



DRISHTEE
SUSTAINABLE COMMUNITIES

Annual Report 2020-21



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Note from the President

At Drishtee, we have always embedded ourselves wholly into the communities we serve. This is the core of our identity - that we seek to learn, serve and grow by giving.

Living this vision is possible only when the journey is transformative.

Transformative at the individual, team and the organizational levels. The stories of these transformations form the basis of what we call 'Culture'. They reaffirm our values, give us identity and remind us of our purpose when things seem difficult. These stories emerge organically from authentic experiences and are passed on in oral and written formats. They become the invisible glue that binds us together and leads us to a state of Ekyam or oneness.

Establishing, celebrating and reinforcing this invisible glue of culture is both a source of joy and a priority for me personally. As we at Drishtee, reflect on our journey over the last 2 decades, it is clear to us that we have now arrived at the cusp of something extraordinary. It is like all of our efforts were guiding us to this moment. To be in such a place at this time must have a purpose far beyond what we may be envisioning now.

And then came the global pandemic of unimaginable proportion. The villages which were otherwise shielded from the virus, were hit by the aftershocks of reverse migration. Scores of jobless men came back to each village from cities, throwing a big challenge on the village as a whole and on the women in specific. Overnight they had to evolve from a contributor to family income to becoming the main wage earner. Having worked in villages for 20 years, we have believed in these women as entrepreneurs and doers. But the readiness which they displayed during the pandemic left us amazed. Pandemic may have receded but passion and excitement is refusing to ebb. In fact, it is growing beyond what Drishtee can service.

With all humility we offer ourselves, our culture, our learning, and our vision to village communities. We sincerely believe that rural India is poised to lead not just India as a country but the entire world into sustainable living.

A handwritten signature in black ink that reads "Manu Sharma".

President



Drishtee Foundation - An Overview

Drishtee Foundation is a social organization working in villages towards sustainability and shared prosperity since 2003. It works with farming families and local entrepreneurs to ensure the availability of services and the development of livelihood within the village. Drishtee helps to develop rural and urban linkage through a value chain approach in micro-enterprises development for livelihood and through a franchisee model for provisioning services. The organization stands on the principles of sustainability, value creation, and entrepreneurship. Drishtee's implementation strategy rests on the core supply chain model it creates. Once the route is economically viable, many critical services that have a positive social impact can ride on the same infrastructure.

Drishtee have worked in over 6000 villages of India identifying and building economic activities which foster community formation through inter-dependence. Our clients are individual farmers, women and youth in villages and middle-income families in cities.

Drishtee's 4 C Approach

An Integrated and Comprehensive approach around the 4Cs works as a major strength of Drishtee. The 4C framework comprises of:



Community

Understanding needs, Inspire, Induct & create joint ownership & synergies.



Capital

Organize capital that may be required, particularly for entrepreneurial ventures



Capacity building

Build, Create or Enhance capacity relevant to available opportunities



Channel

Create linkages (both Backward and Forward) for aggregation & market support

Our Vision & Mission

Vision

Drishtee envisions a world where **all communities** are **empowered** to achieve **shared prosperity**.

“To facilitate development of 1500 ‘comminty organization’ - ‘Vatikas’, in next 3 years enabling shared prosperity through ecosystem support and delivery of business services and demonstrate a model of sustainable living on our planet.”

Mission

Drishtee Core Value

सत्: Sat is Truth

Truth that is consistent with mind, will, character, glory and co-existence of all being in the world. Let's have Self-belief that is the basis of Truth in everything that we say, do or experience.

चित्त : Chitt is Consciousness

Connect Selflessly with open heart

Let's connect with a feeling of Us' not 'they' & 'We' not 'I'

Let's have respect and love for Self, for family and for Drishtee's growing family as One Circle.

