

24

# ANNUAL REPORT 2023-24



**DRISHTEE**  
SUSTAINABLE COMMUNITIES

# Drishtee Foundation



# Table of Contents

Message from President	3
Drishtee Foundation - An Overview	4
Vision	4
Mission	4
About Swavlamban	5
Developing a platform for Swavalamban, with a 4C approach	6
The core values of Drishtee	7
Impact & Outreach	8
Swavlamban Model	9
Projects Undertaken	10
1) Jivika se Swavlamban (Vedanta ESL)	10
2) Sakhi Swavlamban (PNB MetLife)	14
3) Damini Skilling Hub (PNB MetLife)	17
4) Swavlamban (Iffco Tokio)	21
5) Swavlamban se Posan (NHDC)	24
6) Swavlamban (Argano Software Private Ltd)	26
7) Swavlamban (Sharing Happiness Foundation)	28
Global Connect (Social Immersion and Workshop)	31
1) Online Field Study (Cross Field)	31
Drishtee Abhigyan Centre	33
Awards and Recognitions	34
Partners in Drishtee's Journey	35
Financial Summary 2023-2024	36
Glossary	37





## Message from the President

There are families in villages who live their life one day at a time. They earn their daily wage to bring food on the table by evening. The entire family works either at home or in the field. If the work in their village is unavailable, they move out of the fields and work in cities on construction sites as a daily waged worker. Such families do not have time for training and can ill-afford livelihood, which has a payment cycle. The Swavlamban program of Drishtee Foundation is not equipped to cater to these women. However, our vision does not exclude them. In fact at this stage of our implementation, we are prepared to travel that extra mile to develop livelihood solutions for the millions who deserve it the most.

In this 20th year of Drishtee Foundation, we are committing ourselves to cause of women who are fighting their way out of poverty. One of the approaches is directly linked to the betterment of the environment. By planting trees we can ensure the future and bring in enough carbon resources to take care of their shorter term needs. Similarly, utilizing the arable land, which remains fallow in between the two dominant agriculture seasons in the country, could provide new livelihoods that can be monetized for these families.

While we are actively discussing possibilities, we also invite more and more ideas to fulfill this noble goal.

Looking forward to a better future.

A handwritten signature in black ink that reads "Mamta Mishra". The signature is fluid and cursive.

---

Mamta Mishra  
President  
Drishtee Foundation

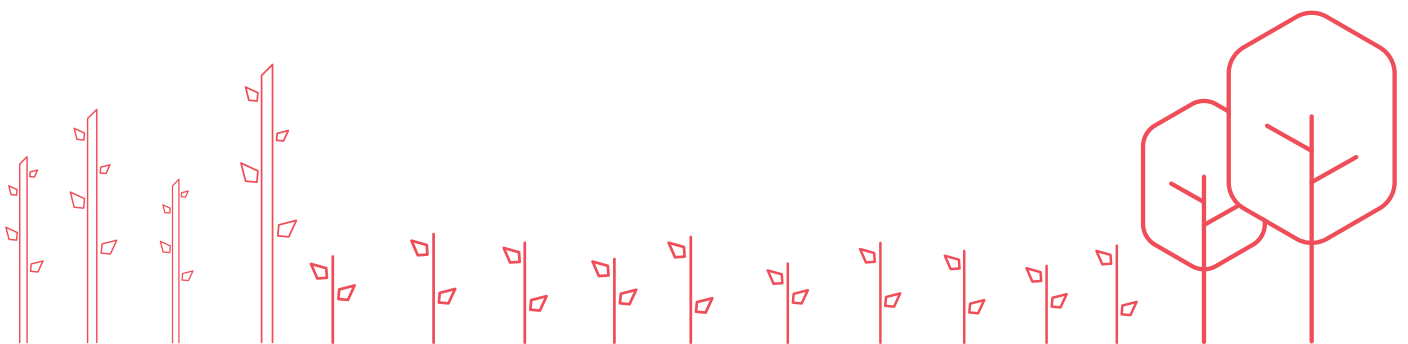
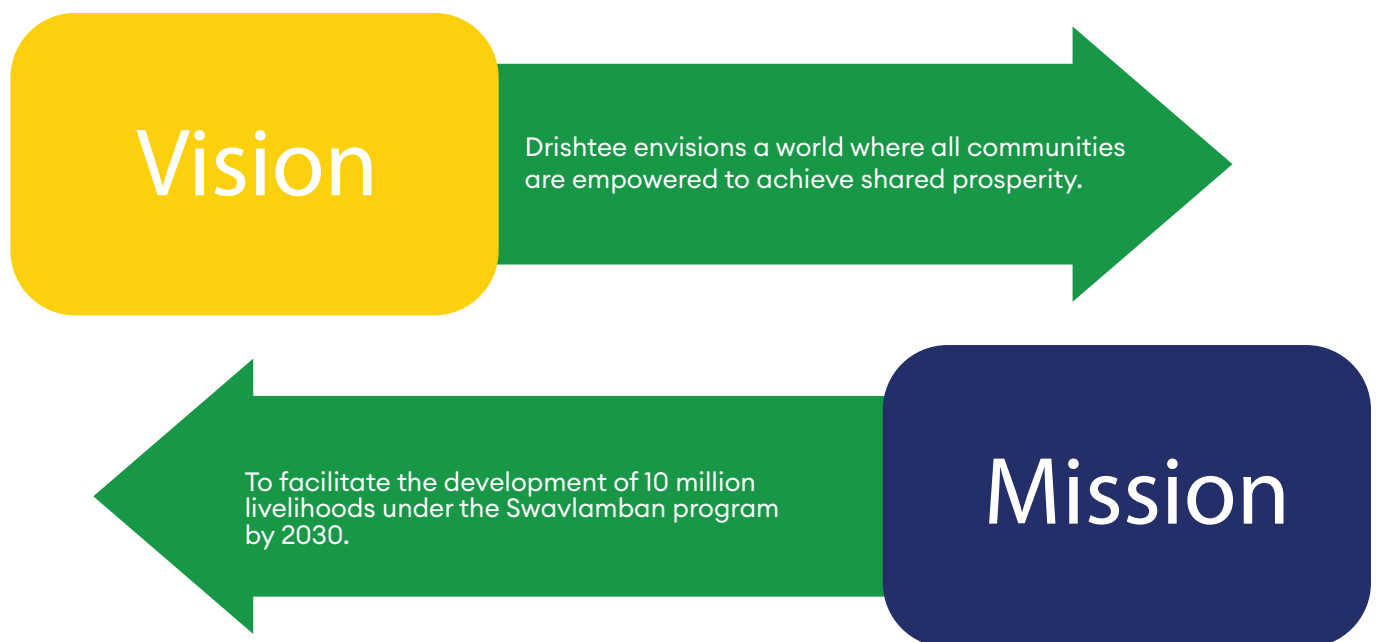


