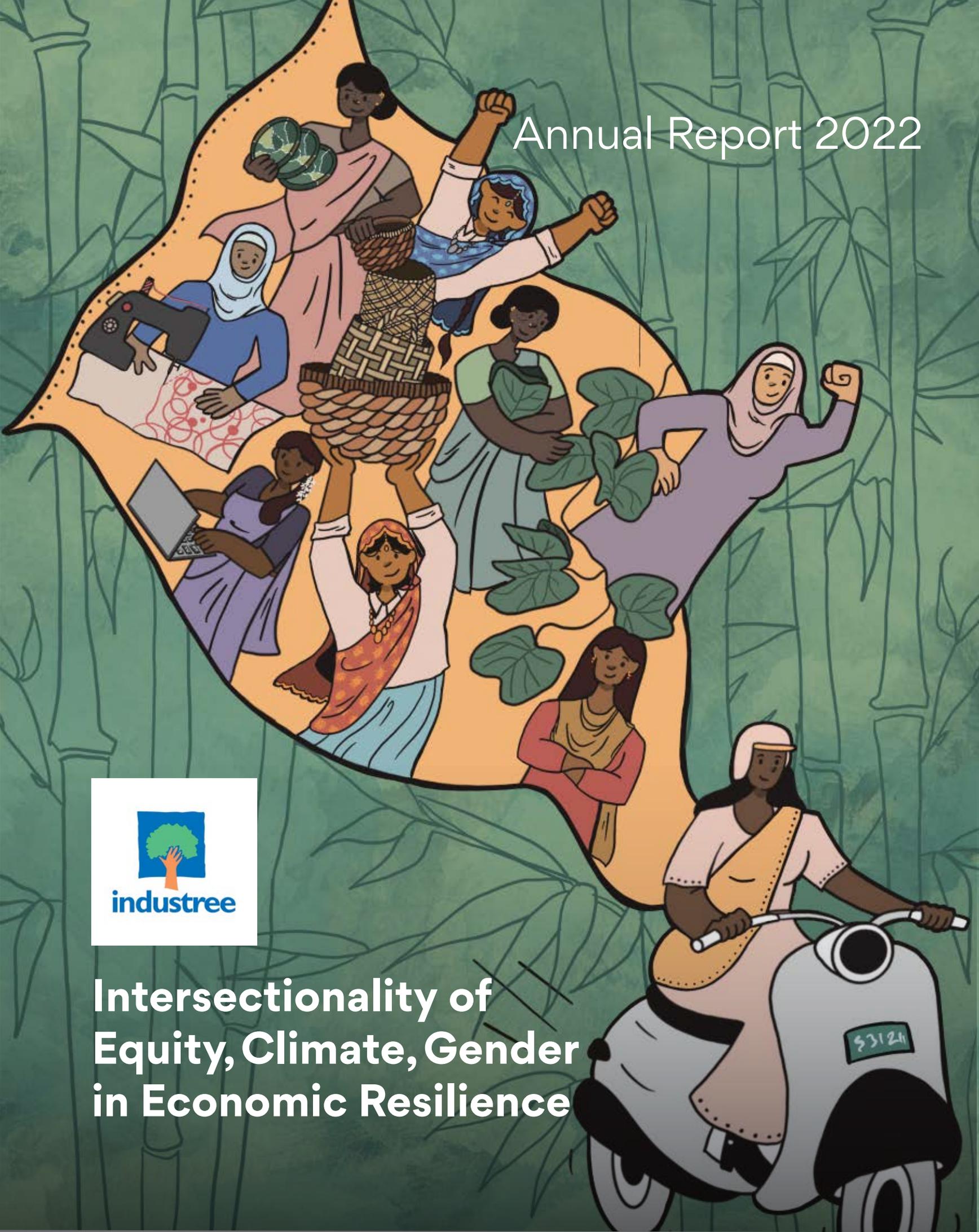


Annual Report 2022



Intersectionality of Equity, Climate, Gender in Economic Resilience

For the past two decades, Industree has been working on regenerative economic transformation of India's most vulnerable women by unleashing their abilities to build and scale self-owned collective enterprises, able to leverage economies of scale. A holistic ecosystem built on digital and financial services, enables them to use design, technical, marketing and management solutions to bridge the urban-rural divide.

Producer collectives

35



Cumulative Impact



500,000 lives

Cumulative market access

USD 58 M



Live projects

**Tamil Nadu, Odisha,
Karnataka, Andhra Pradesh,
Maharashtra, Ethiopia**

Producer Companies

**GreenKraft, Ektha,
Narasapur Transform,
Forest Green**

The legal form of the 35 collectives in India are the Mutual Benefit Trust or MBT, with 200- 400 women per collective.

MBT's in Tamil Nadu

Madurai Mangayar
Madurai Unit-1

Nagai Mahalir
Nagapattinam

Thendral Magalir
Veeravanallur Basketry Unit

Meenakshi Mahalir
Madurai Unit-2

Virutcham Mahalir
Brahmadesam

Sakthi Mahalir
Moolachi

Neythal Makalir
Tharangambadi Unit-1

Mullai Magalir
Kalakkad

Marutham Mahalir
Cheranmahadevi

Kannagi Mahalir
Tharangambadi Unit-2

Saral Mahalir
Cheranmahadevi Unit-2

Tamrabarni MBT
Tirunelveli

Pompuhar
Chinnangudi Unit-1

Pothigai
Veeravanallur Rope Unit

Vaigai Mahalir
Melur+Keerathurai

Madhavi Mahalir
Chinnanagudi Unit-2

Malligai Mahalir
Checkanurani

Karnataka

Mahila Samrudhi
Ponnachi

Bidru Kara Kushala Mahila
Hannur

Samriddhi
Chikmagalur

Dharani
Hassan

Nava Jeevan Mahila
Kollegal

Mahila Swasahaya
Martali

Nisarga
Chikmagalur

Kanaja
Shivamogga

Arunodaya Mahila
Ramapura

Jagrutha Mahila
Kamagere

Chiguru
Hassan

Sri Mandya Apparels
Mandya

Odisha

Banani Mahila
Sirla-Lundruguda

Gasamala
Daringbadi

Dhimsa
Khajuripadar

Banaja Mahila
Rutungia

Forest Green
K.Nuagaon

Adivasi Mitra
Boipariguda

Collaboratives



FLOURISH
made from good





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Intersectionality of Equity, Climate, Gender in Economic Resilience

Industree's work has matured as a proof point on the intersectionality of Equity, Climate and Gender in realizing Economic Resilience for communities. The most vulnerable women from communities that would be disproportionately affected by climate change and become in dire need of carbon adaptation measures, can become power houses in carbon mitigation measures.

Equity

- Self-owned sustainable livelihoods among producers
- Sense of agency and ownership
- Access to rights and opportunities, earn decent incomes
- Co-creation and value addition
- Social upliftment and improved educational, health and nutritional outcomes

Climate

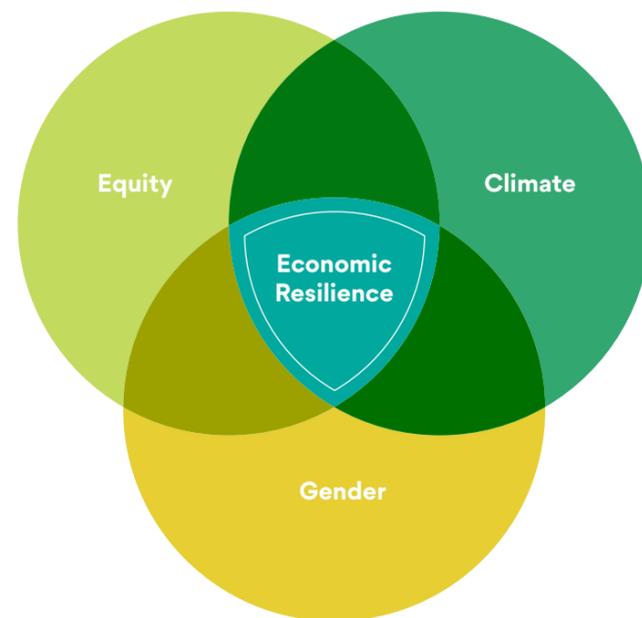
- Creating a regenerative economy through green supply chains
- Natural fibre-based livelihoods
- Products made from agri-food waste of Banana bark, Bamboo culms and Sal-Siali leaves
- Reduction in water footprint during the production process
- Carbon footprint saved due to workplace closer to home and work from home

Gender

- Women inclusive entrepreneurs - gender equality at workplace and home
- Digital and financial literacy
- Climbing the ladder of leadership, decision-making and self-reliance
- Women community professional management to enable growth
- Create a positive, safe, fair and equal working environment with voices heard at workplace and home

Economic Resilience

- Sustainable integration of Equity, Climate and Gender
- Focus on soft and hard infrastructure to support the socio-economic recovery and re-building livelihoods
- Distributed ownership
- Implementation of SDGs



Since inception, Industree has been working to bring together the convergence of Equity and Gender mirrored in its vision and its core activities. Empowering women within Climate positive value chains, has now been interwoven strongly into its fabric of Equity and Gender.

The interconnectedness between intergenerational poverty, inequality, weak gender rights, poor health, nutrition and education, points to the dire need to enable women to climb out of poverty, become wealth creators themselves and change their life stories.

Industree is on target towards its commitments and actions, to deliver the SDG targets and goals it has centered upon.



Industree has been at the forefront in addressing restrictive social norms to increase support for women as collective entrepreneurs. It is enabling their economic and social empowerment by working towards mainstreaming their manufactured produce. By helping them access markets they earn decent incomes, building on the sustainable use of locally available natural resources such as Banana, Bamboo and biodegradable leaf. They are supported by the professional management teams at Industree to scale their collectives through skill development, gender and entrepreneurial training.

Industree is focusing on this enablement occurring in rural and peri urban areas by taking work closer to their homes. The pathway is long term socio-economic empowerment, financial independence, enabling self sustainable enterprises. It is a priority agenda for Industree, to have women transform from being part time artisans to producers with regular incomes in the creative manufacturing space, moving from informal to formal work by connecting their produce to local and modern supply chains.

Industree is also leading the march to higher value creation at source, good for climate and biodiversity. Such powerful carbon sequestering value chains, and supply to consumers interested in growing circular economies have phenomenal scale potential.

Taking the empowering initiatives a notch higher, it has emerged that Industree's intersectional approach, converges outcomes in Equity, Climate and Gender - ECG. Industree is gathering best practices, perspectives and solutions for ensuring the successful and self-sustainable integration of Equity, Climate and Gender.

Conversations on Equity, Climate and Gender

One of the largest challenges that plague the social sector is securing consistent resources for activities. In order to address gaps, the involvement of multiple stakeholders is required. These experts come with an understanding of the space and the best ways to finance it. Good Money Matters is a property created by Industree specifically for funders and investors with a focus on developing Innovative Finance to meet the SDG's. It seeks to engage players in the larger ecosystem, bringing together stakeholders onto a common platform to learn and co-create long-term solutions to enable systems change.

The Good Money Matters event titled 'Economic Resilience as the Pivot for Equity, Climate and Gender' was held on 31st May 2022, Taj Lands End, Mumbai and witnessed affirmative presence from critical actors in the Social Economy sector.

Thematic Focus Areas

1) Changing the Narrative-Increased Localisation

It discussed global policy trending towards locally-led development, having communities, networks, private entities, governments, and markets set their own agendas, develop solutions, and bring capacity, leadership, and resources to bring those solutions to reality.

2) Systems Change Approach-Achieving exponential impact

There is a need for large resources in the sector for work at the intersection of Equity, Climate and Gender. Resource utilization design for Equity, Climate and Gender when done on a foundation of economic activity, within the value chain, bioregional focused frameworks, is a system change approach and can achieve exponential impact.

3) Resource Building-Innovative Finance Instruments

Innovative Resource Instrument based thought is needed to shift the narrative on the funding paradigm, beyond Blended Finance (BF). Tactically BF is foundational, where need and resource meet to absorb different types of capital.

4) Intersectional Approach-A Tool for Scale

Intersectional approaches are needed in order to bring in and deploy appropriate resources and collaborations for high impact implementation in Equity, Climate and Gender positive value chain, focused on economic resilience.

The roundtable discussion was designed specifically for philanthropists, corporations, impact investors, financial institutions, and other social investors with an eye on impacting livelihoods through economic resilience as the pivot for Equity, Climate and Gender. The roundtable brought together powerful perspectives and insights to collectively address the complex challenges facing the region with a focus on the creative manufacturing industry.

The GMM event brought the cross-linkages between Equity, Climate and Gender to the forefront, a significant arena of convergence, cooperation and collaboration, especially in the post-Covid world.



Veena Reddy
Mission Director
USAID India

Ms. Reddy touched on the crucial topics of the discussion- Equity, Climate and Gender and how USAID is attempting to make an impact in these areas. "We want women to succeed because society succeeds when women succeed. So we create environments that help women succeed economically, prevent and respond to gender-based violence, provide health services and ensure roles in leadership and equal participation in all areas involved. We also involve men who voice key allies in gender equality for sustainable and long-lasting change."



Neelam Chhiber
Co-founder and Managing Trustee
Industree Foundation

Ms. Chhiber provided an insight into Industree's work and vision, in the USAID-funded POWER project and its potential for scale.



Board Members



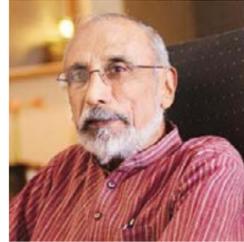
Neelam Chhiber

Co-founder and Managing Trustee at Industree Foundation, Neelam is an inspirational social entrepreneur who has been working with women producers in India and Africa for the last 30 years. She has received the Women Transforming India Awards, 2021 by NITI Aayog, She is: 75 Women in STEAM (Science, Technology, Engineering, Arts, and Mathematics) by the office of Principal Scientific Advisor to the Govt. of India in 2021, Economic Times Social Entrepreneur of the Year Award, India, 2020, L'Oreal Paris Femina Women Awards 2012 for Social Impact and Schwab Social Entrepreneur of the Year, India in 2011. She is one of the founding members of Catalyst 2030, which is a movement of global social entrepreneurs and funders to achieve the SDGs by 2030.



Gita Ram

Gita Ram is Co-founder of Industree Foundation. She has been working in the craft sector for several years and has a rich expertise in technical issues. She has been working as a volunteer with The Crafts Council of India for over 30 years and is currently the Chairman. She was with Madras Craft Foundation and has helped set up Dakshinachitra, the Heritage Center outside Chennai. She has worked extensively on revival of languishing crafts, organized technical training and skill up gradation for artisans. Gita has served in advisory capacity and in senior positions in organisations dedicated to development and promotion of crafts at various State and National levels. She is currently the Managing Trustee of the Gandhigram Khadi and Village Industries Trust.



Prof. Ashoke Chatterjee

Prof. Ashoke Chatterjee's background is in the engineering industry, international civil service, India Tourism Development Corporation, and 25 years in the service of the National Institute of Design (Ahmedabad) where he was Executive Director, Senior Faculty, Distinguished Fellow and Professor of communication and management. Current affiliations include the Prabhat Education Foundation for children with special needs, Utthan, the Centre for Heritage Management, the India Foundation for the Arts, Madras Crafts Foundation, Centre for Environment Education, and Gandhi Ashram. An author and writer, his books include 'Dances of the Golden Hall' on the art of Shanta Rao and 'Rising' on empowerment efforts among deprived communities in rural Gujarat.



Sanjay Kalra

Sanjay Kalra is an Entrepreneur-at-Large, in pursuit of the next discontinuity. His recent projects have been in leveraging tech for healthcare, rural skilling and distribution chains, corporate governance and mentoring. Till recently, he was Chairman of Shiv Nadar & Sanjay Kalra Associates, a US Health Tech focused buy-out fund. Earlier, he was the CEO of Tech Mahindra, served on the Board of Directors of Mahindra Satyam and was a member of the Global Executive Board of Mahindra and Mahindra. Mr. Kalra served as an Executive Vice President at HCL Technologies and was the CEO of DSL Software. His past experiences are in leveraging talent, capital and markets to turn around businesses, acquisitions, joint ventures, leading high growth businesses and engineering teams, nurturing start-ups and IPOs. He is an IIT Delhi Alumnus and the recipient of the Alumni award for National Development in 2007.



Shoba Narayan

Shoba Narayan is the author of four books. She has been a journalist and columnist, for a number of national and international publications. She writes about textiles, aesthetics, travel, food, wine, relationships, culture, spirituality and women. She has taught at IIM-Bangalore, IIM-Ahmedabad and Indian Institute of Science, Bangalore.



L Ravichandran*

L Ravichandran has over four decades of IT Industry experience with Mahindra, HCL and Tata Group. He retired as the President & Chief Operating Officer of Tech Mahindra. He was also a member of the Mahindra Group Executive Board. His non-profit associations include TechM Foundation and HCL Perot Foundation.

**Inducted formally in July 2022*

Advisory Board



Geetha Narayanan

An educator with over four decades of experience as a teacher, an educator, a curriculum and instruction designer.



Charly Kleissner

PhD, Co-Founder of Toniic & KL Felicitas Foundation; Board Chair Impact Assets. Charly Kleissner is an impact investor.



Lisa Kleissner

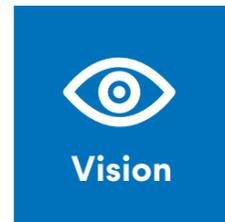
Co-founder and President of the KL Felicitas Foundation, a family foundation dedicated to empowering impact entrepreneurs worldwide.



Shankar Hariharan

Mentor, advisor, consultant and coach to managers and leaders. He was the Managing Director of an Indian Company of the French Multinational Group, Saint-Gobain and Managing Director of a Company in the IBP Balmer Lawrie Group.

Vision, Mission, Values & Impact Areas



Vision
Create an enabling ecosystem for vulnerable women to build sustainable livelihoods, focused on ownership in climate positive value chains, paving the way for a future with dignity, empowered at home and in the community.



Mission
Industree's mission is to scale this ecosystem to reach three million women by 2030. Industree is committed to raise and channel USD 300 million of blended capital to nurture this ecosystem through partnerships, with Equity, Climate and Gender at the core of our activities.



