



shere Khan

youth

protection

why was shere khan founded?



In 2012, upon returning from my first humanitarian mission in India, I decided to raise funds to support the orphanage where I had spent most of my time. The first project I chose to support was the construction of a new building at St. Mary's Jesus children's home in Arni, as there was no longer enough space to properly accommodate the 120 children there. On the back of this project, I founded Shere Khan in 2018 to ensure we could continue to help this region in collaboration with our local partner. Many youths in Tamil Nadu, in southern India face significant challenges, including limited access to education, harsh living conditions and a lack of parental care.

We chose to focus on access to education when we realised that children are forced to leave the orphanage system, which is financed and managed by the government, at the age of 16-18. After they have left, they usually end up homeless with no money and no plans for their future. Living on the streets, they become extremely vulnerable to all sorts of threats, such as sex trafficking. Poverty in India seriously impedes young people's ability to pursue a decent higher-level education. This is why we hope to broaden the scope of our activities in the long run. We want to help not only children to fulfil their dreams, but also teenagers, young adults and underprivileged women who cannot afford a higher education. Our aim, therefore, is to work closely with local communities to give these people access to a range of possible courses, a safe and welcoming place to stay, and support for their basic needs during their time there.

Shere Khan has set up a financial and operating framework that supports students through the admissions process and throughout their studies. We are committed to protecting the next generation in an increasingly threatening world where poverty hinders access to a better life. Our association purposely operates on a small scale in order to deliver concrete results, and our local partner monitors the project on site. Each and every donation we receive makes a difference. With about 400 Swiss francs, we can send a student to university or a technical institute for a full academic year. Thank you for your support!

Noëlle Demole
Founder & CEO



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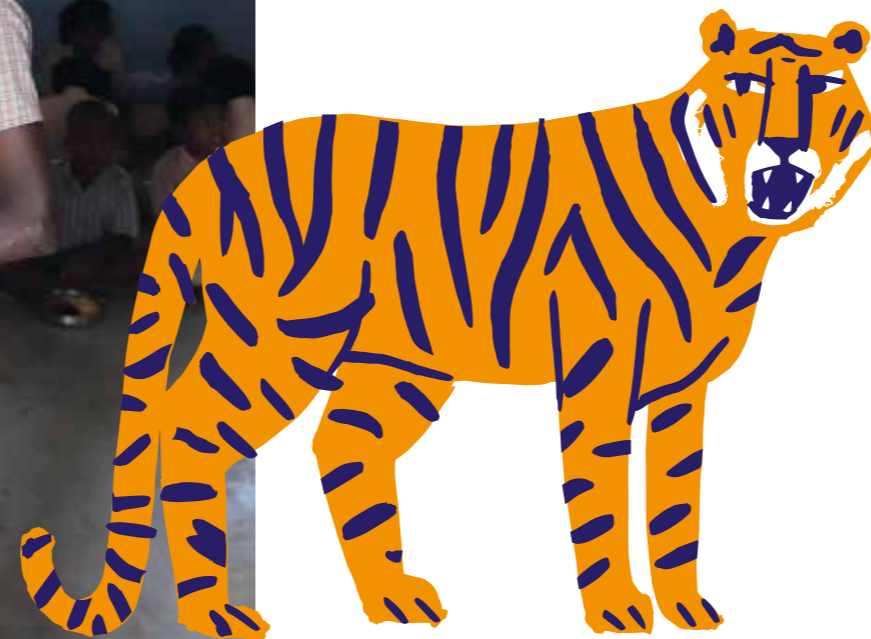
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what



we



do

the skills and mindset for a better life

In Tamil Nadu, many teenagers and young adults from poor, often homeless, backgrounds do not have access to education and cannot hope for a better life: one that is healthy, secure, and financially self-sufficient. Those living in orphanages are usually left to their own devices when they are asked to leave at the age of 16–18 years old. Women are often married off early and denied self-development opportunities.