## Drishtee Foundation - An Overview

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 microenterprise development for livelihood. 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 has worked in over 6000 villages in 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.

## Our Vision & Mission





## Swavlamban

“Swavlamban” means Self-reliance or Self-dependence. It is an approach to bridge the access gap among the marginalized rural women for skills, financial capacity, and opportunities and facilitates their journey towards becoming successful entrepreneurs and contributors to the social and economic well-being of their families and society. The enabling ecosystem is built with a Community-centric approach – which includes both Rural and Urban stakeholders forming an interdependent community, creating ‘Shared Prosperity’.

*Swavlamban* 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. Rural families across over 6345 villages in India have joined us on the *Swavlamban* journey towards sustainable livelihoods and are contributing to the social and economic well-being of their families and the society at large not only through their offering of natural, healthy and handmade products but also with a connect of – Trust, Self-belief & Sharing.

Trust (based on *Sat* – a truth that is in everything), Self-Belief (based on *Chitt*- awareness or believing and expanding your Consciousness) and Sharing or Happiness (based on *Anand*-happiness through care and sharing). Such an ecosystem not only enables marginalized rural women to become economically and socially less vulnerable but provides them with a platform to cater to the unexpected needs and growth of their families.

### **Swavlamban as a livelihood model is based on SO & WT's strategic approach to rural community groups**

The inherent strengths and opportunities of the village like natural resources, local knowledge, skills & human resources, being a community are harnessed through an enabling model developed by Drishtee called Swavalamban.

Swavalamban as a facilitating platform provides 4C support in the form of Capacity, Channel, and Capital to the Community. Women groups are encouraged to form a micro-enterprise (Vaibhavi). The group works on locally available raw material procured from the farmers (Udyogis) and with training intervention facilitated by a local training resource (Vaani) they develop products in any of the following categories – Roti, Kapada and Makaan. The critical market linkage is facilitated by local resources (Dhavak) to help find & deliver products to B2B & B2C customers.

# Developing a platform for Swavlamban, with a 4C approach

## Community



The village cluster's journey towards Swavlamban starts with mobilizing the individual marginalized women to form a community group with the intent of working for a common purpose that will help them earn a sustainable livelihood. Women groups are guided to form a micro-enterprise through various community engagements. The community engagement expands by engaging more women, creating a chain effect in the community.

## Capital



Helping community groups get access to financial services, helps in multiple ways, the farmer's earnings are seasonal, and access to banking services not only prevents unnecessary spending of their limited income but also helps them secure their funds so that they can withdraw it when they need it most. Besides the community avails various governmental financial schemes from time to time.

## Capacity building



The intent of earning a sustained livelihood is realized by training on skills for enabling the women groups in a micro-enterprise to be productive. For the farmer, group training helps to improve the quality and/or quantity of their produce. Training for self-employment or for employment helps in staying employed and relevant in today's enterprise that continuously needs new skills.

## Channel



Developing a distribution & supply chain channel for the movement of village produce and products made by the rural micro-enterprise to the nearest urban & rural consumers. The same distribution & supply chain channel is used for getting products from the urban area to the village retail points to help establish a last-mile delivery system for urban-rural market connection.



# The core values of Drishtee

## सत्: Sat is Truth

Truth that is consistent with mind, will, character, glory and co-existence of all being in the world.

## चित्त: Chitt is Consciousness

Connect Selflessly with open heart

Let us have respect and an love for Self, for family and for DRISHTEE's growing family as One Circle

## आनंद : Anand is Bliss

Happiness by sharing and learning



## सत् Truth

SANKALP SE SAMRIDDHI  
RESOLVE FOR ACHIEVING OUR VISION  
IS THE SEED

## Impact and Outreach



Outreach to 4,849,589 beneficiaries and connected for service development and participation under livelihood and supporting programs in 5 regional hubs under 934 village Clusters-" Vatika units." 6588 village Clusters-" vatika units." hubs under 5,655 village Clusters-" vatika units."



A growing network of 4487 village level entrepreneurs supported under different service segments for continued support to community livelihood based programs and self-Sustainability.



1738593 households directly benefitted with under the livelihood initiatives with skilling and Enterprises building impact on their household income growth



17 value chains enabled with products supporting the enterprise development more product lines and additional value chains under development.

