity determines the most suitable way to provide them with the skills they require. Working with other charities ensures that the best care and mentoring is provided to the young individuals in our programme. CSSG prefers to work with other NGO's -working within the existing relationships they have with the young men and women – but CSSG does not refuse those youth who come to us with the wish for a job placement. Individuals have to provide a medical certificate and a *Below Poverty Line* Certificate. Additionally all individuals participating need to be aged 18 or over and therefore legally entitled to work.

In the beginning, our placements were mainly in the Gastronomy sector, where CSSG had successfully placed 15

individuals in stand-alone restaurants, additionally placements were secured for two young men in the fashion and technology/design sectors. These young adults are trained by their mentors in a real working environment and are employed and treated as an ordinary member of staff. Depending on the individual's aptitude and skill sets they are then offered further progression through 'soft skills' development and the possibility of other placements. The pastoral care of these young people is supported by their residential charity, whilst CSSG's acts as a 'big brother' to the young adults during their time at work to provide a gentle transition into the working environment, as well as ensuring that placements run smoothly for the employers.

CSSG has previously worked with stand-alone restaurants, but as our aim is to significantly expand the number of placements and to set up a constructive focused training course in the hospitality industry, our focus is on partnering with larger chains. The ethos behind these placements is to offer training and experience to the participants - some of whom are still completing their education- and help them to transition into the working environment. This experience will be invaluable for their professional future and their employability. Working with chains provides advantages to all parties involved. Firstly, working with chains allows CSSG to offer opportunities to far more people. Secondly, for the young adults it means working for a well-known international brand, as well as gaining corporate experience. Thirdly, the chain enhances its brand image, whilst also gaining loyal team members. Economies of scale means that mass placements are more easily secured and more cost-effective.

### 4.1 Our Process

CSSG takes off from where the work of other charities ends. Once a child turns eighteen most charities withdraw their support, this is where CSSG steps in and takes over to ensure that those young individuals are provided with

opportunities to build sustainable livelihoods for themselves.

### **Step by Step Process**

We follow a strict structure for placing those in our care and ensure that all parties are fully committed and aware of the process. The process is managed internally by CSSG through a dedicated liaison officer.

#### Finding, vetting, placing and monitoring Participants

Actionable for all placements: (regularly updated)

#### **CSSG's Role:**

1. CSSG works with other charities such as Rainbow foundation to identify individuals suitable for a placement within the creative sectors.
2. Participants need to be aged 18 and therefore legally entitled to work. (In some cases they are asked to provide a Poverty certificate).
3. The potential participants are met by CSSG at their homes (partner charities) where an informal chat will take place to seek out young men and women interested in a work placement.
4. The young adults chosen get an informal briefing by CSSG and their own charity for their upcoming interview with a prospect employer.
5. The employers will conduct an interview with the young men and women interested in a placement and if satisfied offer a placement to the candidates. In some cases, like Costa, the future employees have to pass an English and Math test and will only be considered as candidates if they have passed their 10th grade of schooling.
6. Placements are given to individuals according to their personal interests and availability.

#### **Partners (Employer) Role:**

1. Our partners are expected to provide a sufficient training to the young men and women.
2. In case the employers do not have a proper development plan in place (e.g. some standalones) they will be asked to provide a development plan including a progression programme whereby the young people are guaranteed a definitive advancement.
3. The usual pay starts between 5.000 and 10.000 Rupees a month, but may vary over the different sectors.
4. Working hours will be according to the company's individual policy on a full or part-time working day.

#### **Third Party Charities Role:**

1. The third party charity, being the home for the young women and men plays a crucial role in the participants' well-being, as they are the first point of contact for the child and hold the strongest relationship to them.

### **CSSG in cooperation with the Third Party Charity:**

1. CSSG and the charity both together ensure that the young men and women in placements are not taken advantage of among others by ensuring that a development plan is in action and getting regular feedback from participants and partners.
2. Feedback is taken very seriously; the young men and women are expected to address their charity– with whom they will have established strong relationships – with any concerns and this feedback is then forwarded to CSSG and will result in a meeting with all parties in order to discuss and solve the problem.
3. The charity together with CSSG also have the task to help change the young men and women’s mindset to understand the benefits of employment; through regular talks and mentoring we try to make them see the bigger picture and understand the value of a work place.

### **The participants are expected to:**

- Be on time
- Inform employers about any absence
- Be clean and nicely dressed
- Bring along a polite attitude
- Be engaged
- Have an open mindset
- Report back any problems to their charity/CSSG
- Keep diary

**“People don’t  
always need  
advice. Sometimes  
all they really need  
is a hand to hold,  
an ear to listen,  
and a heart to  
understand them.”**

**Anil Kumar placed at Sweet Nothings**



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## 5. The importance of Skill Based Education

Lack of skills is undoubtedly one of the key roots of social issues such as unemployment, poverty and crime, as well as a key limiter to growth in developing countries like India. India has a growing young working-age population, but limited access to skill based education. Furthermore, adequate preparation for underprivileged young men and women to access the world of work is missing. For young people completing primary education this may involve livelihood skills development, leading to technical and vocational education and training within secondary education.

The value of skill based training is increasingly recognised around the world. Whilst countries like Germany have a long history of utilising vocational education to build successful industries, an increasing number of developing countries are only recently starting to recognise the importance of skill training in order to prepare their youth for productive employment

At a UNESCO international meeting of high-level education policy-makers in Bonn, Germany, participants concluded that:

*“since education is considered the key to effective development strategies, technical and vocational education and training (TVET) must be the master key that can alleviate poverty, promote peace, conserve the environment, improve the quality of life for all and help achieve sustainable development”*

*(McOmish, Perera - UNESCO 2011<sup>8</sup>).*

Skills based education [as far as it exists in India] is marred by multiple barriers to access, such as limited infrastructure facilities, the quality of training, rigid entry requirements, lack of financial support, and negative perceptions (Social Media Desk FICCI 2012<sup>7</sup>). Barriers preventing access to skill based training are leaving young people from underprivileged communities with severely limited opportunities for access.

### **Barriers to access can be distilled into 5 main problems:**

#### **1. Values and Viewpoints - a Perceptual Barrier**

In India vocational training is often associated with ‘drop-out’ students and learners with special educational needs and is considered second-rate to formal education. This perception is slowly changing due to urbanisation and positive media coverage, but some still associate vocational training with the lower castes.

#### **2. Entry Requirements**

Often young adults are discouraged by entry requirements, as vocational programmes require high educational qualifications. Often a degree of having 10 years of education is needed as well as high level of English skills, which again poses special difficulties for the disadvantaged.

***...adequate preparation  
for underprivileged  
young men and  
women to access the  
world of work is missing.***

*India has a growing  
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population, but  
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based education.*

### **3. Infrastructure**

India has focussed on formal education at the expense of vocational education. Subsequently, the country is left with a very poor availability of vocational institutions. Additionally, existing vocational facilities suffer from infrastructure problems such as the location of institutions, inadequate equipment and poorly trained teachers, which affects the quality of training, and hence the future of the learners.

