



Building Resilient Livelihoods

70+ stories of impact



Foreword

The/Nudge is an action institute building resilient livelihoods in its mission of a "poverty-free India, within our lifetime". We collaborate with social entrepreneurs, women, farmers, tribal communities, and youth on rural development, agriculture, skilling, and economic inclusion, alongside numerous central and state government partners.

To leverage its demographic dividend and economic growth, India's growing workforce will require the creation of 100 million+ non-farm jobs over the next decade. Social entrepreneurship can act as a critical vehicle in meeting this opportunity and building livelihoods for all.

Through its social entrepreneurship programs, since 2017, The/Nudge has supported over 130 nonprofit organisations, with more than 70 of them working towards creating employment opportunities, supporting entrepreneurship, and enhancing employability through skill development and capacity building. By enabling access to technology, data, finance, knowledge, and markets, they also contribute to strengthening the overall livelihood ecosystem.

In a world where livelihoods shape the path to a better life, these social entrepreneurs bring hope and innovation. They break barriers and build a more inclusive, equitable world. Their work goes beyond providing jobs; it fosters dignity, self-reliance, and purpose for millions.

This book is a tribute to the social entrepreneurs who are changing the world, one livelihood at a time. It is a celebration of their courage, their passion, and their unwavering belief in the potential of every individual. May their stories inspire you to think differently, act boldly, and contribute to a future where everyone has the opportunity to thrive.

With deepest admiration and gratitude,

Subhashree Dutta

*Managing Partner, Centre for Social Innovation
The/Nudge Institute*



Picture credits: MOWO

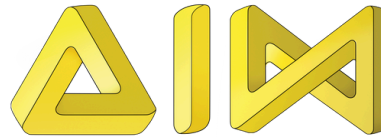
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Funding Partners

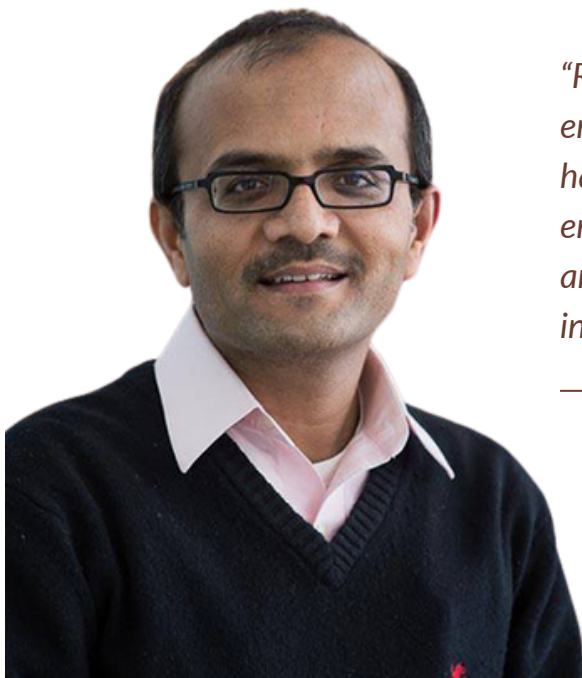


Supported By



ATAL INNOVATION MISSION





"Resilient livelihoods are built on the foundation of entrepreneurial spirit. The/Nudge, through AIC NCore, has established a distinctive environment for social entrepreneurs that are fostering resilient livelihoods. I am inspired by the innovation and potential for impact in these startups, all striving towards a 'Viksit Bharat'."*

Dr. Chintan Vaishnav

Mission Director

Atal Innovation Mission

*AIC NCore is an incubator under the Atal Innovation Mission

100+ Alumni Event

August 2023



The/Nudge Incubator & Accelerator

The/Nudge Social Entrepreneurship programs drive innovation in the nonprofit sector, encouraging dedicated problem solvers to tackle India's toughest challenges. Since 2022, we have focused on entrepreneurs with disruptive models that promote resilient livelihoods at scale. Our incubator and accelerator programs support high-potential nonprofits by providing grants, mentoring, bootcamps, and ecosystem connections to fast-track their growth and impact.

What we offer to Social Entrepreneurs



The/Nudge Incubator | Overview



107
Organisations
Graduated



10
Organisations in
Cohort 2024

9.5
Satisfaction Score
(Scale of 10)

2.2%
Selectivity Rate

₹17 Cr
(\$2.04 million)
Grants Disbursed

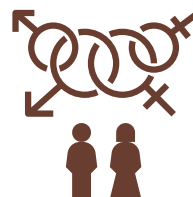
9.3X
Grant Multiplier*



28%
Only female-led
organisations



56%
Female-led
orgs



3
GSM led
organisations

Impact presence across all states and UTs

* Funds raised one year after graduation divided by initial grants (data up to cohort N/9).
The information above is for all organisations, including those not focused on livelihoods.

The/Nudge Accelerator | Overview



Seed
Organisations

28

Graduated

4

Cohort 2024



Scale
Organisations

13

Graduated

3

Cohort 2024

9.5

Satisfaction Score
(Scale of 10)

₹31 Cr

(\$3.7 million)
Grants Disbursed

218%

Increase in annual
funds raised*



41%
Only
female-led
organisations



72%
At least one
woman
founder

Impact presence across all states and UTs

* Overall Funds raised one year after graduation divided by overall funds raised prior to joining program (data up to cohort A/4).
The information above is for all organisations, including those not focused on livelihoods.