The following data is from the year 2023-24



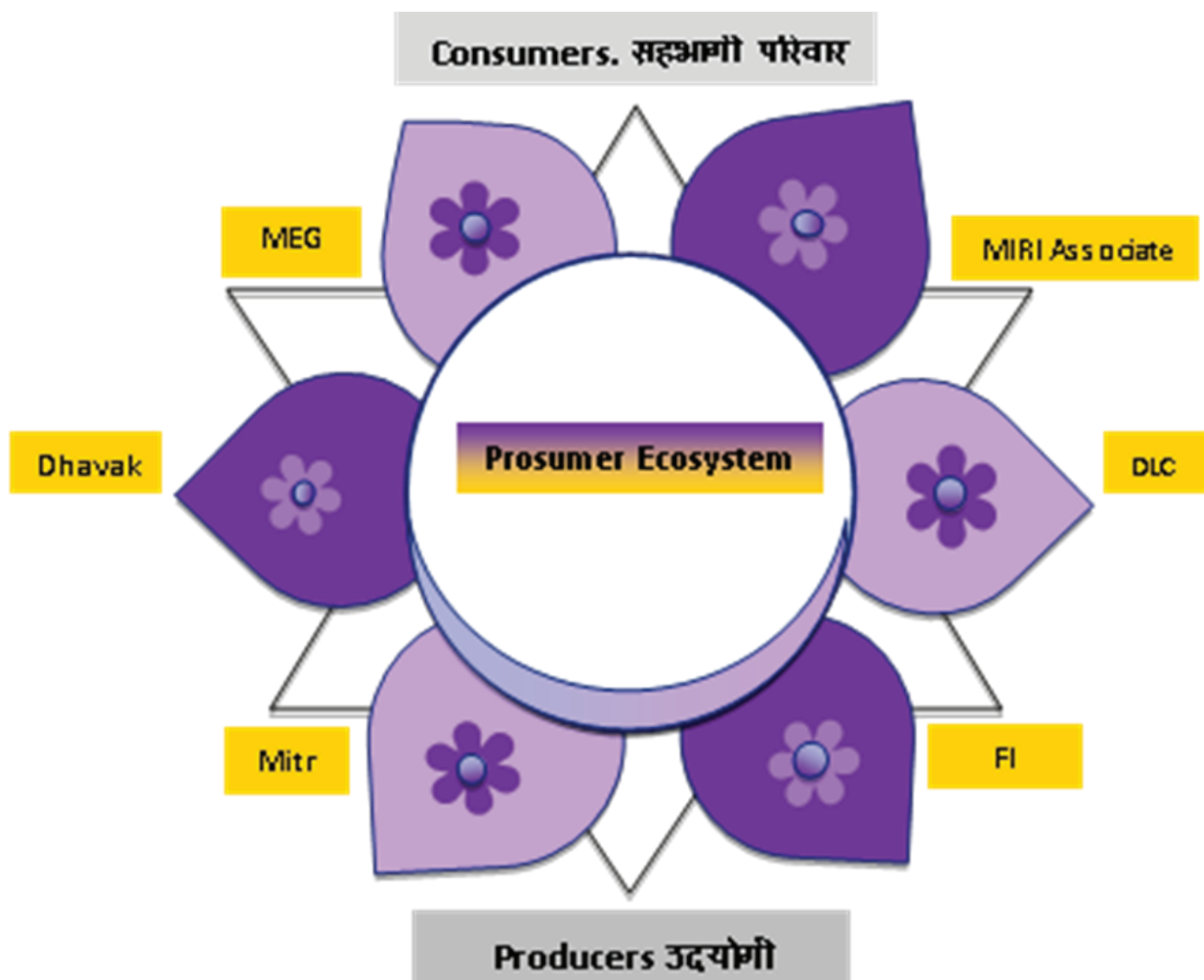


# Swavlamban Model

Drishtee is building or rather re-building the ‘enabling ecosystem’ through an integrated ‘**Swavlamban**’ (self-reliance) approach. *Swavlamban* as the Hindi word is, facilitates rural community groups to develop into self-reliant, sustainable and interdependent community groups, empowered to develop local livelihoods through resource building, sharing and enabling approach.

Over 295801 rural families across 5655 villages in India have already joined us on the journey of Swavlamban towards sustainable livelihoods. This change also contributes to the social and economic well-being of these families and society.

With Swavlamban, Drishtee is today positioned to become a platform and a catalyst of change in the new economic and social order. This new order is Drishtee’s vision of a world where all communities are empowered to achieve their shared prosperity.



# Projects Undertaken



**Project Name : Jivika se Swavlamban**

**Partner : Vedanta ESL**

**Location : Bokaro, Jharkhand**

**Project Period : 1st Sept'2023 to 31st Aug'2024**

**Budget : INR 39,99,921**

## Objective:

The project aims to create sustainable Livelihood opportunities by building community empowerment for marginalized rural women through Micro Enterprise development and Product Value Chain Support.

Micro-enterprise development centered on empowering women to launch and run small businesses tailored to their abilities, available resources, and market trends. This approach involved offering training in areas like entrepreneurship, financial literacy, marketing tactics, and business strategy. By cultivating their entrepreneurial mindset and providing the necessary skills and support, women established sustainable ventures that generated revenue and contributed to the growth of the local economy.

## Activities conducted:

### a. SHG Engagement and strengthening:

- Identified new SHGs/women for enrolment in Project JIVIKA.
- Strengthened SHG associated with Project JIVIKA through the Swavlamban model as per the proposal submitted by the Drishtee Foundation.
- Built capacity of the SHG towards livelihood engagement.
- Provided handholding support to the SHG towards livelihood engagement.
- Organized exposure visits for livelihood engagement.

### b. Support in Livelihood Intervention:

Drishtee Foundation will support the community for self-reliance and self-independence by exploring opportunities for livelihood generation on various products as mentioned below:

- Mushroom Spawn Production
- Oyster/Milki/Paddy Straw Mushroom Cultivation
- Mushroom Bi-product Development (Dried Mushroom, Mushroom Pickle, mushroom Badi) Production & sale
- Textile (Nighty, Petticoat, Salwar, Kurti etc.)
- Bamboo-based handicrafts



### **c. Skill Building and enterprise development:**

- Set up of 5 Model Center – product specific
- Agarbatti unit • 1 Surf and Soap production unit
- 1 Terracotta unit
- 1 Ceramic unit
- Training on various Skill sets
- Mobilized the resources from the Government as well as from the community and Converged with government schemes wherever possible.

### **d. Micro-Enterprise Centers setup:**

- Established and hand-held micro-enterprises.
- Acted as an aggregation/packaging point for the products to be marketed. Establishing and hand-holding Micro Enterprises.

### **e. Market and channel connect:**

- Developed supply chains in all the intervention villages.
- Registered rural products in various market apps for market connectivity.
- Created a retail customer database for rural produce.