Increased and regular incomes



Women's empowerment at home and at work



Decent and equitable work conditions



Resilience to life crises



Improved standard of living for the next generation



Climate action

Core Values

<p>Humour Joy in what we do while we do it</p>	<p>Empowerment Empowered teams, producers and ourselves by our work and working methods</p>	<p>Respectful Towards one and all, towards success & failure equally</p>
<p>Ownership Aware and responsible</p>	<p>Innovative A new way of business, work and life</p>	<p>Catalytic Instrumental to achieve our mission and beyond our mission</p>

Sustainable Development Goals

Primary



5 GENDER EQUALITY
Industree enables a social entrepreneurship model with an emphasis on creating livelihoods for women



8 DECENT WORK AND ECONOMIC GROWTH
The self-help group and producer-owned distributed manufacturing model generates increased incomes and job stability for artisans



12 RESPONSIBLE CONSUMPTION AND PRODUCTION
Industree creates a market for natural fibre products and converting waste material into useful products



13 CLIMATE ACTION
Industree works to create sustainable value chains using natural materials such as natural fibre, sal-siali and Bamboo and using green business principles and practices including circular economy and solar energy

Secondary



1 NO POVERTY
Industree works with bottom of the pyramid communities in order to ensure that they are pulled out of poverty through sustainable interventions that have long term and lasting impact



3 GOOD HEALTH AND WELL-BEING
Industree provides life-skills training for our producers, enabling them to make informed decisions and increase spending on health and nutrition



4 QUALITY EDUCATION
The majority of Industree's producers increase their spending on their children's education



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
Industree creates sustainable producer-owned enterprises



10 REDUCED INEQUALITIES
Industree emphasises on creating livelihoods for women and provision of financial inclusion training for its producers



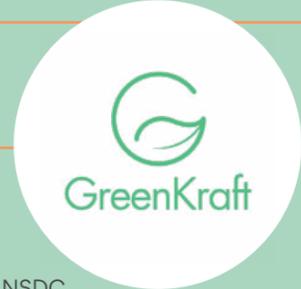
16 PEACE, JUSTICE AND STRONG INSTITUTIONS
Industree develops effective, accountable and transparent institutions; ensure responsive, and representative decision-making and promotes inclusive societies for sustainable development



17 PARTNERSHIPS FOR THE GOALS
Industree collaborates across multiple sectors in order to create sustainable impact and access a variety of areas of expertise



Industree Over Time

	COMPANIES	BRANDS	COLLABORATIONS
1994	Industree Crafts Pvt. Ltd. Established to provide market support to rural producers		
2000			Industree Foundation Created as a liason with the Government of India, to implement Grant in Aid scheme for artisanal producers and to provide professional management and infrastructure to producers
2008		Mother Earth Brand established to give identity to artisanal products, focused on social and environmental sustainability	
2010	Narasapur Producer Transform Pvt. Ltd. Ministry of Textiles Mega Cluster Scheme SPV with 50% artisan share holding, evolved to impact over 15,000 producers, under Ministry of Textiles Mega Cluster Scheme		
2012	GreenKraft Producer Company Ltd. Women-majority producer owned company creating natural fibre products for domestic and international markets		
2013	Ektha Apparel Producer Company Ltd. Women-majority, producer owned company creating contemporary clothing & accessories Industree Skills Transform Pvt. Ltd. Incubated to skill over 200,000 people in the creative sector space in partnership with the NSDC	 	
2019	Tana Shema Weaving Works PLC Producer owned weaving unit incubated in Bahir Dar, Ethiopia		
2020		KIND Ethiopia Producer owned artisan product brand launched in Addis Ababa, Ethiopia	Platform for Inclusive Entrepreneurship (PIE) Regenearth Creative Dignity Catalyst 2030
2021	Flourish Planet Private Limited (India) Producer-owned entity to bridge digital gap between creators & consumers. Incorporated by two trusts: Producer Ownership and Welfare Trust (90%) & Professional Service Providers Trust	Flourish Ethical and sustainable e-commerce platform supporting Indian and global co-owners, owned by producers	Covid Livelihood Coalition (CoLive) Aims to protect, recover and rebuild lives and livelihood across India
2022	Flourish Planet Social Benefit Corporation A platform providing direct market access to economically disadvantaged artists, particularly from minority groups, who craft culturally diverse and sustainable products using eco-friendly methods		

Looking Back: Convergence, Cooperation & Collaboration

The trust and collaboration Industree gained with producer communities who have successfully co-established their production entities in alliance with us during Covid 19, has been extremely valuable.

Convergence

Industree adopted a multi-intervention approach towards creating livelihoods opportunities, providing infrastructure, enhancing capabilities and improving quality of life.

Cooperation

Industree associated with individuals and community to work towards supporting and realization of common objectives.

Collaboration

Industree collaborated with partners, networks, people and communities, having shared ownership on a higher level to share knowledge, domain expertise, in times of adversities towards achieving shared goals and purpose.

The Covid-19 pandemic disrupted the lives and livelihoods of millions across the globe since 2020. Industree's Covid response addressed four different areas to combat the pandemic: Lives, Livelihoods, Life after COVID-19 and Thriving in Adversity.

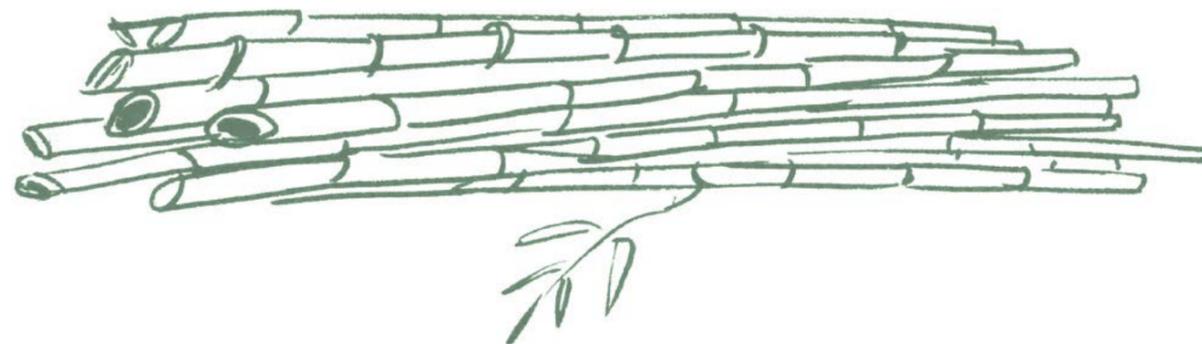
At the heart of Industree's efforts were the women whose lives we have impacted positively and who we wanted to support in these trying times. Our professional teams worked along with women producers and their communities, engaging them in decision-making for response, recovery, preparedness and risk reduction. Industree worked with women in pursuit of creating dignified livelihoods for them amidst the pandemic, mobilized women to form women-owned producer enterprises

and focused on their good health through out within the production units. Women were skilled during and immediately after the lockdown phase, virtually, and this allowed for the units to function safely, abiding Covid-19 protocols, post lockdown. Industree initiated the "work-from-home" option for the producers and ensured availability of raw material at their doorstep to continue production activities. Industree was able to procure and supply quality raw materials i.e. Banana barks, Sal-Siali leaves to ensure that all women are engaged in production and training programs.

Support through wage loss support through stipends, emergency financial support, Covid relief kits and other relief measures were provided to tide over the recurrent lockdowns. Industree firmly believes that the way that business is conducted will be forever changed, and is adapting a model based on its existing theory of change labelled Business NOT as Usual. Work from Home was initiated for the producers to create from home so that those in critical need could earn with dignity, even at home while taking care of their family members.

Using the learnings from the first and second waves of the pandemic, Industree has enabled the producers to thrive in adversity with necessary support and inspired them to continue to be resilient, empowered and secure. COVID times have helped reveal the critical nature of Industree's work since women within the collectives in India and beyond, had the agency and a supportive ecosystem to thrive in the toughest of times maintaining their good health throughout.

Industree championed the co-convening of two national-scale networks and shared leadership support- Creative Dignity and Covid Livelihoods Coalition (with a combined reach to 20 million Indian households) and co-created Catalyst 2030 and Catalyst 2030 National Association of Social Entrepreneurs India (NASE). Industree has been recognised by the World Economic Forum COVID Response Alliance for Social Entrepreneurs (CRASE) under India's Top 50 COVID-19 Last Mile Responders. Such collaborations have demonstrated new types of organisational design ideas and approaches for the future.



Looking Forward: Co-Creation

Co-creation signals a ray of hope and understanding to provide the solution for all the problems that face us. Co-creation with a clear understanding that exponential scale cannot be achieved by a single organisation, but by creating capability across organisations, governments and communities.

Key highlights

- Moving beyond 3Cs- Converge, Cooperate, and Collaborate
- Reorganisation of supply chains
- Co-creation and innovation from women producers
- Future of workplace from unit to hybrid work
- Partnerships for social change

The interconnectedness between gender, equality, education, environment, health and nutrition, and decent economic opportunities has the potential for communities to climb out of poverty. Industree's work has shifted towards a paradigm of Co-Creation- focusing on broad action, reorganisation of supply chains, leveraging like-minded partners and networks on shared purpose, arriving at methods and mechanisms to initiate, accelerate, and sustain co-creation at scale.

Industree's strength and actions have resulted in strong ecosystem models- based on ownership and self-resilience with support from employees, leaders, networks, governments, donors, markets. Resilience amidst Covid times has been achieved through continuous sustainable livelihood generation while preventing the spread of Covid and accelerated community response to health emergencies.

Reorganisation of Supply Chains

Regenerative sustainable enterprises that move towards an environmentally sustainable future has been Industree's focus. It is working to re-imagine a more self-reliant, sustainable and ecologically sound future in which creative manufacturing stands as the foundation of the next regenerative economy. Supply chains such as Banana, Bamboo and Non Timber Forest Products are being rejigged for a better future bringing locally sourced raw materials closer to women at source, work from home flexibility, virtual training and utilization of digital tools. Last year witnessed participation in global trade shows such as Ambiente Lifestyle and Good Fashion and Lifestyle to reach out to global brands and markets such as Carrefour, Caravane, TJ Maxx and National retailers like Fabindia, Metro, as well local markets in Tier 1, 2, 3 cities in India.





The professional management team at Industree is providing continuous support to set up enterprises in terms of capacity building in hard and soft skills design development, providing market connect, and linking producers to social security schemes.

Industree has built an e-commerce site called Flourish that is owned by producers. Flourish is a brand owned by Flourish Planet Private Ltd., a company where 90% shares are held by Producer Ownership and Welfare Trust and 10% shares by Professional Services Support Trust.

Co-creation and Innovation from Women Producers

The past year invigorated Industree teams to further deeply integrate gender considerations into both its strategic approach and specific activities to ensure that women transition swiftly from production into decision-making at all levels. Through the Gender, 6Y, leadership training through Micro Enterprise Leaders (MEL) curriculums, the transition were swiftly enabled. Innovations and integration across curriculums has transitioned women from improved use of raw material to becoming process improving para professionals. The use of online and offline - 'Training of Trainer' (ToT) has reaped multiple benefits. Positions of leadership have enabled women to have a larger say in decision-making and recognise and expose more talent from within their community.

This approach coupled with financial literacy, group formation, social capital development and participatory decision-making has helped women identify issues and collectively resolve them. The use of ICT tools for training such as Personalized Digital Attestation Application (PDA) ensured producers were provided with a digital database for information gathering.

Opportunities of self governance, self management, improving skills through training have empowered women to have a voice at home and through several social empowerment training to take up leadership in their enterprises has given them a platform to voice their concerns and take collective actions. Women have exercised control over their resources, leading to increased spending on health, education, and nutrition of their children and family.

Mazhar started as a weaver in Tamil Nadu and was given hard skills training which allowed her to develop her craftsmanship to a level where she was promoted to the sampling team. She was very fascinated by the modern design docket that she received.

She was asked to develop a product by herself. She came up with a design and tried her hand at weaving a box from Banana bark. She first started the bottom like a mat and then wove the sidewalls around the mat to form a box. The designers and merchandisers really liked the way this product turned out and decided to list it as one of the products that can be produced.



Mazhar



Azhagamma



Selvanayaki

She was given a docket for a product that was to be manufactured from Banana bark. While sampling this product, she realized that the bark, which needs to be twisted and stretched for this weave, holds well for as long as the bark is wet, but when it dries, it tends to break. So, she figured out that it would be a good idea to weave this product from Banana rope which holds the product together once it is lacquered.

One of the dockets that she and fellow women samplers- Azhagamma (sampler) and Selvanayaki received, had only one knot to the design while weaving the product. They were shown a picture of a thread-woven product and were asked to weave the same from Banana fiber. When they tried this, they found out that one knot was not stable enough for the product to stay in its shape. The three of them brainstormed and through trial and error, came up with a solution to add an extra knot which gave the product more stability.

Future of Workplace from Unit to Hybrid Work

Industree built an advocacy program that introduced a new "Work- From-Home" method of work, a system that is pioneering in the creative manufacturing sector. Women were trained to follow sustainability protocols levied by the brands they supply to, while working from home. Industree designed "Work from Home" kits for the producer for this purpose. This was done to make sure women producers have an

uninterrupted income stream during the pandemic. Industree collaborated with global brands like IKEA to introduce the concept to producers in Tamil Nadu, and designed operational mechanisms to ensure compliance norms are adhered to. Work From Home (WFH) has liberated women excluded from the formal work ecosystem to be a part of work- even if they work 3-4 hours/day, moved from large units to smaller units, closer to women and reducing the commuting distance for the women.



Partnerships for Social Change

Co-creation is bringing powerful thought leadership on placing women's design and cultural heritage at the centre of mainstream discourse and this collaborative approach demonstrates new types of organisational design ideas for the future. Our recent co-creations include Creative Dignity, CoLive (Covid Livelihoods Initiative) and Catalyst 2030 National Association of Social Entrepreneurs India (NASE) during Covid.

With the aim to realize SDGs by 2030, Industree and its co-creation partner entities are committed to delivering on multiple SDGs, ranging from gender, sustainable production and consumption to climate change, decent work and economic growth. Industree is working with Catalyst Markets, a social enterprise collaboration for a regenerative and inclusive economy to pace our momentum to catalyse a transition to a regenerative economy and realization of SDGs.

With governments, Industree has a partnership with TRIFED (Tribal Cooperative Marketing Federation of India) under the Ministry of Tribal Affairs, whereby TRIFED will provide infrastructure and access to low-interest working capital to one million tribal women. These women belong to 3100 collectives (300 women per collective) covering 27 states of India, impacting over 4.5 million people. Markets and civil society are being aligned to provide technical support and professional management. Our approach aligns with the Prime Minister's Van Dhan Yojana, which actively seeks partnerships to impact at scale.

Skilling at Industree

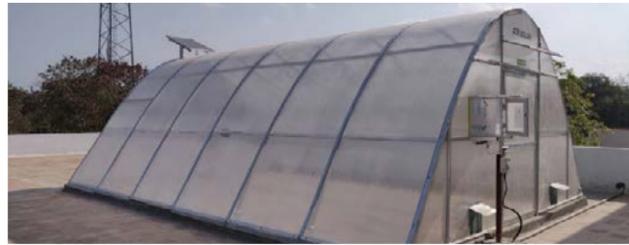
Green skills are the knowledge, abilities, values and attitudes needed to live in, develop and support a sustainable and resource-efficient society. Skills related to design thinking, creativity, adaptability, resilience, and even empathy, are regarded as critical.

Industree is working extensively in natural fiber and sustainable natural resources based lifestyle value chains, which have great potential to herald in supply chains of the future, that have a positive social and environmental impact. Women from rural and tribal areas of the country are given extensive training to extract fibres from natural resources like Bamboo and Banana bark, from which they are shown how to make an array of products which are then sold globally. Women receive soft skill and hard skill training which enables them to work on their own, with the support of paraprofessionals.

Hard Skills

Training on Hard skills include specific, technical aspects that can be defined and measured, requiring specific knowledge. Curriculum is developed for hard skills training on Banana products, Bamboo and NTFP for the capacity building of women. The training comprises weaving, right from the selection of bark, slicing and segregation to the weaving, and rope making functions.

LEAN manufacturing in the production phase is implemented towards optimizing processes and eliminating waste and as these techniques enable to deliver higher quality products at significantly lower costs. The LEAN process is implemented based on the value chain and is a continuous, on the job training, as the process needs to be adapted as per the product type.



Solar heating chamber for drying Banana products is a LEAN practice

Entrepreneurial Skills – 6Y Program & Gender

The 6Y training program has created and built agency for the women producers at Industree in their journey from survival to sustenance and rise to prosperity. 6Y-soft skills are intangible, interpersonal skills that orient an individual in working with peers, and the professional management layer. 6Y training focuses on people and self-efficacy and looks at you (Producer), your Family, your Work, and your Workmates, your Community, your World, and your Planet. The training module aligns the women with a range of life skills like food and nutrition, awareness of rights, gender equality, children's education, financial literacy, and leadership and giving them a regular flow of income by which they earn a respectable name for themselves in society and ensure better education for their children and have better access to food and hygiene.

Gender training recognises their needs and experiences, like the freedom of mobility, choice of dresses, entertainment, expression of feelings. It allows women to think and analyze their own lives, attitudes and world views. The curriculum includes sensitization on gender, rights and opportunities, needs and wants, resource access and control, understand patriarchy and gender-based violence.



6Y and Gender Training conducted by Industree



Bhuvaneshwari Tamil Nadu

'At the initial stages of my training, I found it hard to master the skill of weaving Banana baskets. I progressed by learning through hard skill training with the support and motivation of my co-workers, I have been a part of the Work From Home model since the pandemic struck us. With the provision of the workstation being given to me, I find it to be very helpful and not space-consuming.'



Pramila Dalapati Odisha

'I was introduced to 6Y and Gender training and some relevant empowering stories talking about equality amongst men-women were also shown. That opened my mind to interact with fellow women and communities and develop myself towards something better.'

Entrepreneurship Leadership Skills

The objective of Micro Enterprise Leader (MEL) training is to train producer leaders for productivity, value, business, and technology with special emphasis on leadership roles and managerial skill sets. The selection criterion is to identify skilled and entrepreneurial women who display leadership traits at the enterprise and look after areas like production, leadership, governance, financial, quality & management. An Mutual Benefit Trust Leader (MBTL) understands the concept of owner and collectives, develops a positive attitude towards self-employment, raises awareness of women producers on importance of Mutual Benefit Trust, and builds capacity of potential women leaders in collectives. They are prepared and capable to do leadership tasks like: capacity to run meetings, problem solving capacity, conflict management, public speaking and networking, skills in business and finance management and emotional management.

Financial Literacy

Financial literacy is imparted to women for understanding financial planning, record keeping (P&L, cash book), banks and loans, product costing & pricing, digital literacy. The curriculum is derived from the many organisations in the microcredit space. The training includes opening bank accounts for women and training in managing finances, understanding costing, negotiation, and decision-making.



MBTL Training at Industree



Kanagavalli Tamil Nadu

'I joined my collective as a basket weaver initially and after being trained I am a Micro Enterprise Leader - MEL, understanding the concepts of leadership and leadership skills of an MEL, improving productivity at workplace, promoting efficient practices at workplace. I train other women producers as well.'