Besides the lack of funds, the effects of poverty – namely ill health, hunger, physical and psychological abuse, and the lack of structure and encouragement – prevent even the most determined youths from being able to study. This is why we offer our students not only access to quality education, but also continuous counselling, secure housing, a stable environment, regular meals and basic healthcare. We believe this is essential for them to live a better life and dream of a brighter future!



**continuous
guidance
to ensure
success**

we help

students

to succeed



education

We offer young people access to quality education in the subject area of their choice, and at the appropriate level, to give them the skills and mindset for a better, financially self-sufficient life.



health

We provide basic medical consultations and medication to prevent ill health, which would ruin the chances of a better life.



safety

We provide young people with a safe space and a stable social environment to keep the dangers and difficulties that would disrupt their studies at bay.



nutrition

We provide young people with two or three balanced meals per day, as well as clean water, to make sure they stay healthy, energised, and able to study.



housing

We provide a safe and comfortable place for young people to live and sleep, either in a school or college hostel or in a healthy relative's home, to help them focus on their studies and build healthy relationships.



support

We provide young people with personalised counselling and accompany them throughout their educational journey to maximise their chances of realising their dreams.

some

statistics

20 million

orphan/homeless children (97% of them have at least one living parent, but who is too poor to take care of them)

1.2 million

homeless teenagers that become sex slaves once they leave orphanages (40% of them are under 18)

1.77 million

homeless adults

62,000

orphans in Tamil Nadu that have been placed in child care institutions or orphanages by the government

1 young Indian out of 5

is poor and cannot access education (87% live in rural areas like the village of Arni)

criteria for selecting students for shere khan's financing for studies scholarships

1. Following a discussion with students, we ascertain whether they are interested in the subject that they have requested a scholarship for.
2. Based on their previous marks, students who have arrears will not be selected for the scholarship programme, unless in a very rare situation.
3. The students should be willing to work hard. Unless there is a valid reason, they should not have arrears while studying.
4. Poor families whose income does not cover their children's educational expenses.
5. Priority is given to the children of single mothers, widows, and women who have alcoholic or irresponsible husbands.
6. Due to gender inequality in India, preference will be given to female students.
7. If there is more than one child, we will only recommend one, and preference will be given to girls.
8. Children of parents with a disability, or students with a disability.
9. Children who are first-generation learners since they have semi-illiterate or illiterate parents.
10. All of these conditions are applied on humanitarian grounds based on the family's degree of poverty and their circumstances.

Kindly note that the criteria are flexible. We do not want to be rigid. We would like to have the flexibility to recommend you students who are in real need.



our process



teens leave the orphanages

At the age of 16–18 years old, teenagers have to leave the orphanages because of a lack of space and for legal reasons.



we identify who needs our help

We target the ones in need, talk to them and help them to outline their educational goals.



we send them to schools and universities

We send them to academic or professional institutions to start the programme of their choice. We cover all the costs.



we monitor their academic progress

We follow the students' progress and provide them with all their basic needs until they graduate.



they succeed & graduate

The students are finally ready to find a job and to be intellectually and financially independent.

sex trafficking in india

Sex trafficking of children and young women in India is one of the country's biggest concerns. Lack of education, the patriarchal culture and extreme poverty creates an ideal situation for traffickers. Human trafficking is illegal under Indian law, but it is extremely profitable and there are far more men than women in India, both of which allow this criminal business to grow in poverty-stricken regions. Commercial sexual exploitation, forced prostitution and forced marriage are the most common forms of sex trafficking that are happening in the country.

Therefore, Shere Khan also prevents young individuals from falling into the hands of sex traffickers since homelessness creates an ongoing supply of new victims. We protect vulnerable children and women from the dangers of a life on the streets, where sex trafficking thrives.