Alumni Accolades



Women Transforming India
Award (2021)

- **Alina Alam** | Mitti Cafe
- **Dr. Darshana Joshi** | VigyanShaala
- **Gauri Malik** | Skilled Samaritan
- **Khushboo Awasthi** | Mantra4Change*
- **Samina Bano** | RightWalk



- **Safiya Husain** | Karya | 2024
- **Utkarsh Saxena** | Adalat AI | 2024
- **Krutika Ravishankar** | F4F | 2023
- **Samina Bano** | RightWalk | 2023
- **Shruthi Iyer** | FMCH | 2023
- **Richa Gupta** | Labhya | 2023*
- **Merlia Shaukath** | Madhi | 2022*
- **Namya Mahajan** | Rocket Learning | 2022*
- **Dilip Pattubula** | Uninhibited | 2021*
- **Varsha Venugopal** | Suvita | 2021*
- **Vikas Birmha** | Gramhal | 2021
- **Kruti Bharucha** | Peepul | 2020*
- **Neha Verma** | Intelehealth | 2019*



Awardee

- **Leadership in Climate & Gender Justice**
Divya Hegde | Baeru | 2020, 2021



75 WomenPreneurs
of India (2022)

- **Alina Alam** | Mitti Cafe
- **Neha Verma** | Intelehealth*
- **Kruti Bharucha** | Peepul *



- **Raju Kendre** | Eklavya | 2024
- **Kartik Sawhney** | I- Stem | 2024
- **Utkarsh Saxena** | Adalat AI | 2024
- **Dr. Darshana Joshi** | VigyanShaala | 2023
- **Manu Chopra** | Karya | 2023
- **Jigyasa Labroo** | Slam Out Loud | 2023
- **Hemakshi Meghani** | ISD | 2022*
- **Vikas Birmha** | Gramhal | 2019



- **Farmers for Forests** | 2024
- **Adalat AI** | 2024
- **Karya** | 2023
- **Gramhal** | 2022
- **Rocket Learning** | 2021*
- **Intelehealth** | 2016*



Schwab Fellow

- **Khushboo Awasthi** | Mantra4Change | 2023*

- **Adalat AI** | 2024 (finals pending)
- **NavGurukul** | 2022
- **Khushi Baby** | 2019*

MIT SOLVE
Finalist

Including achievements prior to joining The/Nudge programs (Not an exhaustive list)

Please refer to pages 170-172 for additional achievements of our alumni

*Non-livelihood organisations

Alumni Accolades



- **Divya Hegde** | Baeru | 2024
- **Bimal Lakra** | Sarvodaya | 2024
- **Gauri Malik** | Sirohi | 2024
- **Saumya Agarwal** | Barefoot | 2024*
- **Srivasthsan Ramaswamy** | Madhi | 2024*
- **Surabhi Yadav** | Sajhe Sapne | 2024
- **Nagakarthik MP** | Sauramandala | 2023
- **Hemakshi Meghani** | ISD | 2023*
- **Nivedita Rai** | Karghewale | 2019
- **Samina Bano** | RightWalk | 2018
- **Zubin Sharma** | Project Potential | 2017
- **Dilip Pattubula** | Uninhibited | 2016*
- **Shruthi Iyer** | FMCH | 2016*
- **Madhukar Banuri** | LFE | 2015*



Angels

- **Zubin Sharma** | Project Potential | 2023
- **Shruthi Iyer** | FMCH | 2023*
- **Hemakshi Meghani** | ISD | 2023*
- **Samina Bano** | RightWalk | 2023



Awardee

- **Azra Ismail** | MakerGhat | 2021
- **Kruti Bharucha** | Peepul | 2019*

- **Hemakshi Meghani** | ISD | 2023
- **Baidurya Sen** | Alokit | 2020
- **Vikas Birmha** | Gramhal | 2018

DLF



- **Raju Kendre** | Eklavya | 2024
- **Khushboo Awasthi** | Mantra4Change | 2024*
- **Sonal Kapoor** | Protsahan | 2023
- **Madhukar Banuri** | LFE | 2019 *
- **Abhinav Agarwal** | Anahad | 2019
- **Shailabh Kumar** | Uplift Mutuals | 2018
- **Neelkanth Mishra** | Jaljeevika | 2017
- **Samina Bano** | RightWalk | 2015
- **Amitav Virmani** | TEA | 2015*
- **Kuldeep Dantewadia** | Reap Benefit | 2013*



- **RightWalk** | 2024
- **Peepul** | 2024*
- **Reap Benefit** | 2024*
- **Gramhal** | 2023
- **Intelehealth** | 2023*
- **Karya** | 2023
- **Labhya** | 2023*
- **Rocket Learning** | 2023*



- **Labhya** | 2021-22*
- **Rocket Learning** | 2021-22*
- **Peepul** | 2021-22*
- **Intelehealth** | 2021-22*

Including achievements prior to joining The/Nudge programs (Not an exhaustive list)

