

3

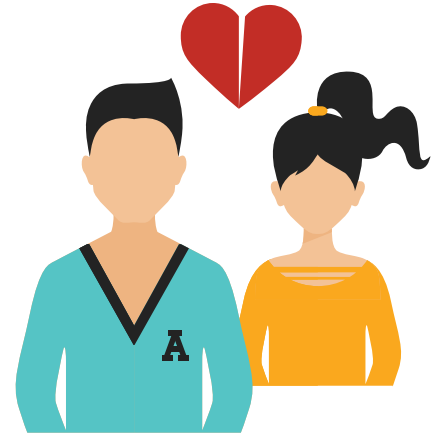
**UJALA EK HOPE
INDEPENDENT PROJECT**



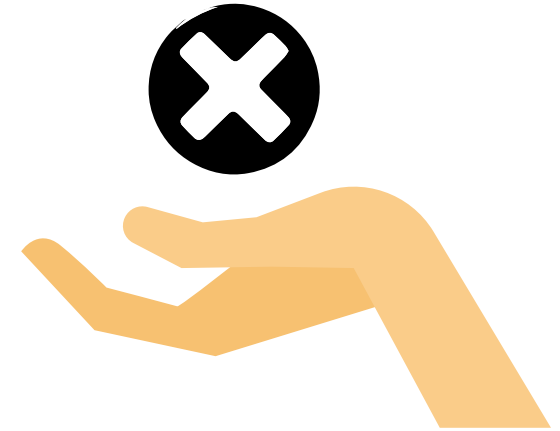
THE STORY BEHIND THIS PROJECT

When I speak with my married female friends in India, they often complain about the **problems they are facing.**

WHAT PROBLEMS ARE THEY FACING?



Maintaining relationships



Lack of support



Financial burdens



Daily life pressure

This can lead to depression

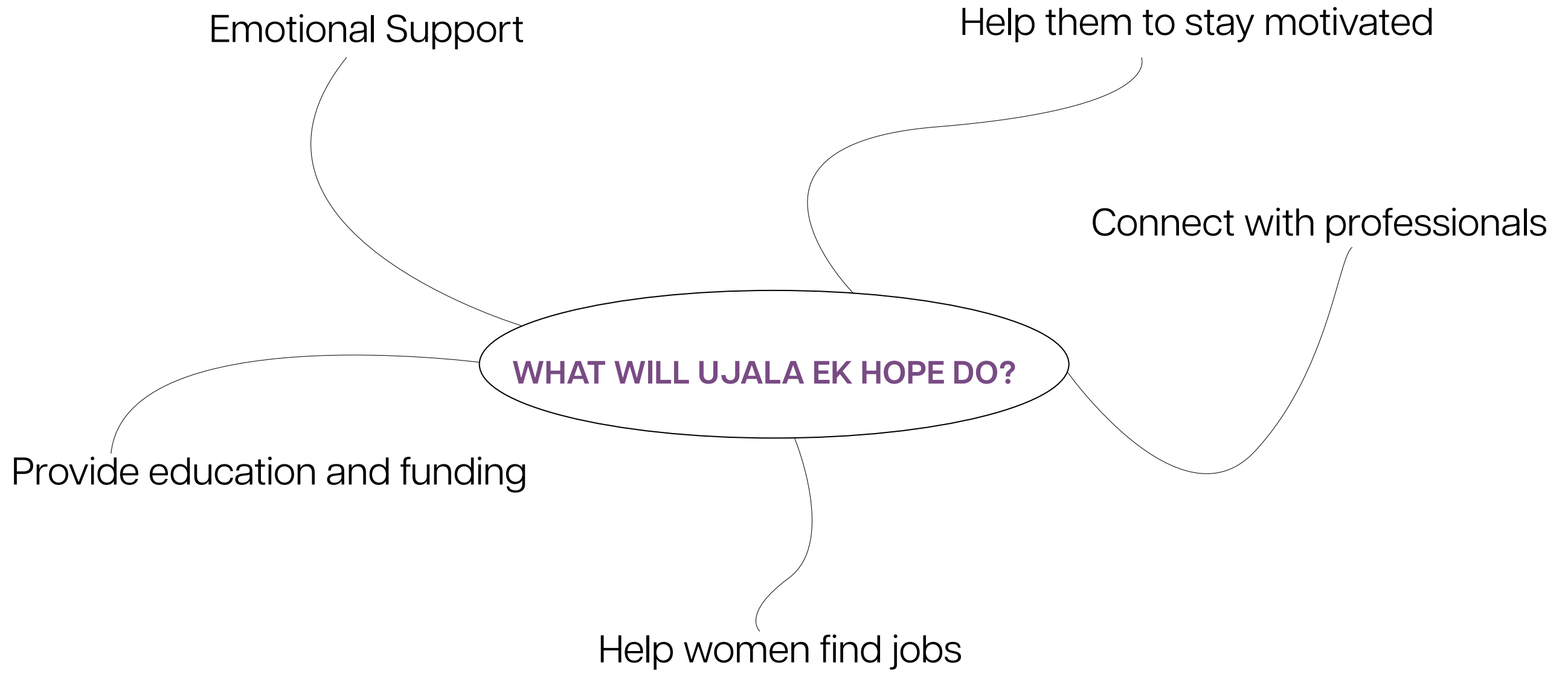
Research in India suggests that depression and anxiety are common issues. Studies, including surveys and those involving people seeking help, consistently find that **women are 2-3 times** more likely to experience these challenges than men (Malhotra & Shah, 2015).