who

we

are

mission

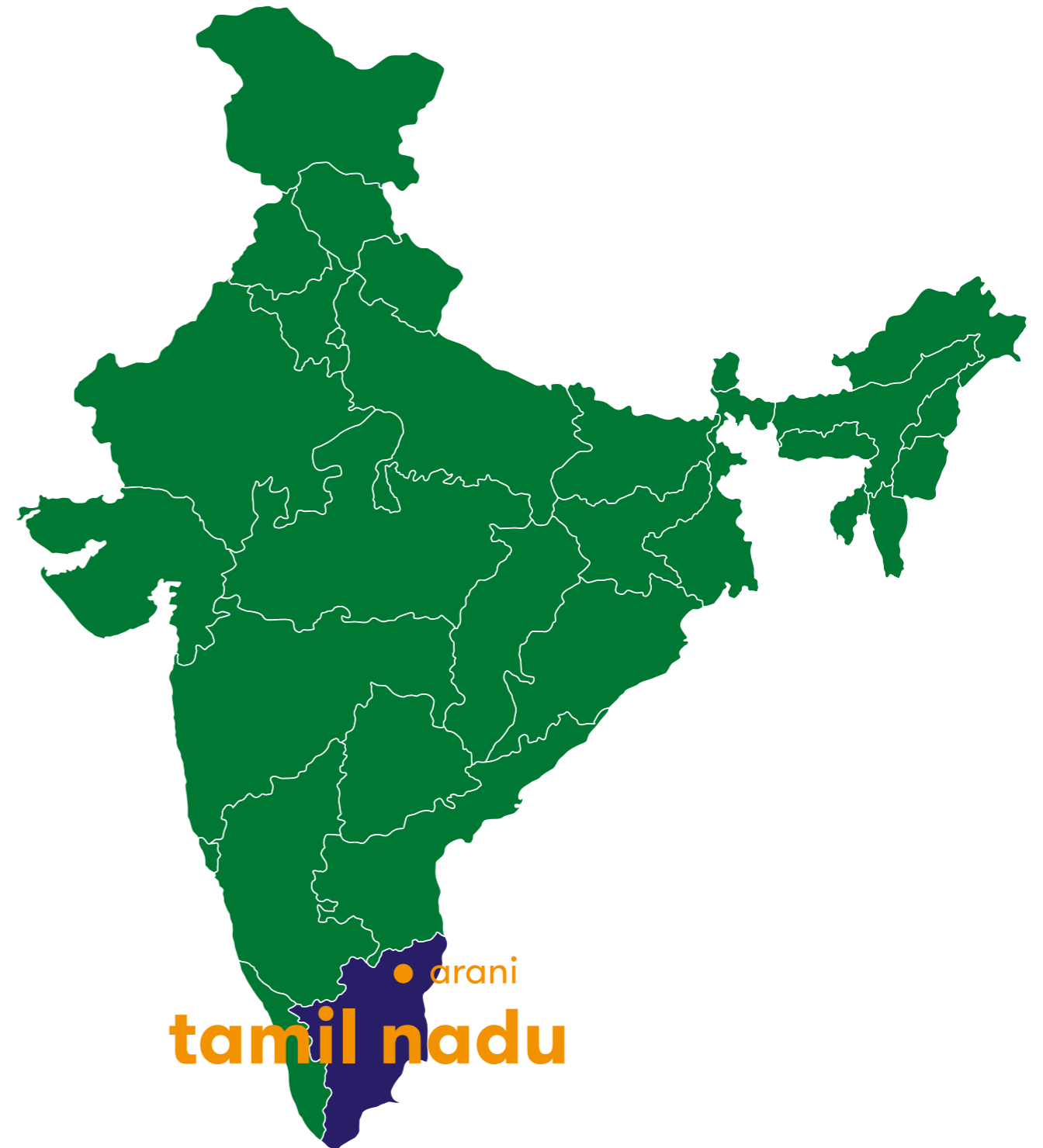
To help disadvantaged youths in Tamil Nadu escape poverty. To give them a pathway to a healthy and financially self-sufficient life by providing the funding, guidance, and healthcare and security they need to access and complete a proper education.

vision

A world where every disadvantaged young individual in South India has a secure pathway, through quality education, to a better life.

approach

We work on a highly personalised, case-by-case basis. We identify motivated youths and provide each one of them with tailored counselling throughout their chosen educational journey. We are careful not to impose anything; we aim to guide and help students to find their own way.