### **Goal for FY 2023-24:**

- Vaibhavi (SHG) Engagement & Strengthening - 50
- Total Engagement of Women - 500
- Livelihood Engagement – 430

### **Achievement of Goals:**

- Vaibhavi (SHG) Engagement & Strengthening - 62
- Total Engagement of Women - 537
- Livelihood Engagement – 532

## Impact:

Since the initiation of the Project JIVIKA in the community, it has achieved significant results. The number of trained women has increased significantly where earlier they were restricted to their homes but now are moving villages and across cities to establish themselves through various livelihood activities. We have a rich number of 3482 cumulative numbers since the project start and out of this 1694 women were benefited with our project in 2023-2024 project year. (as per August '24) Women associated with Project JIVIKA enrolled in various trades like mushroom cultivation & spawn production, puffed rice, phenyl, textile, bamboo products etc. The impact is such that Vaani is able to train more women who are willing to form Vaibhavi groups and start their business journey.

From this project marginalized rural women get sustainable livelihood opportunities. Total number of rural beneficiaries impacted 869 and total 1788 Udyogi parivar impacted from “Jivika se Swavlamban” project. 11 Vatikas now at the development stage.

Total number of rural beneficiaries outreach	Total number of rural beneficiaries impacted	No. of women impacted (Udyogi Pariwar)	No. of Vatikas developed
537	357	532	10

No of Vatikas Set Up with Petal Activation	No of Barter Transaction	No of Vaibhavis	No. of Products
6	284	6	<ul style="list-style-type: none"><li>• Mushroom</li><li>• Spawn • Phenyl</li><li>• Textile • Bamboo</li><li>• Puffed Rice •</li><li>Detergent Powder •</li><li>Terracotta</li><li>• Ceramic Jewellery</li><li>• Poultry • Pickle</li><li>• Cotton wick</li><li>• Agarbatti • Mixcher</li><li>Namkeen</li></ul> <b>Extra:</b> Tamarind, Mahua



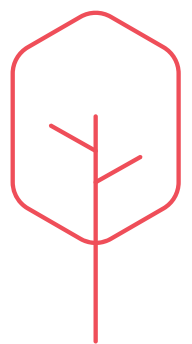
Stall at Bokaro Niwas, Jharkhand



Mushroom Cultivation in Bokaro



Cotton wicks Training Certificate Distribution in Tentulia Vatika, Jharkhand



# Projects Undertaken

**Project Name : Sakhi Swavlamban**

**Partner : PNB MetLife India Insurance Company Limited**

**Location : Gorakhpur, Uttar Pradesh**

**Project Period : 1st April'2023 to 31st March'2024**

**Budget : INR 14,00,000**

## Objective:

“Sakhi Swavlamban is a program being implemented by Drishtee Foundation in Varanasi in partnership with PNB MetLife, under PNB MetLife’s larger umbrella program: DAMINI, dedicated to the development and empowerment of women at all ages and situations. Started in 2018, Sakhi Swavlamban facilitates rural women groups to develop into self-reliant, sustainable and interdependent enterprises within a community-led and managed 360-degree business and supply chain ecosystem. The program especially works with rural women producers to build their capacity so that they can lead the change in their villages and spread the value of share and care, not only through their offering of Natural, healthy and Handmade products. Such an ecosystem enables marginalized rural women to become economically and socially less vulnerable and provides them with a platform to cater to the unexpected needs and growth of their family. Drishtee will implement in the next 2-years phase of the Sakhi Swavlamban Program, as per their agreement with PNB MetLife in the village clusters in and around Kashi Vidyapeeth Block of Varanasi districts. Drishtee is overall focused on improving the livelihood status of 600 rural families by enabling new opportunities of business, skills, access to resources and efficiency in operations to double the household income.

## Activities:

- a) Sakhi Swavalmba continuity and sustenance in Varanasi, U.P – Vatika building and Vaibhavi moving towards self-reliance, Damini Training Hub for livelihood skill development.
- b) Community Engagement: Enhanced livelihood sustainability and income for marginalized rural women by increasing production capacity and improving access to markets.
- c) MEG Development: Enrolled new Micro Enterprise Groups (MEGs) and ensured the sustainability of existing MEG activities.
- d) Capacity Building: Ensured that activities and production efficiency of existing beneficiaries became sustainable while providing training for new beneficiaries.
- e) Customer Engagement: Strengthened market channels for urban and local markets through a strategic and long-term approach to reach and enhance extraction.



## Outcome:

During this period, outreach efforts and support from local community facilitators led to a significant number of rural families actively engaging with the Swavlamban program. Numerous women, equipping them with valuable expertise in this field, attended expert-led orientation sessions on mushroom cultivation.

## The Table Showing the Impacted Data in FY 2023-2024:

Total Number of Rural Beneficiaries' Outreach	Total Number of Rural Beneficiaries Impacted	No. of Women Impacted (Udyogi Pariwar)	No. of Vatikas Developed	No. of Vatikas Set-up with Petal Activation	No. of Barter Transactions	No. of Vaibhavis
1006	596	180	2	2	1805	12





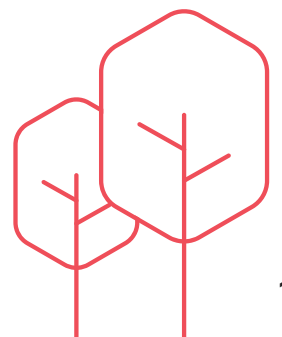
Bartermela within Community



Bag Making Trainig in Jungle Ayodhya Prasad



Detergent training conducted in Jangal Ayodhya Prasad



# Projects Undertaken

**Project Name : Sakhi Swavlamban**

**Partner : PNB MetLife India Insurance Company Limited**

**Location : Gorakhpur, Uttar Pradesh**

**Project Period : 1st April'2023 to 31st March'2024**

**Budget : INR 14,00,000**

## Objective:

### **I. Research of Courses Demands:**

- Conducted a comprehensive analysis of the local market demands for various courses.
- Evaluated the potential for livelihood creation and business opportunities aligned with the Swavlamban model.
- Adopted a bottom-up approach by engaging with the local community to understand their specific needs and aspirations.
- Implemented a top-down approach by aligning the identified courses with broader economic trends and national development goals.