WHAT UJALA AIMS TO DO

FREE the women from the burden.

CHOOSE the right path.

EXPLORE the opportunities.



TARGET AUDIENCE

The target audience includes women aged **22-35** because this is the age range when women typically get married in India.

WHY THIS TARGET AUDIENCE

Women who are **college dropouts** and married at an early age. Women who are working but **suddenly** have their marriages arranged by their families.

PERSONA 1

About

NAME: Priya Sharma

AGE: 31 years old

GENDER: Female

STATUS: Married

EDUCATION: BCOM, Maharaja Agrasen College
College in Delhi, India

EXPERIENCE: Former data analyst at Punjab
National Bank, Jalandhar India



Bio

Priya is a typical housewife who previously worked as a data analyst at Punjab National Bank in Jalandhar, Punjab, India. She left her job because of the long-distance commute, which often caused arguments with her husband and left her with little time to spend with her mother-in-law and husband. Later, she quit her job and started handling the housework and cooking for her husband and mother-in-law. However, she also wants to start her own cooking business because she loves to cook. Unfortunately, she lacks the necessary knowledge, support, and adequate funding. As a result, she often finds herself feeling alone and depressed.

Goals

- Achieve Work-Life Balance
- Needs Funding
- Achieve Personal Fulfillment
- Build Support Network
- Promote Healthy Relationships
- Overcome Challenges

Pain Points

- Lack of Time
- Limited Support System
- Lack of Knowledge
- Emotional Stress

Skills level

Cooking



Data analysis



Team leader



Motivations level

Calm



Depressed



Joy and happiness



PERSONA 2

About

NAME: Suchita Rani

AGE: 24 years old

GENDER: Female

STATUS: Married

EDUCATION: B.A. (Hons) Psychology, Shaheed Rajguru College of Applied Sciences for Women, East Delhi, India

Drop out after the second year

EXPERIENCE: Tailoring



Bio

Sushita is a housewife who loves to explore her creativity, despite not completing her studies because her family believed her age was increasing day by day. She married a man who is a manager at a local store in the shopping mall. She dropped out of her BA program in her mid-second year. After marriage, she started doing tailoring work in a local shop. Later, she became pregnant and now has a 5-month-old baby girl. She wants to pursue a job outside the home, but faces pressure from her baby and in-laws to stay at home, a decision she feels compelled to follow, leading to depression and anxiety. However, she also desires to complete her BA and work with reputable companies in tailoring, while managing her responsibilities at home.

Goals

- Complete her BA
- Advance her tailoring skills
- Find work-from-home opportunities
- Networking and job searching
- Seek support for mental health

Pain Points

- Limited Independence
- Depression and Anxiety
- Lack of Support
- Financial Dependence
- Balancing Responsibilities

Skills level

Taloring



Designing



Communication



Motivations level

Calm



Depressed



Joy and happiness



**Who will ensure
their comfort?**

**Are there any brands that can connect
with UJALA EK HOPE to support women?**

YES! THERE ARE BRANDS THAT CAN COLLABORATE WITH UJALA EK HOPE TO SUPPORT WOMEN IN INDIA.

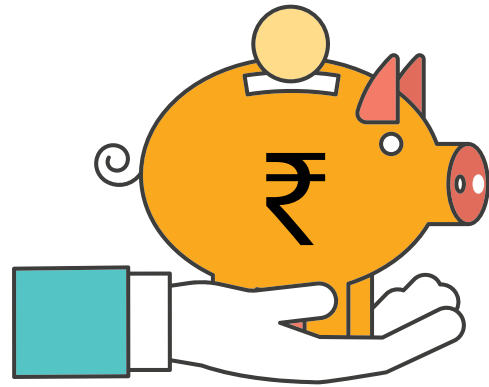
Myntra



Nykaa



HOW CAN NYKAA AND MYNTRA HELP THOSE WOMEN?