Digital Tools for Skilling

- Zoom, WhatsApp and Google meets were and are constantly being used for training and product logs
- Training videos for gender are being disseminated via WhatsApp
- Participants Digital Attestation (PDA) - punch-in and punch-out for the women when they attend training sessions
- ECHO- discussion platform used to ensure that knowledge can travel without people physically traveling, making knowledge more accessible. The idea is to bridge the gap in communication and give online training to the producers on the ground on improving work culture, educate on soft skills and improve overall performance in professional as well as personal life.
- Atlan Collect - data tracking/storing app that is used to collect baseline data, pre/post assessment and other training data from the field.



Digital Training at Industree

Leadership



Jacob Mathew
CEO

Working at the intersection of design, business, sustainability, capital and Impact, Jacob is mentoring the Foundation's senior leadership team into its next stage of growth and objectives.



Neju George Abraham
Director,
Strategic Planning
and Operations

Neju is Head Operations across all verticals and his team is responsible on deliverables to all partners. His personal interest lies in the value added agricultural vertical, along with growing local distribution networks for producers.

He has steered the USD 9 MN, POWER project co-funded by USAID (USD 3 M) with match funding from government and the private sector.



Ami Patel
Director,
Regenearth,
PIE and Business
Development

Ami is a key lever in Industree's strategic exponential operational growth plan within the creative manufacturing vertical.



Susan Bhaktul
Director,
Apparel and
Natural Fiber
Value Chains

Susan is responsible for Marketing and Merchandising across creative manufacturing value chains. She builds market connect, monitors efficiencies, productivity and profitability.



Akila Lean
Director,
Partnerships and
Communications

Akila's role includes developing and maintaining strategic partnerships, fundraising, advocacy and influencing, in tune with organisational values and ethical frameworks.



Vinay Nagabhushan
Director,
Operations,
Bamboo Value
chain

Vinay looks into the Bamboo operations in Karnataka and will lead the Bamboo Enterprise growth within the upcoming USD 12MN REAL Fund - Regenerative Enterprise and Agricultural Livelihoods Fund in Maharashtra.



Ayan Dutta
Director,
Natural Fibre

Ayan is an enterprising leader with capabilities of administering the entire spectrum of Business Operations & Expansion across Natural Fiber value chains.



Leadership



Gabeera Seelan
Director,
Finance

Gabeera looks into the finance vertical including work on cash flow and strategic finance modeling, internal audit and compliances.



Jolly Varghese
Associate
Director,
Curriculum &
Training

Jolly is responsible for training and curriculum development across all value chains and is involved with developing skills and knowledge to align with performance and organisational needs.



Kajendran Sankar
Associate
Director,
Finance

Sankar's role includes, taking care of financial matters, tax audits, and all statutory compliance for Industree, as well as for producer companies and all companies within the Industree family.



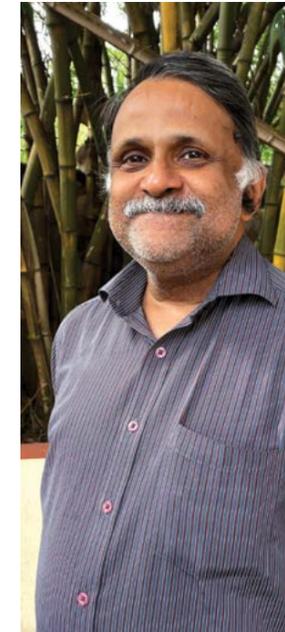
Ruchi Challu
Head,
Talent & IT

Ruchi's focus areas include organisation growth and effectiveness, development and culture, performance and manpower efficiencies, talent engagement, retention and HR automation.



Sehjo Singh
KIND Ethiopia

Sehjo led the 'Farm to Fashion' project in Ethiopia, under "Supporting Indian Trade and Investment for Africa" (SITA) funded by the United Kingdom's Department for International Development, implemented by the International Trade Centre (ITC). Industree Foundation is ITC's technical partner for this project.



Vijay Kumar
Associate
Director,
Business Finance

Vijay is chartered accountant with 30 years of experience in the finance and accounts domain. At Industree, he heads the Business Finance function of Industree incubated business enterprises of all the value chains. Prior to this, he has worked as a finance professional in different sectors of the industry, including the manufacturing sector both in India and abroad.



Collaboration



CoLive

The Covid Livelihood Coalition (CoLive) has come together for the protection of India's most vulnerable communities, which include artisans. CoLive currently has about 75 organisation members and works with three existing Covid collaborations formed last year, including Covid Action Collaborative (CAC), Rapid Rural Community Response (RCRC), and Creative Dignity (CD). CoLive has reach to 20 million households in India.

In total, along with 500 organisations included in the central database at Catalyst 2030 National Association of Social Entrepreneurs, we touch at least 20% of India's rural population accounting for about 150 M people.

Through this network, there is excellent potential to build on initiatives that work to improve health and livelihoods using community interventions and raising much needed capital.

Since April 2021, CoLive has organized many insightful meetings comprising 20 livelihood sub-group meetings, 8 voluntary guidance council meetings, 4 Open Forum Meetings, 14 Health Sub-Group Meetings, and 1 Advisory Council Meeting on various topics that were beneficial for all the partner organisations.

CoLive has set up a research hub with a primary objective to support the crafts sector in building evidence for advocacy, and sector development including supporting recognition and support for the sector and improving the lives of artisans and craftspeople through carrying out research publications on the emerging needs of the vulnerable. CoLive had successfully signed an MoU with Tribal Cooperative Marketing Development Federation

(TRIFED) of India, a Special Purpose Vehicle (SPV) under the Ministry of Tribal Welfare, Government in December to work jointly to undertake various initiatives for promoting tribal products with the purpose of improving the livelihoods of tribal artisans and producers in India.

CoLive has completed a project with Dakshas Foundation with the support of funding from ATE Chandra Foundation that aims to build a cadre of National Skill Development Corporation (NSDC)-certified, rural health workers to work with public health systems, to anchor healthcare delivery in their own communities. CoLive is currently working on a project called CWCEN- CoLive's Women's Collectives Empowerment Network Project that focuses on the Economic Recovery of 1,000 women working in collectives with a time period of 18 months for the successful completion of all the targets, broadly focussing on 3 main aspects; access to market, finance, capacity building. This is supported by Target Foundation.



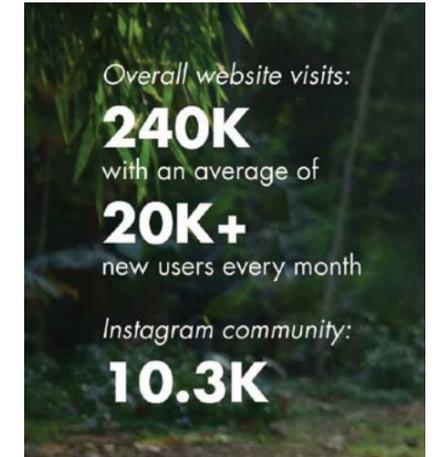
FLOURISH made from good

Flourish

Flourish is an ethical e-commerce platform that aims to impact producer livelihoods by bringing their stories and products to conscious consumers worldwide. Flourish aims to aid the economic transformation of the millions of Indian and global artisans, paving the path for the next Regenerative Economy. So far, brands like Sasha, Rangasutra, Avani Kumaon, P-Tal, and many more from various parts of India have been listed on the platform. Co-created and co-venued by Industree Foundation, Flourish is visualized as a producer-owned platform, where producers and producer groups are curated not only by their climate positive products but also by their intentions and ability to pay fair wages all along the value chain. In addition to fair wages, producers and producer groups on the platform will also receive dividends when the platform starts making profits. Flourish is a brand

owned by Flourish Planet Private Ltd.- FPPL, a company owned by two Mutually Beneficial Trusts. 90% of it's shares are held by Producer Ownership Trust and 10% by Professional Support Services Trust. Boards of both the Trusts are now being expanded, to involve thought leaders and well-wishers of India's estimated 200 million artisans. Neelam Chhiber and Deval Sanghvi, Dasra, are founding trustees of both trusts.

The platform has a variety of products from 160+ ethical makers committed to responsible manufacturing and fair wages. It has a transparent cost- break up as well as the complete story of the makers, process, and materials behind each product on the platform. It has a community section with stories of changemakers, DIYs, natural processes, and all things related to sustainable living and craft. Flourish has also done numerous collaborations and campaigns across social media focused on awareness around sustainable living as well as conscious consumption to build an online community with more than 10K followers. As part of the 'Learn with Flourish' segment, Flourish has organized online and offline workshops on themes like home-composting, notebook making



from waste, etc. Flourish has partnered with Onetreeplanted, Creative Million, and SolesforSouls to enable greater collective impact by creating visibility for their environmental and social impact initiatives. It also has a Travel section on the website to catalyse offline experiences for conscious consumers. In the spirit of conscious living and consumption. It is working on enabling a circular technology for the platform to allow customers to resell their past purchases from Flourish in collaboration with Re:Love. The Board members of FPPL are Neelam Chhiber, Deval Sanghvi and Anshul Jain.



Neelam Chhiber
Co-founder, Industree

Focusing on equity, climate and gender, Neelam and her team work towards building a holistic ecosystem that enables agency for rural communities and navigate rapidly changing national and global supply chains.



Anshul Jain
Managing Director, Lighthouse Funds

Anshul co-head new investments at Lighthouse Funds. She has worked in the area of Mergers & Acquisitions, Private Equity and Capital Markets.



Deval Sanghavi
Co-Founder, Dasra

Under his stewardship, Dasra has actively shaped the philanthropic sector by building stronger institutions and foundations and working closely with Government to put impact first in the development agenda.



Shilpa Sharma
Advisor, Flourish

Shilpa is also a Board member of Professional Services Support Trust, which has an ownership stake in Flourish Planet Private Ltd.



Creative Dignity

During the Covid pandemic, Industree was able to support a collaborative in India, as a result of close learning from activities within Catalyst 2030, called Creative Dignity. Creative Dignity focuses on supporting the artisanal ecosystem in India. Within a short period this collaborative movement, with marginal resources, was able to garner more than 1,000 professionals to come together as Creative Dignity. Partnering with professional agencies such as Kearney (offering pro bono services), the collaborative set and met goal fundraising amounts designated for three different phases in their efforts, distinguished as Relief, Rehabilitation, and Rejuvenation.

In the first three months during the Relief phase, Creative Dignity worked to provide immediate assistance - cash, food comfort to artisans in distress reaching the most vulnerable artisans

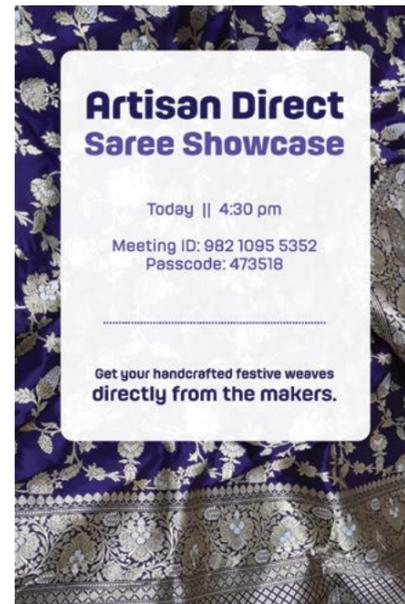
to provide ration kits and support in identifying sale worthy stocks using funds raised.

For the following Rehabilitation phase during the following 3 - 12 months, Creative Dignity worked to equip and prepare the artisan ecosystem for scale so that artisans would return to having a stable income. They assessed that the artisans had over \$20 million of unsold stock, and worked to connect them to markets domestically and internationally.

Following the first year of Creative Dignity, the collaborative has been working on the Rejuvenation phase, which focuses on building a stronger voice for the artisan sector with the Indian Government.

The collaborative currently has access to 2,000 on the ground mile producer groups across all Indian states, with access to a million producers.

Collectives Empowerment Network Project has focuses on the Economic Recovery of 1,000 women working in collectives with a time period of 18 months for the successful completion of all the targets, broadly focussing on 3 main aspects; access to market, finance and capacity building.



Catalyst 2030

Catalyst 2030 is a fast-growing global movement of people and organisations committed to achieving the UN Sustainable Development Goals (SDGs) by 2030. Launched at the World Economic Forum in Davos in January 2020, Catalyst 2030 is a social entrepreneur and innovator-led movement responding to this global call to action for people and the planet. The movement was co-founded by a diverse group of social entrepreneurs, many as members of our ecosystem partners: Ashoka, Echoing Green, the Schwab Foundation of the World Economic Forum and the Skoll Foundation. In 2019, this global group came together to forge what would become Catalyst 2030. Alongside communities, governments, businesses, funders and others, the network is forming inclusive and locally led collaborations, creating connections across borders and cultures.

Neelam Chhiber co-chaired the group Enabling Collaboration, a working group that focuses on enabling collaboration and convergence externally, across the social impact field.

Industree hosted a virtual session at Catalysing Change Week on May 12, 2022, anchored with the support from USAID, moderated to gather best practices, perspectives and solutions for ensuring the successful integration of gender, climate and equity components. Understanding their interconnectedness through the lens of economic resilience, enables women's economic empowerment that leads to social empowerment augmented by strong gender development inputs.

Economic Resilience as the Pivot for
GENDER, CLIMATE, EQUITY

12 May 2022
4:00PM (IST) | 12:30PM (CET)

Catalysing Change Week

Amplify. Accelerate. Action.
#LetsReenergisetheSDGs

 Serena Guarnaschelli KOIS	 Anant Bhagwati The Bridgespan Group	 Jeroo Billimoria Catalyst 2030	 Sameer Shisodia Rainmatter Foundation
 Shiv Kumar The Catalyst Group	 Neelam Chhiber Industree Foundation	 Deval Sanghavi Dasra	 Aarti Mohan Satva
 Rajkanya Mahapatra WEF- COVID Response Alliance for Social Entrepreneurs	 Jacob Mathew Industree Foundation Moderator	 Ragunathan Narayanan The Catalyst Group	

16
Regional teams and on-ground member connects activated

250+
Artisan champions identified and trained in Covid prevention

12400+
Families reached directly through ration & medical kits

5000+
Families reached indirectly through awareness material, community kits, etc.

WORLD ECONOMIC FORUM

The Creative Dignity collective is grateful to have been recognized as one of the 12 Ecosystems Builders (Multi-Stakeholder Partnerships) in the list of India's Top 50 COVID-19 Last-Mile Responders by the World Economic Forum's COVID Response Alliance for Social Entrepreneurs.

Catalyst 2030
Collaborating to achieve the SDGs

Catalyst 2030 is a fast-growing global movement of people and organisations committed to achieving the UN Sustainable Development Goals (SDGs) by 2030.

Joining forces with communities, governments, businesses and others, Catalyst 2030 members are changing systems at all levels through collective action and bold new strategies.

17 SDGs	197 Countries served	1700+ Individual members
1340+ Member organisations	1bn Lives touched	\$2.2bn Funding volume



PIE

Platform for Inclusive Entrepreneurship, is a societal platform built to create economic opportunity for artisans, farmers, and other producers. At its simplest, the platform creates a digital space to connect various entities across several value chains with a stake in positive change-including but not limited to producers, customers, markets, financiers, product experts, trainers and technology partners. Hence, it will first act as a repository of registries for various stakeholders to enable discoverability. In addition, PIE will be comprised of a suite of apps, addressing various areas such as on-boarding, measurement and evaluation, compliance, orders, and stock to a customer-facing e-commerce portal. Additionally, PIE will provide online courses like leadership training, gender training and entrepreneurship programs

for those who wish to learn how to run impact enterprises. What sets PIE apart from any other societal platform is its focus on enabling distributed producer ownership. As a business model, it is tremendously robust, flexible and when properly executed, offers massive scalability. With regard to individual producers, it results in higher wages, social equity, and thus improved livelihoods. By increasing working wages for the poor, producers have the opportunity to spend on the improved services the rest of the impact world is trying to micro sell to them such as better education, health, water, sanitation, energy and financial access.

PIE has a broad approach involving the following two aspects

Tools: Create a digital infrastructure for producers at grassroots level. In this regard Industree is using software solutions across the 6Cs.

Networks: Industree has been involved as the secretariat for Creative Dignity, a movement comprising of a wide variety of actors ranging from designers, grassroots organisations, artisanal entrepreneurs etc, launched in response to the Covid wave that hit India in March, 2020 with a strategy of

providing critical aid (Relief), sell unsold produce (Rehabilitation) and build overall eco-system (Rejuvenation) for artisans across the country. Industree then seeded Colive - Covid Livelihood Coalition in April 2021. It has been an active part of Catalyst 2030 which is a global movement to achieve the SDGs by 2030, as well as helped seed Catalyst 2030 NASE, in India.

Collaboration: Orchestrating/ being part of such networks helps build common understanding of goals as well as strengths and weaknesses that need to be leveraged or tackled.

Supporting Evidence: The PIE model is a tried and tested solution in building producer-owned companies, meeting global compliance standards, disaggregated manufacturing, value-addition and design, and market building and branding. Some examples include: Mother Earth, I Got Crops, Vrutti, GreenKraft, Tseek.

The core co-creators of PIE- Industree, Vrutti and Platform Commons Foundation collectively share over more than two decades of extensive experience in grassroots livelihoods and technology.



Regenearth

Regenearth is a movement to propel creative manufacturers towards sustainable livelihoods by becoming reliable players in supply chains, via a shared practice of equitable creative manufacturing enterprise delivered globally to adopt successful models. Regenearth is led by practitioners with experience in the sector who enable organisations to diagnose their unique challenges and work on customized solutions using digital learning simulations in solo and peer settings.

Regenearth is Industree Foundation's Broad Engagement piece which aims to impact the lives of 300,000 producers over the next 5 years via organisations working in the development sector. It has evolved as a cohort based capacity building programme built on Industree's experience of working in the creative

manufacturing sector for over three decades.

The programme is designed keeping the 6C lens and gradually starting to take shape in three different versions:

- a) The Inclusive Leadership Programme which aims to capacity build entrepreneurs aspiring to train producers to set up scalable and sustainable manufacturing enterprises, facilitating organisations, accelerator/incubator organisations and educational institutes.
- b) The Paraprofessional Programme aiming to capacity build people providing professional services to producers in micro-enterprises.
- c) The Women Enterprise Leaders' Programme aiming to capacity build enterprise level leaders from communities who are the first mile beneficiaries.