Please refer to pages 170-172 for additional achievements of our alumni

*Non-livelihood organisations

AUG. 14, 2023



Workers for Karya, a nonprofit artificial intelligence data company, in Karnataka, India

time.com

Alumni Accolades

Forbes 30u30

- **Azra Ismail** | MakerGhat | 2023
- **Richa Gupta** | Labhya | 2023*
- **Vishal Sunil** | Rocket Learning | 2023*
- **Aditya Vishwanath** | MakerGhat | 2022
- **Jigyasa Labbroo** | Slam Out Loud | 2022
- **Namya Mahajan** | Rocket Learning | 2022*
- **Raju Kendre** | Eklavya | 2022
- **Siddhant Sachdeva** | Rocket Learning | 2022*
- **Antara Vasudev** | Civis | 2021
- **Piyush Verma** | Manush Labs | 2021*
- **Abhishek Dubey** | Muskaan Dreams | 2019*
- **Abhishek Gupta** | NavGurukul | 2020
- **Alina Alam** | Mitti Cafe | 2020
- **Vikas Birmha** | Gramhal | 2020
- **Abhinav Agarwal** | Anahad | 2019
- **Ruchit Nagar** | Khushi Baby | 2016
- **Kuldeep Dantewadia** | Reap Benefits | 2014*

BW BUSINESSWORLD 40u40

- **Abhishek Gupta** | NavGurukul | 2024
- **Pankaj Sharma** | Transform Schools | 2023*
- **Khushboo Awasthi** | Mantra4Change | 2022*
- **Aziz Gupta** | Rocket Learning | 2022*
- **Kruti Bharucha** | Peepul | 2019*

Abhishek Gupta of NavGurukul was awarded the Business World 40under40 award in 2024.



Samina Bano received the Distinguished Alumni Award 2023 at IIM Bangalore



Karya, Farmers for Forests, and Adalat AI are part of Fast Forward 2023, 2024



Including achievements prior to joining The/Nudge programs (Not an exhaustive list)

Please refer to page 170-172 for additional achievements of our alumni

*Non-livelihood organisations

“People love to say, “Give a man a fish, and he’ll eat for a day. Teach a man to fish, and he’ll eat for a lifetime.” What they don’t say is, “And it would be nice if you gave him a fishing rod.” That’s the part of the analogy that’s missing.”

Trevor Noah

Skilling & Employment



CLIC offers a tech platform where care leavers can receive financial and legal guidance through partner organisations.



Diksha, a graduate from the 1st cohort of the Women Math Educator Program in 2021, shares, “Students in my class look forward to Math lessons and the activities I introduce. I now know how to present a topic so that children can understand the concept. I earn ₹16,000 every month. I take care of my own expenses and also support my family.”

Aavishkaar trains teachers to create active-thinking Math & Science classrooms. Since 2016, it has partnered with governments, nonprofits, and schools, impacting over 200,000 students through 10,000 teachers.

Its Women Math Educator Program, launched in 2020, trains young women from marginalised communities, enhancing their independence and career prospects. With 800 graduates so far, Aavishkaar aims to train 30,000 women as Primary Math Educators by 2030.

Breaking the Math Ceiling - One Woman at a Time

"Aavishkaar was founded with the aim that students should enjoy Math & Science and not fear it. During the pandemic, school closures led to a learning gap. At the same time, many organisations requested our support to engage high school graduate women who were locked in their homes with no hope of any career pathway. In our effort to solve these two problems, we came up with a moonshot solution, which then became our dream and mission - 'Educate, equip, and enable women to create an army of excellent Primary Math Educators.' These women support themselves financially and, in the process, contribute to the economy."



**Sandhya
Gupta**



**Sarit
Sharma**



After receiving training and recording with the Anahad, Amar Jalal saw an 80% increase in his income. This growth enabled him to perform in larger venues and gain greater recognition.

Anahad Foundation champions the conservation of folk music, empowering tribal communities through technology. Its 'Backpack Studio' brings production technology to underprivileged musicians, facilitating music creation and an online presence. This portable studio promotes artists' work, ensuring their cultural expressions reach broader audiences.

Anahad has empowered 15,000+ artists across 15 states and aims to empower 100,000 by 2030.

Inspiring change through music

"The turning point in our journey was witnessing a folk artist's transformation from obscurity to becoming a celebrated musician, proving the power of technology in cultural preservation and changing lives."



**Abhinav
Agrawal**



**Shuchi
Roy**



Dulumoni Pegu always wanted to open her own tailoring shop. After receiving textile design and tailoring training from Ayang Trust, she started her entrepreneurial journey by supplying textile products to a women's collective. She also launched her own tailoring unit, taking orders from neighbours. In her first year, she earned ₹60,000 as additional income.

Ayang Trust fosters livelihoods, community development, and education for adversity-affected communities. It empowers women farmers and craftsmen in Majuli, Assam, promoting economic independence through knowledge and market support.

Ayang Trust has empowered over 4,500 women, impacted more than 9,000 children, and collaborated with 56 government schools. It aims to empower 100,000 rural women producers in Northeast India by 2030 to own enterprises with strong and diverse access to inputs and markets.

What will you answer when the next generation asks you what you did to make this world a little better?

"We believe that sustainable livelihood opportunities can be created by empowering rural women producers to become entrepreneurs. We are working with the vision to organise small farmers and artisans of Northeast India under one umbrella enterprise and empower women to lead this collective enterprise. We have made significant progress in Majuli, where the 'Lekope Women Farmer Producer Company' has become the largest FPO in the district, with over 1,300 women shareholders."



