

NDDP SAMARTH SAARTHI SAMUH

“Natural Talent to Leadership”



In June 2023, Newgen Digital Discovery Paathshala (NDDP), the flagship CSR project of Newgen, organized summer camps for the NDDP students and mothers from the Okhla community. These camps gave a unique opportunity for the CSR team to interact closely with the mothers of NDDP students, whose lives typically revolve around family responsibilities, neglecting their own dreams and aspirations.

The Digital Aspect

Recognizing the potential of these mothers, NDDP focused on empowering them with digital literacy. The program provided them with smart devices and conducted weekly online sessions. This initiative has empowered them to use technology effectively and encouraged them to pass on this knowledge to their daughters. With the help of their smart devices, the mothers began exploring various interests, from discovering new recipes to engaging in handicraft designs, writing poems, and sharing stories.

Unveiling Hidden Talents

With a holistic approach, NDDP embarked on a journey to uncover the hidden talents of these women. Many revealed their passion for crafting during idle hours. Consequently, a talent hunt was initiated, which brought forth a remarkable collection of handmade crafts, ranging from crochet bags and table mats to paintings and more.



Beautiful Crafts and Power-packed Exhibitions

These exquisite crafts were displayed and sold at exhibitions hosted across Newgen offices in Noida, Candor, Gurugram, and Okhla. The overwhelming response from over 1500 Newgenites boosted the confidence of these talented women and opened up new avenues for recognition and income for them.

Every Drop makes an Ocean

Through camps, gatherings, and skill-building activities, barriers transformed from 'I can't' to 'I can.' These women now proactively dream of building careers, earning income, and gaining respect and self-esteem. NDDP stands as a guiding light of hope and sustainability, lightening pathways toward empowerment and enduring prosperity for these women.

With heartfelt gratitude, we extend special thanks to the administration, CSD, all Newgenites, the CSR team, and everyone involved in making this pilot project a success, thereby paving the way for future phases.