Help with funding



Help with jobs

SOLUTION

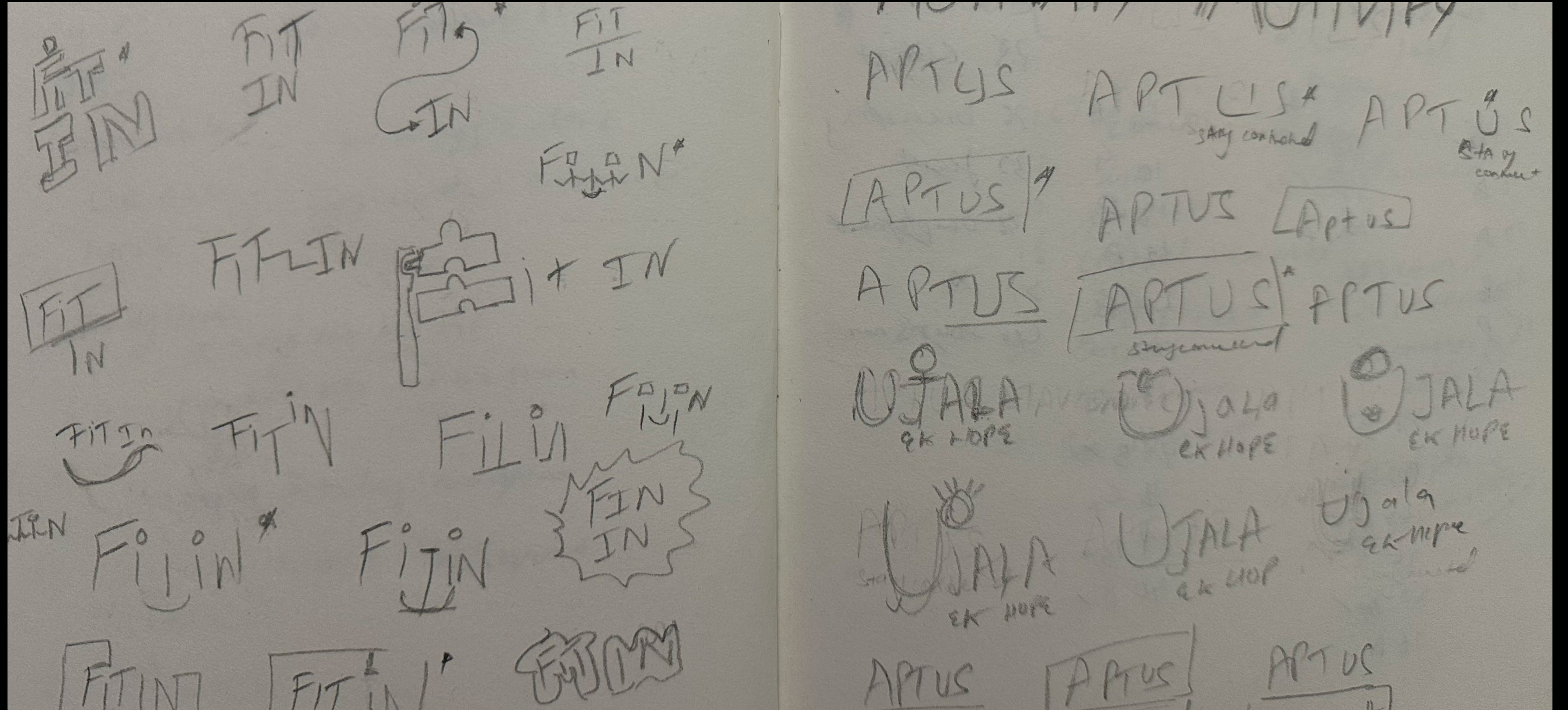


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MY APPROACH



MY APPROACH

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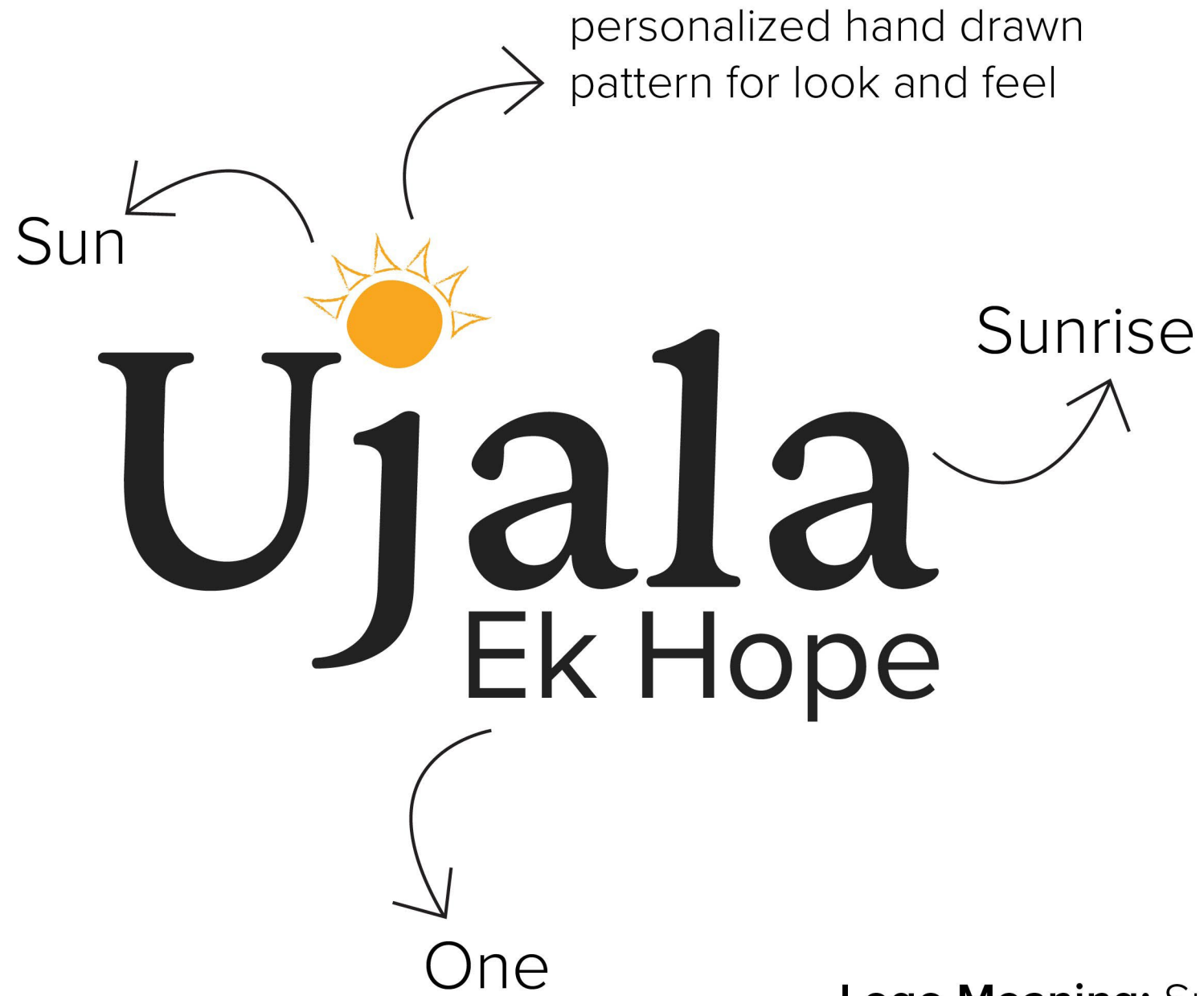
UJALA
Ek Hope



Ujala
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UJALA
Ek Hope

Ujala
Ek Hope



Logo Meaning: Sunrise is one hope

TYPOGRAPHY EXPLORATIONS

TITLE

Monarcha (Regular)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 9