**Aswathy Preetha
Jayakumar**



**Dharamjeet
Kumar**



**Bipin
Dhane**



In the past three years, Baeru Collective has impacted 3,500 women. Suni bought gold earrings, Geetha became a panchayat president, Srilatha bought a bike for commuting, Radhamma and Vanajamma found companionship among colleagues, and Sabeena funded her daughters' education and weddings. These stories highlight the transformative effect of steady employment, collective mission and teamwork in their lives.

Baeru Collective drives community-led climate action through education, coastal livelihood enhancement, and government partnerships. Supported by Karnataka's Government, Baeru encourages fisherfolk to collect ocean plastics, which are then segregated to generate income for local women.

Baeru has diverted 15,000 tonnes of plastic, created 1,000 coastal livelihoods, engaged 2,000 fisherfolk, and trained 3,500 women. Its goal is to work towards a waste-free world by 2050.

Driving circularity to build sustainable coastal communities through a three-pronged approach: human, tech, and environmental

"The turning point in my journey as a founder was witnessing parallel issues in India's coastal areas: climate change and the repressed economic rights of coastal women. These interconnected problems are often overlooked.

I realised my work in community-led climate action could address both. For effective nationwide climate action, our strategies must be comprehensive and inclusive, integrating diverse voices. This has become a key focus with Baeru."



**Divya
Hegde**



Nayana Kokare, hailing from Mundgod, a small town in Karnataka, has achieved remarkable success in athletics, most notably securing a medal at the Asian Junior Athletics Championships. With support from Bridges of Sports, she has showcased the extraordinary potential of rural athletes to thrive on global stages when given the right opportunities and guidance.

Bridges of Sports



Bridges of Sports creates a robust hyperlocal sports ecosystem in tribal communities of northern Karnataka. It has supported over 100 children, and helped them win 200+ medals so far. By investing in community-driven sports infrastructure and educational support, it ensures athletes' holistic development.

Bridges of Sports propels talented individuals into professional sports and enhances livelihood prospects, providing sustainable success pathways through sports.

The blocks are set, and it's time for us to accelerate and build momentum towards further validating community-led sports models as sustainable solutions for excellence!

"As our journey continues to unfold, we always remind ourselves that an athlete is more than just their training, and we ask how we can build systems in communities that last beyond our own involvement."



**Nitish
Chiniwar**



Kuldeep Gavender from Jaipur spent nine years in an orphanage and left with almost nothing. CLiC transformed his life by providing essential documents, educational support, and access to job opportunities. With CLiC's help, Kuldeep pursued web development, secured a stipend, and now earns ₹10,000 per month.

Careleavers Inner Circle Forum (CLiC), run by careleavers (a young adult who has spent time in foster care), is dedicated to creating India's largest careleaver network. With over 1,500 members, CLiC uses a tech platform to connect members with essential resources.

The CLiC Tech Portal provides aftercare services like emergency funds, opportunities for education, skills training, housing, employment, mentorship, and emotional support. Additionally, the DHRUVA app aids in employment and promotes micro-entrepreneurship.

Building a Family of Courage and Inclusivity, Empowering Self-Reliance through Community and Transparency

"The turning point in my journey as a social entrepreneur came when I turned 18 and faced the challenges of being a care leaver without a support system. Realizing the need for mentorship and guidance, I co-founded CLiC to provide care leavers with the support I lacked. Through CLiC, I found mentors who helped me navigate my own challenges. We are using technology to make a difference in others' lives."

- Anisha Sharma



**Girish
Mehta**



**Anisha
Sharma**



After overcoming a nine-year gap in her education due to early marriage, Kajal has emerged as a self-reliant and confident young woman. She recently completed her undergraduate degree and is now working as a Supervisor with Leap-for-Word, an education NGO. Her success has inspired other young women in her community to gain the courage to travel outside the village, and pursue livelihood and educational opportunities of their choice.

i-Saksham promotes women's participation in social and economic life through a 2-year fellowship that trains local young women as 'Leaders of Change.'

These leaders develop life skills in others and serve as role models. i-Saksham has trained 800+ leaders in five districts of Bihar, impacting over 25,000 girls and women. Its mission is to empower communities, especially girls, through education and local leadership.

Enable everyone with care to create a lasting change

"In one instance, we saw a younger brother being powerful enough to prevent his elder sister from leaving the village to take an entrance exam. We found it highly unfair.

We realised the urgent need for society to view women's potential more positively and offer greater support."



**Ravi
Dhanuka**



**Ranita
Basu Ray**



**Shravan
Jha**



**Aditya
Tyagi**



By recording her voice and speaking her language, Baby Tai made it easier for technology to be built for her community. In the process of doing so, she earned 20 times the minimum wage from the comfort of her home.

The AI revolution creates extensive digital work around data generation, labeling, and enrichment. Karya's mission is to bring AI-based earning and learning opportunities to low-income communities globally. Karya's unique platform divides AI-data tasks into microtasks for individuals needing supplementary income.

Karya has distributed over 40 million tasks to 40,000+ people in India, providing high wages—nearly 20 times the Indian minimum wage—and flexible, digital work.

We believe that low-income communities globally are excellent builders of AI and excellent beneficiaries of AI

"A notable impact of our work was observing how our RCT results with JPAL show that changing who holds wealth in society can also change who has the power."