आनंद : Anand is Bliss

Happiness by sharing

Impact & Outreach

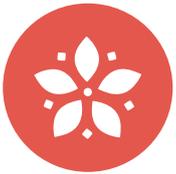
- A total outreach of 77,588 beneficiaries from 5,505 villages impacted so far
39,970 beneficiaries were impacted with livelihood engagement
- A growing network of 2,018 village level entrepreneurs supported under different service segments for continuous support to community based livelihood programs and self Sustainability
- 14,067 women directly benefited with livelihood initiatives with skilling, enterprise building and impacting their household income growth



Making in Rural India (MIRI Market)

MIRI: 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. 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 circle: Application is digital e-commerce platform for consumers. It has a unique feature of subscriptions along with one time purchase. 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



MIRI Haat: The Haat application is based on a traditional concept known as the barter system. It is a simple mobile application that allows a registered user to have access to a market where products and services may be swapped for items without the usage of cash. The transaction happens through livelihood points (LP).



MIRI Retail: Miri Retail is a platform where orders will be processed as a centralised procedure and delivered to Vaibhavi (Micro enterprise group) to be filled, hence assisting small businesses. It is a business-to-business strategy that will link MIRI products directly to retailers. As a virtual platform is under production stage.

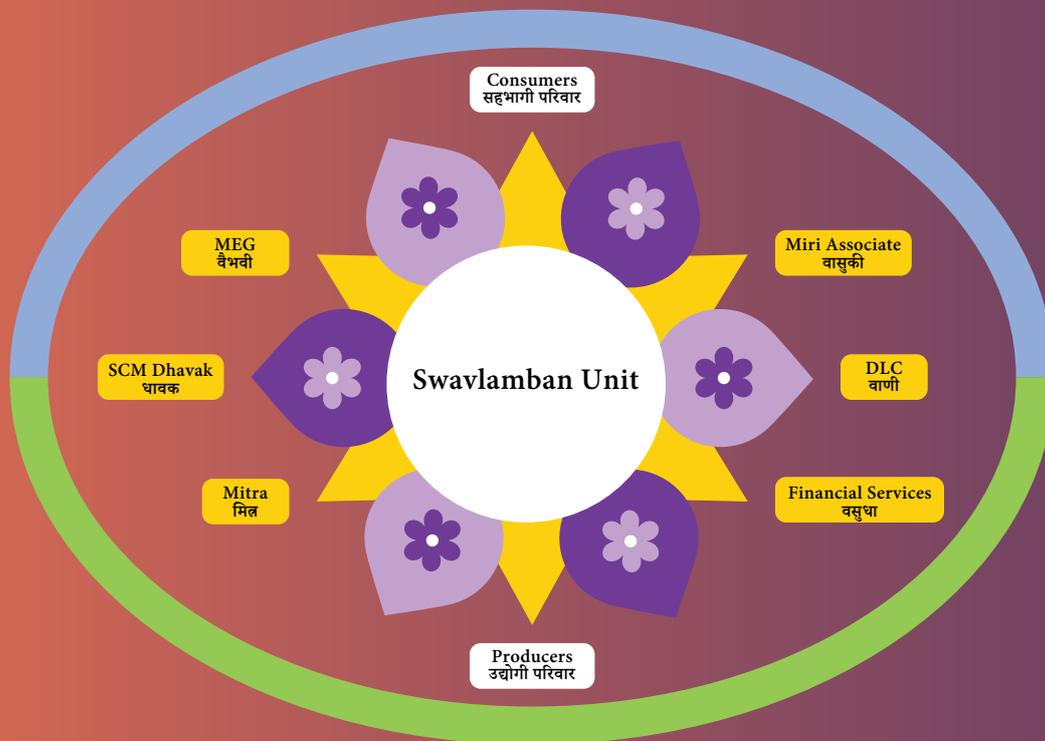


Swavlamban Model

A community led integrated development platform of physical and tech-driven virtual connect, where Drishtee is an enabler that empowers communities to achieve Shared Prosperity and regain sustainability through 4C support of Swavlamban platform.

The initiative focuses on building self-reliant, sustainable, interdependent community organization and enable community to design and develop community led economic and social solutions for the betterment of their own villages.

“We enable community to design their own development path”



Project Undertaken by Drishtee

Project Name: Swavlamban

Location: Madhubani, Bihar

Vatika: Rahika



Partner: MetLife Foundation USA

About the project:

Drishtee partnered with MetLife Foundation USA to enable an ecosystem of self-reliant communities through the Swavlamban project. The project is formulated in such a manner that with proper implementation of the project only, a high degree of sustainability can be achieved.

