DRISHTEE
SUSTAINABLE COMMUNITIES

ANNUAL REPORT

2018-19

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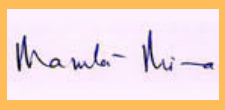
Message from the President's Desk

Villages have needs and prioritisation of the needs is ascertained by the villagers themselves, as they should be; and this is done especially by women, but in whispers. Women are rich in knowledge of rural needs. They are not just the major consumers today (in the event of men migrating to cities) but are also the owners of household budget. Being wise in planning, they spend for the need more than the want.

Social enterprises are first and foremost, listening enterprises. They start from a need and not from an idea; but more importantly, they start with communities as their co-creators. The best products, such as those developed by PRADAN in the field of livelihoods were not initiated as a business for scale or for investors. Businesses such as Goatery, Piggery, Poultry, Fishery were created to address a specific need. Today, these businesses have far greater scale and sustainability as compared to many products whose revenues haven't even matched the initial investment.

Drishtee Foundation is yearning to be such a listening enterprise. With technology and a team of 100 people, the organisation has taken a decisive turn towards rural production as a tool for livelihood generation. As we are doing so, we need to understand the need and relevance of different types of production and products for the communities we work with. Products not only need a market but also the right skills, capital and enterprise which the village community must have or must believe they can develop over time. We intend to be a pillar of strength, a friend and a connect for these communities to achieve their dreams. We realise that long lasting friendships and memorable journeys start when the people present are listening and we, as an organisation, need to do that the best.

With that promise to ourselves and the communities we work with, we complete another year in the journey of facilitating sustainable local businesses. As we support communities build enterprise models, reach production efficiency or meet sales targets, we will always be driven by the community's needs and aspirations, especially the women's.



Mamta Mishra
President, Drishtee Foundation

Drishtee Foundation – An Overview

Drishtee Foundation (DF) is a leading NGO of India. Since its inception from year 2003, Drishtee Foundation enables rural communities to access critical services and products through sustainable business solutions for socio- economic development.

Vision

A world where all communities are empowered to achieve shared prosperity

Mission

To facilitate development of 500 rural 'community organizations' and delivery of business services, to demonstrate a model of sustainable living on our planet

Approach

Enhance income
Enhance access to services
Create infrastructure to support enterprises

Legal Status

Societies Registration Act 1860, Reg. No. S/45468) with a collaborative capacity and legal status to operate with partners across the globe

Our Approach: Swavlamban

Community Engagement and Participation
- Bringing community ownership and stake

Capacity Building and Training
- Enabling community to take charge

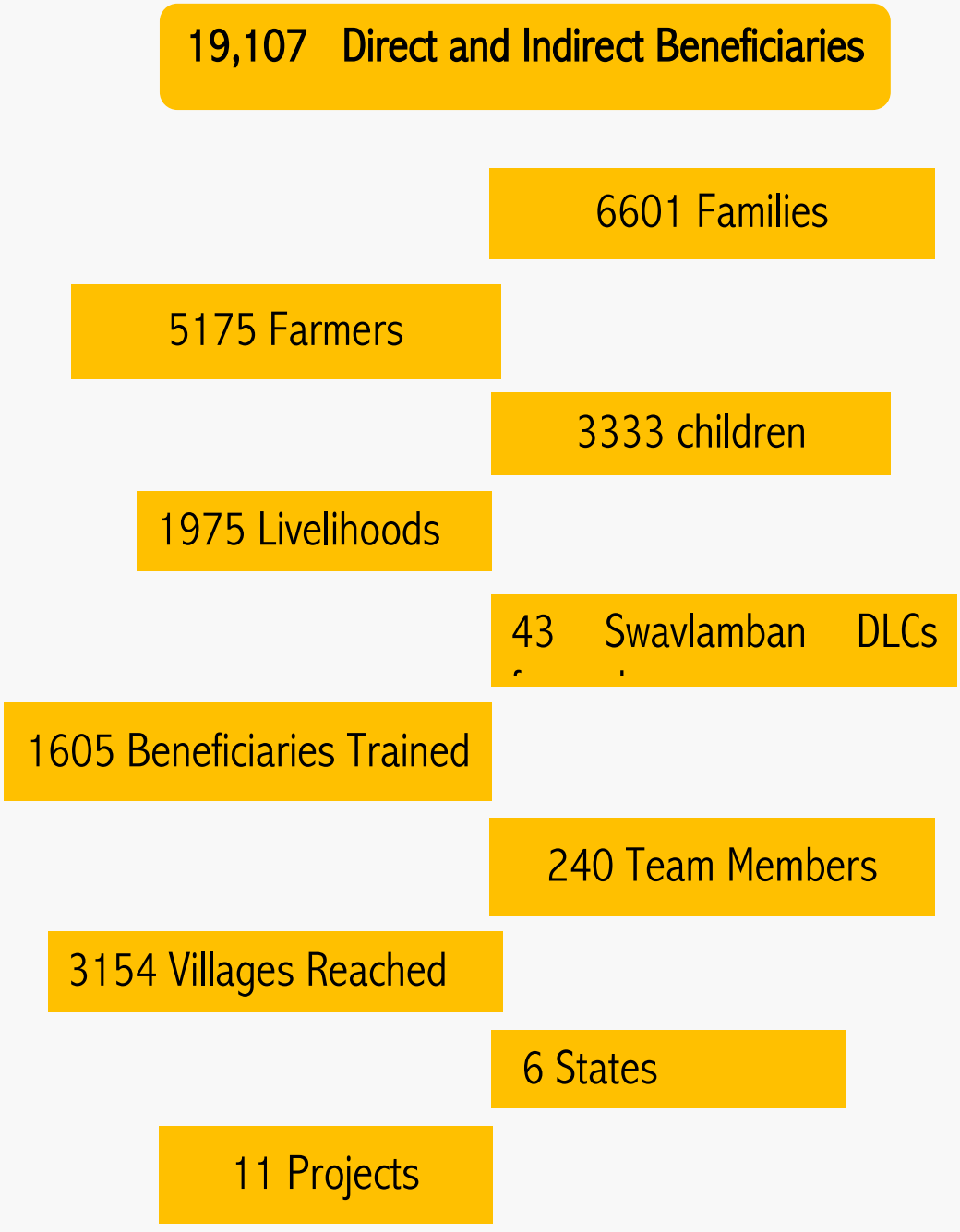
Capital and Credit Support
- Ensuring resources