### **II. Testing and Trials with Demonstration:**

- Conducted pilot programs and trials to test the viability and effectiveness of selected courses.
- Organized demonstrations to showcase the practical applications of the courses to potential beneficiaries.
- Gathered feedback from participants to refine and improve the program based on real-world testing.

### **III. Development of Training Structure:**

- Created a well-structured training program with a curriculum that encompassed both theoretical and practical aspects.
  - Developed audio-visual content to enhance the learning experience, making it more accessible and engaging.
  - Prepared hardcopy materials that served as reference guides for participants during and after training.
- Integrated training tools that catered to diverse learning styles and ensured comprehensive skill development.

### **IV. Handholding and Development of Village Level Franchisee Network:**

- Established a system for ongoing support and mentorship (handholding) for individuals participating in the training programs.
- Developed a village-level franchisee network to facilitate the sustainable growth and expansion of the training initiatives.
- Provided suitable communication tools to foster collaboration and knowledge-sharing among franchisees.

## **V. Tools Support at Local Varanasi Level for Training Programs:**

- Identified and addressed infrastructure needs at the local level in Varanasi to ensure effective implementation of training programs.
- Provided movable tools that could be easily transported between multiple Vaani locations, promoting flexibility and scalability.
- Established a system for regular maintenance and updating of tools to ensure their continued effectiveness.
- Collaborated with local stakeholders to create a supportive environment for the success of the training programs.

By integrating these elements into the Swavlamban model, the project aimed to create a sustainable ecosystem that not only addressed the immediate needs of the beneficiaries but also laid the foundation for long-term economic empowerment and community development.

## **Activities:**

- Expanded course standardized packages for decentralized implementation guidelines.
- Focused on skill development centers' capacity building and process standards for quick connection and extended impact.
- Conducted online train-the-trainer programs, workshops for orientation, and course deliveries.
- Expanded course standardized packages for decentralized implementation guidelines.
- Focused on skill development centers' capacity building and process standards for quick connection and extended impact.
- Conducted online train-the-trainer programs, workshops for orientation, and course deliveries.

## **Activity Details:**

As the part of the continued growth of Skill Development centre's in different village clusters – with the upskilling and participation continuity of centre franchisees to focus on more outreach and connect to more and more beneficiaries the focus was to improve the efficiency and business visibility with the integration of dedicate App for the Skilling franchisee

This application is to equip the rural skilling entrepreneur with the tool to record and manage the training records related activities. Also the scope was widen to accommodate information repository in form of PPTs, Video etc.. related to training programs offered.

Looking at the target audiences which is specific from rural area, the application was planned with user friendly inputs like:

- Local language User Interface output
- Block based designs for quick access of input links
- Less data entry – common field in dropdown menu
- All the services activities interlinked with the systematic inputs
- Data dashboard for quick access of information on Batches type of courses implemented.
- Application is designed a way to manage in both mobile based and web based portal considering the limitation of systems at village level.



## Future Scope:

This application will be further lead to the other aspects of Learning management system like:

- Online training programs: Online DIY based programs and paid content repositories for eligible candidates.
- Entrepreneurship: Most of the skills associated initiatives are restricted to only skill development and miss the enterprising inputs associated with the pricing, branding and marketing, Data keeping specific to enterprise linked with production skills.
- External trainer's engagement: Open platform for skilled personnels from Rural area -Artisans and producers to engage with other participants and show case their skill for livelihood.
- Online Assessment program: Most of participants in rural area are skilled or semi skilled with traditional practices like food processing or artisan, farmers etc, such LMS platform can help them to assess the skills at industrial standards through Online assessment forum and get certified.

The Plan Includes:

- Created localized course modules and AV-based content for 8 active value chains for producers and microenterprise groups.
- Supported spoke Vaani centers with mobile demonstrative training tools.
- Developed content for a Learning Management System (LMS) app.

Content Focus Areas Include:

- Skills for production in agriculture-based, textile-based, and housing-based products.
- Addressed emerging value chains such as waste management and others.
- Provided financial literacy training.
- Supported enterprise development.
- Offered soft and livelihood skills training.

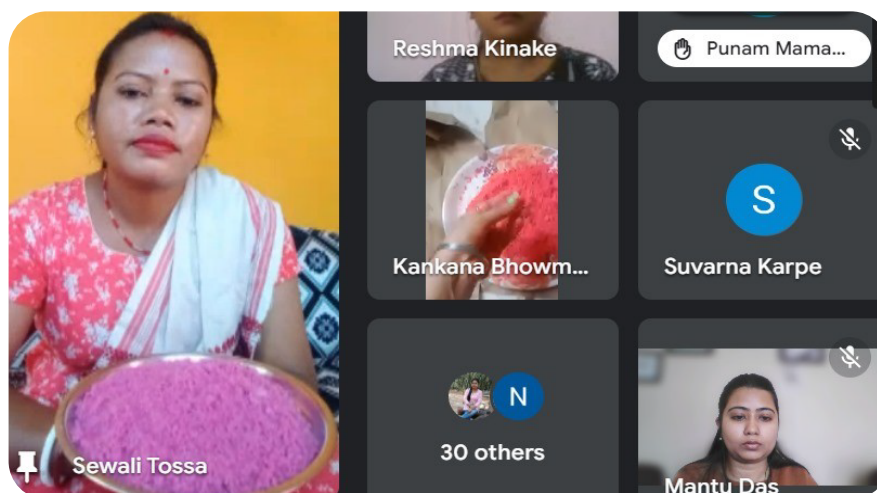
By adopting this approach, Damini Hub aimed to enhance the accessibility and effectiveness of training programs, ensuring that beneficiaries had the necessary resources to acquire and retain essential skills for sustainable livelihoods.