While the current curriculum is suitable for the leadership in livelihoods space, the other curriculums for the community based leaders and professionals are work in progress and to be launched soon. Being a part of the Regenearth sessions enables participants to diagnose unique day-

to-day challenges they face and arrive at solutions on their own. The sessions are based on the practitioner's approach to a problem and solutioning rather than text based answers. The content is curated thoughtfully using different design thinking tools and frameworks that the participants can apply in real time. The focus of the programme is on knowledge transfer that will empower the participating organisations by being equipped to build sustainable, stable and dignified alternatives for artisans who might otherwise languish in the precarious informal sector.

Besides India, The Inclusive Leadership programme has participants from Sri Lanka, Bhutan, Puerto Rico, Rwanda and Austria overall impacting around 50 leaders across these regions.

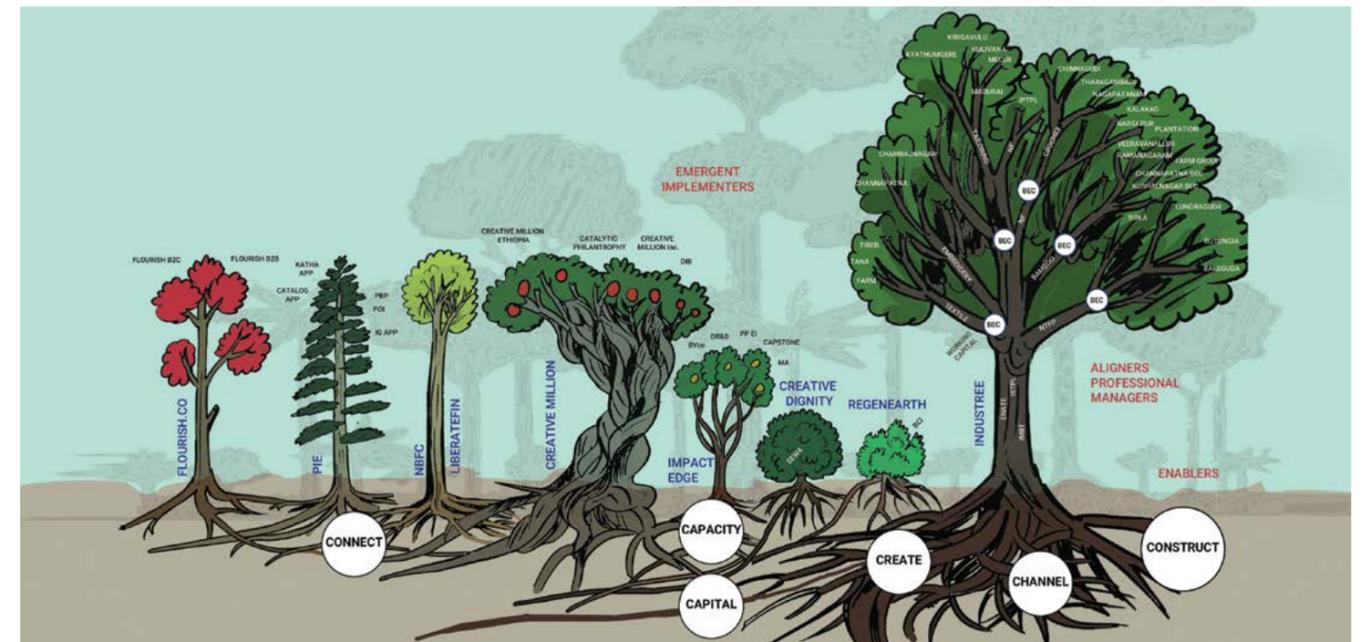
Our approach is to build an ecosystem by collaborative co-creation of curricular elements and adoption of best practices from partners across geographies and sectors, design and market driven solution approach and creating a digitally powered methodology as an agency for solution and scale. By the network effect and cascading of learnings the program will be able to impact the lives and build a community of practices as a continued journey.

Industree has impacted over 500,000 lives and created market access of over USD 58 million for vulnerable communities, over the last 20 years. Industree is setting up collectivized, self-owned and responsible value chains impacting 3 million producers that encompasses food, fashion and home by 2030.

With the IGX platform, PCF has developed technology-based solutions to empower and enable grassroots entrepreneurs with digital tools to create networked multi-dimensional flows within and across ecosystems, to optimize and achieve scale. Cumulatively, 1+ million waste-pickers, farmers, unemployed youth use its services.

Through its '3-Fold Model', Vrutti has impacted over 120,000 smallholder farmers, established 90+ producer companies and continues to support them. It also supports over 130,000 people who are marginalized and vulnerable to HIV, over 500 micro, small and medium enterprises, and about 40,000 marine fisher folk.

The Societal Platform Method is shared by EkStep Foundation under a Creative Commons Attribution - No Derivatives 4.0 International License.



Events



April 22, 2021
IKEA Lokalt Launch

LOKALT is a collection with distinctive designs pitching IKEA and social entrepreneurs in India, Jordan and Thailand-enterprises whose business ideas are based on creating jobs in regions where they're most needed. Industree was a part of the grandeur participating and showcasing products made by our artisans, giving an edge to their empowering entrepreneurial spirit, enhancing sustainable livelihoods and dignity to the women community.



May 04, 2021
Unlocking Catalysing Change Week 2021 by Catalyst 2030

Neelam Chhiber, Co-Founder and Managing trustee, Industree Foundation was a distinguished panelist for the virtual session "Catalyst Market: Social enterprise collaboration for a regenerative and inclusive economy".



May 03, 2021
BBC World News talk Show - Talking Business Asia

Neelam Chhiber, Co-founder and Managing Trustee, Industree Foundation, was a part of the talk show "Talking Business Asia" on the BBC World News.

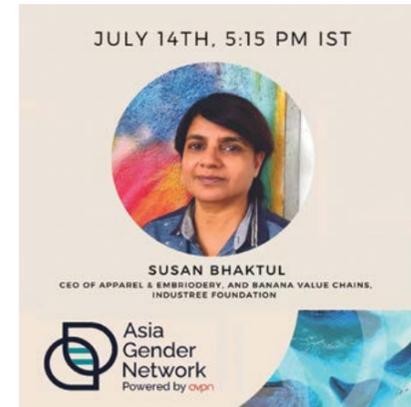
July 08, 2021
Good Fashion and Lifestyle - Share the Future

The GFL focused on the theme "Share the Future" under the POWER project funded by USAID to discuss sustainability through strategic interventions. It reflected a powerful event intended to bring together minds that exchanged thoughts and ideas to bridge the supplier and consumer chain, strengthening millions of women producers' economies.



July 14, 2021
Asia Gender Network, by AVPN

Susan Bhaktul, CEO of Apparel and Embroidery and Banana Value Chains, Industree Foundation addressed a discussion convened by Asia Gender Network, hosted by AVPN. The AGN is a network, formed in 2020 with a commitment to bridge the gender gap in Asia.



July 15, 2021
An engaging panel discussion on Financing Transformation: A lively frontier

Leading experts and entrepreneurs in this emerging field, including our Co-Founder and Managing Trustee Neelam Chhiber came together to explore the findings of a new report, An Investigation into Transformative Finance.



Join the Frontline: Opportunities for India's youth in healthcare and allied sectors - Webinar

A skilled workforce forms the skeleton of the healthcare industry that possesses the power to cure. On World Youth Skills Day, PRATHAM commemorated our dedicated frontline workers who have courageously and relentlessly worked round the clock. PRATHAM celebrated healthcare warriors and provided information through experts on the availability of different kinds of job opportunities, incentives, long-term benefits, and skill-training requirements in the healthcare & allied sectors.

July 26, 2021
Training on Sustainable Bamboo Cultivation and Value Addition

"Training on Sustainable Bamboo Cultivation and Value Addition" under the POWER project, was at SARA Centre, Domeboppa, Shimoga, Karnataka. Industree Foundation conducted the training workshop for around 60 farmers with SARA as the field partner and College of Forestry, Ponnampet, UAHS, Shivamogga. The objective of the workshop was to bring farmers as active stakeholders in natural resource management who were trained on sustainable practices in Bamboo cultivation.



Aug. 05, 2021
Industree part of India's top 50 COVID-19 last mile responders

The World Economic Forum's COVID Response Alliance for Social Entrepreneurs (CRASE) announced its list of 50 social entrepreneurs and 12 multistakeholder initiatives that have played a leading role in reaching communities in the last mile. Industree Foundation was honored to be on this list.

Aug. 12, 2021
Carving the Path to a Just Recovery through Social Entrepreneurship

Neelam Chhiber, Co-founder-Industree/Catalyst2030 NASE, CoLive, represented social entrepreneurs who have come together to build an inclusive, resilient post-pandemic reality. The session leveraged the innovative responses and solutions that entrepreneurs have deployed since the pandemic hit the country.



Sept. 09, 2021
Geographic Cluster Discussion

Neelam Chhiber, Co-founder, Industree Foundation was a part of International Philanthropy Symposium along with other individual donors, families, corporate funders, foundation leaders, and investors from across the globe as they explore the possibilities and impact of a collaborative cross-border approach.



Sept. 11, 2021
TEDx Pune X CoLive

In the next #OutsideIN conversation, speakers shared an example to know how they undertook collective action to transform communities. This work is real and visible. The community members here came from various programs and initiatives to hear about collective action.



Sept. 23, 2021
GFL focused on Sustainability, Design and Business

The Good Fashion & Lifestyle 2021 showcased Home & Lifestyle range of products created by women, working in women-owned enterprises. These beautiful, eco-friendly and sustainable items, made from responsibly sourced local natural fibres, combined traditional skills and modern design while enhancing the economic and social status of women producers. The Home & Lifestyle products developed and produced under this initiative effectively marry the women producers' traditional skill with a modern design sensibility aimed at global markets. Each product brings with it a story of rich craftsmanship and traditional sustainable practices.



Sept. 28, 2021
Round table discussion 'Catalysing Innovative Finance Towards Inclusive Growth' under Good Money Matters with AVPN

Industree hosted a 90-minute virtual roundtable discussion, partnering with Asian Venture Philanthropy Association (AVPN) moderated to gather best practices, perspectives and solutions for ensuring the successful integration of gender-finance-empowerment components and develop pathways towards self-sustaining capital for the women collectives, beyond the timeframe of the POWER project. The session was constructed as cross-border knowledge and learnings/ experience-sharing sessions featuring select invitees from donors and grant organisations, ecosystem partner network, impact investors, etc.

The event was opened by Ms Patricia Mathias, Head of the Gender Platform, Asian Venture Philanthropy Network (AVPN) while the session was moderated by Mr Saleem Khan, Country Director, India from The British Asian Trust. Neelam Chhiber, Founder and Managing Trustee of Industree Foundation began the event by providing an insight into Industree's work and vision, the USAID funded Producer Owned Women Enterprises (POWER) project and the problems and challenges faced by the collectives. Mr Mark Tegenfeldt, Director of USAID India provided the opening remarks. Ms Annie Chang, Researcher from Foundation of Women's Rights Promotion and Development (FWRPD) in Taiwan and Ms Ramona Ridolfi, Program Manager from BIDUK in Indonesia provided opening case studies.



Oct. 06, 2021
S-GRID Webinar: Catalysing Collaboration: Sharing Insights from the Catalyst 2030 report

Neelam Chhiber, Co-founder and Managing Trustee, Industree Foundation, was a panelist at the S-GRID webinar - sharing her expertise on regenerative economies, impact on livelihood of artisans, promoting sustainable, collaborative models that facilitate responsible sourcing at scale.



Oct. 12, 2021
U.S. Consul General, Chennai, Judith Ravin GreenKraft Visit

Hon'ble Minister for Finance & Human Resources Management, Government of Tamil Nadu, P Thiaga Rajan and U.S. Consul General, Judith Ravin visited the GreenKraft unit in Madurai. They interacted with women microentrepreneurs supported under the aegis of USAID's Producer Owned Women Enterprises (POWER) project.



Dec. 21, 2021
MoU signing between Industree and TRIFED

Industree Foundation is pleased to partner with TRIFED. The partnership is complementary as it is a mission to work with the marginalized tribal community for the promotion of tribal products. Industree will support TRIFED in advancing access to consistent demand for their handicrafts and handloom products, spearhead branding, provide technical training and social business skills, and support livelihoods for the tribal community. Additionally, through the partnership between Industree and TRIFED, Industree aims to bring national and global markets to the doorstep of tribal women.

Jan. 07, 2022
Inter value chain visit

A day filled with interactions and learning when Industree's women producers from our Bamboo value chain in Karnataka visited the Banana value chain unit in Tamil Nadu.



Jan. 21, 2022
Good Fashion & Lifestyle (GFL)

The Good Fashion & Lifestyle (GFL) was a successful virtual event filled with information and interaction in the market-front between Industree Foundation and global market buyers.



Feb. 18, 2022
Start-Up Conclave

"Through the producer companies we have built across Tamil Nadu, Karnataka and Odisha, we were able to enable global business"- Neelam Chhiber during START-UP CONCLAVE, jointly organized by Ministry of Rural Development and Sanjeevini-Karnataka State Rural Livelihoods Promotion Society(KSRLPS) in Bangalore.

Feb. 23, 2022
GreenKraft visit

A two day GreenKraft visit to Madurai and Tirunelveli was undertaken by the Industree team for a deeper understanding on the Banana value chain processes from Farm to Home. Interactions were facilitated closely with our ground-level professional teams and our women producers, showing us their incredible craftsmanship.



March 02, 2022
PODCAST - Member Spotlight

During the podcast hosted by Catalyst 2030, Neelam Chhiber highlighted that "We are not building traditional cooperatives, but we are ensuring that women producers get a maximum share of the kind of value they bring into the ecosystem. But at the same time, even the professionals who handle them also get an upside. That's why we call it 'distributed ownership'."

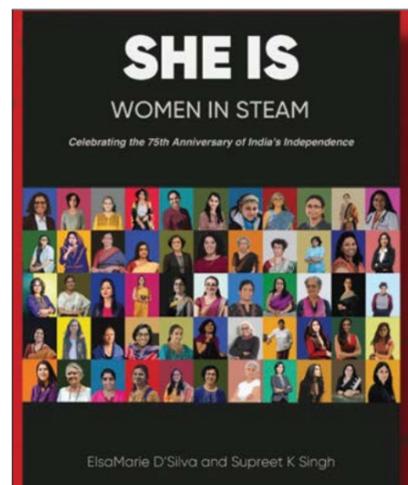


March 04, 2022
NEID Global

Neelam Chhiber was a speaker at an event conducted by NEID Global to look at new efforts to strengthen livelihoods and women in the artisan sector, and to also examine a systems approach towards inequity and give a voice & ownership to artisans globally.

March 04, 2022
She Is: 75 Women in STEAM Award

Neelam Chhiber has been selected as one of the 75 Women in STEAM (Science, Technology, Engineering, Arts, and Mathematics) to be featured in the second edition of 'She Is' on the occasion of India's 75th Anniversary of Independence. Red Dot Foundation in partnership with the Office of the Principal Scientific Adviser, Government of India held a jury meet and after several deliberations she was amongst the top 75 women selected after being impressed by the diversity of applications and all the inspiring stories.



March 09, 2022
Perspectives on Gender

On #internationalwomensday, the virtual gathering on 'Perspectives on Gender' brought together influential changemakers, social entrepreneurs and women on ground to share their perspectives on gender and speakers highlighted their personal and professional journeys as a woman working in diverse spheres. The evening was just one action to #breakthebias.



March 21, 2022
Women Transforming India (WTI) Award, NITI Aayog

Neelam Chhiber was honoured to be named amongst the Women Transforming India (WTI), under the aegis of NITI Aayog. Industree believes that this is in recognition of all the women associated with our endeavour - from our dedicated teams to women producers whose commitment underpins this.



March 21, 2022
Dasra Philanthropy Week

Neelam Chhiber was a speaker for the session 'Economic Recovery for Rural Women: Reimagining Sustainable Consumption' at the Dasra Philanthropy Week. The session focused on recovery of the sector post Covid and created a forum to explore issues related to the sustainability of rural livelihoods.

The session was moderated by Jacob Mathew and perspectives were heard from Aloka Majumdar, Head of Corporate Sustainability, HSBC, Pravir Krishna, IAS (Retd), Former MD TRIFED, Shilpa Sharma, Co-founder Jaypore, Sumita Ghosh, Founder Rangсутra Crafts India Ltd. and Vipin Sharma, CEO ACCESS Development Services.



March 23, 2022
Agroforestry Technology Workshop

A workshop on Agroforestry Technology was organized at the Keladi Shivappa Nayaka University of Agricultural and Horticultural Sciences (KSNUAHS), Shivamogga, Karnataka on 21st March on the occasion of International Day of Forests. Participation was received from the government, agroforestry experts & scientists, Bamboo farmers from Shivamogga, Hassan and Chikmagalur and the Industree team.

The workshop was inaugurated by Dr. M.K. Naik, Hon'ble Vice Chancellor KSNUAHS and emphasized that 'Agroforestry should be given topmost priority for combating climate change'. Akila Lean, Director-Partnerships and Communications mentioned the journey of Industree and its work towards the sustainable livelihood of rural population particularly with women by upscaling their skills. During the technical session, Neju Abraham, Director-Strategic Planning and Operations presented the market potential of Bamboo and its products. The technical session was followed by a visit to Bamboo and other forestry Models of KSNUAHS.



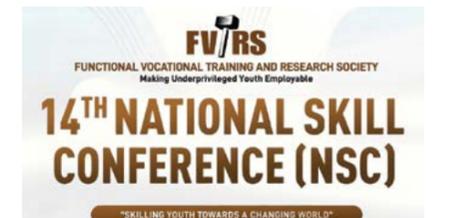
April 08, 2022
Skoll World Forum 2022

An interactive panel event, 'A Powerful Brew - Partners in Transformation: entrepreneurs, funders & government' was organized at SWF- 'How do we create the conditions for social entrepreneurs, funders and governments to work together to accelerate progress towards the SDGs'.



April 22, 2022
Radio One 94.3 podcast

Radio One 94.3 featured Akila Lean- Director, Partnerships and Communications, Industree Foundation on 21st April 2022. The podcast was taken forward by RJ Annie Arakkal and it began with 'why the organisation decided to adapt with the name Industree' which was explained in a very exquisite manner by Akila. The podcast included talks on the organisation, products created by women producers, way forward.



May 04, 2022
14th National Skill Conference

The 14th National Skill Conference 2022 was organized by Functional Vocational Training and Research Society (FVTRS) in Bangalore.

Speaking on the lines of the theme titled 'Skilling Youth Towards A Changing World', Susan Bhaktul-Director, Apparel and Natural Fibre Value Chains highlighted 'How economic empowerment must connect with capacity building of youth and women-skills, job creation, training, entrepreneurial opportunities, which have a greater potential to lead to social empowerment. The conference aimed to bring out new designs of skill-building keeping in mind the development of the disadvantaged youth and transforming their lives for a better tomorrow.