WOMEN

SUBTITLE

Proxima Nova (Semibold)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 9

BOLD

BODY TEXT

Proxima Nova (Regular)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 9

INSPIRATIONAL

COLOR EXPLORATIONS



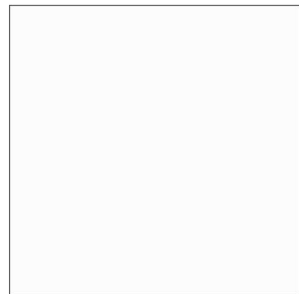
Shine
#f9a61e

Shine like a sun.



Achieve
#50c4c6

Achieve your goals without thinking about the outcomes.



Brighter
#f9f9f9

Think more brightly.



Dream
#222222

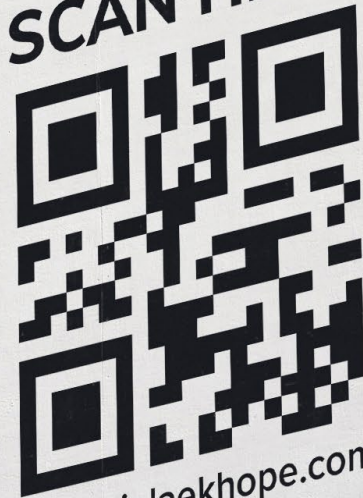
If you dream something, accomplish it.