### **4. Financial Support**

Even if skill centres would exist, young adults from underprivileged backgrounds are not able to finish their high school and enroll in vocational courses due to financial restrictions. By enrolling in training they would face dual costs- paying the cost of the training and the opportunity cost of their lost labour.

### **5. Career Opportunities**

About two-thirds of the people who have been through vocational training are not employed in the sector they have been trained in. This is a consequence of a mismatch between their attained skill and those actually in demand within the industry.

(Social Media Desk FICCI 2012<sup>7</sup>)



**“I’m a strong person  
but once in a while,  
I would like someone  
to take my hand and tell  
me that everything’s  
going to be alright.”**

**Shahid placed at R.V. Studio**



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## 6. CSSG's stories

In order to find and reach participants, CSSG works with local charities like Rainbow Homes who work with children until they turn, approximately, 18. Following this, the young adults are met by CSSG at their homes (they live at our partner charities) where an informal chat will take place to seek out young men and women interested in full time employment in the creative sectors. The young adults chosen, then get an briefing by CSSG and their own charity to help prepare for their upcoming interview with a prospect employer in the field of their choice.

Meanwhile, CSSG works to bring suitable employers on board. Overall, the charity has found that most employers are receptive to the idea of helping underprivileged youth, but some organizations, like Chez Nini, L'Opera, Sweet Nothing and Tres do an especially excellent job developing young men and women from difficult backgrounds.

The employers will conduct an interview with the young men and women interested in a placement and if satisfied offer a placement to the candidates. Once the participants are selected they are each given a trial period which, if successfully completed, leads to a full-time job placement. Because of the complexity of this transition to an alien environment, CSSG provides two forms of additional support: regular counselling and a mentor. In order to ensure the efficacy of the placement, CSSG conducts regular site visits while the young adults are responsible for maintaining their own records and updating CSSG with their progress and any ongoing challenges.

CSSG has seen a number of success stories since the commencement of activities. The individuals brought with them varied life experiences and have shown immense courage and hunger for growth. A couple of these stories are listed below. In order to protect their identity we have changed some of their names in the following stories.



### **Amit**

#### ***Amit has joined CSSG in January 2012***

Amit grew up in a small village in Orissa with his grandparents, mother and sisters. When he finished his 10th class of education his mother urged him to go to Delhi. He did not want to leave his home but eventually he obeyed his mother. In Delhi, Amit was very confused as he did not speak any Hindi but only Oriya. He soon came to Ritanjali, an NGO, where he learned Hindi and attended English classes. To further pursue his education Amit went to Pallavanjali school. After he finished his schooling he expressed his interest in cooking, in particular baking, and was given a placement at a hotel as job experience. When his training period was over they offered him a paid job but he turned it down as he felt there was no more to learn for him and he wanted to further pursue his education. So he went back to Ritanjali where he met Mr. Anand Kapoor who saw a lot of potential in the young man. After learning about Amit's interests CSSG managed to arrange a job interview with Sweet Nothings, a bakery specialising in cakes. With the help

and support of CSSG Amit managed to secure a job for himself and is thriving in his new profession.

***Feedback from the owner of Sweet Nothings about Amit's performance:***

*"He is a fast learner and willing worker with great attitude. I am very pleasantly surprised at his progress and try and push him a little more every day. He also seems to have adjusted very well to the environment, takes responsibility for his actions and tries to contribute with both ideas and effort in getting stuff done. ... I am happy to see that he can independently do at least 4 products on his own without any assistance in a month's time. ... He was expectedly shy in the beginning but has beautifully warmed up to all of us and is more confident. With a ready smile always, he has settled in very well. ... He has just finished a month with us and I felt truly proud of him when I gave him his first pay check and I think he was happy too with his happy grin. He came back and told me a couple of days later how he had asked his mother how much money to send and she told him to buy himself a phone and some clothes."*

**Kavitha**

***Kavitha has joined CSSG in November 2013***

Kavitha has had a very tragic life, both of her parents died when she was only 5 years old. Shortly afterwards her sister committed suicide after being forced into an unwanted marriage. Kavitha came to stay with her married older brother for some time, but when her brother was put in prison and her younger brother was taken away by an aunt, she was all alone. After a while she came in contact with an NGO called Chetna, where she spent a while of her childhood. People in Chetna showed interest in her and got her admitted to another NGO called Udayan Care. There she was able to attend school and receive proper education. Kavitha stayed at Udayan Care for six years, but after one of her aunts called her up and she decided to stay with her aunt instead. Soon after moving in with her aunt, she was denied her wish to pursue her studies but forced her to find a job. Kavitha found a job at a local shoe shop, but whenever she was paid late her aunt would beat her. At her aunts place she also fell victim to rape by her aunt's son. Despite being aware of what was happening in her house, Kavitha's aunt was not willing to accept the truth but rather blamed it on Kavitha. Finally Kavitha ran away from her aunt's home and sought help at Kilkari, Rainbow Home for Girls. Only there, after being counselled she was able to reveal that she was pregnant. With the support of Kilkari she decided to get an abortion. Kavitha joined CSSG in 2013 and with their help she managed to get a job at the restaurant TRES, where she is being trained as a chef. Kavitha enjoys learning new things and wants to further progress in her professional and personal life; she also has a desire to help other children.

***Feedback from Tres about Kavitha's performance:***

*"In regards to her performance it has been very good; she is great worker and a very fast learner. ... She is an excellent team player also all the team members get along with her very well. I can say, if she keeps her focus like this she has all the potential to be a great asset to any organization..."*

***New Year's card from Kavitha to Anand***

"To Anand Sir...

Thank you for given me wonderful opportunity.

God is great because he was sent by their's angel

who want help and that is you for me."



**“Learn to respect all kinds of people. Because everyone is fighting a battle of their own. We all have our problems, bad sides and bad days. But there is so much more behind it. Behind me, behind you, behind everyone.”**

**Javed placed at L'OPERA**



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## 7. Modus Operandi

*“The journey of a thousand miles begins  
with a single step”*

*- Lao-tzu, The Way of Lao-tzu. Chinese philosopher  
(604 BC - 531 BC)*

The above quote is extremely relevant with regards to CSSG’s operating model. There are 176.9 million young men and women aged between 18 and 25 that fall below the poverty line in India, according to guidelines 2011 India Age Census. This vast number requires major change and time to resolve. To tackle the whole problem in one sweep is both impossible and irresponsible. Expanding any organisation, particularly a charity, needs to be done cautiously as rapid expansion can prove unsustainable and compromise progress towards key objectives.

The latest annual risk survey report by CFDG and accountancy firm PKF, states that while charities are exploring various strategies to continue their activities, “very few are doing enough” to secure their future. (Tania Mason, 2011)<sup>9</sup>

Thus, it is crucial that CSSG takes the opportunity to lay strong foundations and build forward gradually. This ensures longevity and long term support in order for CSSG to achieve its key primary goals.