May 09, 2022
Unlocking the Value of Rural Eco-Systems

Resham Sutra hosted a session during Catalysing Change Week organised by Catalyst 2030 on 9th May, 2022. Neelam Chhiber was a panelist in the session that focused on the importance of the development of rural eco-systems for the building of livelihoods in underserved communities.



May 12, 2022
Economic Resilience as the Pivot for EQUITY, CLIMATE, GENDER, at Catalysing Change Week

The takeaways from this closed-door session, happening at CCW on May 12 led to a round table discussion that took place in Mumbai on May 31st, 2022, both in-person and virtual medium. The session set the stage to discuss pathways for scale, solutions, and action toward Equity, Climate and Gender noting the implementation of SDGs by 2030 and achieving positive climate action.



May 12-14, 2022
Ambiente India

Industree Foundation was at Interior Lifestyle India Show presented by Ambiente India, from 12-14 May 2022 at Pavilion 1, Jio World Convention Centre, Mumbai. Industree showcased locally sourced and handcrafted products by our rural women, working in enterprises.

The 6th edition of Interior Lifestyle India Show is India's premier trade platform and fair for the Home Furnish, Decor, Houseware, Kitchenware and Textile industry. At this platform, Industree displayed eco-friendly products that are not only sustainable, but also create livelihood impacts and benefits both to the society and planet.

May 23, 2022
The Opportunity of Social Procurement

Neelam Chhiber was a part of the speaking panel 'The Opportunity of Social Procurement' along with speakers (L to R)- Daniel Schmid, Chief Sustainability Officer, SAP; Judith



K. Wallenstein, Senior Partner and Managing Director, BCG; Dr. François Bonnici, Head of Social Innovation at WEF; Saskia Bruysten, Co-Founder & CEO at Yunus Social Business (Moderator); Martin Hecker, Co-Founder & CEO of AmaliTech.

Under the patronage of the Global Alliance For Social Entrepreneurship, SAP and BCG, Yunus Social Business (YSB) have worked with the WEF's Advanced Manufacturing Platform to develop a report on social procurement. The summary of the report, was released that outlined the opportunities and challenges of social procurement – companies buying services or goods from social enterprises.

May 31, 2022
Good Money Matters

Good Money Matters was held on the 31st of May in Mumbai to discuss Economic Resilience as the Pivot for Equity, Climate and Gender. Bringing together like-minded individuals and thought leaders under one roof, the platform signified a call and action towards 'Economic Resilience'.



June 15, 2022
BNP Paribas - Project PROGRESS Launch

Industree Foundation in partnership with BNP Paribas launched the 'PROGRESS' (Promoting Resilience Of Gender through Rural Entrepreneurship) project on June 15, in Chamarajanagar district in Karnataka across the Bamboo Value Chain. The project aims to impact women, especially the socio-economically marginalized women, and tribal communities by creating green & sustainable livelihoods for rural women in Karnataka and providing inclusion opportunities.

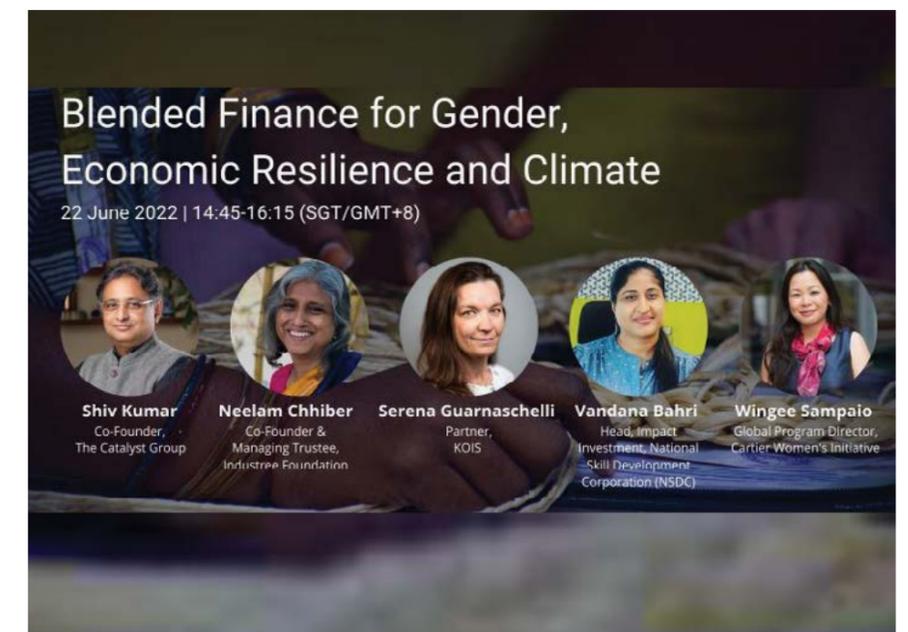
During the launch, Industree was honored to be joined by the BNP Paribas India team- Aymar de Liedekerke Beaufort, Head of Territory & Head of Corporate and Institutional Banking (CIB); Manisha Khosla Sinha, Head of CSR, Brand & Communications; Dilkhush Cooper, Director, Head of Business Development & Strategy. Industree was delighted to have been joined by the team of BNP Paribas virtually amidst their busy schedules.

June 20, 2022
Industree - An Impact Partner at the AVPN Global Conference 2022

A session 'Blended Finance for Gender, Economic Resilience and Climate', co-curated by Industree Foundation and KOIS at the AVPN Conference in Bali, Indonesia shared thought leadership

for replicating best practices of blended finance instruments and highlighting non-financial tools with a view to advance gender equality, economic resilience and climate positive action.

The esteemed speakers included Neelam Chhiber, Co-founder and Managing Trustee, Industree; Serena Guarnaschelli, Partner, KOIS; Vandana Bahri, Head- Impact Investment and Strategic Partnership, National Skill Development Corporation and Wingee Sampaio, Global Program Director, Cartier Women's Initiative and the session moderated by Shiv Kumar, Founder, Catalyst Management Services.



June 30, 2022
Speakers Series 2.0 - Women, Financial Literacy and Entrepreneurship

Akila Lean, Director- Partnerships and Communications at Industree Foundation, was a guest speaker at Speakers Series 2.0, titled Women, Financial Literacy and Entrepreneurship. She highlighted women's financial capabilities across various digital platforms that supported in bringing operational efficiencies at the workplace.

Media Mention

June 21, 2022 Building sustainable products and livelihoods, IDR Online

An eco-friendly tableware producer, Rina shares how her first formal job as a leaf-crushing machine operator helped her gain independence and support her family through a difficult time.

[A woman finds a sustainable livelihood producing eco-friendly tableware | IDR \(idronline.org\)](#)

June 05, 2022 World Environment Day: Transitioning to eco-friendly value chains, First Post

Introducing the concept of sustainability into the value chains has been helping producers to opt for a more sustenance and environment-friendly approach.

[World Environment Day: Transitioning to eco-friendly value chains \(firstpost.com\)](#)

June 05, 2022 World Environment Day: Advancing green economy to promote sustainability

A green economy reduces the burden on the planet by formulating alternative resources that cause less to zero damage to the environment.

[World Environment Day: Advancing green economy to promote sustainability \(freepressjournal.in\)](#)

May 26, 2022 Davos 2022

Neelam Chhibber on Financial Literacy, Solving Gender Problems, Equal Pay, Money Control - Network 18 at Davos 2022, Neelam Chhibber was interviewed by Sonal Mehrotra Kapoor, Editor, Money Control.

May 08, 2022 World Economic Forum: India is one of the most incredible sources of ideas and new ways of developing sustainable businesses: François Bonnici, WEF - The Economic Times (economictimes.indiatimes.com)

Neelam Chhibber, Board member of Catalyst 2030 was featured in The Economic Times article.

She believes that India is well poised to lead the way when it comes to innovation in sustainable businesses. She said the biggest positive change that the sector has witnessed is a surge of interest from younger people who've energized the space by picking purpose over profit alone and are driving these initiatives, especially with issues of climate change coming to the fore.

May 04, 2022 Building social enterprises

Neelam Chhibber speaks about the power of 'Social Enterprise' and their focus on social impact and sustainability to address social problems in - The Times Of India-Voices'.

She says, "from offering poor rural households access to environmentally sound electricity to creating opportunities for employment in areas where jobs are limited, to stemming migration, safeguarding the health and even improving life expectancy, the power of social enterprise has been repeatedly demonstrated across the globe."

April 21, 2022 What COVID-19 taught us about collaboration – 7 lessons from the frontline'

Neelam Chhibber in an article published in the World Economic Forum highlighted the importance of how an individual has to be clear on what they want to see. She states that 'to avoid drift, it is vital that there is not only a shared philosophy on approach but also "a laser slasher-sharp focus" and jointly agreed on goals. Without a common denominator, it can be hard to keep collaboration on track.'

[What COVID-19 taught us about collaboration | World Economic Forum \(weforum.org\)](#)

April 19, 2022 Commitment to Green Sustainability, Terra Green

In an article featured in Terra Green, Industree's commitment towards women empowerment by creating sustainable natural fibre-based livelihood opportunities are highlighted.

[Terra Green.pdf - Google Drive](#)

April 14, 2022 Women leading change

Rajalakshmi from Industree Crafts Foundation has been mentioned on Societal Platform's Newsletter.

March 28, 2022 Industree Foundation's Banana Value Chain Project opens up job opportunities for TN women, Times of India

[Industree Foundation's Banana Value Chain Project opens up job opportunities for TN women | Chennai News - Times of India \(indiatimes.com\)](#)

March 16, 2022 Skill Development

A POWER That Facilitates Economic Self-Reliance Among Rural Women, Feminism in India (FII)

The article articulates the narratives of women providing a testament towards their resilience.

[Skill Development: A Project That Facilitates Economic Self-Reliance Among Rural Women | Feminism in India](#)

Dec. 22, 2021 Neelam Chhibber: On Social Change, Rural Empowerment, and Making A Difference

On the Inner Reel podcast, unique individuals from all walks of life on their inner journeys - how they dealt with issues of self-worth, found unique strengths, learnt to manage external criticism, handle failure, and found success from within. Neelam Chhibber was featured on this podcast.

[Neelam Chhibber: On Social Change, Rural Empowerment, and Making A Difference | Welcome \(innerreel.com\)](#)

Dec. 21, 2021 Partnership between Industree Foundation and TRIFED

Industree Foundation and TRIFED have joined hands to undertake various initiatives for promoting tribal products with the purpose of improving the livelihood of tribal artisans and producers. It is a mission to work with the marginalized tribal community for the promotion of tribal products. Areas of the association are Retail Marketing of tribal handicrafts and handloom products, TRIFOOD Project, and Van Dhan Yojana.

Nov. 29, 2021 Social Entrepreneur Neelam Chhibber's Collective Supports Rural Artisans, Femina

Focusing her work at Industree, Neelam Chhibber believes in the power of women producers in building a resilient local economy and providing them with support to become independent.

[Social Entrepreneur Neelam Chhibber's Collective Supports Rural Artisans | Femina.in](#)

Oct. 21, 2021 Impact Entrepreneur's Understanding Informality in India's Artisan Economy, Your Story

The story focuses on how Industree is empowering artisans from remote areas of India. "Artisans have survived because they are still in the informal economy. They have survived under the radar, with minimal initial investments, and it's just been a fallback method for the poorest of the poor", says Neelam Chhibber.

[Understanding Informality in India's Artisan Economy | Impact Entrepreneur](#)

Sept. 18, 2021 World Bamboo Day - Green Gold revolution in the making in Vidarbha, Tol

"As a sustainable investment, a planned scientific and holistic approach to the cultivation and management of Bamboo can be an inexhaustible source of goods and services, creating employment opportunities for farmers and workers in small and medium-scale enterprises. This can help to alleviate poverty and rejuvenation of rural economies and overall economic development of country," says Neelam Chhibber.

[World Bamboo Day: Green Gold revolution in the making in Vidarbha | Nagpur News - Times of India \(indiatimes.com\)](#)

Sept. 17, 2021 4 Ways To Go Green With Bamboo Décor In Your Home, Zee Zest

Industree's products finds mention to use Bamboo as a decor.

[How To Use Bamboo Furniture And Decor Items In Your Home \(zeezest.com\)](#)

Aug. 21, 2021 Fashion now has a conscience; are you wearing ethical? SME Futures

Susan Bhaktul highlights her views on moving towards ethically manufactured products.

[Fashion now has a conscience; are you wearing ethical? | SME Futures](#)

Aug. 06 2021 Top 50 last-mile responders in India has been launched by the World Economic Forum's COVID Response Alliance for Social Entrepreneurs

Industree Foundation and CoLive find mention in the article for having demonstrated swift actions during COVID in reaching the 'last mile'. Their efforts hold vital lessons for other regions battling new waves of the COVID-19.

[50 ways India's last-mile COVID-19 responders are leading the way to a just recovery – The European Sting - Critical News & Insights on European Politics, Economy, Foreign Affairs, Business & Technology - europeansting.com](#)

Aug. 02, 2021
Discovering Purpose: Design India's 'Change Makers'

Jacob Mathew was featured in the Design India magazine sharing his journey to become the inspiring person he is today and how he has been a part of the leadership of Industree in empowering women amongst the country's rural and tribal communities through a series of successful design-led ideas and social initiatives.

July 23, 2021
The Power of Co-creation: Design India's 'Change Makers'

The article highlights how Neelam Chhiber has been the backbone of Industree in empowering women amongst the country's rural and tribal communities through a series of successful design-led ideas and social initiatives.

July 08, 2021
Regenerative Products That Make Your Home Better And The Planet Healthier, Good Homes

Jacob Matthew shares a guide on creative products crafted from natural resources like Banana and Bamboo.

Regenerative Products That Make Your Home Better And The Planet Healthier | Goodhomes.co.in

June 29, 2021
Multi-Level Collaboration Only Way To Fight Crisis, Reconstruct Economy, Outlook

Neelam Chibber of Industree, Shiv Kumar, Chief Integrator of COVIDActionCollab and Dr. Ashwin Naik, founder of Manah Wellness has co-written an article.

Multi-Level Collaboration Only Way To Fight Crisis, Reconstruct Economy (outlookindia.com)

June 28, 2021
Susan Bhaktul, interviewed by Fibre2Fashion

Susan Bhaktul, Head of Apparel and Textile Vertical at Industree Foundation speaks about the organisation's approach, core areas and impact.

Susan Bhaktul | Head - Apparel and Textile Vertical | Industree Foundation (fibre2fashion.com)

How a Women led organisation is Helping Rural Women Artisans become Self-Sustainable in Lockdown, News 18

The article focuses on "Producer creating and building women-owned enterprises and connecting them to national and international supply chains to leverage access viz capital, capacity building, and market connect.

June 11, 2021
Rapid Rural COVID response organisations converge to raise funds for tribal families in Karnataka and Odisha, CSR Box

With Rural India reeling under COVID 2.0 surge, Covid Livelihood Coalition, a consortium of grass-root level Covid response collectives, has come together to protect and sustain India's most vulnerable communities linking health and livelihoods at a local scale. Survival kit was kickstarted with a target of nearly 200,000 tribal families in 5,000 villages in Karnataka and Odisha.

Rapid Rural COVID response organisations converge to raise funds for tribal families in Karnataka and Odisha- CSRBOX

May 25, 2021
Voices From Rural India: How Women Are Creating Their Own Local Enterprises, Home Grown

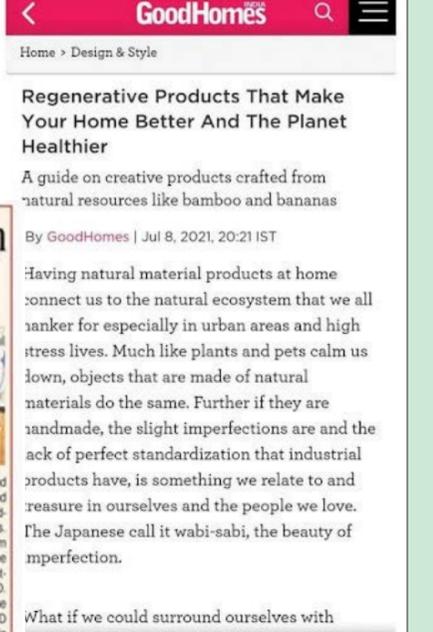
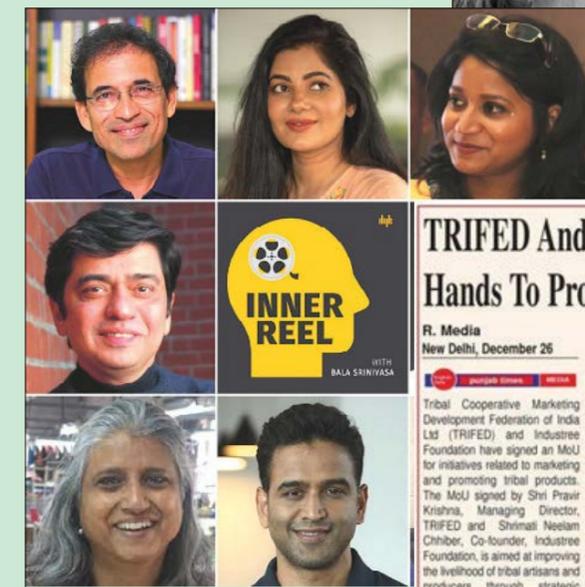
Women producers- Thilagavati and Murugeshwari share their stories for Home Grown.

Voices From Rural India: How Women Are Creating Their Own Local Enterprises - Homegrown

April 28, 2021
How creative manufacturing helps women to build sustainable livelihoods, Times of India

The article focuses on putting women at the centre of the creative manufacturing sector.

How creative manufacturing helps women to build sustainable livelihoods (indiatimes.com)



Ecosystem Building

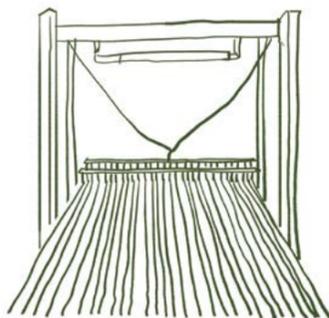
The 6C Model

Industree plays the role of an incubator of these producer companies through activities focused around the implementation of the 6C Ecosystemic Model (Construct, Capacity, Create, Capital, Channel and Connect)



Construct

The construct phase includes mobilization and aggregation of the producers, which are women from the local area. The infrastructure of the company is established, ensuring the highest standards of international compliance are met. A professional management layer is introduced, ensuring that the social, labour, environmental, safety and quality compliances are met. Additionally, a Mutual Benefit Trust is set up to ensure that all producers have participatory ownership in the producer company.