**Ujala**
Ek Hope

**FINDING
INNER
BALANCE**



SCAN HERE



www.ujalaekhope.com

HEALING TAKES TIME

www.ujalaekhope.com

Ujala
Ek Hope

Ujala Ek Hope is a non-profit organization that supports married women in focusing on their goals, which can help them overcome anxiety and depression.

SCAN HERE



SCAN HERE



ujalaekhope.com

CINEMATIC

VIDEO

PHOTO

PORTRAIT

Ujala
Ek Hope




COUNTLESS WOMEN'S DREAMS REMAIN UNFULFILLED!


Ujala Ek Hope is a non-profit organization that supports married women in focusing on their goals, which can help them overcome anxiety and depression.

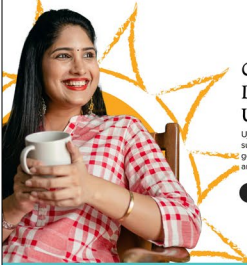
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COUNTLESS WOMEN'S DREAMS REMAIN UNFULFILLED!

Ujala Ek Hope is a non-profit organization that supports married women in focusing on their goals, which can help them overcome anxiety and depression.

[Learn More](#)

Ujala Ek Hope offers assistance and empowers women to achieve the life they genuinely aspire to.

100+
Women from
around Delhi,
India

90+
Hours of
mentoring
sessions

₹200,000
Money was awarded and
given to women to start
their new lives


TESTIMONIAL

“ Ujala Ek Hope has helped me embrace a positive mindset. The variety of psychological practices keep things interesting, and the community support to achieve goals adds an extra layer of motivation.
Anonymous


“ Faced with the burden of responsibilities to help both my families, I had forgotten to maintain my fitness. However, after taking classes at Ujala Ek Hope, I have smoothed my journey by meeting new people.
Smriti Singh

“ After having a baby, I struggled to find a home-based job. Consulting Ujala enabled this collaboration with Nykaa and Myra, leading to my first in-product marketing consultant, leveraging my experience and skills. Now, I work from home.
Kulshinder Kaur


It has been an absolute pleasure to be a part of Ujala Ek Hope. After working in the banking sector, I was seeking a positive change in my career and to contribute to women's empowerment. I am confident that more connections will be made in the upcoming years, reaching across various states from urban to rural areas. We believe that every woman should have the right to stand up and advocate for themselves.
*CEO of Ujala Ek Hope
Rajeev Kaur*




UPCOMING EVENTS



WORK DILIGENTLY AND CELEBRATE YOURSELF
Sat, May 11, 9:00 AM – 10:00 AM GMT
[RSVP](#)



YOGA WITH MANISHA SHARMA
Sat, May 25, 11:00 AM – 12:00 PM GMT
[RSVP](#)




START INVOLVING WITH OTHERS
Sat, Jun 1, 11:00 AM – 12:00 PM GMT
[Buy Tickets](#)

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CONTACT

info@ujalaekhope.org
 Phone: +91 8255773077
 Mohali, Chandigarh India

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JOIN US FOR THESE UPCOMING EVENTS


RSVP BELOW FOR OUR NEXT EVENT.




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[RSVP](#)




START INVOLVING WITH OTHERS
Sat, Jun 1, 11:00 AM – 12:00 PM GMT
[Buy Ticket](#)



CHIT CHAT WITH NEHA ARORA
Sat, Jun 8, 2:00 PM – 3:00 PM GMT
[Buy Ticket](#)

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SAT, JUN 8 | ONLINE VIA ZOOM 2:00 PM – 3:00 PM GMT

CHIT CHAT WITH NEHA ARORA

Join us for the best experience with Neha and personal growth virtually for women!



ABOUT THE EVENT

Neha embarked on her journey with us in 2023 and has since become an independent woman, owning her own hair salon in Jalandhar, Sector 4, Punjab, India. Despite grappling with anxiety, depression, and getting married after completing her graduate studies, she found herself stuck. However, after coming across Ujala Ek Hope, she emerged as the best beautician in Jalandhar, Punjab, India. Not only does she work in her salon, but she also receives orders from around the India.


[Show More](#)

This event has a group. You're welcome to join the group once you register for the event.