**Manu
Chopra**



**Vivek
Seshadri**



**Safiya
Husain**



Altaf Sayyad grew up in Pune's Indira Vasahat slum. Initially working as a door-to-door eyewear salesman, he earned a meagre income. Introduced to the Lighthouse program, he improved his skills and was offered a trainee position at Infosys. He later became a Lead Associate at WNS Global Care, earning five times more. Altaf has moved his family out of the slum and mentors local youth in pursuing education and careers.

Lighthouse Communities



Lighthouse Communities Foundation has impacted 1.8 lakh citizens since 2016 by providing agency and the ability to make informed decisions.

Through the Lighthouse program, over 25,000 youth have enrolled in skilling courses, more than 16,000 have secured jobs or become self-employed, and over 8,000 have completed a foundation course to develop workplace competencies and agency. Lighthouse aims to equip 1 million youth with sustained livelihood opportunities and demonstrate socio-economic transformation in 1,000 communities.

Scale with Depth. It is possible to have both, and this is the credo of Lighthouse Communities

Youth from low-income communities tend to face adversity and negative influences, often resulting in struggles with anger, hopelessness, and negative self-image. The Lighthouse program was created to address this by empowering youth to discover their agency and build sustainable livelihoods. Our unique public-private partnership model ensures scalability, with government-funded facilities and corporate-sponsored operations. Our vision is to enable youth to realise full potential through sustained livelihoods and fulfilling lives.



**Ruchi
Mathur**



**Dr. Ganesh
Natarajan**



Ruksana, a 40-year-old single mother from Hyderabad, now earns ₹18,000 per month driving an electric auto, up from ₹8,000 as a babysitter. This 125% increase has allowed her to support her sons' education. Her sons are proud of her new career and encourage her independence. Ruksana is now inspiring other women in her neighborhood to pursue auto driving as a viable livelihood.

MOWO creates a safe, reliable commute option 'For and By Women,' empowering them to be self-reliant. Since 2019, MOWO has trained over 3,500 women in 2 & 3 wheeler riding and reached 25,000+ girls and women.

Its advocacy has achieved a digital footprint of over 10 million, promoting mobility skills across India. It has partnered with Telangana's Women and Child Welfare Department to establish India's first Motor Training Centre for Women and aim to enable one million women by 2030.

As a champion of women's mobility, I decided to pass on the skill of driving to women in India and lead the way in making Indian streets safer

"As an avid motorcyclist, I led several national and cross-country motorcycling expeditions covering more than 100,000 kms across Southeast Asia and the United States. On my 17,000 km cross-country motorcycle expedition in Southeast Asia during February 2018, I found inspiration while traveling through Thailand, seeing many confident women driving on the roads and providing mobility services. That is when I realised that it is important to deconstruct socially defined gender roles and enable women to access economic opportunities."



**Jai
Bharathi**



Bhagyashree, a NavGurukul alum working at NatWest, overcame a challenging upbringing with an abusive father and a domestic worker mother. Now, she supports her mother, who has retired from demanding work, and her siblings' education. In just 2.5 years, Bhagyashree has earned over 15 times of NavGurukul's investment in her and has a promising career ahead.

NavGurukul empowers young women from underserved communities in India with skills in software programming, finance, and management for digital economy jobs. With 10 centers, it has placed over 830 alumni in jobs, cumulatively earning over ₹24 crores annually. Alumni are building "Samyarth," a tech services cooperative. Through its online bootcamp, Zuvy, NavGurukul will train an additional 2,000 students, while its app Meraki has introduced 50,000+ school students to programming and English. It aims to enable 20,000 women and impact 10 million learners by 2030.

"If you have come to help me, you are wasting your time. If you have come because your liberation is bound up with mine, then let us work together," Lila Watson's words guide my choices and NavGurukul's approach, emphasizing that progress comes from collaboration and shared decision-making

"While studying engineering, I noticed gender disparities and systemic barriers in STEM careers from a young age. Small-scale projects revealed that empowering women benefits individuals, families, and society. This realisation turned my interest into a mission. Despite India's progress in higher education, we must bridge the gap between accessibility and effectiveness, especially for marginalised women." - Nidhi Anarkat



**Abhishek
Gupta**



**Nidhi
Anarkat**



Sushma Devi, empowered by her realisation that women are capable of anything, decided to contest the village council elections. NETRI equipped her with the necessary skills and confidence to engage actively in politics and contribute positively to her community.

NETRI, India's first incubator for women in politics, boosts female participation in decision-making roles. It offers programs to prepare women for elections and political careers.

NETRI has impacted over 700 women, with over 100 entering politics and six running for office. Operating in 19 states, NETRI supports 390 women, aiming for 50% female representation in politics to promote gender equality and empower women.

Are we going to wait another 100 years to see women as leaders?

"I dream of a world where women, with agency, are actually able to choose politics and develop viable career paths within the political ecosystem, directly impacting government outcomes – on climate change, social infrastructure policies, economics, and, better still, on the law and order situation and peace in our country."