Channel for Delivery and Distribution
- Building ecosystem to ensure sustainability

Drishtee Milestones

- **Drishtee Rural Apparel Production (DRAP) is a self-sustainable** producer company of handmade fabrics and apparels catering to mass market. DRAP owned by rural women producers and supported by textile professionals. DRAP was initiated in 2012, to link skilled women workforce of Bhagalpur and Munger (Bihar) to mainstream market with the aim of enhancing livelihood at the local level.
- Unnati Fresh/ Sakhi Farmer Basket, is a platform that connects marginal women farmers from Naujheel Block, UP with urban women consumers through fresh & healthy vegetables delivered directly from the villages to either the home or office of the consumer. The aim is to provide access to stable markets through constant demand, and fixed price of the produce to marginal farmers
- Rural BPO: In 2013, Drishtee Foundation initiated a BPO Center in Mathura, with the aim of creating livelihood opportunities for educated rural youth. This initiative is to provide them with a substitute income source at villages to reduce migration. A 30-seater rural BPO was setup at Mathura.
- Drishtee CEEP: An education-based Franchisee model to enhance livelihood opportunity among rural and semi-urban entrepreneurs, who cater to the need for IT education among local aspirants. Drishtee provides them with computer education packages comparable to the urban areas which enhances the services basket of local entrepreneurs to fulfill the need of local customers as per urban standards in an affordable way.
- Momo Rangoli: A women entrepreneurship initiative to cater to the need of rural women through retail women product store run by a women entrepreneur in rural area. This initiative is in 3 districts of 3 states as Sonipat (Haryana), Lucknow (Uttar Pradesh) and Madhubani (Bihar). The Women Shop is not only a shop but a space for women – where they find health, beauty and household products and services, with facility of training and opportunities for other women.
- Rural Retail Points: This is a unique business ecosystem model which is based on last mile distribution network. This model connects to both the urban manufacturer as well as village-based micro-enterprises. More than 5000 entrepreneurs are linked with this initiative. Most of these entrepreneurs are small village stores. This integrated model of a supply chain carries Fast Moving Consumer Goods (FMCG) and critical service delivery items to the Rural Retail Points.
- Disha – An Innovative learning program: Disha is an endeavor to transform education by imparting indigenous knowledge & helping children become independent learners with appreciation & incorporation of local knowledge system. This is to enable the young students with a deep connect to local trades and entrepreneurship and empower them for being self-reliant with a respect as well as hands-on knowledge of local skills, trades and resources.
- Financial Inclusion: The aim is to provide access to banking and financial services to the rural populace. This vertical is responsible for providing access to “Capital”. On a broader level, this includes various financial services like banking, insurance, pensions, payment solutions etc. Drishtee has implemented kiosk banking system and Micro ATMs/Pin Pads through about 1500 active kiosks in Assam, Maharashtra, Bihar, Uttar Pradesh and Orissa.