Objectives of the Program:

Drishtee partnered with MetLife Foundation USA to enable an ecosystem of self-reliant communities through the Swavlamban project. The project is formulated in such a manner that with proper implementation of the project only, a high degree of sustainability can be achieved.

A. Community Building:

Mobilize and form community, groups and community organizations

B. Capacity Building:

Training rural women and their family members to become rural producers.

Setting up Micro-Enterprise Hubs and Build entrepreneurial skills in rural women to form Microenterprise Group.

Enabling rural women to be independent financially and support their family as in lead.

C. Capital Linkages:

Increase the community's access to financial services.

Providing infrastructures and handholding for MEG for product, enterprise and value chain development.

D. Channel Linkages:

Linking MEG to the rural and urban market via offline and online platforms.

Establishing a last-mile delivery system for rural-rural and rural-urban market linkage.

Establishing the connection to display their products to the large audience at one place. Like: local Mela, SHG mela and in banks or companies.

Activities Undertaken:

Since the project was initiated from the last quarter of 2020-21, this project was a bridge, a precursor to all the activities set against the objective.

- Onboarding cum Detailed Project induction of Project Lead and Chief Mentor by Kamaan.
- Onboarding cum Detailed Project Induction to Vidushi Fellow's by Kamaan (Management Team), Project Lead cum Chief Mentor and Sr. Project Advisor.
- Handholding of Vatika "Rahika" from Supply Chain Management team (after mapping of Vatika) by Vidushi Fellow and conducting field visits by team for Project Pre-awareness
- Rural Survey Data Collected across Vatika Rahika by Vidushi
- Community Mobilization on Swavlamban and identification of SWSM members

Project Name: Jivika se Swavlamban

Location: Bokaro, Jharkhand



Partner: Vedanta ESL

About the project:

Drishtee partnered with Vedanta ESL to create sustainable livelihood opportunities for marginalized rural women through Micro Enterprise development and Product value chain support. The Idea is to enable and support women SHGS, build their capacity and facilitate them to establish their Micro Enterprises and link them with the market.

Objectives of the Program:

1. To build the capacity of SHGS for self-governance, bottom-up planning, democratic functioning with transparency and accountability.
2. To co-create the roadmap for SHG (are in different stages of growth) towards sustainability.
3. To move the existing SHGs and handhold them to grow.
4. Increase economic and livelihood opportunities by Skill development of SHG members for employability and establishment of self and/or group managed viable micro enterprises.
5. To establish backward and forward linkages to sustain growth of enterprises.
6. To create access to finance through linkages with banks and other financial institutions.
7. To develop critical infrastructures for enterprise development and support.

Activities Undertaken:

To attain the objectives of the program following activities has been done so far.

1. Baseline Assessment:

Baseline assessment was done to understand socio economic status of the target community, identification and mapping of target beneficiaries, understanding of possible micro enterprises and its market.

2. SHG formation and strengthening

- a. Formation of new SHGs and engaging existing SHGs in Project.
- b. Regularize SHG meetings & book keeping.
- c. Capacity building of existing/new SHGs in various aspects of Collective economic activities, record keeping, MEGs etc.
- d. Inter and Intra exposure of SHGs
- e. Strengthening of group based and individual IGAs and collective marketing
- f. Installation, maintenance and upgrade of production units.
- g. Formation of cluster units.
- h. Regular review meeting of producer groups and unit clusters. Bank linkage of SHGs.
- i. Organizing exhibitions on producers.

3. Skill Development and enterprise development:

- a. Set up of JIVIKA Centres.
- b. Identification of JIVIKA Livelihood Franchisee
- c. Training on various Skill sets
- d. Focussed training on Products.

4. Setup of Resource Centres

- a. Setup resource centres at central location, mostly working as a backend/support centre for the MEGs
- b. Micro enterprise training.
- c. Establishing and hand holding Micro Enterprises
- d. Acts as an aggregation/packaging point for the Products to be marketed.

5. Market and channel connect:

- a. Develop supply chains in all the intervention villages.
- b. Register on MIRI market App for selling rural products.
- c. Create customer databases for rural produce.