## Yearly Stats:

Location	Skill Franchisees	Training Batches	Trainees covered
Gorakhpur	28	47	701
Varanasi	11	52	725
Madhubani	37	63	1334

*The overall impact of Skilling supported through Damini Initiatives:*

Location (States)	Skill Franchisees	Training Batches	Trainees covered
Bihar, Uttar Pradesh, West Bengal, Assam, Chhattisgarh, Jharkhand, Maharashtra	602	1998	28123



Virtual Herbal Gulal Training



Herbal Gulal Produced by Damini Traing Center



Cotton Wicks Production for Branded Company





# Projects Undertaken



Project Name : **Swavlamban**

Partner : **IFFCO-TOKIO General Insurance Co.**

Location : **Jhanjharpur, Bihar**

Project Period : **1st December'2023 to 31st March'2024**

Budget : **INR 20,00,000**

## About the Project:

*Swavlamban* – Self Reliance in Hindi - is a ecosystem building and enabling approach of Drishtee that leads to sustainable livelihoods and community empowerment for longer term sustainable development. IFFCO-TOKIO is a partner with Drishtee - being implemented by Drishtee Foundation in Madhubani in support from IFFCO-TOKIO. Swavlamban facilitates rural women groups to develop into self-reliant, sustainable and interdependent enterprises within a community-led and managed 360-degree business and supply chain ecosystem. The program especially works with rural women producers to build their capacity so that they can lead the change in their villages and spread the value of share and care, not only through their offering of Natural, healthy and Handmade products. Such an ecosystem enables marginalized rural women to become economically and socially less vulnerable and provides them with a platform to cater to the unexpected needs and growth of their family.

Drishtee is overall focused on improving the livelihood status of rural families by enabling new opportunities of business, skills, access to resources and efficiency in operations to double the household income. The phase one has been able to touch more than families led by women producers and women in enterprises supported by the program.

## Objective:

The objective of the project was to ensure that income from multiple livelihoods was earned within each household to help these families move out of poverty. The specific objectives included:

1. Foster sustainable livelihoods for marginalized rural women.
2. Build community empowerment through micro-enterprise development.
3. Provide support for product value chain development.
4. Focus on creating opportunities for women in rural areas.
5. Emphasize the development of small businesses for long-term impact.

## Future Scope:

1. Drishtee Foundation aims to foster self-reliance within the community through livelihood interventions.
2. Opportunities for livelihood generation include products such as cotton wick, detergent, and soaps.
3. The foundation supports Oyster Mushroom Cultivation as a means of sustainable livelihood.
4. Community members can engage in pickle making (aam, amwla, mirch, nimbu, kathal Jackfruit) and papad production.
5. Artistic skills are encouraged through Madhubani painting, contributing to both cultural preservation and income generation.
6. Agarbatti production is promoted as a viable avenue for enhancing self-independence among community members.

Effective skill building and enterprise development involve comprehensive training programs encompassing diverse skill sets. Additionally, successful initiatives mobilize resources from the community, fostering collaboration and empowering individuals to contribute to their own development. By combining targeted training and community engagement, these efforts create a sustainable foundation for skill enhancement and entrepreneurial growth. Outreach & Engagement

Engaged with communities across six blocks in the district, including Bisfi, Rahika, Benipatti, Pandaul, Jaynagar, and Rajnagar, as part of outreach efforts. The diverse interactions aimed at fostering connections and understanding local perspectives to enhance community involvement and development initiatives.

## Outcomes:

The Swavlamban model empowers underprivileged women by providing a platform for self-reliance and growth, fostering a sense of autonomy and independence.



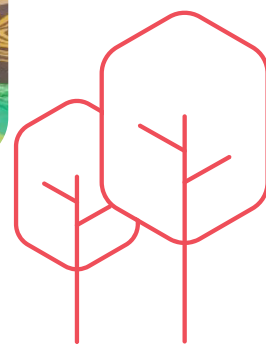
Textile Training in Kako Vatika, Jhanjharpur 2



Community meeting in Jhanjharpur



Interview regarding Swavlamban Model in Lohna Dakhsin Vatika



## Projects Undertaken

**Project Name: Swavlamban Se Poshan**

**Partner: NHDC (Narmada Hydroelectric Development Corporation Ltd.)**

**Location: Khandwa, Madhya Pradesh**

**Project Period: 1st February'2024 to 31st July'2024**

**Budget - INR 25,01,600**

### About the Project:

Swavlamban Se Poshan is a program being implemented by Drishtee Foundation, initiated in 2023, in Khandwa, Madhya Pradesh, in partnership with NHDC Ltd., Madhya Pradesh. This project is dedicated to the implementation of community friendly and community driven solutions to address the poor nutrition of children and women with awareness of proper nutrition, food habits and balanced diet, better hygiene practices for good health and well-being.

The program also works with rural women producers to build their capacity so that they can lead the change in their villages and promote the value of sharing and caring. This is achieved not only through their offering of natural, healthy, and handmade products but also by fostering a connection of trust (based on Sat – truth inherent in everything), self-belief (based on Chitt – awareness and expanding consciousness), and selfless sharing or happiness (based on Anand – happiness through care and share).

### Key Objectives:

- 1) **Reduce Malnutrition Rates:** Implement effective interventions to lower the rates of malnutrition among children and women in the targeted communities.
- 2) **Enhance Nutritional Awareness:** Conduct awareness campaigns and training sessions to educate communities about the importance of nutrition and healthy eating habits.
- 3) **Improve Food security:** Establish nutrition gardens, distribution of Fruit Plants and promote the cultivation and consumption of diverse food groups to enhance food security at the household level.
- 4) **Combat Anemia in Women and adolescent girls:** Implement specific programs to help women of reproductive age overcome anemia through nutrition education and health checkups.





“Sehat Tokri” – An Innovation Solution to Combat Malnutrition



Orientation of Women Farmers for Millet Revival



Seed Distribution Creating Backyard Nutrition Gardens as Local Dietary Resource



# Projects Undertaken



**Project Name: Swavlamban**

**Partner: Argano Software Private Ltd.**

**Location: North 24 Parganas, West Bengal**

**Project Period: 1st January'2024 to 31st March'2024**

**Budget : INR 2,64,000**

## About the Project:

Swavlamban project supported by the Argano Software Private Ltd., the initiative empowered groups of rural women, helping them become self-sufficient, sustainable, and interconnected enterprises within a community-driven 360-degree business and supply chain ecosystem. By focusing on capacity building, the program encouraged rural women producers to lead positive transformations in their villages, highlighting the values of sharing and cooperation. Offering natural, healthy, handmade products, the ecosystem not only alleviated economic and social vulnerabilities but also provided a platform for marginalized women to meet unforeseen needs and support the growth of their families.