Impact & Outreach



MIRI - Made In Rural India

MIRI, Made in Rural India, is a Drishtee initiative to establish a direct connect between urban customers and rural producers. MIRI was the focus of this year to bring sustainability to rural enterprises.

The idea behind the genesis of MIRI is not just economic but also social. While the customisation and ensured supply to the consumer, it goes a step further in sensitising the urban population about the increasing unsustainable migrations of rural folks to urban areas and the growing difference in lifestyles. The rural economy is dying and cities are not equipped to accommodate this rapidly occurring change. MIRI is our humble attempt to save the rural economy and create a more sustainable living environment.

MIRI is a marketplace with both ONLINE and OFFLINE components where rural producer groups can sell their products and can connect with subscribed customers directly. This ensures a fixed and more regular income for the producers and timely manufacturing and delivery of products customized to the customers' liking, ensuring reduced to minimal stock piling and better acceptance.

MIRI is based on a unique SUBSCRIPTION MODEL, wherein instead of a one-time purchase, a customer subscribes to a basket of goods to be delivered over a period. In this way, the subscriber and the producer work around a mutually agreed upon timeline. The model is also more viable and less taxing for the rural producers because it reduces the traditional door to door selling and lack of trust between the buyer and the seller as the two are connected through a MIRI Franchisee located in the urban vicinity. The model is one that builds trust between all the important stakeholders - Drishtee, Producer Groups (MEGs), MIRI Franchisees and subscribed customers.

Projects

Swavlamban PAN India - A response to rural need

Partner: Greater Impact Foundation (GIF)

Location: Bihar, Assam, Uttrar Pradesh and Maharashtra

Target: 60000 Families

Objective:

The project focuses on building self-reliant, sustainable, interdependent community organisations and enabling communities to design and develop community-led economic and social solutions to address the challenges they face. The project has the following objectives:

- To enable a minimum of 60,000 families to lift themselves out of poverty in 03 years of time.
- A family earns at least $ 35 per month with one primary beneficiary and $ 70 per month with two primary beneficiaries from one family.
- 10% of families will have double the income which is around $150 - $ 200.
- Marginal women and farmers will be the primary target.

Outcome:

In the first year of intervention, the project reached out to 39 villages and engaged 6601 families. 37 Drishtee livelihood centers have been developed and Drishtee District Hubs have been set up across all the intervention locations. Two product value chains (Agriculture and Textile) have been identified and initiated. 1302 families have been impacted during this year.

Don't Drink and Drive Campaign - Our Safety in Our Hands

Partner: Moet Hennessey

Location: Delhi and NCR

Target: Urban community of Delhi and NCR

Objective:

The campaign was designed to create educational awareness among individuals to make the crucial choice of not driving while drunk to ensure their own safety and that of others.

Outcome:

More than 4,000 people reached out through 12 volunteers and 09 awareness events. During the event, 4000 coasters and posters were distributed in companies and institutions. The theme or essence of the communication was "*Love You Zindagi*": that every life is precious and we should love it.

DISHA - Alternative Learning

Partner: Sumitomo Mitsui Banking Corporation

Location: Naujheel, Mathura (Uttar Pradesh)

Duration: 12 months

Target: 300 Students

Objective:

The project aims to develop and use curriculum and pedagogy contextualised to local culture, trades, skills and values, through which children are empowered with tools like logical, analytical, mathematical thinking.

- Engagement of a total of 300 students at Saraswati School. Out of these 300, 200 will be from classes 1-5 and 100 will be from Classes 6-8.
- To prepare schools to take up DISHA as an internally managed program and implement exit plan from Saraswati School.
- Packaging DISHA as a program to be implemented through Balmitra and School orientation training. Integrating Learning Application of DISHA package, to make the DISHA program more efficient, scalable and replicable.
- On-going assessments and end of term assessments of DISHA students to be included in the DISHA package.

Outcome:

- DISHA focused on the development of modules based on the last 3 years learning and a comprehensive package which can be used and implemented by school staff with basic training or ready reckoner tools.
- The sections will cover the Primary level (Classes 1 to 3) Elementary (Classes 4 to 7) and Secondary or Working Professional (Class 8 and Above).

- The following concepts will be covered across the three modules: Maths Aptitude and EVS; Localised needs and opportunities, creating Sustainable Environment with integration of Language and Entrepreneurial Skills; Communication, Developing Business, Problem Solving, Creative Thinking and Hand Skill; Optimising Traditional Skill and Processing based on local available resources.
- Implementation and testing of revised model will be done in FY 2019-20.