Project Name: Sakhi Swavlamban

Location: Varanasi, Uttar Pradesh



Partner: PNB MetLife

About the project:

Drishtee partnered with PNB MetLife to enhance the livelihood sustainability and income of marginalized rural women by increasing their capacity of production as well as access to market.

Objectives of the Program:

1. To engage 3000 marginalized families into the Sakhi Swavlamban project.
2. Skilling and capacity building 1000 producers and 80 Micro-Enterprise Groups (MEGs).
3. To make 3 MEGs sustainable, 3 operational and to initiate 3 new MEGs.
4. To develop 25 Channel points to strengthen the market for rural products and to promote in all three layers of market: local (rural), semi-urban / wholesale and Urban.
5. To organize 3 marketing and promotion events to enable a connection between rural producers and urban customers.

Activities Undertaken:

1. Community Engagement:

- a. The team visited 20 new villages to identify prospective rural women or their udyogi Parivar (rural producer families) who would be interested to join Sakhi Swavlamban
- b. Mitra (local community facilitator) joined to support community mobilization, formation and facilitation of producers and Vaibhavis (MEGs).
- c. Vidushis are onboarded.

2. Livelihood & Enterprise Development: Inception of 3 new MEGs (Spice MEG, Pickle MEG and Papad and aloe vera Juice MEG).

3. Training and Capacity Building

Outcome:

In this financial year, the intervention reached out to 3630 families, impacted 715 villagers with skill development training and market-based livelihood skills. 5 MEGs became operational. To promote rural products, 5 marketing and promotion events were conducted and 25 retail channels were established. 4 value-chain businesses were set up by community members. A gross sale of INR 2014201 happened in MIRI Circle and of INR 533184 in Retail outlets. Financial literacy became the bi-product of this project. To grow and sustain their business 3 vaibhavis have taken loans which is definitely a good sign of entrepreneurship.

Project Name: Unnati

Location: Korba, Chhattisgarh



Partner: Balco

About the project:

Drishtee partnered with Balco to enable & support Women SHGs to develop sustainable rural livelihoods through micro-enterprises.

Objectives of the Program:

The core objectives of the project are:

1. Capacity building of SHGs for self-governance, bottom-up planning, democratic functioning with transparency and accountability.
2. To co-create the roadmap for SHG (are in different stages of growth) towards sustainability.
3. To mobilize the existing SHGs and handhold them to grow.
4. To Increase economic and livelihood opportunities.

Activities Undertaken:

1. Skill development of SHG members for employability and establishment of self and/or group managed viable micro enterprises.
2. Establishing backward and forward linkages for economic enterprises.
3. Creating access to finance through linkages with banks and other financial institutions.
4. Creating critical infrastructures for enterprise development.

Outcome:

The intervention impacted 393 SHGs, 1510 Women in IGA. 20 Clusters were formed. After receiving training on mushroom production, the primary stakeholders have produced 13855 kg Mushroom & 15818 Spawn Bottles. Some women took training on Kurti making and they produced 2800 Kurtis. Marketing skill has been developed within SHGs, sense of Ownership and accountability within the groups, risk taking ability, self-sufficiency among the groups, financial literacy in SHG and motivation within SHGs were improved remarkably. Total Earning by producers was of Rs. 84,91,200/-. To grow and sustain their business 3 groups have taken loans.

Project Name: Swavlamban PAN India

Location: PAN India



Partner: CAF Charities Aid Foundation

About the project:

Drishtee partnered with CAF America to Empowered stakeholders from rural as well as urban system are included to make a strong community structure, a growing unit, which uses all modern tools to transact, exchange, grow and become a unit of sustainability.

Objectives of the Program:

1. To Facilitates rural community groups, especially women, to develop into self-reliant, sustainable and interdependent enterprises within a community-led and managed 360-degree business and supply chain ecosystem, through Swavlamban Model.
2. All women seeking livelihood are vaccinated completely and then to ensure that livelihood opportunities are provided to them.