The state of Tamil Nadu has 32 districts and its official language is Tamil, which is one of the longest-surviving classical languages in the world. Tamil Nadu is one of the most literate states in India. In fact, it has 37 universities, 449 polytechnic colleges and 566 arts and science colleges, 34,335 elementary schools, 5,167 high schools, 5,054 higher secondary schools and 5,000 hospitals.



history

In 2012, Noëlle, a young Swiss woman, travelled to Southern India to work at an orphanage in the village of Arani. She realised that the teenagers there had no clear or safe pathway to a healthy and financially self-sufficient life once they left the orphanage. Many of them ended up back on the streets, trapped in poverty and condemned to a life of instability. She vowed to change this by offering them a secure pathway out of poverty by means of a formal education.

As soon as she returned to Switzerland, she started raising awareness of the problem and securing funding commitments. Meanwhile, she raised 50,000 Swiss francs to finance the construction of a new dining room and bedrooms for the 120 orphans in Arani. Over the next couple of years, while putting things in place to fulfil her vow, she financed a second new building at the orphanage, called St. Mary's Jesus Home for Children.

In 2018, Noëlle founded the Shere Khan Youth Protection association. That same year, the association signed a partnership with the Society for the Upliftment of the Economically Backward (SUEB), a well-established southern Indian NGO. SUEB identifies the beneficiaries, counsels them through their educational journey, and coordinates the provision of housing and healthcare to the students.

commitment
to the **local** youth
who **needs us**

collaboration
with **our local partner**

transparency
with **you**

integrity
with **ourselves**

our values



our

team



Noëlle Alice Demole

Founder & CEO
Shere Khan Youth
Protection



Dr. Priscilla Nirmalakumari

Local Partner Founder
& Director
SUEB



Jean-François Demole

Vice President
Shere Khan Youth
Protection



Nicolas Guiramand

General Secretary
Shere Khan Youth
Protection



John S.R. Dickson Samuel

Manager of Activities
SUEB



Mrs. Sridevi

Coordinator &
Monitoring officer
SUEB



Mrs. Hemalatha

HRD & Admin Officer
SUEB

supporting partners



ALR Fiduciaire SA

A.L.R Fiduciaire SA in Geneva donates a few hours of their time each month to process our payments, accounts, tax declarations and compliance reviews. They ensure that our accounts are always in order and compliant with Swiss law.
www.alfiduciaire.ch



Ypsom Partners

Ypsom Partners in Geneva donates a couple of days' worth of their time every year to independently audit our annual accounts and prepare a detailed, audited financial report for the fiscal year ending in June.
www.ypsompartners.ch



Beker Guiramand Sepe

Beker Guiramand Sepe in Geneva advises us on all legal matters and helped us register the association so that donors can make their donations tax deductible.
www.bgsllaw.ch



Base Design GVA

Base is an international network of studios led by creatives (Brussels, New York, Geneva and Melbourne). Base does Strategy + Branding + Digital. Base is about people, simplicity and common sense.
www.basedesign.com



Berclaz Associés

Berclaz & Associés Legal & Compliance is a company that specialises in the outsourcing of compliance, risk and legal functions. Their clients are family offices, independent asset managers, company & trust service providers, trading companies and banks.
www.outsourcing compliance.com



Chill Panther Media

Chill Panther Media is a digital media production house located in Bangalore, India. They specialise in conceptualising and creating content for their clients.
www.chillpanther.com



SUEB

Society for the Upliftment of the Economically Backward (SUEB). Our local partner in Chennai, Tamil Nadu.
www.suebgroup.org



Demole Capital Partners

Family Office in Geneva.