Sakhi Swavlamban - Empathy, Empowerment, Inclusion & Sustainability for Rural & Marginalized Women

Partner: PNB MetLife

Location: Varanasi (Uttar Pradesh)

Target: 100 women entrepreneurs

Objective:

Sakhi Swavlamban focuses on creating community-led and managed holistic financial inclusion ecosystems which is self-reliant and sustainable (economically and socially) for marginalised rural women.

- Skilling and capacity building of 1000 women from these villages on need based skill sets to establish and manage value chain enterprises.
- 100 women entrepreneurs would be established. These women will have an enhanced earning of approx. Rs. 3000 to 6000.
- 500 women would be gainfully employed through this initiative.

Outcome:

The project was initiated in Kashi Vidhya Pith Block of District Varanasi in Uttar Pradesh. 6 Drishtee Livelihood Centers have been set up in 24 operational villages. The project has reached out to 748 beneficiaries, trained 305 women and linked 197 with livelihood. During the intervention, 3 products have been developed, including: Sakhi Farmers' "Veggie" Basket (Agriculture), Sakhi Stitched Apparel (Textile & Clothing) and Sakhi Home Furnishing (Home & Housing).

Establishment of Sakhi Livelihood Centre

A Centre was set up in urban area of Varanasi with the aim of:

- Providing a counseling cum training center for urban women, especially engaging in promotions, sales and marketing of Rural products.
- Enabling a space for demonstration of "values of care and share" through empowerment of women in rural and urban areas while also displaying the products offered by rural women.

The Sakhi Livelihood Centre was inaugurated on 25th March, 2019, with rural products displayed at the centre. Since then, Branding and Marketing activities have begun, visits have been made by franchisees to understand how final products are presented to the consumer and the training for urban women is in the pipeline.

Unnati Swavlamban - "Enabling and Supporting Women SHGs to develop sustainable rural livelihood through micro-enterprises"

Partners: Bharat Aluminium Company Limited (Balco)

Location: Korba (Chhattisgarh)

Target: 100 women SHGs

Objective:

The project aims to Enable & Support Women SHGs to develop sustainable rural livelihoods through micro-enterprises. Core objective of the project is "To co-create the roadmap for 100 SHGs (at different stages of growth) towards sustainability by:

- Mobilising the existing SHGs and handholding them to grow.
- Capacity Building and Organizational Strengthening for creating sustainable livelihoods.
- Engaging SHGs to set up and develop viable micro enterprises.

Outcome:

299 SHGs were made functional, with 74 engaged in micro-enterprises. 64% of the SHGs formed maintained records regularly, 64% had regular monthly meetings, 86% had a bank account and 40% became a part of a federation. 3,125 women were directly engaged in the project and 476 SHG members were linked to livelihood activities. 343 members took up mushroom cultivation as an additional livelihood. 4 unique value chain model enterprises were formed and 1 textile unit was made functional.

Drishtee Immersion

Location: Bihar, Maharashtra and Assam

Target: 25 university students from around the world

Objective:

Drishtee Immersion brings together like-minded people, motivated to create positive change in the world. The objective is to foster an understanding of people's needs and aspirations, which is possible with real empathy, despite converging from all corners of the world.

Outcome:

Drishtee Immersion connects rural communities with university students from around the world. This year, 25 students participated in the 3-week program where they lived in a village, learnt local customs and languages, and embarked on a deep exploration of perspectives relating to community needs in health, livelihood, water and many more areas. With empathy-based partnerships communities are empowered to take meaningful steps for a better future. The program facilitated student groups from academic disciplines such as: health, business, design innovation, engineering, social sciences and communications.

Internet Sathi - "A Digital Literacy Campaign to Empower Rural Women in 5 districts of Chhattisgarh"

Partners: TATA Trust

Location: Raigarh, Raipur, Korba, Bilaspur and Janjgir - Champa districts (Chhattisgarh)

Target: 3937 villages

Objective:

The initiative aims to bridge gender digital divide in rural India by creating and empowering rural women as agents of change, to enhance digital literacy among rural women and community, to improve their economic and social wellbeing and advance the digital mission of the country.

Outcome:

The project has covered 3050 villages of the proposed districts, 1000 women have been trained as Internet Sathi. The project connected with a total of 6 lakh community members to train and raise awareness on internet usage and benefits in day to day activities. Art and Craft, Education, Home remedies, Beauty care and Cooking Recipes were some of the top accessed topics by the community.

Entrepreneurship Development Program

Partner: SIDBI

Location: Silkikhabari, Sonitpur (Assam)

Target: 30 women entrepreneurs

Objective:

To improve the skill level of 30 tribal women weavers in Jacquard weaving and provide them with entrepreneur-level skilling.