**Kanksshi
Agarwal**



OutLawed's first cohort of 'Nyaaya Mitras' has completed their training and is now embarking on their journeys as paralegals. The cohort has successfully assisted their communities in navigating complex legal issues with confidence and ease. Some examples include securing the release of a community member wrongfully placed in lock-up, filing a police complaint in a domestic violence case and assisting over 200 individuals in obtaining their Transgender ID cards and accessing associated benefits.



OutLawed India tackles the lack of initial legal aid in underserved communities by training paralegals in regional languages, aiming to create the 'ASHA workers of the legal world.' OutLawed provides easy access to these services via a platform and a WhatsApp chatbot for reporting and case management. It has provided training and upskilling to over 10,000 people in more than 35 cities. Its pilot cohort of 10 paralegals has just completed their training, and the second cohort of 50+ paralegals has just begun their journey. Its goal is to train 10,000 paralegals by 2030.

Love the problem, not the solution

"I was on the cusp of finishing law school and was undecided about my career. While I loved OutLawed dearly, I was anxious about going full-time straight out of college. A conversation with my mother revealed how my grandmother, at a very young age, became one of Mysore's first women corporators. Hearing her journey gave me the strength and inspiration to embark on my own."



**Vibha
Nadig**



Meena zips around town on a scooter bought with her first job's salary, less than a year after completing Protsahan's H.E.A.R.T Livelihoods program. Currently employed as a Sales Executive at a leading bakery chain in Delhi, she earns ₹22,000 monthly. Like Meena, 70% of H.E.A.R.T fellows are financially independent with over 83% job retention for over 18 months and continuing. Many others opted for higher education with 100% scholarships in prestigious universities like Azim Premji University.

Protsahan helps migrant girls and women from Scheduled Castes and Tribes in India transition from slums to the formal workforce through trauma-informed skilling and government support.

Its H.E.A.R.T program supports over 80,000 girls annually in Delhi. Protsahan maintains an 83% job retention rate for first-generation migrant girls in the formal workforce and has anchored over ₹102 crore worth of government schemes and entitlements in the last 3 years. Protsahan envisions a thriving trauma-informed India where girls can dream big.

Protect your joy fiercely on this journey of social change

"In 2010, during a film shoot, I encountered a heart-wrenching situation in Delhi's slums that led me to start Protsahan. Meeting a desperate mother prepared to commit infanticide due to gender and economic pressures inspired me to create a trauma-informed arts space for marginalized girls. Protsahan began as a single-room school in New Delhi, rescuing children from poverty and abuse, and expanded to support rural and migrant girls across India. By 2016, with co-founder Jaswinder, we grew our reach from 800 to 80,000 girls. In 2023, co-founder Jaswant joined to strengthen our institutional framework."

- Sonal Kapoor



**Sonal
Kapoor**



**Jaswinder
Singh**



**Jaswant
Kaur**



Saloni's mother is proudly showcasing her daughter's achievements. Employed for three years, Saloni is her family's sole earner. She has built a house and bought goats for her mother. Her success in Peethan (U.P.) has sparked a local trend where young women are taking up careers, marking the beginning of a revolution.

Sajhe Sapne empowers rural Dalit, Adivasi, and Bahujan women to excel through education and employment.

Its STEM and management courses have impacted over 100 women in 80+ villages, promoting education and employment after 12th grade. With the Sapna Centers model, Sajhe Sapne aims to create a movement amplifying rural women's agency through learning, earning, and collective action.

हर एक सपनेवाली चार का ज़िम्मा उठा ले तो बस अलग ही लहर दौड़ जाएगी क्यूकी साथ में पढ़ने और बढ़ने का मज़ा ही कुछ और है |

If every Sapnewali takes responsibility for four others, a unique wave of change will sweep through. There is a special joy in learning and growing together

"Sajhe Sapne empowers young rural women from marginalised groups to take bold steps. We track progress in mobility, personal expenses, family matters, and delayed marriages. For example, Asha from Jharkhand trained with Sajhe, became a Communication Associate, and was the first in her neighborhood to pursue a career after 12th grade. Many Sapnewaalis delay marriages and excel in various professions."



**Surabhi
Yadav**



Saif was able to double his salary while also earning up to ₹40,000 per month through additional projects provided by The Barabari Collective.

The Barabari Collective



Barabari Collective democratizes freelancing opportunities for candidates from low-income semi-urban and rural communities through an earn-as-you-learn project-based upskilling program. During the course, candidates get personalized mentorship from tech professionals, work on paid industry projects to create an additional income, and build a solid portfolio, leading them to high-value jobs and self-employment opportunities.

Barabari Collective is operating in 3 states, has mentored over 70 candidates towards their first-tech jobs, and currently is working with 121 students.

बार-बार दुनिया में रहो, ग़मज़दा या खुश रहो, ऐसा कुछ करके चलो कि बहुत याद रहो।

Whether you are happy or sad, make your presence in the world meaningful by doing something that leaves a lasting impact.

“Observing the demographic inequality within the tech sector, along with the hardships that people from the rural/unorganised sector faced during relocation due to COVID, gave us insight into the power that remote jobs can provide to marginalised sections.”



**Harihar
Menon**



**Karthik
Krishnakumar**

Year Founded: 2023 | barabariproject.org | N/11 (Ongoing)



Several students from different remote parts of the country have been placed in digital marketing and customer service jobs in Bengaluru after completing training with The Quest Center.