## Obectives:

The primary aim of the project was to ensure that households could generate income from multiple livelihoods, enabling them to rise above poverty. The specific objectives included:

1. Promote sustainable livelihoods for marginalized rural women.
2. Strengthen community empowerment through micro-enterprise development.
3. Offer support for building product value chains.
4. Create opportunities for women in rural communities.
5. Focus on the growth of small businesses to ensure long-term impact.

## Key Activities:

- **Organizational Revamp:** Drishtee underwent internal restructuring, followed by team rebuilding and the induction of new fellows for the Madhubani cluster.
- **Community Engagement:** Various community meetings and engagement activities were organized to establish Swavlamban Samitis (SWSM) in the new Vatika.
- **Resource Mapping:** Assessments and resource mapping were conducted for newly identified Vatikas set for intervention in 2023.



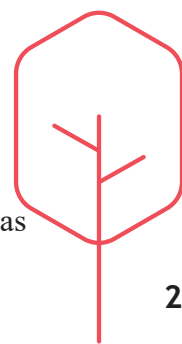
Detergent Production in Prithiba-I Vatika, North 24 Parganas



Phenyl Production of Krishna Vaibhavi Group in Prithiba-II Vatika



Certificate Distribution to Ashar Alo Vaibhavi Group in Prithiba-I Vatika, North 24 Parganas





# Projects Undertaken

**Project Name: Swavlamban**

**Partner: Sharing Happiness Foundation**

**Location: PAN India**

**Project Period: 1st April'2023 to 31st March'2024**

**Budget - INR 18,02,19,577**

## Objective:

- Emphasize the development of small businesses for long-term impact.

## Activities:

Ia) The Swavlamban Program was implemented to support rural community groups, with a particular focus on women, by helping them evolve into self-sustaining, interdependent enterprises within a community-led, fully integrated business and supply chain ecosystem. The program's model incorporated four essential elements:

**I. A two-way supply chain model** – Ensuring the efficient flow of required inputs while enabling the sale of finished products in the market.

**II. Multi-Skill Center using a Hub-and-Spoke Model.**

**III. Cashless transaction platform** – Enabling transparent, seamless linkages between enterprises, credit systems, and market payments.

**IV. Real and virtual market access**, offering graded opportunities for different product qualities and price levels, spanning urban-rural, retail-wholesale, and semi-finished-finished markets.

b) The main goal was to secure multiple sources of income for households through various trades, aiming to elevate these families out of poverty.

c) The Swavlamban Program was executed with a focus on:

**I. Capacity Building;**

**II. Enterprise Development;**

**III. Sustainability for Rural and Marginalized Women.**

d) The program had three key outcomes, projected to be achieved progressively over the first three years following its initiation. In the first year, the Swavlamban Program created livelihoods, followed by the establishment of sustainable market connections and rural businesses in the second year. By the third year, the community was prepared to assume ownership, with Drishtee transferring self-sustainable operational models. Furthermore, DF aimed to double the income of rural producers over a five-year period.

**I. Livelihood generation;**

**II. Sustainable market sales;**

**III. Community formation and the handover of self-sustainable operational models by DF.**



## Outcome:

As the program evolved, the overarching objective was to enable a major part of the 60,000 households to earn between \$150 and \$200 USD each month. All of the petals were engaged in the Vatika, thus leading the way towards sustainability using the Swavlamban approach.

*The impact data for the year 2023 -24 is shown in the table below:*

	<b>Total Outreach</b>	<b>Total Livelihood Engaged</b>	<b>Villages Impacted</b>	<b>Village Entrepreneurs</b>	<b>Total woman trained</b>
<b>Total during FY 2023-24</b>	4301691	501946	611	1717	27639

Apart from this, it enabled rural entrepreneurs to become service providers for key services to support ecosystem for livelihoods:

<b>Mitra</b>	<b>507</b>
<b>Vaani</b>	445
<b>Dhavak</b>	141
<b>Banking CSP</b>	427
<b>CEEP Center</b>	643



Detergent Production in Assam



MIRI Shop in North 24 Parganas, West Bengal



Vaani Skill Center Meeting in Gorakhpur, Uttar Pradesh





# Global Connect (Social Immersion and Workshop):



**Project Name: : Field Study**

**Partner: Cross Field**

**Location: Drishtee Abhigyan Centre, Alwand Village, Nasik, Maharashtra**

## About the Project:

Drishtee partnered with Cross Fields to conduct a field study in India, aimed at senior executives and entrepreneurs from various Japanese organizations. The study focused on understanding the social impact of Drishtee's initiatives and exploring opportunities to co-create solutions for global community development.

## Objective:

- Cultivate empathy and exposure to Drishtee's social business model.
- Foster an understanding and collaboration for solutions to support marginalized communities.
- Assist Cross Fields in session design and preparation.

## Activities:

- **Workshop** - An introductory workshop about Drishtee was conducted, detailing the organization's model and community impact.
- **Field Visit** - Participants visited local entrepreneurs supported by Drishtee to observe first-hand the positive changes in their lives and businesses.
- **Dialogue Participation** - Drishtee representatives engaged in discussions about community betterment through the integration of the Swavlamban Model.

## Outcome:

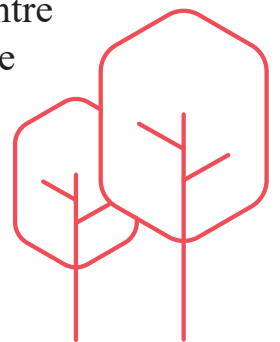
Ms. Swapna Mishra, a core team member of Drishtee Foundation, served as the keynote speaker and facilitator. The sessions, including presentations, Q&A, and interactive dialogues, facilitated by Cross Fields, attracted substantial engagement from Japanese executives and entrepreneurs. The discussions highlighted India's social sector and fostered ideas for collaborative, sustainable solutions to support marginalized communities worldwide.