Outcome:

The training program was conducted for 42 working days at Silikhabari, Sonitpur. The program successfully ended with quality graded output like bed sheets, stoles, *gamosha etc.* 30 tribal women and 30 women from other minority groups participated in the training. Now, the women weaver groups have started their commercial production & earning and have earned a reputation in the market.

Behtar India Campaign

Partner: Charity Aid Foundation (CAF)

Location: Guwahati (Assam)

Objective:

A nationwide campaign which focuses on three main pillars – Health, Hygiene and Environment.

The main aim is to fight the scourge of mosquito borne disease - **Dengue**. It will look at creating awareness about the cause, prevention and mechanisms to fight such diseases. The aim is to reach out to government school children through our NGO partners and undertake the following activities:

1- Provide dengue Insurance cover of Rs. 23,000/- per child
2- Spread dengue awareness in school
3- Provide repellents/fumigation

Outcome:

The project reached out to 3,333 underprivileged children of Government schools and provided an insurance cover of Rs. 23,000 per child with enhanced knowledge on dengue and its prevention. This is the second year of this program and as per feedback received from the student community of the concerned schools, potential of origination of Aedes mosquito is lowering gradually.

Health Care Professional Training

Partner: Wipro GE Healthcare Pvt. Ltd.

Location: Noida (Uttar Pradesh)

Objective:

To create health care professionals and enhance their leadership and delivery capabilities of existing ones. The project aims to establish a HCI and train a batch of 30 students.

Outcome:

240 candidates were trained in professional healthcare.

Media Coverage

Dengue protection kits distributed to underprivileged children in Guwahati

HT Bureau

GUWAHATI, Feb 11: DHFL Pramerica Life Insurance under its Behtar India campaign distributed more than 3,000 Dengue protection kits to the underprivileged students from 10 prominent government schools of Guwahati. These dengue kits were distributed with the help of NGO Drishtee among the students of Arya Vidyapeeth HS School, Dispur Udayachal High School, Gopal Boro H.S. School, Natun Fatasil Town High School, Bishnupur, Vidya Niketan Ambari High School, Sonaram High School, Kaliram Baruah High School, Bathoupuri Bodo High School and Kahilipara High School.

'Behtar India' is one of its kind, a collaborative social responsibility campaign that rallies to get different segments of the society to work together in the fields of health, hygiene, and environment. In the second season of the campaign this year, DHFL Pramerica Life Insurance successfully organised Behtar India Go Green City Summits across 10 different cities including Guwahati where the summit was organised at Sanskriti - The Gurukul School on November 26, 2018.

DHFL Pramerica distributes over 3,000 dengue protection kits to underprivileged children

GUWAHATI, FEB 11: DHFL Pramerica Life Insurance under its Behtar India campaign distributed more than 3,000 Dengue protection kits to the underprivileged students from 10 prominent government schools of Guwahati. stated a press release

These dengue kits were distributed with the help of NGO Drishtee among the students of Arya Vidyapeeth HS School, Dispur Udayachal High School, Gopal Boro H.S. School, Natun Fatasil Town High School, Bishnupur, Vidya Niketan Ambari High School, Sonaram High School, Kaliram Baruah High School, Bathoupuri Bodo High School and Kahilipara High School.

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The top spot was secured by Suderashan Public School for collecting 3,407 kgs. of waste- the highest amount for recycling by any school in the city. Overall 10,439 kgs. of waste were recycled by Guwahati out of the total 1,60,939 kgs. of waste recycled by Eastern India. On this occasion, Anshuman Verma, Chief Marketing & Digital Officer, DHFL Pramerica Life Insurance, said, "The second season of Behtar India has been a huge success and we have received an overwhelming response from the schools, corporates, and students from all over India. We would like to extend our heartiest congratulations to the children and the schools who came forward and took part in this unique campaign. So far, 'Behtar India' campaign has helped in saving 1.92 Crore litres of water; 13,667 trees; 7,235 barrels of oil and one month's electricity bill of 35,373 household. As a part of this campaign, we have started distributing dengue kits to the underprivileged children across the country. Last year we distributed around 59,000 dengue protection kits and this year we would be distributing around 70,000 dengue protection kits to the underprivileged children all over India."

The grand finale of the second edition of Behtar India Campaign is scheduled on 28th February 2019 in New Delhi where the brand ambassador of Behtar India, Parineeti Chopra would be present. During the finale, the company will reward the top six schools under two categories viz; Behtar Swashtya and Behtar Vatavaran on the basis of the amount of paper and e-waste collected and the number of Dengue kits distributed to the underprivileged children. Similarly, the top 10 students are also going to be honored individually under these two categories.

Award and Recognition

The efforts of Drishtee have been recognised by all its stakeholders at various platforms and community interventions. A positive impact in the life of the target community is the greatest award for team Drishtee. We express our gratitude and thanks to all national and International platforms which encourage us through these awards and recognition.

