



Hello Bitiya/ Daughters

*Together for her choices,
together for her change*



Presented by
Aim Trust

 <https://aimindiatrust.org/>

Why this initiative



Sports are important for empowering girls because participation helps break down **gender stereotypes, boosts self-esteem and confidence, improves physical and mental well-being, and enables girls to take on leadership roles and build social networks.**



- Girls in rural India face limited opportunities beyond academics
- Sports build confidence, discipline, resilience, leadership, and teamwork
- Yet, girls are often discouraged or denied safe spaces to play
- Without girls' engagement in sports, long-term change cannot be expected

Introduction

Hello Bitiya is a heartfelt and powerful initiative by Aim Trust dedicated to empowering 100,000 girls.

These girls are 1st generation learners and come from underprivileged families. Our team is passionately committed to making each girl's journey a phenomenal one, transforming their lives through five essential phases



Hello Bitiya (Welcome Daughter)

Welcoming a girl to this beautiful world



Nidar Bitiya (Fearless Daughter)

Cultivating a fearless, courageous spirit and encouraging resilience among our girls



Sashakt Bitiya (Empowered Daughter)

Empowering girls with knowledge and strength



Saksham Bitiya (Capable Daughter)

Ensuring girls become self sufficient, educated, well-behaved and financially independent individuals



Sarv-Samarth Bitiya (Financially Independent Daughter)

Ensuring girls become self sufficient, educated, well-behaved and financially independent individuals

Approach



We promote **traditional & modern games** like Kho Kho, kabaddi, badminton and cricket, etc



We provide **safe play spaces** to our girls where they are also mentored and trained



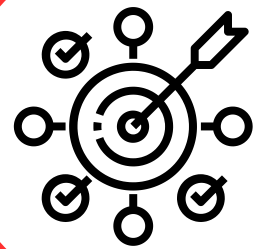
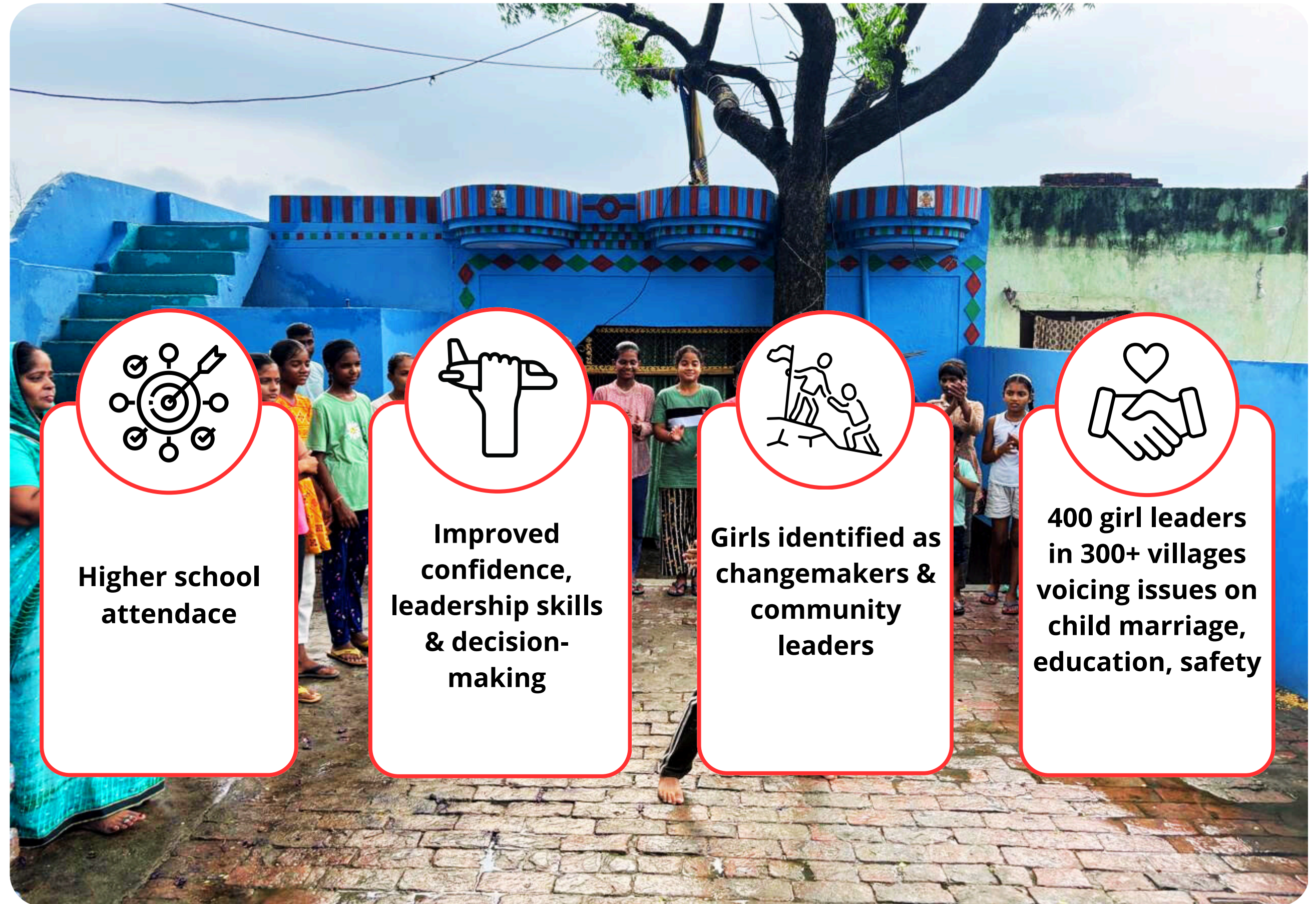
We also **integrate sports with their education, health and creativity** for holistic growth



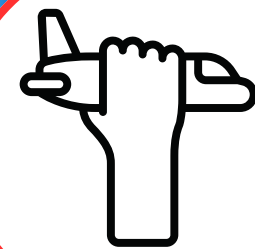
We also **engage parents and communities** to break regressive gender barriers



Impact so far



Higher school attendace



Improved confidence, leadership skills & decision-making



Girls identified as changemakers & community leaders



400 girl leaders in 300+ villages voicing issues on child marriage, education, safety

Sports is a catalyst for empowerment

Your valuable support can help us

Scale Hello Daughters to new regions



**Build sports
infrastructure
in villages**



**Provide sports
kits, uniforms,
safety gear**



**Train local
coaches &
mentors**



**Organize inter-
village
tournaments**





Call to Action

We invite leaders, partners, and donors to come forward and support this movement. Your contribution will help us in making a difference!!

Supporting Hello Daughters means investing in the future of India.



Every girl who steps on the playground today becomes a stronger student, a confident leader, and a changemaker for tomorrow



*Together, let us strengthen our daughters because when a **daughter rises, an entire community rises with her***