Capacity

The capacity refers to the capacity building of women producers in hard skills in making like Banana basketry, tailoring or weaving, and soft skills which includes Financial Inclusion training and social empowerment of the women and moving them gradually into positions of increased responsibilities in the producer enterprise. One key element is the 6Y training program, with each Y standing for You (Producer), Your Family, Your Work, Your Workmates, Your Community, Your World and Your Planet. This equips all producers with an understanding of positioning their work in a global scenario and doing it sustainably and deepens their sense of production quality, timeliness and ownership, which are all critical to become successful social entrepreneurs catering to global and national markets.



Create

The create portion of the model links the aspirations of end consumers with product and service design and development. Create allows for co-creation between producers, buyers and designers to make products that are desired by the market and feasible and viable to make. R&D, design development, and product development are all parts of create. R&D consists of work through our Impact Edge lab at Srishti Manipal Institute Bangalore, Research laboratories like the National Institute of Interdisciplinary Sciences and Technology Ethiopia, Ethiopian Institute of Textile and Fashion Technology to establish new value chains and processes to utilize new resources in innovative ways. The design development involves refining and building on machinery, lean manufacturing techniques, and industrial design to improve quality and increase productivity. The product design component results in products that are developed for modern markets, which is a collaborative process between artisans and major customers such as IKEA.



Capital

The capital stage involves securing various levels of funding for different phases of the evolution of the producer company. Seed capital in the form of grants is essential for establishing the unit as well as building capacity. Working capital, which can include grants funding and debt, allows production to start and continue, allowing producer companies to grow, become profitable and eventually self-sustaining. Industree is working with organisations like Montcalm Capital to ensure that the producer companies have access to low interest loans.



Channel

The channel component includes linking producers to local and global markets through a variety of activities, such as networking, fairs, exhibitions, and liaising with buyers. The producer companies engage in B2B, B2C, and B2B2C commercial relationships. Producer owned companies forge relationships with global giants such as IKEA, H&M Home, Caravane, Carrefour and FabIndia, which provides them with ongoing business leading to their overall stability and sustainability. The channel ecosystem includes building e-commerce opportunities.



Connect

The connect part of the model involves using technology to link producers to a larger ecosystem. Digital technology affords scale opportunities with traceability and transparency. Industree is building a collaborative digital societal platform, called the Platform for Inclusive Entrepreneurship (PIE) for scalability to offer various services to producer enterprises, providing a collective operational space for knowledge assets (content, processes, tools, solutions), service provisions, and data analytics (to innovate and respond), enabling every stakeholder to bring their strengths in a unified way. Additionally, Industree is working to connect producers directly with consumers through an online e-commerce platform called Flourish, which is producer-owned.



Engines of Growth

Industree uses three growth engines, namely, Deep Hand Holding - DHH, Broad Hand Holding - BHH and Deep Hand Holding @ Scale - DHH@Scale. These models are designed as growth engines to help achieve impact at scale.

Deep Hand Holding

Industree Foundation creates and accelerates producer-owned enterprises to sustainability using its holistic 6C model. Industree plays the role of an incubator by facilitating the aggregation of producers into self-owned enterprises, implementing capacity-building, training them in developing products that appeal to modern markets, and enabling their access to vital working capital. Industree's model makes use of a professional management team to streamline operations of the enterprises, employs a range of digital tools including apps and a dedicated e-commerce platform co-ops portal, Flourish to bring traceability and transparency to otherwise opaque and unaccountable supply chains. This creates an ecosystem in which producers can earn steady incomes through decent and equitable work, gain access to consistent demand for their products and services and lift themselves out of poverty. The DHH model has the capacity to impact 0.1 million lives by 2030.

Broad Hand Holding

The BHH model, also called Regenearth, builds off the DHH ecosystem. The aim of Regenearth is to gather and disseminate best practices in creative manufacturing through well-calibrated and mentored implementation. Regenearth is unique in that it is customised for each organisation depending on their immediate and strategic challenges.

The program itself is co-designed along with participants collaboratively; this includes everything from the curriculum to the method of delivering the curriculum. The program is delivered in concert with local mentors who can contribute to solutions that are geographically nuance.

This model will ensure that a larger ecosystem gets built with greater control over economic security for downstream producers, leading to significant social gains among disadvantaged communities, whilst keeping to customer and brand promise. The BHH model has the capacity to impact 6 million lives by 2030.

Deep Hand Holding @ Scale

Under the DHH@S model, Industree is engaging with government programs such as State Rural Livelihood Missions, National Rural Livelihood Mission, and TRIFED. This enables advanced work with already formed collectives on the ground, within the government framework.

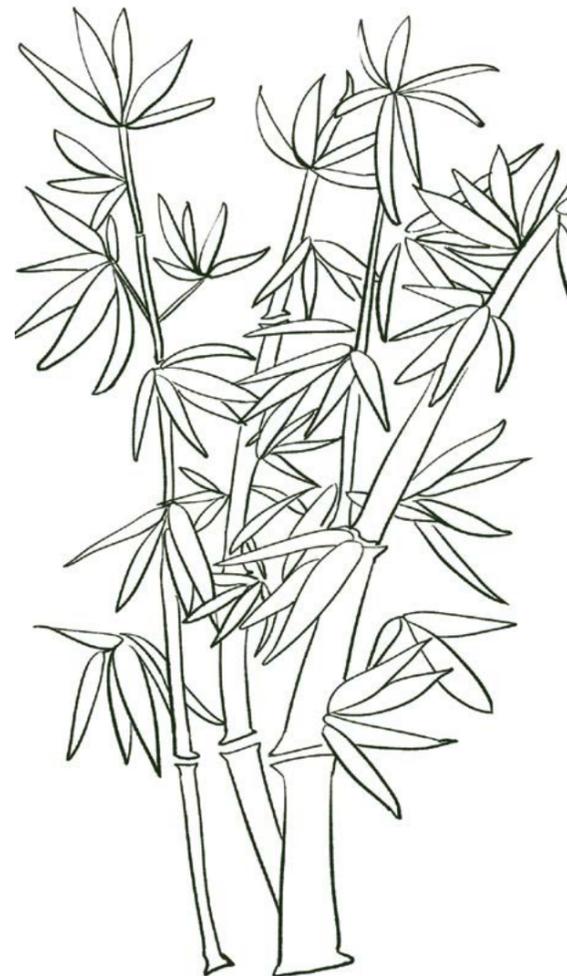
The exponential scaleup would be enabled with Digital and Physical interventions. The digital solutions are the platform for Inclusive Entrepreneurship (PIE), with strong technology enablers, so that solutions being built could use the power of networks and scale faster. The 6C framework is the backbone of PIE's first mile solutioning.

Industree is currently building out it's open source digital footprint, across the 6C's, allowing the most vulnerable primary producers to live in their communities and become economic actors without migrating.

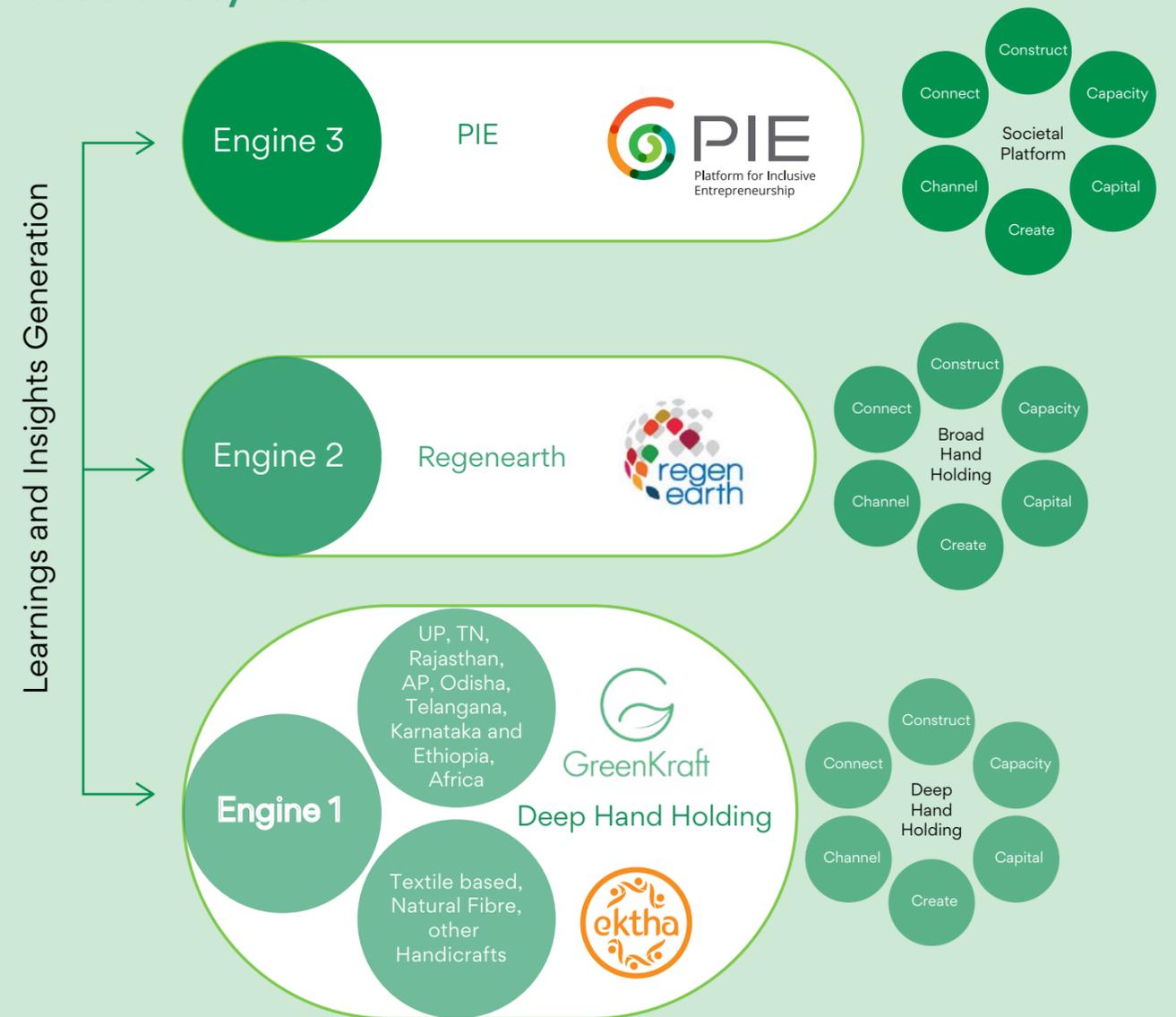
Critical in this approach is the building of 10,000 enterprises of 300 women each, impacting 3 million women by

2030. 10% of these enterprises would be women leaders, para professionals and governance catalysts, from the community, enabling long term viability for the collectives.

Government programs as well as network partners, that Industree has been working with and will continue to expand, anchor the successful long term viability along with community leaders. Thus Industree's knowledge and experience with DHH and BHH enables the success of DHH@Scale.



Industree's repeatable model will enable it to adopt non-linear scaling pathways, thereby impacting 3 million entrepreneurs across various value chains by 2030



*The Platform for Inclusive Entrepreneurship is being developed as a Societal Platform (CC BY ND 4.0 International License, EkStep Foundation, www.societalplatform.org).

Producer Companies, Collectives and Brands

GreenKraft is a 100% women producer-owned social enterprise, supported by Industree Foundation. The company manufactures high-quality hand-woven products made from waste Banana bark. The cumulative sales since inception is over 8 Million USD, with global customers like Ikea, H&M, Carrefour, Caravane, TJ Maxx, etc.

GreenKraft (which the producers jointly own) located in Tamil Nadu manufacture and sell products such as baskets, bags, mats, etc. made out of fibers from Banana bark-a waste product after harvesting of Banana. Basketry as a craft has long resided within the informal production sector however, is now moving into formal retail markets rapidly. The facilities set up by social enterprise are unique in nature and one of a kind in India. This is the first time in India that a formal set up of this kind has been established which is scalable and has systematic processes in place for high standards in production. GreenKraft's business model works on a triple bottom line approach addressing social, economic and environmental impact.

GK is committed to sustainable production practices and environmental consciousness is ingrained in every level of operations. From the usage of natural fibre as the raw material to operational efficiencies-LEAN manufacturing practices, opting renewable energy sources, minimizing wastes, reducing commuting distance for women producers, efforts are made to keep carbon footprint to the minimum.



Ektha Apparel is a producer-owned social enterprise incorporated in 2013, creating contemporary clothing and accessories. In addition to apparel production, Ektha also has embroidery units where producers create hand-embroidered designs, adding value to products. All producers have an equal stake in the company. As owner-members, they have access to increased finance, training, social security, child care, and more. Over 90% of the members are women, with a significant number of them in supervisory and managerial positions. Some of the buyers include Synergy lifestyles, I was a Sari, PBK waste solutions, Sri Datta Readymade garments, Pemex, Nakshi creations, Jagadguru Marketing.

Forest Green is enabling an ecosystem to facilitate socio-economic opportunities and building sustainable livelihoods to women and youth in forest fringe areas of Odisha. The initiative has created the mechanism to empower the women of Khonds, Kui, Dharua, Paraja tribe to prosper and increase their general wellbeing.

The initiative has given them opportunities to leverage forest based enterprises, providing continuity in work and decent incomes, build their socio-economic cohesion while enabling them to preserve their prevailing culture. Theory of Change focuses on the key strategy that transforms the green resources and skills of the women to a higher value product, such as a globally compliant buffet plate. The higher value plates have the potential to fetch a 10X price of 10 cents with customers across India and can be supplied globally at these prices. Through the intervention of improved production methods, and infrastructure, Women earn an average of INR 5000 per month in pressing, INR 5000 for stitching and INR 2000 for leaf collections annually in disposable plate value chains. This income would double with incomes from other forest products.



The pandemic changed the situation globally and gradually we adapted a new way of operations. For our project in Ethiopia while the Industree teams returned safely to India, the baton was taken up by the local teams that pivoted quickly to meet the needs for masks and PPE kits for the region. Afterwards however, the downturn in demand because of the pandemic and civil war did not allow the tailoring unit to continue on its planned trajectory but the weaving unit continued to do commendable work. The Ethiopian designer community saw the scope in the fabric developed by Tana Shema - the local producer company. It has continued to produce fabric on demand for local, national and even international orders, and has not suffered any slack in demand.

Additionally, it was decided to conclude the training on Indian looms in an innovative way by creating a mirror setup between Bahir Dar and Bangalore for the pending training. Setting the Indian Loom, drafting and weaving using Dobby led to knowledge transfer of creating borders (an essential feature in typical Ethiopian traditional fabrics) beyond master weavers, as also of Jacquard Box setting and operation. Actioning the installation and operations of the solar powered amber charkha were completed successfully. Overall, a transition over to the teams in Ethiopia was established and continued support is extended on a need basis, from time to time.

Value Chains

Banana Fibre

Industree has been working with natural fibres such as Banana bark, otherwise a waste material most often burnt in the field. Over 3,600 producers are aligned to making craft products including basket hand weaving, loom weaving spinning and macrame, and another

400 farmers and 200 agri labourers engaged currently in gathering and farm side processing. Banana fibre is used to create home decor products such as baskets, rugs and mats, bags and containers. Industree is also involved in R&D to find innovative ways to use Banana fibre including fibre retting and Banana silk spinning.

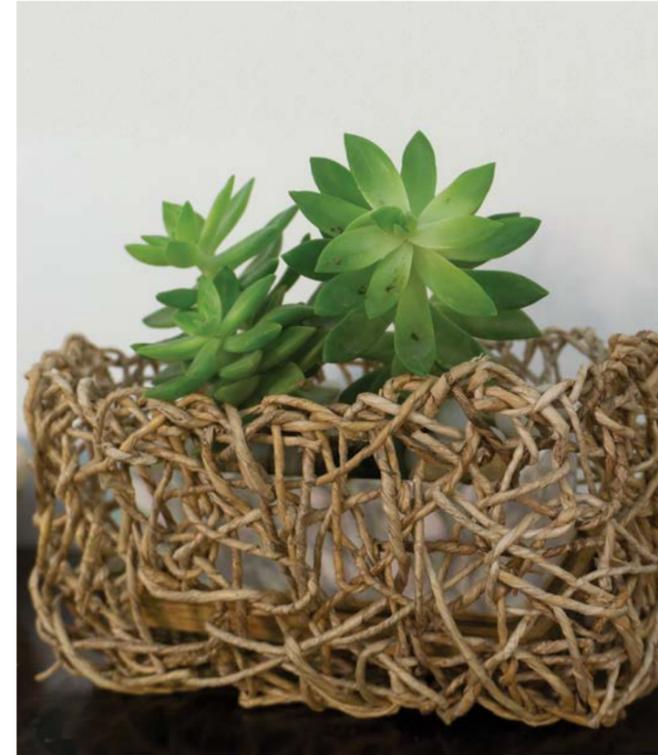
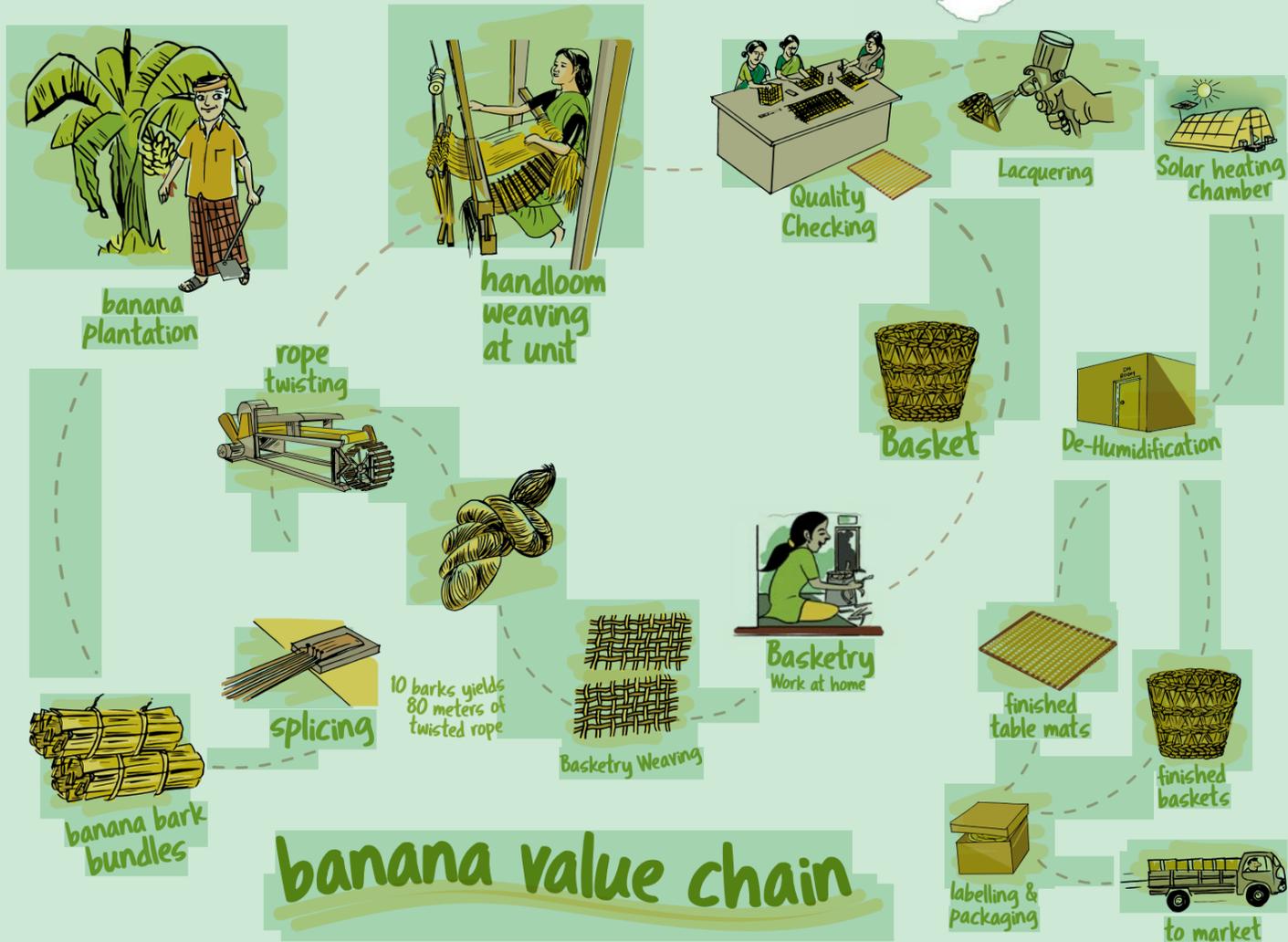