2017 Social Franchising of the Year 2017

2016 UNESCO GAP Partner for Education for Sustainable Development

2013 UK-India Education & Research Initiative

2011 Centennial Grant Award by IBM

2010 Ashoka Changemakers Award and Invitee Clinton Global Initiative

2008 Invitee Clinton Global Initiative

2007 Technology Pioneers- World Economic Forum
Citation by Dalberg Consultants consulting for IFC Washington

2006 Red Herring "100 Asia Award" ZDnet "Technopreneur of the year Award"Deloitte Winner, Top 50 Companies Invitee at Clinton Global Initiative and Citation

2005 Schwab Foundation- "Social Entrepreneur of the Year Award"

2004 Ashoka – Fellowship for Social Entrepreneurship

2003 World Bank "Development Market Place Award"

2002 Digital Partners "Most Promising Social Enterprise"

2001 World Bank Infodev's "Best ICT Stories"

Governing Body

Mamta Mishra, President, Drishtee Foundation

A committed and Innovative lady hailing from an educated middle class family, which has its root in small village in Bihar (India). She holds a BA (Honours In Hindi) and possesses an outstanding level of expertise and experience in the field of entrepreneurship. Her dedication to bring positive change in the life of rural community is not limited by her growing age. Her Innovation with creativity and hands-on experience is the guiding force of Drishtee team. She has been the lag holder for Drishtee Foundation from its inception and played an important role in various Drishtee Programs.

Nitin Gachhayat, Vice President, Drishtee Foundation

Nitin is one of the Co-founders of Drishtee and holds a degree in Masters in Business Administration from FORE School of Management with more than 21 year of a vast -experience working with the rural community. He brings with him an innovative strategy for devising path breaking research frontal with best technology inputs. He is instrumental in building the not for profit character of Drishtee Foundation while also keeping the entrepreneurial strength of Drishtee Kiosk intact, in the social enterprises network of Drishtee.

Swapna Mishra, General secretary, Drishtee Foundation

Swapna Mishra has worked in various capacities in Drishtee Foundation. She hold a degree in M.Sc. in Zoology with more than 18 years of experience in the field of communication, marketing, training and program management. She has played a key role in defining the women entrepreneurship initiatives within Drishtee with a focus on sustainable rural development. She plays a vital role in enhancing process and quality at all levels of project management.

Chandan Kumar, Secretary, Drishtee Foundation

Chandan is a dynamic and dedicated founder member of Drishtee Foundation, who has been the source of energy for the organisation. She has played a key role in initiating the need assessment survey of the district and establishing linkage with the government, while sensitizing the local administration and the government towards ICT implementation.

Shailesh Thakur, Treasurer, Drishtee Foundation

Shailesh is a financial management consultant to Drishtee Foundation. He graduated from Delhi University and is using his life experience and rural background as well as professional exposure, for scouting for government advocacy and networking. He played a lead role in e- governance and initiated Drishtee-e-Prashashan Kendra, a single window at government offices for service delivery to citizens.

Satyan Mishra, Governing Body Member, Drishtee Foundation

Satyan is the Co-Founder and Managing Director of Drishtee. Satyan, is an Ashoka Fellow and holds a degree in MBA in International Business from Delhi School of Economics with more than 20 years of entrepreneurial experience. Satyan has extensive experience in creating and implementing sustainable micro enterprise models. Satyan streamlines Drishtee Foundation's role in facilitating its values through social enterprises approach and creating a platform for economic and social empowerment of marginalised communities. He is the key strategic consultant in carving out the best role for Drishtee Foundation.