CSSG has laid down its foundations to support young men and women from underprivileged backgrounds by ensuring that CSSG:

- 1) Has a regular source of revenue through their annual fund raising events.
- 2) Is able to build awareness through its annual events - see chapter on PR.
- 3) Can pursue its primary objective of creating opportunities for young men and woman, by:
  - a. Ensuring young men and woman are treated as equals.
  - b. Addressing issues that arise through the placements.
  - c. Ensuring that these issues are pre-empted for on-going and future placements.
  - d. Dealing with job training and retention.
  - e. Ensuring that expectations are kept realistic.

The value of following such a model ensures CSSG can use its experiences and apply them for the betterment of the charity and its holistic growth. By expanding at a large scale these important lessons would get lost to the detriment of the individuals being helped and to the raison d’être of the charity.

Raising money in the present environment is a slow and arduous task. Additionally, the amount of money sought correlates to the amount of preparation and lead time required; if CSSG hopes to solicit greater funding, it must invest more time in preparation and begin to prepare earlier. Generally, it takes 18 months to start seeing a return on the efforts and resources invested. To build up a wider support network and raise awareness, it takes a charity on average three to five years. Positively, CSSG however has managed to build up its support within 2 years. Nevertheless the

charity is aware that it still has some way to go in order to meet their goals and ensure the widest possible audience.

CSSG's fundraising initiatives take approximately 12 to 18 months in planning, whereby all costs get covered through sponsorship and partnerships, always ensuring that there are surplus funds that go into the charity.

For any charity to be able to raise funds initially they need to focus on a specific fund raising thematic, otherwise they risk the danger of spreading themselves far too thinly and eventually raising nothing, or very little, and producing fund raising events that are sub-optimal.

Thus it is crucial to innovate, try out new things, and create more powerful and compelling reasons for people to support a charity. There are several key reasons individuals and organisations want to support charities including but not limited to:

- 1) being directly or indirectly effected by the cause it represents - such as cancer charities
- 2) being emphatic to the cause - for example earthquake victims
- 3) wanting to have fun - for example Comic Relief and Live Aid
- 4) being part of an experience - for example the Met ball

Most charities like to raise money by broadcasting the worthiness of their cause, how great their need is, and how 'empty their pockets are', hoping that the money would then flood in and not thinking beyond the reasons a donor/ sponsor would want to be involved. As a result CSSG has focused its efforts on people wanting to have fun and being part of a unique experience.

CSSG has chosen this path as a direct means to gain access to sponsorship as it ensures the corporate sponsor is able to give back to its customers or shareholders a unique experience that they may not have been able to experience or organise, therefore becoming a win-win situation. By constantly reinventing the experiences, CSSG is able to ensure that the charity's events become much anticipated and sought after within the annual social calendar and, as such, CSSG has managed to retain its partners who are keen to continue the association.

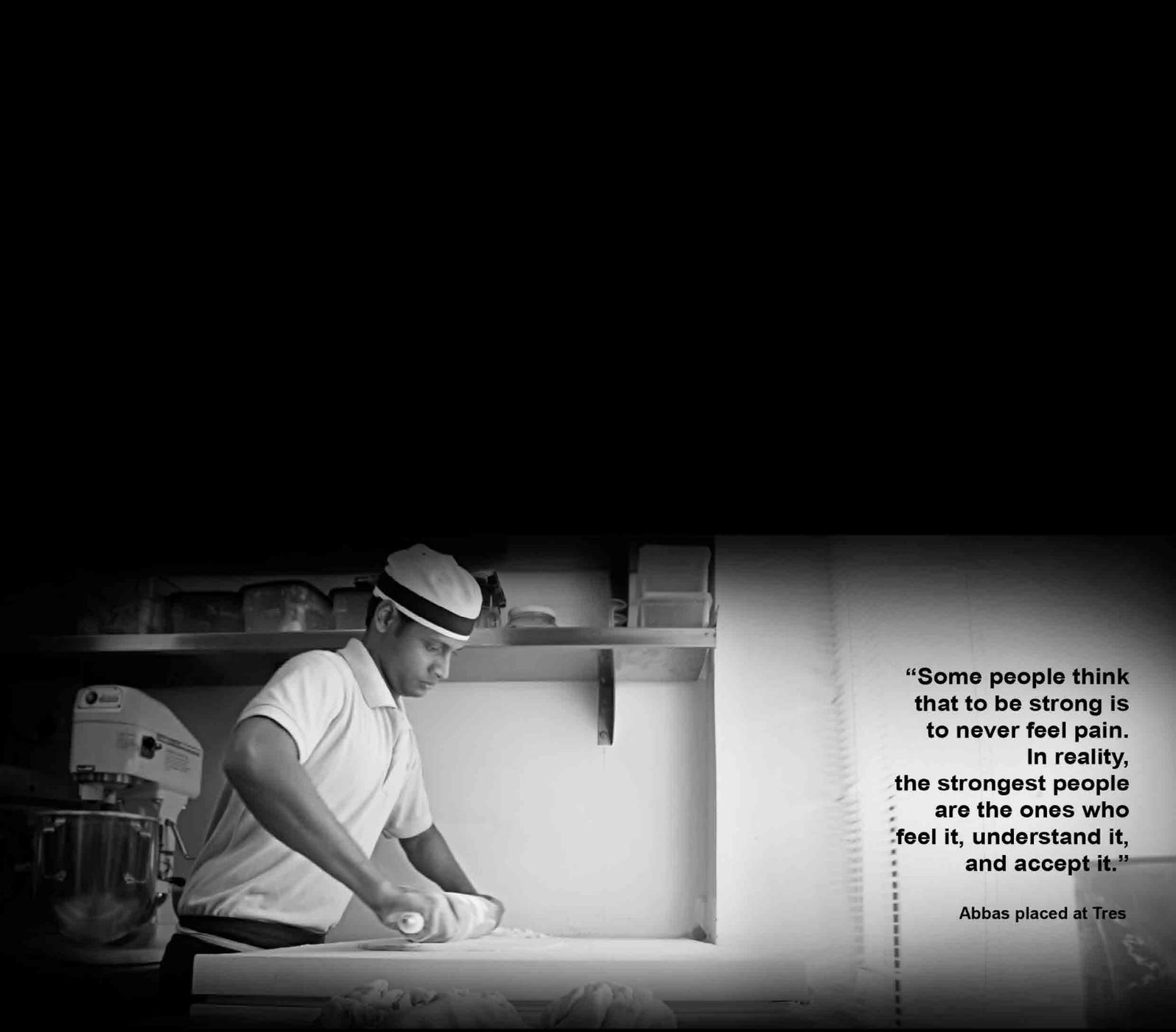
In order to be able to focus the fund raising efforts and provide clarity to the sponsors and supporters, CSSG is focusing its efforts to raise funds for specific projects such as the 3 month Hospitality training school.

The fundraising strategy will continue to be focussed on building upon CSSG's continued success of hosting charity dinners. Additionally, CSSG has now 'come of age' and will be introducing several other fund raising streams including crowd funding.