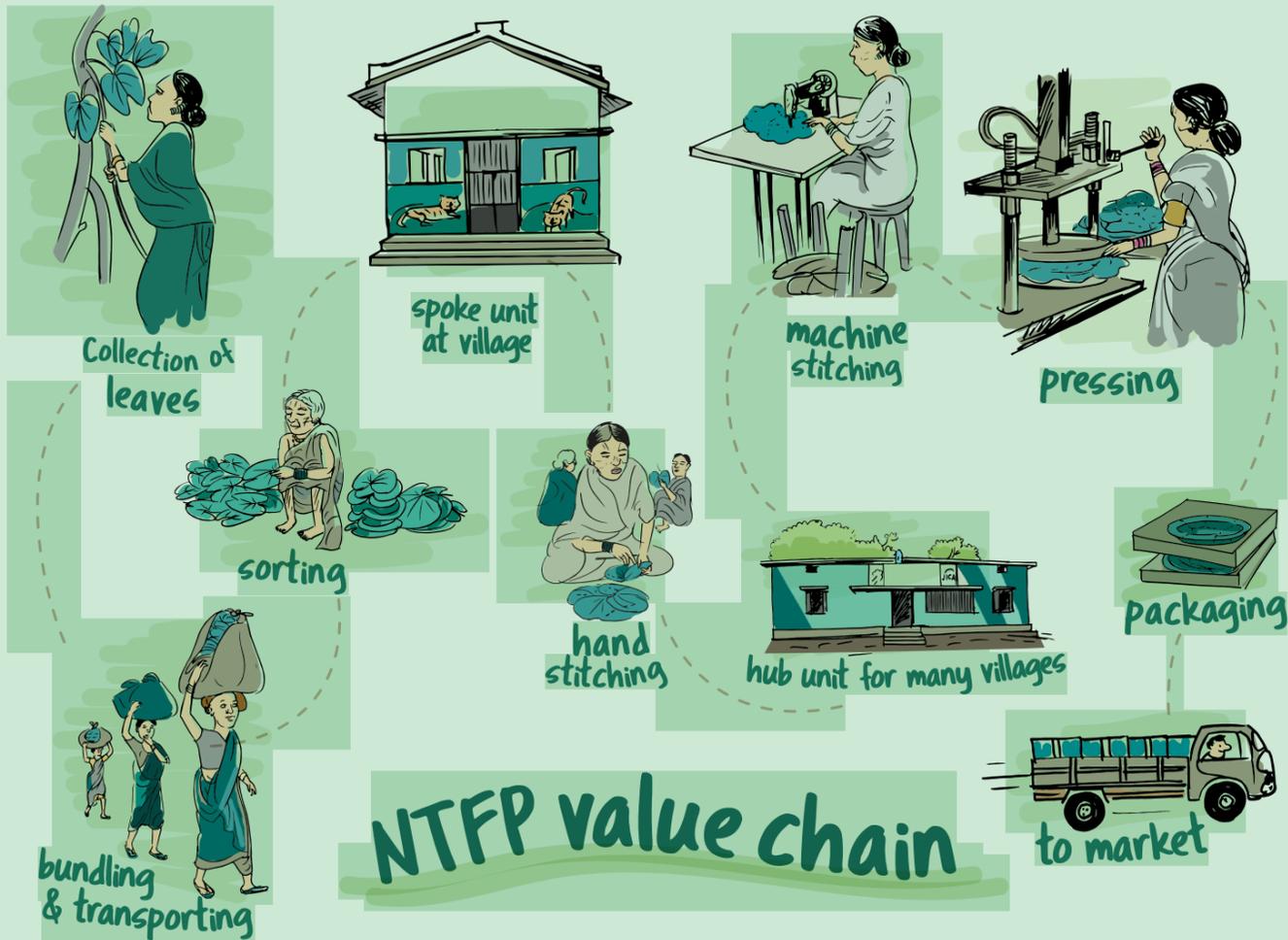
Image Courtesy: Riddhi Mehta

Non-Timber Forest Products

Sal and Siali leaves are gathered in the forest regions of Kandhamal and are used to make eco friendly biodegradable plates. Industree is working with indigenous women in Odisha to help them learn new designs and move up the leaf plate value chain. About 2,400 women have been touched so far and R&D is on to streamline the process and create export quality plates and other home decor products.

Industree Foundation looks at addressing value chains in order to achieve meaningful impact. A value chain is the production process by which one adds value to a product.

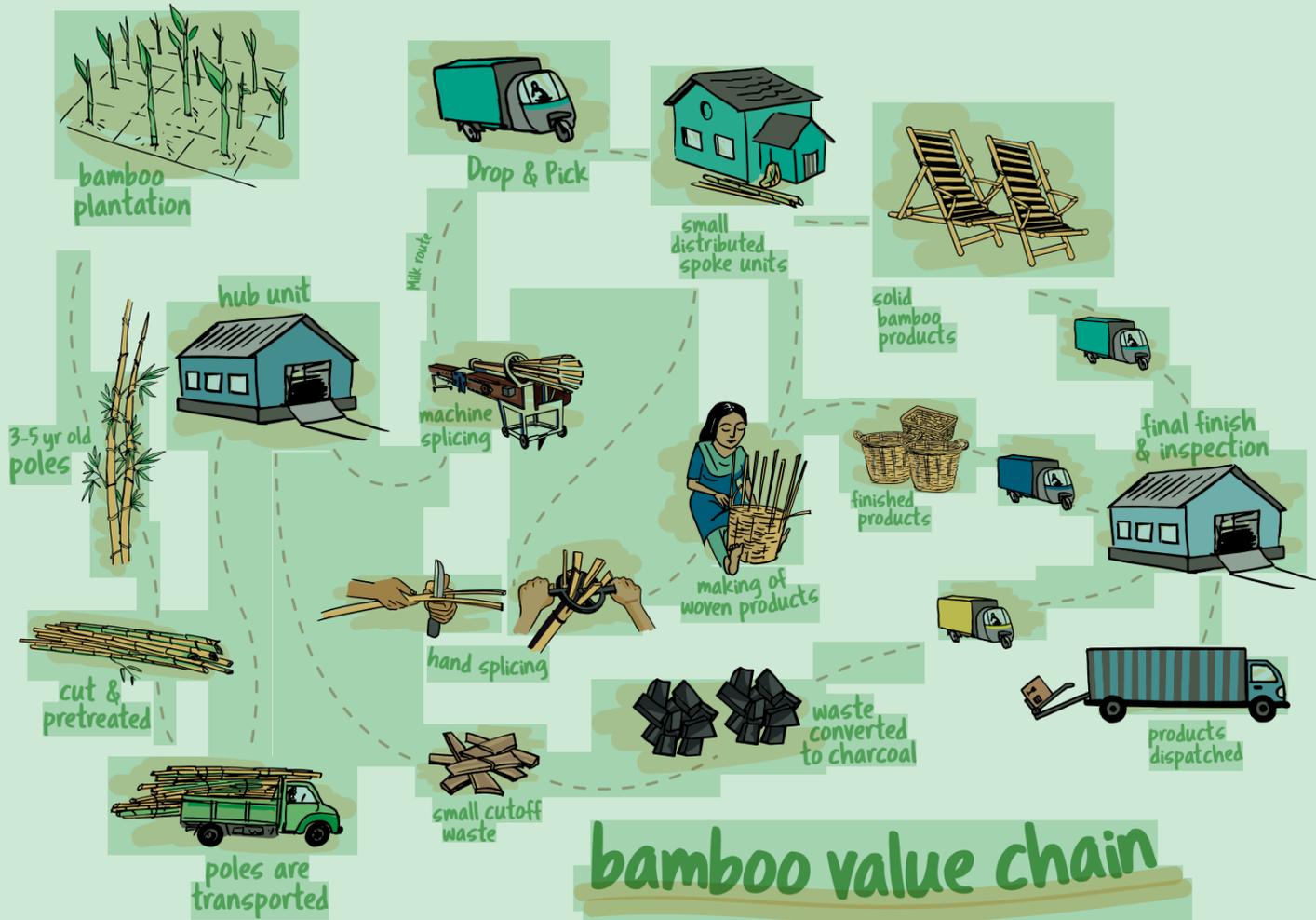
When planning an intervention, Industree first researches the value chain, the geographic location of the project, the cultural implications surrounding those involved, and so forth to gain a better understanding of the intervention context. From there, Industree launches into scoping phase, gathering first hand information from the ground to better advise our program design. Using the data collected, Industree devises an innovative systems initiative built specially for the area and value chain targeted. Industree then pilots the initiative for proof of concept, failing quick and early to evolve the program rapidly into an effective and impactful intervention. Once traction is gained Industree begins to multiply and scale.



Bamboo

Industree has recently undertaken projects to explore the bamboo value chain as an extension of their work with other natural fibres. The projects involve setting up producer owned creative manufacturing units, creating direct livelihood opportunities for 1,200 women in Karnataka. It is estimated that these units would create indirect

livelihood opportunities for other stakeholders in the value chain. The projects also involve establishing 650 acres of new bamboo plantations as a future source of certified bamboo raw material for these creative manufacturing units. The plantation activity will generate an alternative source of revenue to at least a 1,200 farmers. One lakh saplings have already been planted.





Handloom

Industree's work in the handloom value chains is through 'Farm to Fashion' project in Ethiopia, where the entire value chain is being integrated through specialised producer companies. The 'Yarn to Fabric' unit Tana Shema Sira Plc was incorporated as the 'weaver's producer company' last year, incubated in the Ethiopian Institute of Textile and Fashion Technology in Bahir Dar, under 'Supporting Indian Trade and Investment for Africa' (SITA) funded by the United Kingdom's Department for International Development,

implemented by the International Trade Centre (ITC). Industree Foundation is ITC's technical partner. The shareholders of the 'fabric to apparel' unit are under training. The Farm to Yarn company will aggregate farmers who will own and operate a microspin and gin facility to enable them to sell value added yarn instead of seed cotton as a commodity. This would smooth out the fluctuations in seed cotton prices and integrate the value chain from farm to fashion. A pilot using solar powered hand spinning machines is under way and the farmer aggregation with a larger spinning unit will be taken up later.



Apparel

Within the apparel value chain, we have one producer owned enterprises, both of which are located in the state of Karnataka. The producers are trained in apparel manufacturing as per industrial standards. Soft skill training covering subjects of financial literacy, family and

societal awareness, entrepreneurship and self-development is also given. After training on specific apparel products for a stipulated time frame, they are now able to sew apparel for national and international markets. They are also trained to manage the enterprises with gentle hand-holding by a team of professionals.

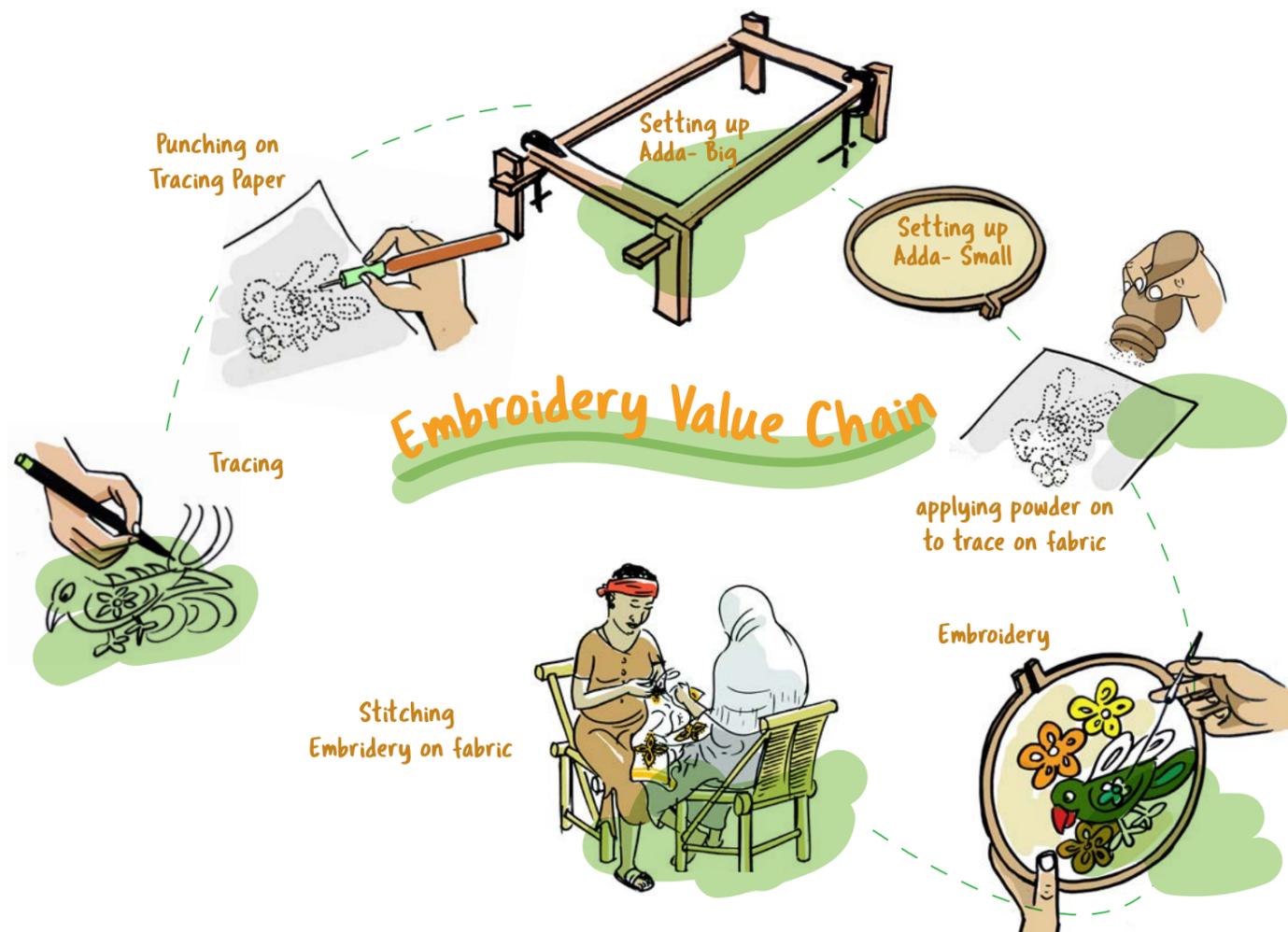


Embroidery

Industree has centres for embroidery, located in Karnataka. Here the producers embroider on ready-mades and on fabrics for buyers like FabIndia. The producers are trained by master artisans and are given tools to help with quality and speed. Training is carried

out in a centre, a common space in the village which could be a school, panchayat building, place of worship etc. The training period is also used to build community level support for the project. As embroidery is a value addition that is hand-made, given some basic tools, a producer can do the embroidery from their home during free time. This allows us to take work to a

producer's home and give them a way to earn even if they cannot commit to a full time position. Many women find that they cannot put in an 8 hour day but can consistently work 2 to 4 hours a day if working from or close to home.



Impact Edge

Impact Edge is an initiative of Industree Foundation and Srishti Manipal Institute of Art, Design and Technology (SMI). SMI is arguably the most innovative design school in the country and it pursues Creative Impact Making. Impact Edge is structured as a lab-incubator-accelerator. The lab has mentored over 300 students in their thesis projects across rural India with a focus on livelihoods for women micro entrepreneurs, building enterprise ideas for impact. The main objectives of Impact Edge include regeneration through inclusive enterprises, flattening the inequality curve, building sustainable futures, and using Design as a tool to 'Re-future' rather than 'De-future.'

Impact Edge's focus areas and 'through lines' of research are Inclusion, Ownership and Regeneration through Livelihoods. Some of the issues it tackles from these lenses include questioning

fast-consumption based on 'Take, Make and Throw,' rising inequality in the midst of abundance, species loss, culture loss, climate change and global warming. The activities it undertakes include research, course and curriculum building, and live-lab opportunities for students and researchers.

Long term research activities include new material development and application like Banana bark, Banana silk, water hyacinth, moonj and have involved several batches of students. The lab also explores new forms of structuring inclusive enterprises and how they can be scaled. Several methods developed at Impact Edge are now routinely applied in mobilisation, training and product development activities in the social sector. The Impact Edge lab has created The three year Bachelor of Vocation (BVoc) program in Creative Manufacturing and the two year Master

of Arts in Design. The lab is currently exploring creating smaller modules in sachet form for working professionals and organisations.

During the pandemic, the lab devised ways in which students could work remotely with artisanal communities, actively mobilising kits that enabled this, based on Industree Foundation's Make From Home mode of working. Additionally, the Impact Edge Lab now has access to the resources and reach of Manipal Academy of Higher Education (MAHE) that Srishti Manipal Institute is part of, which creates opportunity for further development. Srishti is further involved with Industree through Regenearth, has had Srishti faculty as part of its third cohort, who can take much of the processes and frameworks into the classroom and vice versa.