Meenu Mishra, Governing Body Member, Drishtee Foundation

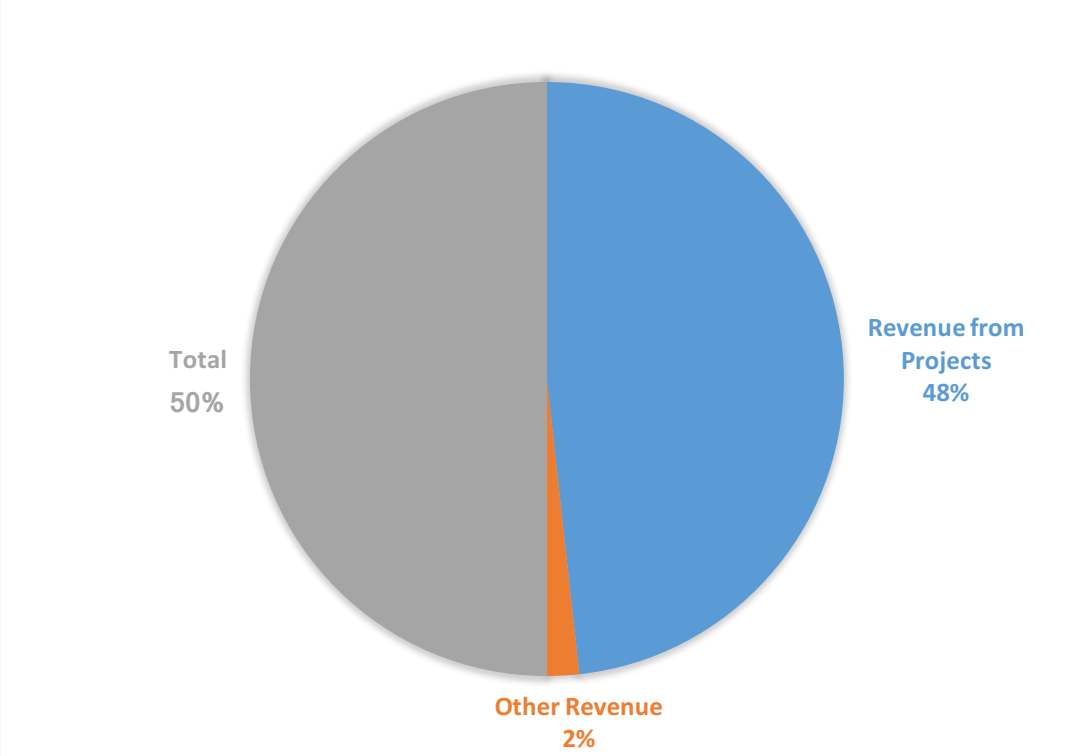
Meenu is a former secretary and dynamic member of Drishtee Foundation. She has been an athlete and a basketball player in her university years but still continues with her sportsmanship and inspires Drishtee Foundation for dedication and hard-work. She brings in special social and network strength in the organisation.

Financial Summary

Revenue

During the Financial Year 2018-19, Drishtee Foundation's gross revenue is INR 7,91,17,538 against INR 32,324,467 during the last year. Out of the total revenue this year, Drishtee Foundation received INR 7,63,63,837 from the projects it undertook. Below is the table and pie chart with the revenue break-up.

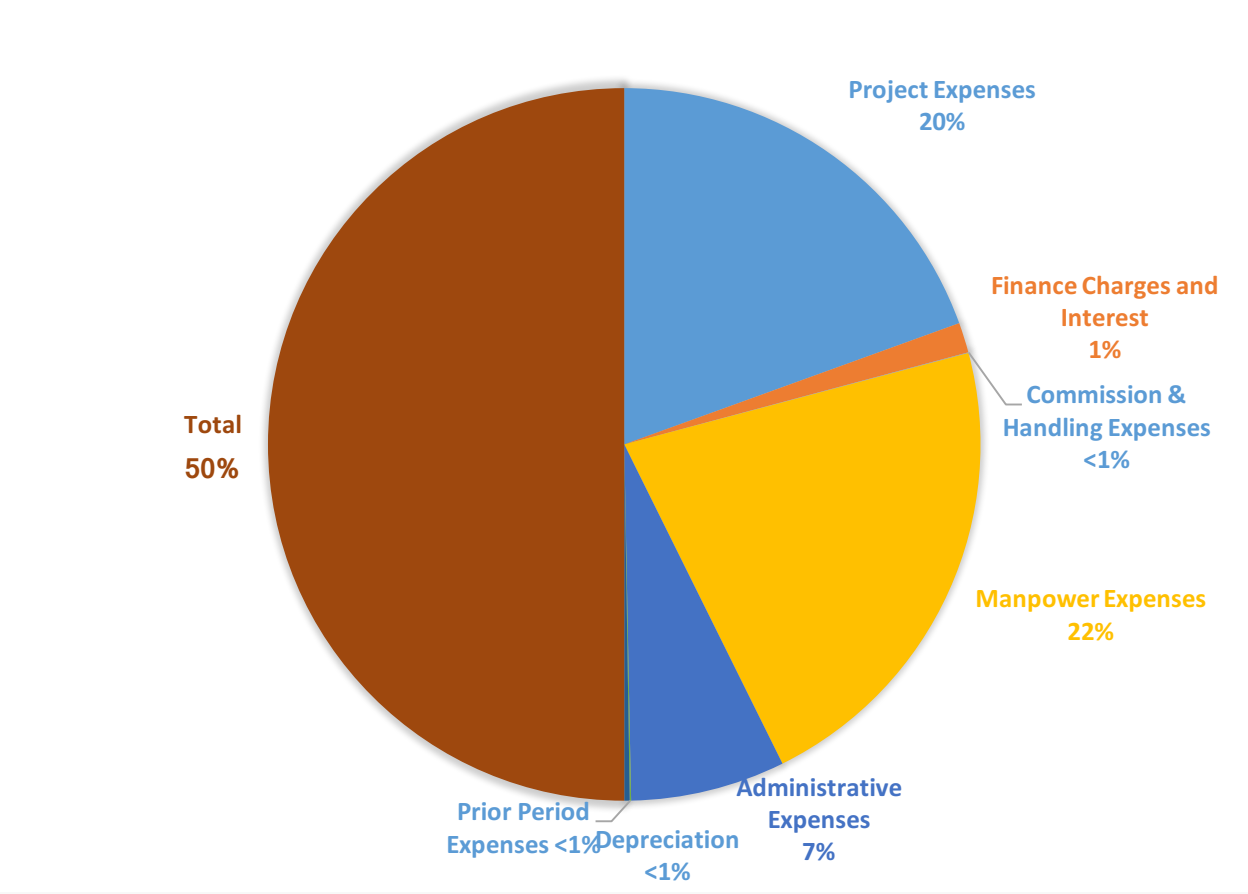
INFLOW	
Revenue from Projects	7,63,63,837
Other Revenue	27,53,701
Total	**7,91,17,538**