Generally speaking, the annual charity dinners provide a stream of income which grows year after year. CSSG has also found that participants have returned year after year ensuring that a strong relationship continues to be built with the various partners.

The major issue for these events is that as the costs remain static, income is not; hence it is crucial to be able to constantly re-invent the offerings. CSSG has managed to do this year upon year, but the planning stages have also been extended which is why it is important that CSSG has now reached a point where it is able to introduce new fund raising tools. These new tools will hopefully allow CSSG to raise funds that will bear fruit over different time spans.

Nonetheless, the charity dinners continue to play an integral part towards achieving CSSG's long term goals. The processes the charity follows to raise funds, namely through charity dinners, is structured as per international norms.



**“Some people think  
that to be strong is  
to never feel pain.  
In reality,  
the strongest people  
are the ones who  
feel it, understand it,  
and accept it.”**

Abbas placed at Tres



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## 8. CSSG Programmes

CSSG aims to build awareness and identify talented youth over eighteen who are looking for a chance to apply their creative abilities. Our target population is normally in a vulnerable situation since they are already too old for society in general, and many non-profits in particular, but too young to have settled into a career. Once a youth joins CSSG, we provide intensive education and training in the creative career path of interest: Food, Literature, Art, Design, Architecture, Fashion, Music, Dance, Theatre, Film, Broadcast, Advertising, Technology and Policy. They have the possibility to participate in workshops and interactive sessions led by experts from around the world. Furthermore, we work with them to provide career exposure and job placement in one of our creative sectors. Finally, CSSG youth will be paired with a mentor who will provide guidance throughout the entire process.



### 8.1 Awareness Building & Talent Identification (AB & TI)

The “Awareness Building & Talent Identification” programme has two main objectives. On the one hand it promotes the importance of providing opportunities in the creative sectors to underprivileged youth. On the other hand, it aims at identifying creative youth from India, that because of their underprivileged situation do not have the opportunity to develop their skills in those areas.

Thus, the idea behind the AB & TI programme is to raise awareness about the potential these youth have and the necessity to provide them with valuable opportunities. It is the first link between them and the charity, and will initiate the whole process of education, training, career exposure, job placement, as well as mentoring.

For that purpose, CSSG works with other charities (Such as Rainbow Homes) to identify those individuals suitable for a placement within the creative sectors. Although it might not be the only channel, collaborating with those partners allow us to give follow up to specific cases where children have already been supported, have an individual life plan and their needs and abilities are already identified. Participants need to be aged 18 and therefore legally entitled to work.

## **8.2 Education & Vocational Training (E & VT)**

We believe that a good traditional education is a necessary part of meaningful employment, and we encourage the youth we work with to continue their schooling, no matter what level they are at. Still traditional education does not work for all learners, and it does not necessarily prepare them for a meaningful career.

The E & VT programme aims at providing young adults with the long-term ability to think creatively and the skills needed to earn gainful employment in the short-term. In doing so, we don't seek to replace but instead to supplement the traditional education system in a way that maximizes its efficacy on the young people we serve.

## **8.3 Career Exposure & Placement (CE & P)**

CSSG focuses on matching disadvantaged youth with high quality jobs that are intrinsically interesting. To do so we work with a youth to learn their interests, train them in the relevant skills, pair them with a likeminded mentor and provide them with a career opportunity. We don't give out jobs, we give out opportunities. We follow a strict procedure to ensure that the young men and women we work with receive the best opportunities open to them.

Once the process of talent identification, training and education have been carried out, the CE & P programme will be in charge of building on the files and plan the individual "career exposure" needs as well as potential placement in the creative sectors for each of the CSSG youth. CSSG will help them prepare among other things, for their upcoming interviews with a prospect employer in the field of their choice. Once selected, the programme will give follow up to their individual development plans, which will have to include a progression programme whereby the young people are guaranteed a definitive advancement.

## **8.4 Counselling & Mentoring (C & M)**

On the one hand, the organization has decided to invest some efforts in mentoring their youth. We believe that the key to any mentor pairing is creating a bond that is deeper than work but about sharing dreams and aspirations. Our mentors are the point person when it comes to ensuring that a career is meaningful, interesting, and rewarding. The programme will also pair these young adults with a mentor, which would be a professional in the specific field.

On the other hand, counselling also ensures that kids do receive support not just in the areas they are interested on but it goes further to try to advice them in other issues that indirectly influence their lives and future careers. As part of the counselling, the C&M programme will conduct regular site visits while the young adults are responsible for maintaining their own records and updating CSSG with their progress and any ongoing challenges and general pastoral care in collaboration with the homes they have come from.

**“Sometimes the bad things that happen in our lives put us directly on the path to the best things that will ever happen to us.”**

**Shahid placed at R.V. Studio**



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## 9. Success Measures

In order to achieve CSSG's vision and mission there are success measures in place which will help to monitor achievements and progress towards key milestones. Measures of success are divided into three stakeholders; Participants, CSSG and Partners. For each stakeholder there is an associated objective and measurement criteria in place.

	Objective	Measurement	Timing
Participants	<ol style="list-style-type: none"> <li>1. Opportunity to progress</li> <li>2. Financial independence</li> <li>3. Feel they receive enough support</li> </ol>	<ol style="list-style-type: none"> <li>1. Survey</li> <li>2. Survey</li> <li>3. Survey</li> </ol>	<ol style="list-style-type: none"> <li>1. Half-year</li> <li>2. Year-end</li> <li>3. Quarterly</li> </ol>
CSSG	<ol style="list-style-type: none"> <li>1. Financially sustainable</li> <li>2. Placed up to 50 people by end of year</li> <li>3. Formed new partnerships</li> <li>4. Set up a 3 month Hospitality course</li> <li>5. Creation of a School of Excellence</li> </ol>	<ol style="list-style-type: none"> <li>1. Balance sheet</li> <li>2. 20 individuals in placements</li> <li>3. 5 new partnerships</li> <li>4. Hospitality Course</li> <li>5. School of Excellence</li> </ol>	<ol style="list-style-type: none"> <li>1. Year-end</li> <li>2. Year-end</li> <li>3. Year-end</li> <li>4. Q3</li> <li>5. 3-5 years</li> </ol>
Partners	<ol style="list-style-type: none"> <li>1. CSR/ Brand Image</li> <li>2. Cost effective</li> <li>3. Good and loyal staff</li> </ol>	<ol style="list-style-type: none"> <li>1. Survey</li> <li>2. Survey</li> <li>3. Survey</li> </ol>	<ol style="list-style-type: none"> <li>1. Year-end</li> <li>2. Year-end</li> <li>3. Half-year</li> </ol>



“I’m not ashamed of my scars,  
I’m ashamed of the world for  
not understanding.”

Shiva placed at Chez Nini



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## 10. Marketing and Communication Plan

To achieve our primary goal for 2014 of raising awareness and support for CSSG, a marketing and communication plan is in place that will help to significantly raise the number of prospective sponsors, partners and donors.

There are eight main communication and marketing tools in place which are including social media, electronic medium and other communications.