Activities Undertaken:

1. 15 Village Hub (Vatika) - Empowered stakeholders from rural as well as urban system are included to make a strong community structure, a growing unit, which uses all modern tools to transact, exchange, grow and became a unit of sustainability.
2. An end-to-end value chain set-up (upstream and backstream) for each rural product value chain. This will ensure year-long engagement of Vaibhavi (micro-enterprise) members and producers in different seasonal products.
3. All women seeking livelihood are vaccinated completely and then to ensure that livelihood opportunities are provided to them.

Outcome:

15 Total villages covered under the program, whereas all the women involved were fully vaccinated to ensure the safety first.

Project Name: Swavlamban

Location: PAN India

GREATER IMPACT
foundation™

Partner: Greater Impact Foundation

About the project:

Drishtee and Greater Impact Foundation join hands for Swavlamban Plan to enable a minimum of 60,000 families to lift themselves out of poverty.

Objectives of the Program:

1. Livelihoods per household In the textile sector.
2. Generate Livelihood in agriculture sectors which will focus on vary by hub, but most likely be vegetables, flowers or other local staple crops.

Activities Undertaken:

1. Onboarding of Swavlamban Samiti for the sustainable eco-system of the village.
2. Onboarding Franchises like Mitra & Vaani.
3. Formation of Vaibhavi (micro-enterprise group) based on value chain.
4. Onboarding Dhawak to build a profitable connection from urban to rural and rural to urban.

Outcome:

Program matures, the overall goal will be to enable a significant portion of the 60,000 families to be earning between \$150-\$200 USD per month. All the petals were activated.



**Project Name: Skill development
for Young Artists of Madhubani and
aspiring tailor groups of Bhagalpur**
Location: Madhubani & Bhagalpur, Bihar

RICOH
imagine. change.

Partner: Ricoh Tokyo

About the project:

Drishtee partnered with Ricoh, Tokyo to strengthen the local art and support local artists of Madhubani and Bhagalpur.

Objectives of the Program:

1. To support the local artists with the required skill sets to upgrade their products.
2. To make their products according to the market demand
3. To promote the rural art forms into urban areas with effective rural-urban linkages.

Activities Undertaken:

1. Enable rural women with art and design-based skills for livelihood generation. This has the dual purpose of harnessing talent and enabling livelihoods while nurturing the local artists and skills.
2. Make artwork and art forms of rural communities accessible in urban areas.
3. Empower rural artists, skilled artisans and people to digitise rural artwork for products sold in the urban market.
4. Explore potential of the community-based resources and develop linkages within, evaluating strengths and challenges.
5. Co-design and co-develop solutions by developing local capacity and resources that can work sustainably for the community.

Project Name: Training on Mushroom cultivation for 50 women

Project Location: Chhattisgarh Korba



Partner: NTPC

About the project:

Project “Providing Training on Mushroom Cultivation for 50 Women PAPs in Dhanras and nearby villages of Korba STPS” was a six-month duration short term pilot project supported by NTPC Ltd, Korba. C.G. is all about empowering women through skill building on Mushroom Cultivation, Mushroom based Agri-entrepreneurship development and value chain to ensure a sustainable additional income to their families, which alternatively leads economic and social empowerment of women.

Objectives of the Program:

1. Strengthen women self-help groups through capacity building and workshops
2. Establish women led mushroom cultivation enterprises
3. Provide access to market to ensure sustainability of enterprises

Activities Undertaken:

1. Detailed Baseline to understand existing Community Based Organisations, (SHGs, Gram Mahila samiti, Etc)
2. Promotion and formation of new SHGs, if there is scope to form.
3. Demand creation and concept seeding meeting with the community and with the SHGs.
4. Screening of beneficiaries to be trained and engage in cultivation of mushrooms.
5. Construction of temporary demonstrative sheds (for mushrooms cultivation demonstration)
6. Capacity building women entrepreneurs.
7. Mushroom cultivation demonstration training, bed management and harvesting process.
8. Establish supply chain and market management training
9. Mushroom bi-product making training
10. Established initial level supply chain for mushroom producers.
11. Strengthening women groups through initiating process like regular meeting and saving,
12. formation of rules and regulation, record keeping and initiating supply chain, etc.