Schedule
2:00 PM - 3:00 PM

TICKETS

Ticket type	The price for this ticket is below	Quantity
Chit Chat with Neha Arora	₹100	0
	*service fee	




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1. ADD YOUR DETAILS

*FIRST NAME

*EMAIL


[Continue](#)

*LAST NAME

Time remaining: 10:12

2. TICKETS DETAILS

3. PAYMENTS



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Chit Chat with Neha Arora	Time remaining: 10:12
<hr/>	
Payment Experience 2024!	
Pay what you want. ₹100	
Qty: 1	₹100
<hr/>	
Subtotal	₹100
Service fee	₹20.12
<hr/>	
Total	₹120.12

Free
₹0.00

Get started

Chat with sales

FEATURES

- ✓ Access to free memberships
- ✓ News Letters
- ✓ One time counselling
- ✓ Profile creation
- ✓ Basic chat and email support
- ✓ Bonus with reference

One time per visit
₹100.00

Get started

Chat with sales

FEATURES

- ✓ Access to free memberships
- ✓ News Letters
- ✓ Pay as you go counselling
- ✓ Profile creation
- ✓ Basic chat and email support
- ✓ One free for first time users
- ✓ Pay ₹300 for 5 visits
- ✓ Bonus with reference

Months Plans
₹800.00

Get started

Chat with sales

FEATURES

- ✓ Access to free memberships
- ✓ News Letters
- ✓ Profile creations
- ✓ Basic chat and email support
- ✓ Tips and reminders
- ✓ Find your counselor
- ✓ 15 counseling sessions
- ✓ Personalized emails about meet and greet
- ✓ Bonus with reference



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YOGA WITH MANISHA SHARMA
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STAKE INVOLVING WITH OTHERS
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TICKETS
 Ticket type: Chit Chat with Neha Arora

This event has a group. You're welcome to join the group once you register for the event.

Schedule: 2:00 PM - 3:00 PM

The price for this ticket is below *service fee

Quantity: [+](#) [-](#)

1. ADD YOUR DETAILS

*FIRST NAME

*LAST NAME

*EMAIL

2. TICKETS DETAILS

3. PAYMENTS

Time remaining: 10:12

One Chat with Neha Arora

Sat, Jun 11, Online
 Sat, Jun 11, 2:00 PM - 3:00 PM GMT

Payment Experience 2024	₹500
City?	₹100
Subtotal	₹700
Service fee	₹100
Total	₹1200

Free ₹0.00 [Get started](#) [Chat with sales](#)

FEATURES

- Access to free memberships
- News Letters
- One time counselling
- Profile creation
- Basic chat and email support
- Bonus with reference

One time per visit ₹100.00 [Get started](#) [Chat with sales](#)

FEATURES

- Access to free memberships
- News Letters
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- Bonus with reference