Communication Strategy	Who do we want to reach?	To what end?	How often?	How will we know we are heard?
<i>Manifesto</i>	Potential Sponsors Potential Partners	Funding Partnership	As required	Acceptance and buy in
<i>Website and Funding Micro Websites</i>	Donors Those remotely located Prospective participants	Donations New participants	As required	Hits donations sourced from website
<i>Facebook page</i>	Prospects Prospective participants	New volunteers New partnerships Raise awareness	As required	Followers FB friends Likes and Shares
<i>Videos</i>	Prospects	Raise awareness	Quarterly	Likes, Shares, Watched
<i>Events</i>	Donors Prospective Sponsors Prospective Partners Prospective Participants	Raise awareness Consolidate partnerships in place Donations New partnerships	Key event: Once a year  Smaller events: As required	Donations New Sponsors New partnerships
<i>Outbound email</i>	Prospects (those not already engaged)	Drive to website/ Facebook  Get more people engaged in charity	Monthly	New Sponsors New partnerships More followers on FB
<i>Newsletter</i>	People already engaged	Updates Promote Drive to website and donations Consolidate partnerships	Quarterly	Strong partnerships Donations
<i>Bitgiving campaign- Crowd funding Platform</i>	Donors	Donations	Quarterly	Donations



**“Someone once  
asked me how I hold my  
head up so high after all I have  
been through. I said it’s  
because no matter what,  
I am a Survivor.  
Not a Victim.”**

Abbas placed at Tres



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# 11. Fundraising Strategy

## 11.1 Fundraising Mantra

CSSG takes a unique approach to fundraising by generating the majority of its funds through selling experiences and partnering with corporates. Since inception approximately 98% of revenue has come through selling experiences rather than receiving donations. CSSG believes that rather than asking people for money, the charity benefits more from providing them with a one-off experience in exchange for their money and support. This approach also reflects a business mentality - avoiding the 'cap in hand' stigma often associated with charitable organisations - allowing CSSG to better identify with their corporate partners. Donations are used as a secondary form of revenue capitalizing on the awareness raised at events and through marketing.

## 11.2 Fundraising Sources

### 11.2.1 Experiences

The charity's favoured fundraising method is selling experiences to corporates. Through CSSG's unique network with international celebrities they are able to create unmatched and memorable events, which are then sold off to corporates for profit, e.g. CSSG had the opportunity to get various Michelin chefs to support their events - offering their service for free - and thereby helping them to raise a respectable amount of money.

This approach has proven to be successful, as it creates opportunities to build networks and raise awareness whilst simultaneously generating money for the charity. At the same time it allows cross-selling to obtain revenue through other routes; merchandising has been explored by CSSG before - e.g. at the 2013 Gastronomy Summit CSSG sold cookbooks created by several Michelin Stars - and will be further explored in the future. Lastly, creating memorable events and having people enjoy themselves brings in more 'good-will' and increases donations on the night.

A disadvantage of this unique approach can be seen in the work load of planning and putting up an event, a sporadic revenue stream given the infrequency of the events and the fact that it requires an outlay (spending a lot of money before any is received), which always poses some element of risk. Additionally it can be argued that a focus on corporates is somewhat incongruent with moral values of an NGO.

### 11.2.2 Donations

As a secondary form of revenue CSSG gains funds through donations. Donations can be received in one of two ways.

Firstly, people have the opportunity to support individuals in the charity's care by donating money over

the Internet through crowd funding campaigns. A platform tells the stories of young men and women from underprivileged backgrounds and their success stories through CSSG. A major advantage of the crowd funding website is that it allows people to engage and empathise with stories, as they understand who and what they are supporting and the difference they are making in doing so.

Secondly, funds are reaching the charity through contributions from individual donors; mostly at our events. People are driven to make donations at events, or subsequently through marketing and media (*see 11. Marketing and Communication Plan for details*).

In general, donations are a sustainable source of revenue with minimum management as opposed to 'experiences'. They are also a more consistently smooth stream of revenue; however they do fluctuate based on the awareness generated by our events.

### **11.2.3 Future Goals for Fundraising**

CSSG's future goals are to continue Experiences as their favoured fundraising prospect. Additionally, the charity will put its focus on formalizing support from corporates.

**“There will always  
be a reason why you meet  
people. Either you need them  
to change your life or you are  
the one that will change theirs.”**

**Javed placed at L'OPERA**



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## 12. PR

CSSG has managed to draw a significant amount of public attention to its cause, mainly in relation to their unique events, despite the fact that traditionally charities receive very little PR.

Sponsors and donors are constantly faced with thousands of charities and requested to support their events. Therefore, PR plays a crucial role in helping to differentiate one charitable cause from another in the minds of these companies and individuals, and helps to profile its work, focusing on its key “unique selling points” to communicate to donors their unique positioning. PR is also helpful in defining who the charity’s target audience is and the media outlets that will best reach them.

Journalists are often overwhelmed with charities seeking editorial coverage on events but need interesting hooks to create a story. A key complaint from journalists when contacted by other charities is that there is nothing “new” or particularly “newsworthy” about what they are doing. However, CSSG has been fortunate enough to be able to provide the media with strong hooks for them to be able to cover the fundraising events it puts on.

CSSG has managed to garner a considerable amount of goodwill and publicity through its activities via unpaid press, media and digital coverage.

As the coverage received has stemmed from editorial coverage in respected publications it has allowed the charity to be portrayed in a strong and positive light and reinforcing the charities integrity.

By creating awareness of the charitable events it has ensured that organisations have some prior knowledge of who CSSG is before they are approached for support.

CSSG’s PR goals for forthcoming events are to ensure we continue to:

- 1) Increase public awareness, resulting in increased support.
- 2) Increase local and national business awareness, resulting in increased support.
- 3) Encourage partnership working with other agencies and stakeholders.
- 4) Assist in the charities plight to encourage change through education by drawing attention to some of the challenge areas within our society and how we can assist in addressing them.

*“Large streams from little  
fountains flow,  
Tall oaks from little acorns  
grow.”*



**“Just because I laugh a lot  
doesn’t mean my life is easy.  
just because I have a smile on my  
face everyday, doesn’t mean that  
something is not bothering me.  
It’s just that I choose to move on  
with the negatives in my life and  
keep my head up instead of  
dwelling on the past.”**

**Shiva placed at Chez Nini**



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**“When something bad happens  
you have three choices. You  
can either let it define you,  
let it destroy you,  
or you can let it strengthen you.”**

Anil Kumar placed at Sweet Nothings



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## Appendix

### Testimonials

“From what I have seen of the work of CSSG, it is making a material difference to the lives of young underprivileged men and women in India, one individual at a time. I was lucky enough to be able to meet one of the recipients of CSSG’s assistance. The young man has been given the opportunity and support to be able to drastically change the course of his life, from one destined for poverty and a fight to survive on the streets, to starting on the road to a career in the hospitality industry. With this first step, he is now able to benefit from all of the opportunities that employment inherently brings – income, security, education and training, resulting in increased confidence and sense of self-worth, and a vision for his own successful future. This success story is just one among many to date, and we can only hope that the progress that CSSG is making will continue in such a positive direction.”