Interactive engagement during the immersion program



Delegates from Cross Field and Drishtee at Abhigyan Centre on exploring sustainable solutions for impactful change



# Drishtee Abhigyan Centre

**Location: Alwand Village, Nasik, Maharashtra**

## About the Abhigyan Centre:

The Abhigyan Centre, an initiative of Drishtee Foundation, serves as a dedicated training hub that hosts a variety of programs, workshops, and immersion experiences aimed at community engagement and capacity building. Designed to facilitate interactive learning, the centre is fully equipped with modern facilities and ample seating to accommodate diverse group sizes for training sessions and workshops. Recently, it hosted an Immersion Program in collaboration with Cross Field, a Japanese organization, fostering cross-cultural learning and partnership. The Abhigyan Centre also provides a platform for Drishtee's Induction and Training Programs, as well as specialized modules on community engagement, enhancing participants' understanding and connection with local communities. Additionally, it offers institutional learning sessions covering a wide array of topics, including art, culture, management, and financial inclusion, supporting a holistic development approach. Through its well-rounded training infrastructure, the Abhigyan Centre enables Drishtee to advance its mission of socio-economic empowerment and skill development, while also promoting cultural exchange and sustainable growth within communities.



Abhigyan Centre, Alwand Village, Nasik, Maharashtra



Trainings and Immersion programs in Abhigyan Centre



# Awards and Recognitions

-  **2023 (August)**  
Great Place to Work
-  **2023 (February)**  
Rethink India Re-Engineering Award
-  **2019**  
Awarded Volunteering Grant by Genpact through GSIF
-  **2018**  
BOP Innovation Lab in India
-  **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, Dalberg/IFC Washington
-  **2006**  
Red Herring “100 Asia Award” ZDnet
-  **“Technopreneur of the Year Award”** Deloitte winner, Top 50 Companies Invitee at Clinton Global Initiative
-  **2005**  
Schwab Foundation- “Social Entrepreneur of the Year Award”
-  **2004**  
Ashoka – Fellowship for Social Entrepreneurship
-  **2003**  
World Bank “Development MarketPlace Award”
-  **2002**  
Digital Partners “Most Promising Social Enterprise”
-  **2001**  
World Bank Infodev’s “Best ICT Stories”





# Partners in Drishtee's Journey



## Financial Summary 2023-2024

Partner's Name	Project Inflow (in INR)
Argano Software Private Limited	2,23,729
Cross Field	5,83,032
Iffco Tokio General Insurance Co	8,47,458
NHDC	4,23,729
Sharing Happiness Foundation, USA	18,02,19,577
PNB MetLife India Insurance Company Limited	42,00,000
Vedanta ESL	31,55,118
<b>TOTAL</b>	<b>18,96,52,643</b>



# Glossary

- **Vatika**- In Hindi Vatika means a garden. It is a community of stakeholders localized in a village coverage area of approximately 1200 households and urban area of about 500 to 1000 households (as per the density of population).
- **Petals**- Micro-franchisees for service support - Petals offers a range of business business services including Barter, skills training, enterprise development and supply chain and distribution support to the rural marginalized families, especially women producers. The Petals are the local entrepreneurs of Vatika - the enablers of Self-reliance and livelihood support in the Vatika.
- **Vidushi** – A Fellow of Drishtee who is a facilitator of community building and Vatika building in the rural and urban Vatika areas. He/She is a graduate from an Institute of repute or with a high experience level with the community.
- **Udyogi Pariwar** - The beneficiary of Swavlamban - the family led by Producer women - farmers, laborers, not engaged in livelihoods or working with a meager income.
- **SWSM** – Is an Local Advisory Group of 12-15 people from the Vatika village(s)
- **CSP** – Customer Service Point of Banking and financial inclusion services in the rural areas managed by the local entrepreneurs.
- **SHG** – Rural and marginalized women segments that are set up for regular and growing ‘Savings’ groups.
- **Vaibhavi** – Micro enterprise group of rural women working on Processing and value addition based rural production.
- **Mitra** – Local entrepreneur who engages Udyogi Pariwar (at least 300 in the cluster), enables their engagement on the platform mainly through Barter and livelihood points transactions.
- **Vaani** - Local entrepreneur – with Infra / presence; Capacity to coordinate/ facilitate training for Roti, Kapda and Makaan production in the rural set up.
- **Vasudha** – Local entrepreneur – with Infra / presence; Capacity to coordinate/ facilitate non-banking financial services and access to finance; it would include wallet based financial services as well as micro-credit
- **MIRI** – Making In Rural India MIRI (Made in Rural India) to provide market access and community connect.
- **MIRI Haat** – A platform where Livelihood Points based on Products belonging to different categories are registered and exchanged (barter) between rural producers.
- **MIRI Circle** – B2C services which connects rural Vaibhavis directly to urban customers and acts as a transaction and connect platform.
- **MIRI Retail** – B2B services which connects rural Vaibhavis to retailers or wholesalers and acts as a transaction platform.
- **Barter** – It is the need based exchange of goods without any monetary transaction which is based on Livelihood points.
- **Dhavak** – A supply chain executive for in and out movement of products.
- **Cluster** – It is a Cluster of 25-30 Vatikas on an average – is called a Cluster. An average cluster may cover at least 2-3 blocks of a District but a grown up cluster would have more than 50-60% of area covered through impact of– one Drishtee.
- **‘One Drishtee’** – Complete set of Drishtee’s activities that contribute to the role of Drishtee as an enabler – is One Drishtee. This includes all services of Drishtee platform – being delivered independently or in collaboration with partners, such as Supply chain for Rural and Urban distribution through Dhavak, Banking and Financial Inclusion services (with Banks) through CSP, Barter through MIRI Haat, Rural Skill development through Vaani, Retail Sales through MIRI Retail and Urban Customer connect through MIRI Circle.

**Thank You**