Outcome:

1. Capacity of 5 women SHGs build on entrepreneurial skills, Mushroom cultivation.
2. 50 number of livelihoods on mushroom developed.
3. Mushroom supply chain will be developed.
4. Cultivation support and market linkage for produce.

Partners in Drishtee's Journey



Awards & Recognition



2002

Digital partners “most promising social enterprise award”



2003

World bank "development marketplace award".



2004

Ashoka – fellowship for social entrepreneurship



2005

Schwab foundation “social entrepreneur of the year”



2006

Red herring “100 asia award” zdnet “technopreneur of the year”



2007

World economic forum’s technology pioneer



2008

Invitee clinton global initiative



2010

Ashoka changemakers award Invite Clinton global initiative.



2011

Ibm centennial grant winner



2013

Uk-india education & research initiative



2014

UNESCO GAP partner for Education for Sustainable Development (ESD)



2017

Best Social franchising award



2018

Bop innovation lab in India.



2019

Awarded Volunteering Grant by Genpact through GSIF

Governing Body

1. **Mamta Mishra, President:** A committed and innovative lady hailing from an educated middle-class family, which has its roots in a small village in Bihar (India). She holds a BA degree (Honours in Hindi) and possesses an outstanding level of expertise and experience in the fields of social entrepreneurship. She is Sixty-plus but still bubbling with energy and creativity to bring in a positive change in the rural sectors through ICTs. She has been the flag-holder of Drishtee Foundation since its inception and played a pivotal role in outreach and community-oriented programmes.
2. **Nitin Gachhayat, Vice-President:** Nitin is one of the co-founders of Drishtee and holds an MBA from FORE School of Management. He brings with him an innovative strategy for devising path-breaking research frontals with best technological inputs. He is instrumental in building the not-for-profit character of Drishtee Foundation also keeping the entrepreneurial strength of Drishtee kiosks intact, being a part of the social-enterprise network of Drishtee.
3. **Swapna Mishra, General Secretary:** Swapna joined Drishtee Foundation in 2003 to combine her social passion with IT work experience. She has worked on various projects for the last 4 years related to Women Entrepreneurship Promotion with various partners of Drishtee, like Nike Foundation, IFC, DFID etc. She plays a vital role in enhancing process and quality at all levels of Operations and Project Management.
4. **Shailesh K. Thakur, Treasurer:** Shailesh is a financial management consultant to the organisation. He played a lead role in advocacy and government sensitisation on e-Governance. He has promoted Drishtee e-Prashasan Kendras Le. single windows at the government offices for service delivery to the citizens.
5. **Satyan Mishra, Member:** An Ashoka Foundation Fellow and Drishtee's Managing Director, Satyan has an extensive experience in creating and implementing sustainable micro enterprise models. Satyan takes a lead role in streamlining Drishtee Foundation's role in facilitating the values through social enterprise approach and creating a platform for economic and social empowerment of marginalised communities and populations. He is a key strategic consultant in carving out the best role for Drishtee Foundation in the global ICT sector.
6. **Chandan Kumar, Member:** Chandan is a dynamic and dedicated founder member of DF who has been a source of energy for the organisation. She has played a key role in initiating the Need Assessment Surveys of the districts and establishing linkages with the government while sensitising the local administration and the government towards ICT implementations.
7. **Meenu Mishra, Member:** Meenu is a former and a dynamic member of Drishtee Foundation. She has been an athlete and basketball player in her university years but still continues with her sportsman spirit and inspires DF for dedication and hard-work. She brings in specific social and networking strengths to the organisation.

Financial Report

Income Credited for Financial Year 2020-2021

Partner Name	Project Name	Income Credited (INR)
Bharat Aluminium Co Ltd	Unnati	5,011,808
Greater Impact Foundation (Skill Development Training)	Swavlamban	15,200,000
PNB MetLife India Insurance Company Limited	Sakhi Swavlamban	2,834,000
SIDBI	Weaving and Food processing Training	80,000
Ricoh Co. Ltd.	Skill Training for Local Artists in India	672,850
Vedanta ESL	Jivika	1,476,144
CAF-America	Swavlamban	56,381,250
Total		81,656,052