***Dr Simone Bamford - MBBS(Hons) FRACGP - AUSTRALIA***

“CSSG has my full support in all its endeavors. I was impressed by Anand’s passion and love for arts. May your vision to support arts in such a dynamic way take great heights!”

***Renu Modi Owner and founder of Gallery Espace***

“I first met Anand last year and learnt about his efforts to create a community with CSSG. The honesty and the genuine emotion towards making a difference in someone’s life, and the creative direction that came along with that process, was too overwhelming to not be a part off !

CSSG really knows how to reach out in the most beautiful manner and makes you want to be a part of their community, to add value to a society in genuine need.

It didn’t take me long to get back to CSSG and request them to make me apart of this meaningful journey and soon enough I was fortunate to be introduced to Shiva, a humble boy, who wanted to work hard and find his place within the hospitality industry.

To learn about Shiva’s relentless dedication and passion towards his work at Chez Nini was the biggest honour I could receive by being a part of CSSG.

I wish CSSG all the best and look forward to making a difference again. “

***Nira Kehar Chef and Patron at Chez Nini***

“It gives me immense pleasure to support CSSG. Its goals and initiatives are very close to my heart. It is clear, having worked in the luxury sector for many years now, that there is a real shortage of talent that can be made up from the young men and woman CSSG supports. The need of the day is to break the poverty cycle and ensure that opportunities exist for them to be able to live a life of dignity and quite contentment. What is clear is that by helping even one young man and woman it acts as a butterfly effect and they go on to help several others as they grow. I am honoured to be

part of the advisory group and help guide CSSG's initiatives to make a better future for the underprivileged young men and woman of India. Together we can make a difference. I applaud CSSG's efforts."

***Emmanuel Balayer CEO Emmanuel Balayer Consultancy Services Pvt Ltd***

"I have known about CSSG since its inception when I was just a supporter at their first fund raiser. My interests were tweaked post this first event and I reached out to find out more. Since then I have gained a better knowledge of their work and efforts towards changing mind sets and how they deal with poverty through creative sectors. The work they are doing is truly life changing for the young men and women they help. Their ethos falls very much in line with Lecoanet Hemant's ethos as an organization and it is with much kudos to them that they are making changes. We are a strong advocate of using the creative sectors as a tool to help underprivileged young men and woman. As a result when I was asked to join their advisory board I welcomed the opportunity to advise them, when need be, on taking this strong and powerful initiative forward."

***Hemant Sagar Designer and Founder of Lecoanet Hemant***

"We were first approached by Anand Kapoor and the CSSG Group back in 2012 to come to India and cook as a guest chef as part of a fundraising event hosting by one of India prestigious and highly respected Hotel groups. Having done our preliminary research prior to leaving we already had a strong understanding of the goals Anand and the CSSG had – it was not until our arrival in India that the true gravity of their task became apparent. Our small part in which we played was a piece in a much large jigsaw – is soon became apparent that months and months of planning had gone into this fantastic event and it was humbling to witness an experience the total loving support that surrounded us during our visit. This event has now gained great momentum since we first joined it at the beginning on our last visit in 2013 we were privileged to cook alongside some of the world's greatest chefs and experience first-hand the impact that Anand and the CSSG were achieving. Their energies and imagination seem to hold no boundaries with the ultimate goal to great opportunities for the under privilege youth of India. Over the years we have been requested to support many charitable organisations and our reasons for choosing the CSSG group were that they really do have the personal touch and the ability to really make a difference. We can finally conclude that Anand and is lovely wife Aditi and his organisation have truly created a solid foundation for future charitable works that can really impact on people's lives of the most positive nature."

***Laurie Gear - Chef Patron, Artichoke Restaurant, Amersham - UK***

"I spoke at an event hosted by CSSG on the use of the creative sectors to aid underprivileged young men and woman. CSSG has a wonderful ethos that holds a lot of promise. To provide opportunities to underprivileged young men and woman post 18 carries a lot of responsibility and hardwork. Initiatives that help break the poverty cycle should be encouraged. The creative sectors holds great promise towards changing people's lives. I wish CSSG all the best in its endeavours."

***Nandita Das – Actor, Director and Social Activist***

"Creative Services Support Group has showcased that it is one Non Profit Organisation that makes good of its Statement of encouraging a new vision on the role of the creative sectors; the role they play in regenerating cities, the value of

arts, and global opportunities among them with an emphasis on India.”

***Shaloo Sharma Head – Pallavanjali India***

“CSSG enables individuals and groups working together, to create and invest in projects that benefit the public. Anand Kapoor’s dedication to give our community a creative platform through CSSG is invaluable. The efforts put in by CSSG in organizing various initiatives like “Getting Michelin chef’s to India” .....are very impressive with unsurpassed efficiency and excellence. CSSG is an organisation that is very responsive to the needs of the community. As a service organisation they have been very prompt in responding to the needs of the individuals by working very closely and also developing a skill set, which will enable them to overcome the challenges required in today’s competitive times. We at TRES would like to take this opportunity to express our heartfelt thanks to CSSG for getting us involved in their initiatives and giving us a chance to give back to the society.”

***Jatin Mallick and Julia Carmen Desa Chef Proprietors Tres***

“Learning a trade gives you technical skills and equips you with vocational discipline. Having a mentor can be a true inspiration. CSSG combines these ingredients in their approach to giving underprivileged Indian kids a life-changing opportunity and that is why I was proud to support their fund-raising efforts.”

***Peter Csizmadia-Honigh International Wine Consultant***

“Tante Marie Culinary Academy, a leader in preparing people for careers in food, is proud to support this fabulous mission in helping those who face challenges along the way achieve their dreams.

CSSG’s work providing aid to underprivileged adults through skills training and mentorship is aligned perfectly with Tante Marie’s aim to provide inspirational, skills based training to those looking for a career in culinary arts, with an emphasis on classical skills taught in a hands-on environment. ”

***Andrew Maxwell - Managing Director and Principal -Tante Marie Culinary Academy***

“I worked with CSSG on their very first event and was very impressed by the organisation. It was an ambitious plan that all came together beautifully, was lots of fun and most importantly, raised money to help underprivileged children gain apprenticeships in the culinary world. In a country where the poor rarely get any opportunities for advancement and often go without food, it is a great cause to pursue and one that CSSG are doing with true commitment and determination. I wish Anand and Aditi lots of success with it.”

***Anjum Anand – Food writer and TV Chef***

“I have had the opportunity to be associated with CSSG before as a participant and thoroughly enjoyed the experience. CSSG manages to get the best people in their respective fields on one platform and ensures engagement that pushes the boundaries of creativity. I look forward to guiding CSSG towards achieving an impactful influence on society”

***Seema Chandra - Food Editor, NDTV Convergence***

“I was approached by a friend to extend an opportunity to a young man within my studio. The young man was being supported by CSSG. After looking into the work CSSG does I was more than eager to help with this young man’s future. It is important we give back to society in a meaningful and positive manner – this is what CSSG does. It not only helps break the poverty cycle, but also ensures that young underprivileged men and woman get a positive opportunity in life. Without the support of an organisation like CSSG, many of these young men and woman would fall by the way side and be preyed on by the less savoury elements of society. The work CSSG does is important not only to the individuals it helps but to the community as a whole – after all if we want change we need to start by extending a hand. CSSG is a positive and admirable initiative to be supported by all.”