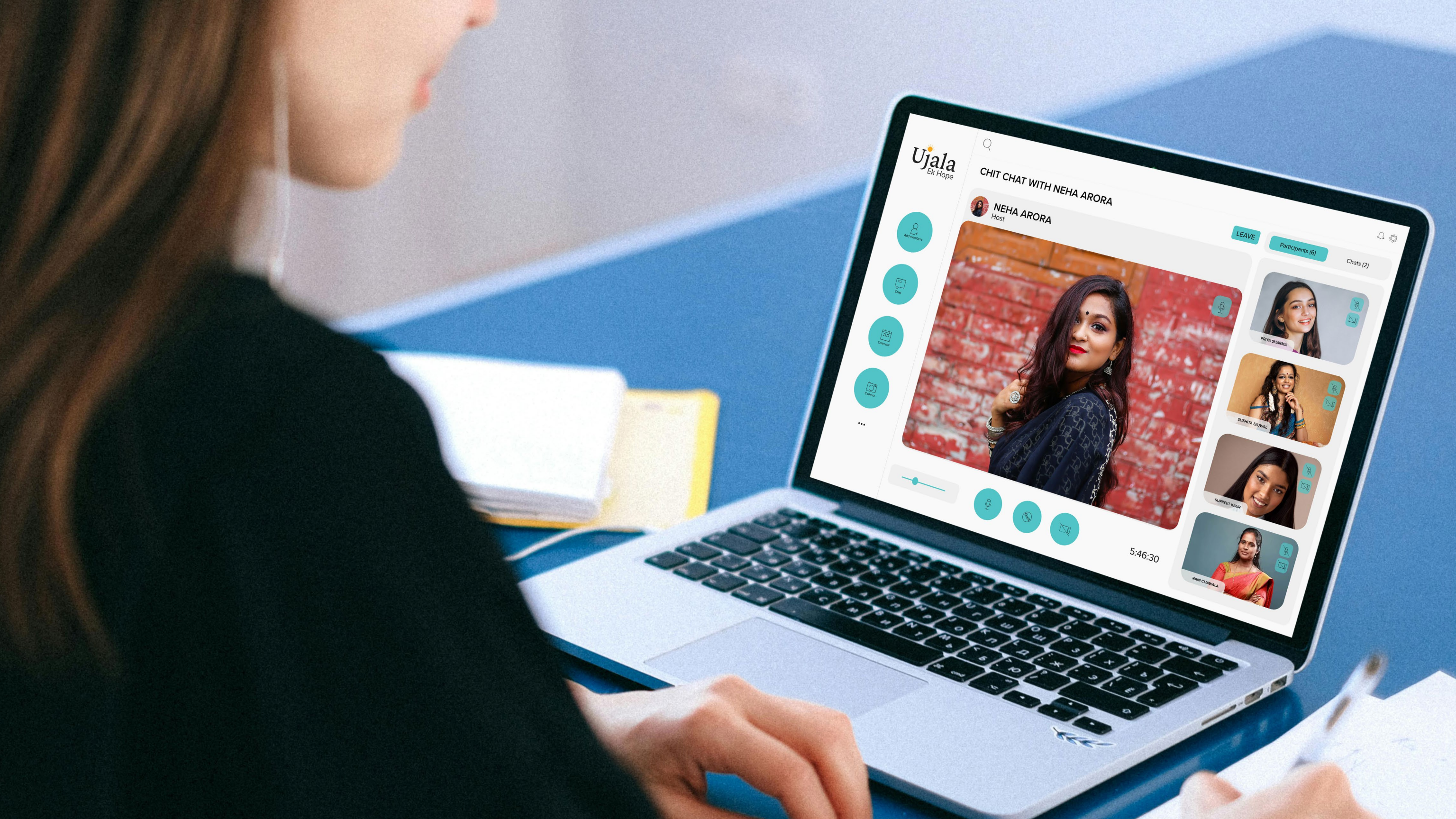
Months Plans ₹800.00 [Get started](#) [Chat with sales](#)

FEATURES

- Access to live memberships
- News Letters
- Profile creation
- Basic chat and email support
- Tip and reminders
- Find your counsellor
- 15 counselling sessions
- Personalized emails about meet and greet
- Bonus with reference

CHIT CHAT WITH NEHA ARORA
 Sat, Jun 11, 2:00 PM - 3:00 PM GMT

[Buy Tickets](#)



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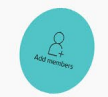
CHIT CHAT WITH NEHA ARORA

NEHA ARORA
Host

LEAVE

Participants (6)

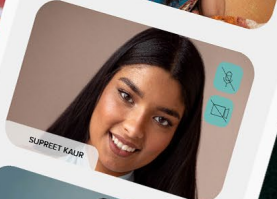
Chats (2)