Projects



POWER

Industree Foundation, in partnership with USAID, has successfully implemented the first three years of the POWER project. The project worked with over 6,800 women producers aggregate in 28 self-owned enterprises from rural and marginalized communities across the three natural fiber-based value chains, i.e., Banana in Tamil Nadu, Bamboo in Karnataka, and Non-Timber Forest Produce (NTFP)/ biodegradable leaf plate in Odisha. Furthermore, the project mobilized 1,200 farmers in Karnataka and trained them in sustainable cultivation and harvest practices of the bamboo plantation; these farmers will be a source of raw materials for bamboo-based enterprises.

The POWER project has been extended for two additional years and will work with a total of 7,000 beneficiaries; this includes 3,600 women in Non-Timber Forest Produce (NTFP)/biodegradable leaf plate value chain in Odisha, and 1,400 women in the Bamboo value chain in Karnataka, alongside 2,000 farmers in the bamboo cultivation in Karnataka. The primary focus will be on developing markets, mainly building up a producer-owned distribution and sales channel nationally in various cities in India while exploring international market channels. Additionally, compliant infrastructure and traceable processes for exports will be initiated, resulting in increased revenues and bridging the gap toward enterprise sustainability.



PROSPER

Professional Management for Producer Owned Supply Chains (PROSPER) is a project implemented by Industree in partnership with HSBC. Industree's strength lies in setting up value chains that connect local producers to global markets. The project supported by HSBC, Industree works in 3 value chains of apparel, natural fibre and biodegradable leaf plates. The project, over 3 years aims at impacting 3,600 producers across the geographies of Karnataka, Andhra Pradesh, Tamil Nadu and Odisha.



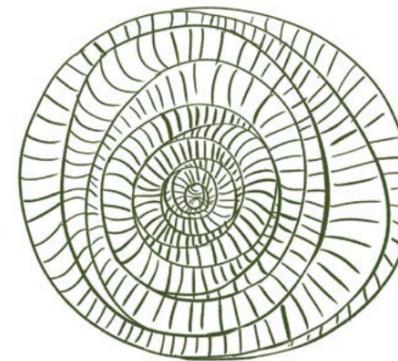
POWER of HUNDRED

Industree's first project in Power of Hundred initiative is supported by Target Foundation. Overall, the project will focus on creating supportive ecosystems for women producers through Deep Hand Holding (DHH), Broad Hand Holding (BHH) and Deep Hand Holding @ Scale (DHH @ Scale). Through these various levels of support, creative producers can earn steady incomes through decent and equitable work, gain access to the consistent demand for their products, and thus lift themselves out of poverty and attain social empowerment. Industree's interventions address the neglected rights of producers, where each producer is a willing and documented participant in a compliant value chain. The project is for a duration of 3 years. In Deep Hand Holding the direct beneficiaries are 200 women producers in the unit and impacting 1,000 indirect beneficiaries. BHH will impact 2,000 direct beneficiaries and 10,000 indirect beneficiaries, including the average family of 5 of each producer. In DHH@ Scale, Industree will onboard 10,000 producers in rural and semi-urban areas onto the Platform for Inclusive Entrepreneurship, which provides them with a suite of tools and connects them to markets, empowering them to earn more and be connected to a supportive ecosystem.



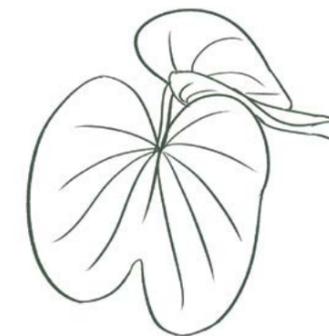
BACI

Industree Foundation has partnered with Bank of America to build women's economic empowerment through ownership in self-owned enterprises increasing resilience to life's crises and improved standards of living for the next generation. The project aimed at the capacity building of 350 producers through training on hard skills, soft skills which includes both gender empowerment training and the 6Y entrepreneurial training. The project was initiated in April 2021 and a total of 350 producers in the Madurai unit were provided hard skills training for basketry. The producers also were trained in soft skills. Another soft skill training for microenterprise leaders was conducted for selected 35 producers in the course of the project.



RISE

Industree in partnership with HDFC Bank Parivartan Initiative is implementing a Focused Development Program (FDP) in Tamil Nadu and Karnataka towards the Rural Institution for Sustainable Empowerment (RISE) project. Project RISE in the Banana value chain in Tamil Nadu aims to work with the existing collectivized women producers who will together own the end-to-end Banana value chain. The aim is to provide access to finance, markets, and capacity building to 1,400 women and 1,500 Banana farmers & agri-labourers across seven enterprises to become a part of a resilient workforce, by creating sustainable, and healthy livelihoods closer to their homes. In Karnataka, Project RISE is working in the Bamboo value chain for Bamboo cultivation and seeks to create economic opportunities for small and marginal farmers' collectives, hand-holding 1,200 Bamboo farmers aggregating them in five FPOs for plantation of Bamboo plants as per Forest Stewardship Council (FSC) standards at Karnataka. It also aims to promote sustainable cultivation and management of Bamboo by developing better cultivation and harvest practices, creating a positive environmental impact.



The bank for a changing world

PROGRESS

Promoting Resilience Of Gender through Rural Entrepreneurship project is funded by BNP Paribas in the Bamboo value chain in Chamarajanagar district of Karnataka. The project is expected to create green & sustainable livelihoods for rural women in Karnataka and will directly impact 400 beneficiaries and indirectly impact around 3,200 people. The initiative supports in realizing a milestone by creating green & sustainable livelihoods for rural women and provision inclusion opportunities for socially and economically marginalized women/youth amongst rural tribal communities as well.

IndusInd Bank

Industree, in partnership with IndusInd CSR, has supported 400 women producers through capacity building for the fulfilment of market orders and handholding the enterprises by providing access to capital. These women belong to women-owned producer enterprises in the NTFP/biodegradable leaf plate value chain in Odisha, from underserved rural and tribal communities. Industree has conducted hard skill training focused on training the women producers on leaf segregation, technical training on leaf preservation, and product process such as leaf plate stitching and pressing of leaves, and packaging. The soft skill training has equipped producers with entrepreneurial qualities to manage the enterprises. Further, IndusInd has supported women producers to innovate, create new designs and products and helped women entrepreneurs across two Mutual Benefit Trusts (MBT) with viability gap funding to support the enterprise production cycles.

Climate - Environmental Impact

Industree is committed to all the producer's it handholds, having sustainable production practices, and this is ingrained at every level of operations. The value chain model it upholds, initiates right from the usage of locally sourced raw material, centered around high carbon sequestration plants such as bamboo, as well as waste from trees' such as sal leaves and banana bark. The Social Audit Network (SAN) India assessed the environmental impact of Industree supported producer company, GreenKraft (GK), and highlighted some aspects of it's climate positive production.



Usage of Renewable Energy

Enterprises seeded by Industree are conscious about the cost effective and efficient usage of energy. To mitigate the usage of normal power, solar panels have been set up for drying plant at the unit in Madurai.



Creation of a Circular Economy

Making the most of locally available natural resources, especially waste, is ingrained in the value chain design. Products made from natural fibre find their way back to nature with minimal negative consequence to the planet. All finishes and treatments provided to the products, comply with this ethos.



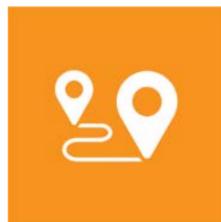
Minimizing Waste

Earlier only 30% of the bark produced was utilized. The remaining was left to decompose. The farm required only fifteen women to be employed to harvest the yield. Today, the same farm can employ upto 80 women to process the bark for further value addition, and almost 90% of the bark is utilized for product making. This generates more economic value per acre of plantation.



Use of Natural Fibre

Industree Foundation's value chain design for vulnerable communities is built around products made of natural fibre which are now world renowned. Locally grown and processed raw materials, with minimum use of fossil fuel energy in transportation as well as the regenerative nature of their cultivation using traditional farming systems, are tradeable for carbon credits. The design and markets for these value chains, are built on hand production, with almost no use of fossil fuel based machinery.



Reduced Commuting Distance for Artisans

Localisation of economic activity reduces enterprise carbon footprint due to reduction in distance travelled to the workplace. This has helped in reducing enterprise carbon footprint. 73% of the artisans stay within a radius of 5kms. The study has shown 51% of the artisans walk to work, 16% come by public transport and 26% by autorickshaw. During the Focus Group Discussion, the artisans have stated that they had to travel a distance of 20 km to seek jobs earlier. The combined savings of 247,860 kg CO2 per year is equivalent to not using 105,462 litres of petrol, or not using 92,167 litres of diesel, or not burning 122,909 kg of coal.



Social Impact

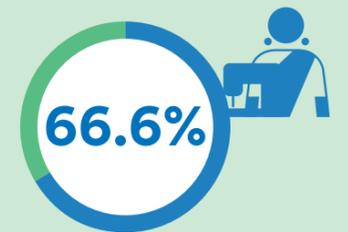
In the challenges caused by recurrent Covid waves, Industree supported enterprise thrived. Their institutional framework ensured resilience in their lives and livelihoods. By building a safe and compliant workplace environment, with adequate support to work from home, Industree ensured that producers continued to work and earn incomes. Whilst millions lost jobs, women producers in most vulnerable circumstance had access to economic activity.



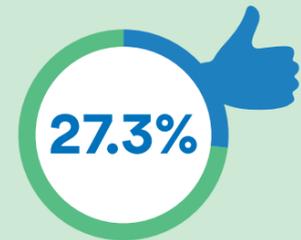
Increased access to productive economic resources like assets, employment, and income



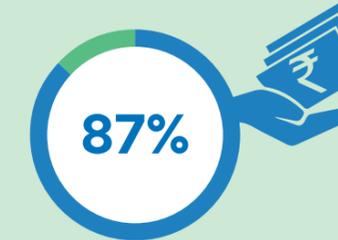
Increased agreement with the concept that males and females should have equal access to social, economic, and political resources and opportunities



New employment opportunities



Better employment through becoming part of the enterprises



Reported an increase in their income



Improved soft skills toward enterprise and entrepreneurship development



1200
Farmers mobilized and trained on sustainable bamboo cultivation and harvest practices

100,000
Bamboo saplings on **650+**
Acres of small-holder farm land



84
Collective Enterprise Leaders

680
Micro Enterprise Leaders



Impacted 8000
farmers and producers directly and **64,000**
lives



Voices: Women in Ecosystem



Bishnu Priya
Odisha

Learning the art of making eco-friendly Siali plates without any chemical use is a significant step towards protecting mother nature and I am proud of my contribution towards supporting the environment.



Mikhala Diggall
Odisha

I have learnt a lot about gender and I believe that there should not be any discrimination between sons and daughters and whatever rights a son is getting the daughter should also get the same. Daughters too have aspirations to work and earn and so in order to do this they should get equal rights.



Pramila Dalapati
Odisha

I am confident to talk and I feel I have improved over the time, due to 6Y and Gender training. I have received Samman (respect) and Manyata (recognition) in the community too.



Vijayalakshmi S
Tamil Nadu

Starting my career as a weaver to being promoted as a Team leader for Work from Home women, I am teaching weaving techniques to my trainee women producers and encouraging them towards productivity and efficiency. My dream of buying a two wheeler for my own mobility has come true.



Sanjukta Sundaray
Odisha

Born in Odisha
beneath the capital of Odisha
living in distress
it's our mistake to be born as women
born in society, live in sorrowness
everyday we are dying on our own due to the trampling of society
a man is here getting freedom but women are ignored
women have no choice
it's our mistake to be born as women
mental torture & physical harrasment
passing our life by enduring it
it's our mistake to be born as women
an NGO working for the environment came & organised us
organisation is a new gift to us
now our woman's birth is justified
unified the women group & created faith in it
strengthen ourselves
now our woman's birth is justified
First we took training & educated ourselves
by concentrating our mind & focusing our brain
now our woman's birth is justified
we could earn & fulfill our needs & aside our monetary insufficiency
this NGO gave us a new life
now our woman's birth is justified
ate good food, educated our children
we give power to the birth of women
now our woman's birth is justified
we will take forward the NGO & we will not feel lazy
we will invest in our knowledge workforce
now our woman's birth is justified
opportunity is given for free to speak
Industree Foundation has given us knowledge for the same
now our woman's birth is justified
my name is Sanjukta, Panchagaon is my village
my pledge to you all to grow this NGO
now our woman's birth is justified.

*Sanjukta composed a ballad in Odiya,
translated to English as above*



Shobana .S
Tamil Nadu

From a housewife to a confident producer, now I am succeeding as an entrepreneur, and prospering in the workforce. I know that I have ownership in my enterprise, and want to help my fellow producers to move towards self-achievement and financial liberation.



Arumugavalli
Tamil Nadu

In the capacity of Supervisor, I brought about 120 women to the producer unit. I want to support women in my communities and support them to move towards self-resilience.



Kavitha
Karnataka

This is the first time that an enterprise dedicated to women has opened in her village. Otherwise, me and the other women in my village would have to migrate to a far away town in search of a job.



Nagadevi
Tamil Nadu

Being at work for the first time in life, I feel confident by learning various skills, being independent in decisions and earning decent income. I have managed to buy a refrigerator and my next goal is to buy a two wheeler to commute to work and for personal needs.



Accounts

Annual Revenue

Annual Growth

USD 3.5 M

67%

Indus Tree Crafts Foundation			
Income and Expenditure Account for Financial Year end 31st March 2021 and 2022			
Particulars	Sch. No.	Year Ended 31-03-2021	Year Ended 31-03-2022
INCOME:			
By Project Grant Received		1,480.82	2,487.30
By Donation Received		31.08	73.28
By Other Receipts		30.86	14.38
Total Income	2	1,542.76	2,574.97
EXPENDITURE:			
To Training & Development+B8:F24 Expenses	2	1,629.20	2,877.98
To Administrative Expenses	2	40.49	63.68
To Financial Expenses	2	2.94	7.26
To Depreciation	1	23.32	33.65
Total Expenditure		1,695.95	2,982.58
Net Excess of Expenditure Over Income		-153.19	-407.61

Balance Sheet for Financial Year end 31st March 2021 and 2022			
Particulars	Sch. No.	As on 31-03-2021	As on 31-03-2022
SOURCES OF FUNDS:			
General Fund	1	535.84	128.24
Loan Fund :			
Secured & Unsecured loans	1	98.98	53.76
Total		634.83	182.00
APPLICATION OF FUNDS:			
Fixed Assets :			
Current Assets:	1	138.88	200.77
a. Deposits		84.77	49.85
b. Sundry Debtors		176.89	133.64
c. Cash & Bank Balances		581.32	209.17
	1	842.99	392.66
Less : Current Liabilities & Provisions	2	347.04	411.44
Net Current Assets		495.95	-18.77
Total		634.83	182.00

As Per My Report of Even Date  For Indus Tree Crafts Foundation

(Signature) *(Signature)*

CA.R.SUBRAMANIAN, B.Com., FCA.,
Chartered Accountant
Place : Bangalore
Date : 02.09.2022

 Mrs. Neelam Chhiber, Mrs. Gita Ram
(Managing Trustee) (Trustee)

VENGADAMANI & CO
CHARTERED ACCOUNTANTS
CA.R.SUBRAMANIAN, B.Com.,
M.No. : 207705, FRN : 006778

(Amount in ₹ - Lakh)
₹ "0,00,000"

Organisation Information

Registered Name

Indus Tree Crafts Foundation

Trust Registration Number

TRN : 362 /2000-01

Date of Registration

August 24th 2000

Statutory Information

PAN Number

AAAT12700B

Latest 80 G Number

AAAT12700BF220214

Latest 12 AA Number

AAAT12700BE220214

FCRA Registration Number

094421327

We Bank with

For Domestic : ICICI - Bangalore

For FCRA: SBI - New Delhi

Statutory Auditors

Vengadamani & Co.

Internal Audit

MSSV & Co.

Partnerships



From the top: Neelam Chhiber



of the pandemic, our ecosystem approach has helped to solve basic livelihood issues by layering off-farm, value addition activities on their income generation activities, building more resilience, and spearheading economic recovery. Our most important achievement is the trust and collaboration we gained with women and communities during the tough pandemic times.

Since inception, convergence between Gender and Equity is strongly mirrored in our ethos and practice, and we believe that when women are collectivized into enterprises that they own and manage, they gain agency and equity. With the McKinsey Global Institute report* finding that \$12 trillion could be added to global GDP by 2025 by advancing women's equality, it is important to understand that women and their integral leadership underpins wellbeing, economic growth and sustainable development in the long run.

Our endeavors in the year 2022 has shifted towards integrating Gender and Equity along with Climate as it leads to value creation at source, critical in connecting the produce with modern supply chains. Gender, Climate, Equity axis leads to positive outcomes in at least 11 of the 17 SDGs covering no poverty, gender equality, decent jobs and economic growth, sustainable production and consumption, partnerships to achieve goals. Increasing incomes in the hands of women, by guiding their participation in natural value chains, is an obvious approach for positive climate action.

We, at Industree, are on the road to build a forward looking future through the foundation of Gender, Climate and Equity.

Neelam Chhiber
Co-founder and Managing Trustee

COVID-19 has driven home the point Industree has been making since the very start; distributed manufacturing with decentralized ownership will not only raise incomes to support individuals move out of poverty, but will also provide the necessary resilience when dealing with crises and shocks we are only likely to face more of in the future.

Industree Foundation has looked at 2021, as the "International Year of the Creative Economy", and seized the opportunity to turn the spotlight on its network of creating resilience for women and rural communities. By understanding the scale

*How advancing women's equality can add \$12 trillion to global growth | McKinsey

Awards & Recognition



2011: Social Entrepreneur of the Year, India



2011: Peer Grant Award



2011: Winner, India Development Marketplace



2012: L'Oréal Paris & Femina Women's Award for Social Impact



2013: Fellow for the Women Change Maker Fellowship program



2015: Outstanding Women Entrepreneur of the year



2017: Winner, National Contest on Social Innovation



2020: Winner of the first ET Evoke Social Entrepreneur Award



Women Transforming Awards 2021 by Niti Aayog



2021: She is 75



Join our Journey

- Do you wish to work with Women?
- Are you keen to make a Social Impact?
- Do you want to contribute to the Equity, Climate, and Gender narrative?

Here's an opportunity to work with Industree Foundation
jobs@industree.org.in

Credits: Neha Ashok Ninawe, Vinod Valsalan, Kenneth Godfrey, Sara Pole (Cover page)

Industree Foundation

Joseph Chemmanur Hall, Indiranagar, 1st stage,
1st cross, Bangalore - 560 038, India. Ph. 080 4222 9161
www.industree.org.in



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