***Arun Kumar Tiwari Creative Head and Owner, Earthen Canvas***

“Training and education give life direction and allows an individual to provide for themselves, their loved ones, and society at large. Ultimately, having a vocation helps give meaning to life. CSSG exists to deliver training to underprivileged youths, and I count it an honour and a privilege to support their good works.”

***Peter D’Ascoli Creative Director at D’Ascoli & Company***

“As a result of working with CSSG my mind to how charity CAN work in India. CSSG allows amazing young people get chances and opportunities, ones that many of us in the western world take for granted. Through art in its many facets, inviting artists from different countries, different ethnicities, the thriving CSSG initiative combines the power of performance and culture to bring awareness and fundraising to where it matters; in health, acceptance and education. The future is in the hands of our next generation: with a good start, they can make the difference. And CSSG is at its roots!”

***Ana Maria Labin International renowned Soprano***

“CSSG is a wonderful initiative. It’s my honour and privilege to be associated with it. CSSG is encouraging underprivileged talent in different creative sectors and I wish them success in all their future endeavours. We shall always support the group in the best possible way.”

***Manish Mehrotra Executive Chef for Pan Asian Cuisine for Old World Hospitality and Head Chef at Indian Accent***

“It has been my pleasure to travel to beautiful India and work with CSSG in promoting a chance for young people to be able to turn their lives around. I have been both inspired and motivated to be able to work with some of the worlds’ best chefs and to be able to create an opportunity for people from a disadvantaged background to at least have the opportunity to begin to have a life where they are given a chance to build a life with dignity and respect.

I believe that where we can we should give people a hand up and not a hand out and i am proud to say that we have done such great work with CSSG, and i would welcome the chance to work with them again.”

***Ian Curley Hatted Executive Chef of the European Melbourne Australia***

“I have had the honour of working with CSSG since 2012 in the Gastronomy Sector. This charitable organisation is driven in its determination to help young underprivileged people gain the opportunity and an open door to learn a trade, become self-sufficient and to fulfil their ambitions.

Anand Kapoor and the team have worked tirelessly to break the poverty trap. Their friendliness and warmth exude and I wish this project continued success in the future.”

***Marcello Tully Michelin Starred Head Chef at The Isle of Skye's Kinloch Lodge***

“I think in this area the UK and India are very natural partners. If you look at the importance of culture and creativity in India it is clear that it is essential to the Indian personality and identity. If you look at the UK in terms of our engagement with Literature, Theatre cinema and the Arts over centuries again we have too a very long history of innovation and creativity. So what I hope is that this exercise ..... will .... light a new flame in the cultural and creative partnership between our two countries.”

***Sir Richard Stagg Ex Ambassador to India 2011 presently British Ambassador to Afghanistan***

“I believe that this initiative is going to place India once again in the forefront of international minds when it comes to design the applied arts fashion media across the board., India's economic revival - India's economic renaissance - must be matched by a cultural one and this project led by Anand (Kapoor) I believe will really unite a variety of forces in this country; a variety of talents from throughout India north to south east to west and provide a superb platform for the talent of Indians who are engaging with contemporary life technology contemporary tastes and have a great capacity to change the way in which the world looks at India and the way the world interacts with India.”

***Dr Amin Jaffer International Director of Asian Art for Christies***

“I do believe very strongly that we need to broaden the cultural links between our two countries and around the world. But at the same time I do believe very firmly that this does not mean producing a mish mash of culture but it means respecting and learning from each other's cultures which I believe is primarily an Indian thing to do.”

***Sir Mark Tully former Bureau Chief of BBC and writer***

“I hope you will agree and allow me to say that the way Indian creative sectors and artists are projected abroad is quite limited the full range of our talents is not really projected in the way it ought to be I think that is probably because of the fragmented nature of the Creative sectors itself. India is a growing metaphor of what is happening in the world today so we need to look within and out to make sure that India does go to the next level. The best of modern India is what we want to see represented.”

***Sharmila Tagore UNICEF Goodwill Ambassador, Actress and Begam Ayesha Sultan of Pataudi***

“Emerging economies will be driven with creative ideas and this knowledge will determine the manner in which competitiveness evolves, creative industries are a new reality now and they are poised to boast high growth in the coming years. We Indians have inherited such great heritage which we can draw upon and it is for us to blend and

mould this treasure into an economic force.”

***Kumari Selja Union Minister of State for Education and Culture 2011 presently member of the 15th Lok Sabha of India***

“My experience of the work of CSSG is one of a ground breaking, innovative and highly creative approach to fostering a sense of social consciousness and philanthropy in Indian society, with the most brilliant idea of engaging creative talents from around the globe to raise awareness as well as funding. The genuine concern, unfailing energy and tenacity of Anand Kapoor and his dedicated team constantly amazes me and inspires me to do what I can to support this truly modern and moral endeavour.”

***Damian Whiteley Opera Singer and Musician***

“We at TCC are proud of our association with CSSG and wholeheartedly support all its initiatives and endeavours that provide dignity, hope and self-reliance to the underprivileged in the creative sector.”

***Sonalee Kumar, Director, TCC***

“Life is all about opportunity. A lot of us wouldn’t be where we are today if it wasn’t for the opportunities that have been granted to us along the way. What probably made all the difference was having someone around helping us make the most of them. This is exactly what CSSG is doing for underprivileged youth in India.

CSSG plays a unique role in providing opportunities for underprivileged youth through skill-based training in the creative sectors thereby allowing the individual to grow and ensure a secure future for themselves. By providing a holistic approach to helping someone re-navigate life CSSG is making a real difference.”

***Pitamber Sahni – Principal PITAMBER SAHNI DESIGN STUDIO***

“Travelling to India and to be able to contribute towards CCGS’ (Creative Services Support Group) initiatives was a deeply rewarding experience. To be able to give support to those less fortunate was an honour and education in itself.

The work CSSG is doing by allowing young men and women to live with dignity is something I shall never forget and an experience that money can’t buy.

It was great to be able to give something back through the work CSSG does as well as experience another culture, new flavours and ingredients. The time there has left an indelible mark on me and inspired me both professionally and personally. I am proud to be part of this change.”

***Michael Wignall – Michelin starred Chef at the Latymer UK***

“During my time at American Express I worked closely with CSSG from 2011 to 2013. CSSG have a strong ethos and a powerful message that they are able to share through strong fundraising initiatives that are both unique and exciting. The results of CSSG’s fundraising initiatives go to help young men and woman from less fortunate backgrounds. The work CSSG does is commendable and much needed in a country like India. I wish them luck in their future initiatives and will always be there to support them.”