Expenses

During the Financial Year 2018-19, Drishtee Foundation's operating expense was INR 7,88,65,445 against INR 6,10,82,590 during the last year. The increase in expenses is due to expenses incurred because of projects, commission & handling, manpower and expenses incurred in the prior period. Below is the table and pie chart with the expenses break-up and the net deficit.

OUTFLOW	
Project Expenses	3,07,15,807
Finance Charges and Interest	21,52,749
Commission & Handling Expenses	49,550
Manpower Expenses	3,43,92,887
Administrative Expenses	1,10,68,683
Prior Period Expenses	97,766
Depreciation	3,88,003
Total	**7,88,65,445**
NET SURPLUS	**2,52,092**



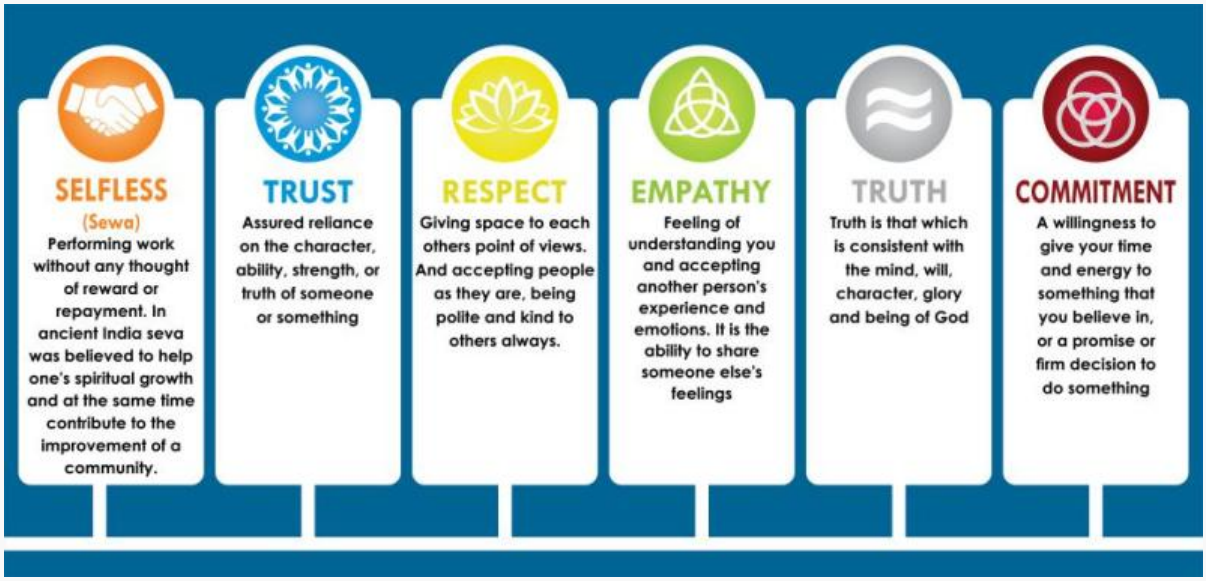
Drishtee Partners

CSR Partners:

Government Agencies:

International Partners:

Drishtee Core Value



Thank You

Collaboration and co-creation is the core of Drishtee strategy to enhance livelihood opportunity and quality of life of the rural community. Drishtee Team would like to express their gratitude to the donors, mentors, government agencies, implementation partners and the community for their support by adding one more successful year in the Drishtee journey.

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