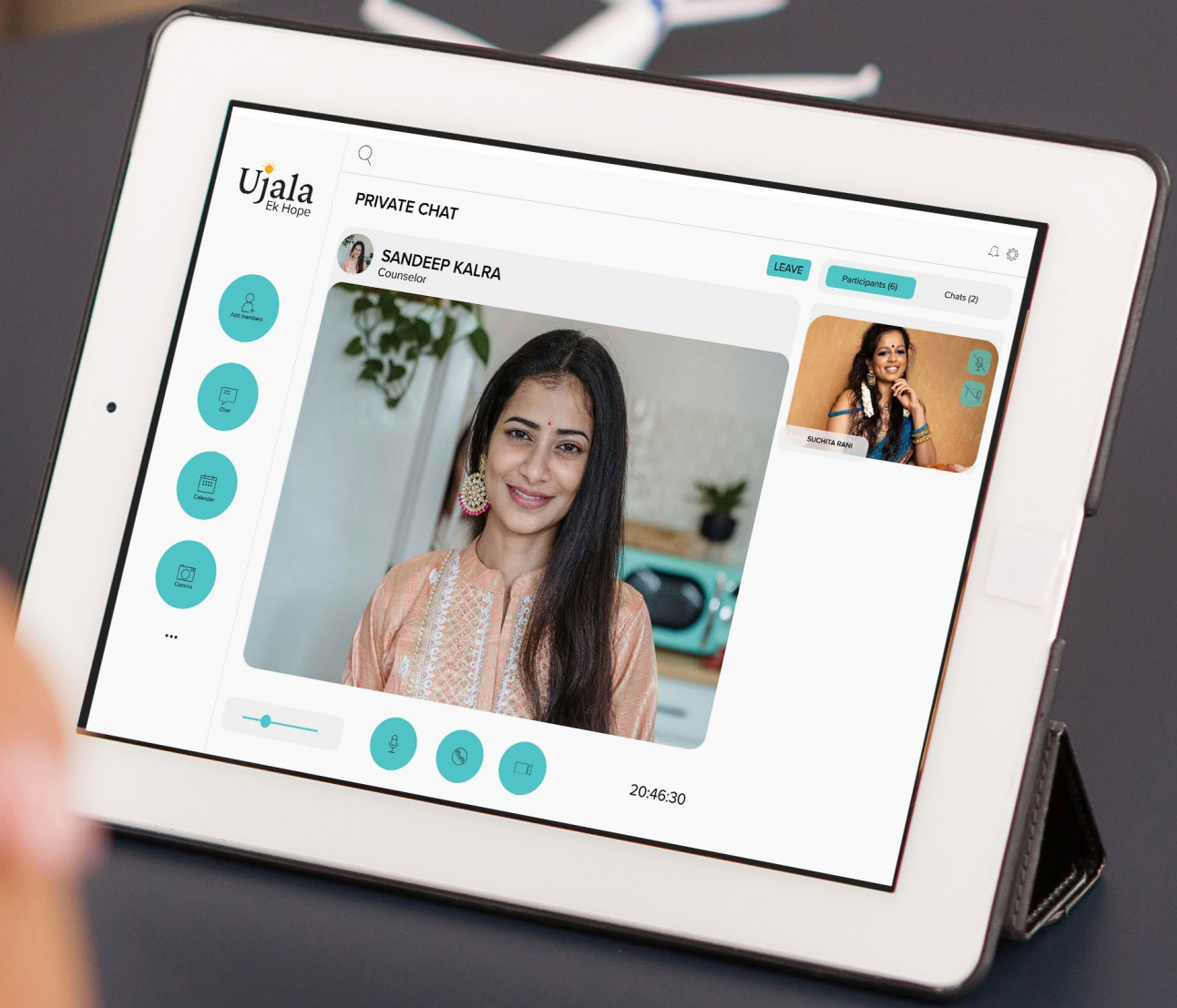


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5:46:30





Ujala
Ek Hope

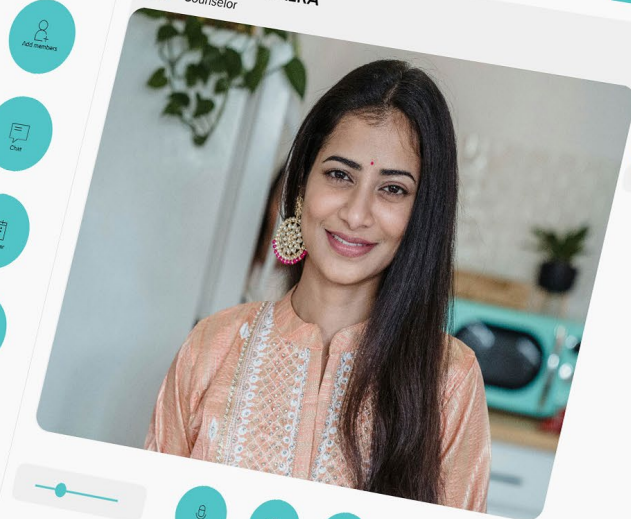
PRIVATE CHAT

SANDHEEP KALRA
Counselor

LEAVE

Participants (6)

Chats (2)



SUCHITA RANI

- Add members
- Clear
- Calendar
- Camera



20:46:30



Ujala
Ek Hope

10:54

Ujala_ek_hope

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334 Posts 2M Followers 134 Following

Ujala Ek Hope
Countless Women's Dreams Remain Unfulfilled!
blog.ujalaekhope.com

Followed by MichealMorries, Kattie_Kat_ and 1 other

Following Message +

U J A L A

U J A L A

CHIT CHAT WITH NEHA ARORA
SAT JUN 8 | ONLINE
10:30AM - 12:00 PM
3:00 PM GMT

DON'T LIMIT YOUR DREAMS

"After so much struggle, I have explored my career in acting and dancing."
SAMMI RAO

MEET RUS GOYAL, OUR NEW MEMBER.

NURTURING INNER STRENGTH

"I love to cook, and now I am working from home, selling delicious food with Zomato."
PRIYA SHARMA

2 1

Home Search Post Reels Ujala

Ujala Ek Hope 14h

You want to know Suchita's story?

YES NO

Send Message Like Share

Thank You

Malhotra, S, & Shah, R. (2015). Women and mental health in India: An overview. *Indian Journal of Psychiatry* 57(2): 205-11.
doi: 10.4103/0019-5545.161479