“We are pleased to support CSSG in its effort to secure a career for homeless young adults in our care. CSSG provides invaluable support at a highly crucial juncture of the lives of street children as they grow into adults in need of self-sustaining livelihood options. The work CSSG is doing is absolutely crucial to help ensure that the youth we work with continue to take steps forward towards a self-sustaining future as they become adults. CSSG provides the young adults in our care a hope for the future and a life filled with dignity, respect, and purpose. It’s crucial that this organization is supported in order to make a better life for the underprivileged.”

***Mr. Anwarul Haque. Head of Dilse Campaign for Rainbow Homes***

“SHEROES is a happy partner to CSSG. We find the mission of creating conscious work life choices for young people, especially women very compelling and in deep synergy with our goal of helping women navigate careers more meaningfully and consciously. We like the CSSG approach and hope to bring conscious cultural and social change in economic and social status of women. “

***Sairee Chahal - Founder of SHEROES India***

“To feel with the heart is one thing and to feel with the heart, create ways to give back to the society where there is a sense of responsibility and the want to make a difference is another! CSSG follows the latter and it gives me an opportunity to do my bit in this world where people talk more than they act!”

***Anamika Singh – Director and Founder of Anandini Himalaya Tea – INDIA***

“We love everything about what CSSG stands for - empowerment through creativity. Every creative organisation should work with CSSG to help realize dreams of those who may not have the chance to do so. “

***Rashmi Varma - Head of Rashmi Varma Design***

“A New Direction is excited to work in partnership with CSSG. Creating opportunities for young people to experience, learn and work as part of the Creative and Cultural industries is central to both organisation’s mission, vision and values. The task ahead is challenging and there is a great deal to be achieved. Both AND and CSSG are young, ambitious and strategic organisations, working in different cities in different parts of the world – it is important for us to be networked and connected – however it is more important for the young people we work with to be connected to one another and to a global aspiration of what is possible. We look forward to successful collaborations, sharing of ideas and a rich exchange of learning.”

***Steve Moffitt - Chief Executive Officer A New Direction***

“After coming out to India and seeing the work CSSG is doing I felt confident enough to be able to personally endorse them. For me to be able to endorse an organisation like CSSG I need to be convinced of the work they are doing and

know that it is directly helping those who need help. I personally was able to endorse CSSG to A New Direction in London as I had seen the opportunities CSSG is giving young men and women from underprivileged backgrounds. It is truly inspiring the work CSSG continue to do and I am honoured to be able to have in some small way helped them achieve their goals. I am thrilled to be involved and support CSSG's efforts to ensure a brighter future for those less fortunate."

***Roger Pizey, Michelin Starred Chef Patisserie at Marco Restaurant and Author***

"Believe me... Anand Kapoor and his team at The Creative Services Support Group ('CSSG') are never short of energy, creativity and persistence to conceptualize and execute new and ambitious ways to support underprivileged young adults in India and raise funds for the cause. As a sponsor in 2013, I was impressed by the passion, the professionalism and more importantly, the transparency of the team."

***Vincent Cleme LOUIS XIII Brand Ambassador***

"Coming from a city like Sydney it is very difficult to comprehend the scale of poverty in India. Seen against this background CSSG's charitable efforts are phenomenal. It is easy to forget that such a large number of young men and woman have nothing and have few opportunities open to them. Whilst I was in India it struck me that CSSG's initiative is so simple yet so powerful a tool that can really change the lives of these young men and woman. It is amazing that such an initiative had not been set up before in India. Using the modern creative sectors to make a change in a fast developing country makes absolute sense to me and CSSG deserves strong kudos for their achievements. India is a country with extremes and to bring together these two dichotomies through food is a worthy venture. CSSG took us to visit some of the young men and woman they help. It was truly an eye opener and placed into context the work CSSG does. They truly have my support and I am happy to make available to them any help I am able to provide."

***Mark Best Chef/ Owner Marque Restaurant & Pei Modern***

CSSG has laid a broad, strong foundation for a prosperous economy with the aim of arming under privileged with essential skills of securing a job they love and leading a dignified life. It was an honour and a privilege to be part of this wonderful initiative and look forward to many more such opportunities to work with Anand. Kudos to Anand and team for conceptualizing such an endeavour, giving the folks a chance to dream and importantly, making those dreams come true! My best wishes and full support to the team!

***Mickey Bhoite Executive Chef Le Cirque New Delhi.***

"....a good idea I wish you well"

***Cherie Blair QC***

"Our own conviction met the philosophy of the charity group (CSSG): creation is a way of blossoming and a path to freedom and it is important for us, as artists, to support it."

***La cellule - Emmanuelle Becquemin and Stephanie Sagot***

“I was told about CSSG through a friend and was asked if I would like to help. When I became aware of the wonderful job that this Charity was doing, I knew I had to be involved. Not only does CSSG provide support financially and emotionally, it provides skills that can be used by beneficiaries into adulthood - skills that not only allow them to follow a career, defend for themselves but importantly build self-esteem by being a contributing participant in the community. I am humbled to be part of this great initiative.”

***Raj Nanda, CEO, Art Equity***

“CSSG is such a dynamic organization. We have worked closely with CSSG since their inception when we conducted a round of open interviews at one of the homes they work with for their career day. As a result we took on a young man who initially came to us for training but has since been offered a full time position. What CSSG does is increasingly necessary in this day and age. Most of the young men and woman they work with are left without any true opportunities to progress in life. CSSG’s initiatives encapsulate our strong ethos to support the wider community and help those around us. One of the key qualities that sets CSSG apart from other agencies working in this field is their sustained efforts to walk the path of integration – the accompaniment and interface between us and the young men has proved crucial to the success and learning for all parties. We at L’Opéra are encouraged to continue supporting and walking the path of transformation with CSSG.”

***Shradha Singh Deputy Managing Director at L’Opera (French Bakery Pvt. Ltd.)***

“Rashima and I have supported CSSG’s initiatives since 2011 there are few organisations that are creatively rethinking vocational training in the same way that CSSG is. Instead of viewing vocational training as a short-term solution to youth unemployment by quickly training young adults for repetitive work on an assembly line, CSSG guides students towards a long-term solution by training underprivileged young men and woman for a career that is worthwhile, challenging, and intrinsically interesting. By providing them with the opportunity to develop tangible skills for long lasting careers in a variety of fast-growing sectors and beyond teaching students literacy and arithmetic, CSSG foster in the youth they work with the ability to think originally and creatively about a wide range of issues in a myriad of rewarding careers. They go beyond teaching the proverbial man to catch a fish; they nurture youths’ innate creativity, giving them the ability to rethink, reinvent, and disrupt the entire” fishing” industry.”

***Vineet Bhatia, Chef Patron Rasoi, London and Rashima Bhatia Managing Director R.V.B Cuisine Ltd, London***



- FOOD
- LITERATURE
- ART
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- ARCHITECTURE
- FASHION
- MUSIC
- DANCE
- THEATRE
- FILM
- BROADCAST
- ADVERTISING
- TECHNOLOGY
- POLICY

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