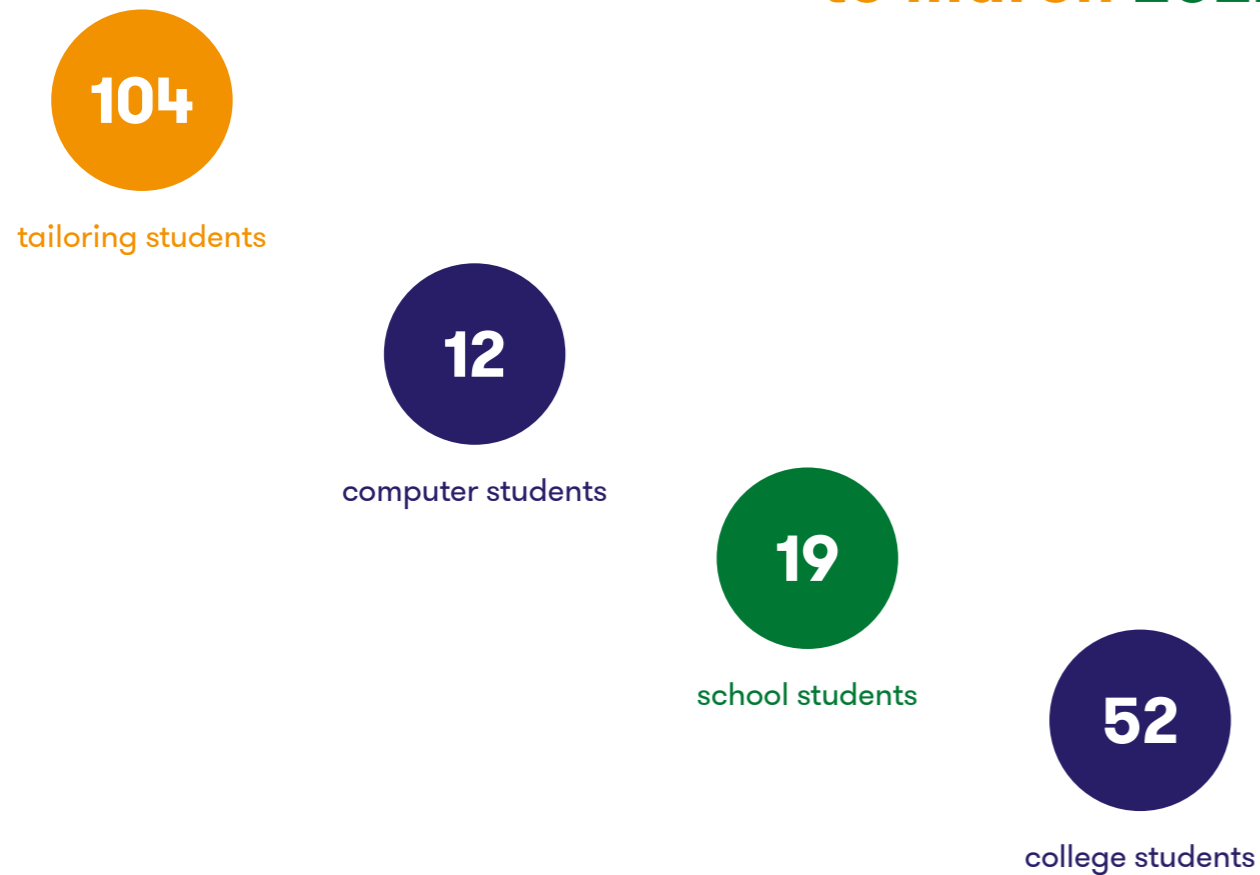


ach- ieve- ments

As of 2020, a dedicated team of seven people in India and Switzerland were accompanying 173 students in Tamil Nadu: 102 in community colleges (women and girls only), 52 at university, and 19 in primary or high schools. Most of them are orphans and women who are especially vulnerable to the dangers of poverty and homelessness.

scholarship april 2018

to march 2022



vocational training — sewing machine operator

54

students from
april 2020
to march 2021

In 2019, Shere Khan Youth Protection teamed up with SUEB to provide a sewing machine operator course. Since then the tailoring course has gradually increased in popularity among underprivileged girls from the Chennai and Tiruvannamalai districts, who do not wish to go into higher education or go to university. This course makes them self-reliant and financially empowered. Both centres in Arni and Medavakkam are equipped with foot-operated machines and infrastructure. Enrolled students learn basic and advanced levels of apparel design.