The Quest Center provides practical skills and job placements for students in Maharashtra, Chhattisgarh, and Rajasthan. Using a video-based curriculum and hands-on projects, it partners with rural colleges for hybrid learning.

In its first batch, it has trained 40 students and placed 17 with an average annual income of ₹2.5 lakh. Currently, it is training 125 students to ensure financial security for rural youth.

Think of giving not as a duty but as a privilege

"I have successfully navigated difficult circumstances in life thanks to financial independence. After moving back to India two years ago, following a 25-year successful tech career in Silicon Valley, I chose to give back by leveraging my tech experience to train youth in achieving financial independence."

- Sonal Maheshwari



**Anurag
Kahol**



**Sonal
Maheshwari**



**Nidhi
Verma**

*"Entrepreneurship is neither an art nor a science.
It is a practice."*

Peter Drucker

Entrepreneurship



Margshala's Swarozgar Fellowship has become one of the most well-recognised youth entrepreneurship programs in the Himalayan region.



Ashish, a 2022-23 fellow from Champawat district in Uttarakhand, started his organic honey business just before joining the Swarozgar Fellowship. During the fellowship, he established his brand 'Et Aevum', scaled his operations, signed up other beekeepers and launched products like beeswax and wild berry infusions.

Margshala (formerly India & Bharat Together - IABT) empowers the next generation with local livelihoods.

Through the Swarozgar Fellowship and Khojshala workshops, it helps youth and rural entrepreneurs build skills, confidence, and self-employment opportunities. Margshala has engaged over 4,000 people, supported 87 rural businesses, and aims to directly impact over 3 million youth by 2040.

The best way to predict the future is to create it

"As someone from a small town whose aspirations were sidelined by gender barriers and societal norms, it has been incredible to witness the beginning of a mindset shift. The rural youth we work with are challenging the status quo of urban migration and vying for government jobs by creating their own local livelihoods. Margshala fellows have earned respect within their communities, gained confidence and grown their revenues and profitability. Our alumni have transformed into role models, paying it forward by mentoring other youth and creating livelihood opportunities for others."



**Aadya
Singh**



Johnny, a self-taught guitar maker from Garo Hills, Meghalaya, deepened his understanding of operations, marketing, and finance through the Saurmanadala's Prime Entrepreneurship Programme, which enabled him to increase his income threefold.

Sauramandala improves development indicators in vulnerable communities through a platform approach. Its three flagship programs combat poor implementation or poorly designed solutions in the system, by giving agency back in the hands of the people.

It has created 20 community learning spaces with the Government of Meghalaya, registered over 2,500 learners, published 45 contextual storybooks for children, and supported 145 rural entrepreneurs. Its mission is to foster iterative, problem-based approaches to societal problem-solving.

Together, we embrace the journey of solving great challenges, knowing we don't have all the answers. Through collective effort, we create a future where philanthropy and social good thrive as a united force in solving complex problems

"In 2021, upon moving to Meghalaya, we saw significant disparities. With ₹3.5 crores (\$420,000) in support, we unlocked over \$15 million in public finance, demonstrating substantial impact. This success, coupled with insights gathered from projects, confirms our vision for collaborative social change. It motivates us to seek new challenges and refine our solutions continuously."



**Nagakarthik
MP**



**Neil
Kamat**



Kumari Rao, a semi-literate woman from Andhra Pradesh, moved to Mumbai after her marriage at 16. Joining Srujna's livelihood unit in 2019, she learned textile production and became a leader through the SuperDidi project. She transformed the unit into a micro-production center and has since started a similar unit in her native village. Kumari now serves as a role model for her daughter, employees, and community.

Srujna empowers under-privileged women in India to achieve financial independence and become changemakers. It supports grassroots organisations through capacity building, enabling income generation, and impacting 150,000 women across 30 locations.

Its SuperDidi initiative has developed 150 leaders who employed 469 women and generated ₹45 lakhs in revenue. By 2050, Srujna aims to create an ecosystem that equips women affected by poverty with the skills, tools, and resources to earn a respectable income and bring positive change to its communities.

To create an army of courageous women in India who act independently to uplift their communities

"After being in the sector for a decade, we observed that livelihood improvement would require interventions at the skills level, community level, and mindset change. This inspired us to develop a training and coaching program focused on women's leadership, aimed at inspiring other women in the community to work and bring about change. Thus, the vision of Srujna was redefined as developing an army of powerful women changemakers who independently uplift themselves and their community."



**Jyotika
Sehra**



**Vaishali
Gandhi**



STEP, in partnership with Parivartan, launched the Green Ribbon Fest to build a supportive ecosystem for entrepreneurs developing solutions in the mental health space. The first edition took place in Mumbai in March 2024 featuring pitches, product showcases, investor interactions, and networking opportunities. This unique event focused on mental health and awarded grants of up to ₹47.5 lakhs to 10 startups.

STEP supports early-stage women entrepreneurs through a comprehensive 4-month incubation program, offering skill development, mentorship, and funding. Operating in 16 tier-two cities with FICCI-FLO, STEP has empowered over 500 startups with ₹2.5 crore in funding and impacted 2.5 million lives.

These startups have attracted an additional ₹30 crore in follow-on funding. By 2030, STEP aims to support 10,000 women entrepreneurs and impact 10 million lives.