In February 2021, we had a graduation day for the students who studied from April 2019 to March 2020. Despite the COVID-19 pandemic, we found a way of honouring the achievements of 50 students who graduated from SUEB Development Community College in Medavakkam. Many of our students celebrated with their families and friends.

vocational training — associate desktop publishing (DTP)

12

students from
april 2020
to march 2021

SUEB and Shere Khan Youth Protection are working together to give underprivileged youths and women the digital skills they need to achieve their personal, social, occupational, and educational goals.

In April 2020, we launched the Associate Desktop Publishing (DTP) course in Arni and Medavakkam.

These computer courses teach basic Microsoft office software applications, and they have enhanced administrative and operational effectiveness in various organisations for better networking and collaborations. Therefore, we are expanding the computer courses for the upcoming year. At the request of students, we plan to introduce a Data Entry Operator (DEO) course and a Computer Office Automation (COA) course.

52

students from
april 2020
to march 2021

scholarship for school and college students

This programme started with five college students in 2018. In March 2021, there were 52 college students and 19 school students.

what



you

can

do

your
generosity
can make
a very
significant
difference

donate to shere khan

sherekhan.org/what-you-can-do/

The cost of higher education, whether in universities or professional colleges, is too high for many families in Tamil Nadu. The application fee alone is about 2,000 Indian Rupees (the equivalent of around CHF 30). This is unaffordable for those living beneath the official poverty line in this region, which is 30–45% of people.

If you wish to support one student in particular and follow their progress, please let us know and we will work with you to identify them and determine the options based on your budget. We can also help you organise a visit to Tamil Nadu to meet your beneficiary; in fact, we strongly encourage all our donors to do this!

Your donation will send more deserving students to university, primary and high school or community college, and will fund our other critically important services, including continuous counselling, secure housing, regular meals and basic healthcare.

your impact

CHF 500 .—

With CHF 500, you can send a student to school, technical college or university for a full year. This includes the application fee, tuition fees and other basic expenses such as textbooks, school uniform, medical care and public transportation.

CHF 1,000 .—

CHF 1,000 per year will also provide the student with a place to live in a school hostel, giving them the safe and stable environment that they may not have at home or on the streets.

CHF 1,500 .—

CHF 1,500 per year of study will have a life-changing impact on the beneficiary! The courses (bachelor's degrees and others) have varying durations, ranging from two to four years, and are structured to give students a very high chance of getting a job immediately after graduating.

your support

The amounts shown below give an indication of the real cost of educating, housing, feeding and counselling a student over various time spans. However, no donation is too small! Any amount can make a real difference for our beneficiaries.

donate to shere khan

sherekhan.org/what-you-can-do/



a chance of freedom

getting young
people in India off
of the streets

“Social Entrepreneurship is the future!
Orphans need our help... so let's get
to work and make India a safer country
for the next generation.”

— Noëlle Demole
Founder & CEO



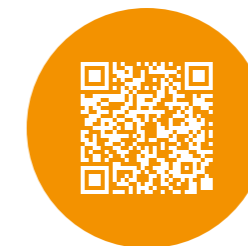
press

«Notre ambition, c'est que nos protégés soient
financièrement indépendants, que les femmes
en particulier, souvent bafouées, échappent
à l'emprise des hommes, grâce à une formation»



Le Temps, Portrait de Noëlle Demole
7 February 2020

»Ich will, dass sie wissen, dass die Welt
sich um sie kümmert. Je mehr Menschen
ich inspirieren kann, desto eher werde
ich einen Unterschied machen können.«



Forbes, Noëlle Demole
1 November 2020

«À 28 ans, Noëlle Demole a déjà remis sur
les rails près de 300 jeunes Indiens avec son
association, Shere Khan Youth Protection.»



Léman bleu,
18 May 2021

as seen in

LE TEMPS

Forbes

WOMEN IN
BUSINESS

léman
bleu.tv

Handelszeitung



sherekhan.org