For founders, especially women founders, 'NO' is never an option

"Starting in the private sector, I sought to contribute to social good. After sponsoring two children from a financially struggling family, I was inspired when Mukesh, the eldest, shared his Class 10 score of 79.6% and revealed that nine more children joined school. This led me to start Koseli, a school for underprivileged children in Kathmandu, and later, STEP to support women entrepreneurs. STEP has helped over 500 women-led organisations. Today, Mukesh has a master's in public health and works in social impact."



**Reinu
Shah**

*“If agriculture goes wrong, nothing else will have
a chance to go right.”*

M.S. Swaminathan

Agroecology



Rural communities are collaborating with Agro Rangers to protect and increase forest cover in Maharashtra.



Surekha Pawse continuously bore the brunt of high labor and weedicide costs while cultivating traditional crops like bajra and tur. After connecting with Agro Rangers and learning about fruit crops through their training, she switched to fully organic farming. This transition not only reduced her labor and weedicide expenses but also generated an additional income of ₹1 lakh from the moringa trees planted on her land.

Agro Rangers



Agro Rangers trains farmers in sustainable agroforestry, improving soil quality and mitigating climate change impact.

It has trained over 1,200 farmers and planted more than 40,000 saplings. Its mission is to empower farmers to escape the cycle of debt and poverty by potentially quadrupling the income of 2,500 farmers in the next three years.

Follow Your Passion! My love for the land guides my path. My passion fuels my perseverance

“Despite my father's strong resistance to my career in agriculture, driven by the harsh realities of Indian farming—poverty, debt, and land infertility from chemical overuse, I couldn't ignore my love for the land. Witnessing my father's struggles and the broader plight of farmers led to a profound realisation: my purpose wasn't in the corporate world but in working alongside farmers to rejuvenate the land. This clarity solidified my resolve, leading to the creation of Agro Rangers in 2019, dedicated to sustainable agriculture and farmer empowerment.”

- Siddhesh Sakore



**Siddhesh
Sakore**



**Swapnali
Dhawale**



**Jayadip
Sarode**



*AHARA implements a lean 'Amrit Krishi' Model for women farmers in Jharkhand.
Each woman is responsible for mentoring and monitoring 40-50 farmer
partners and forest-preneurs.*

AHARA collaborates with tribal women farmers in Jharkhand to transition to natural farming, boosting livelihoods. Its "Amrit Krishi" model uses forest biomass and animal waste, and the "Haritshala" model sets up Green Schools in villages.

Empowering over 600 farmers, AHARA has cut input costs by 70% in its second year. With developing market linkages, a 200-300% income increase is expected in three years. AHARA aims to partner with Jharkhand and other eastern states to standardise natural farming.

A more equitable and resilient food ecosystem

"I envision revolutionizing the food system through natural farming. With a Ph.D. in Agricultural Economics, I chose a path to make farming sustainable for all after recognising the mediocre, nutritionally poor food products, the economic structures that leave farmers in debt, and the environmental costs borne by all of us. I am now on a mission to preserve the heritage and legacy of food grains, working with tribal farmers to nurture their wisdom and traditions. Through AHARA, we aim to fuse innovation with compassion, empowering marginalised communities and restoring their rightful place in sustainable agriculture."

- Dr. Perna Terway



**Dr. Perna
Terway**



**Dr. Anuj
Sharma**



**Dr. Prerit
Terway**



Savitri, a resident of Kurtakoti in Karnataka's Gadag district, and her fellow villagers experienced significant health improvements after ASRDF intervened to provide clean water. Previously suffering from ailments like stomach pains and joint aches due to contaminated tap water, the community now enjoys better health.

AquaSafi Rural Development Foundation (ASRDF) addresses rural water scarcity by deploying advanced, remote-monitored water treatment units in 20 villages across Karnataka. These units provide clean drinking water to 50,000 people daily and support essential water infrastructure projects, including pond rejuvenation and groundwater recharge. ASRDF aims to make these villages self-sufficient in their water needs within a decade, with surplus funds from 9 villages already being reinvested into further groundwater recharge initiatives.

Non-stop drinking water

“What we are trying to do is transition from a people-dependent business to one that uses more technology, thus reducing overheads and achieving sustainability. This sustainability applies not just to plant operations but also to ensuring that the natural resource, water, is optimally utilised.”



**Pavin
Pankajan**



Farmers from three villages benefited from Energy Harvest's direct intervention. They were able to collect and monetise the straw, earning an additional ₹4,000 per acre. This method also helped reduce greenhouse gas emissions by preventing the burning of agricultural residue in the fields.

Energy Harvest Trust supports research, education, training, and solution deployment to improve the environment and aid the farming community by utilising agricultural waste. It addresses crop residue burning by training farmers and demonstrating the use of agricultural waste, thereby increasing farmer income and promoting small entrepreneurship.

Energy Harvest has saved more than 2,500 acres of paddy straw and other agricultural residue from burning, preventing the release of 7,300 tonnes of CO₂.

Helping to reduce crop residue fires and increase farmers' income across India

"In Punjab and Haryana, we launched a real-time reporting initiative that reduced crop burning incidents by over 50% in just one year. Covering 180 villages and 108,000 acres, this project has significantly improved the environment and the lives of local farmers, showcasing the power of technology and collaboration for sustainable change."



**Sukhmeet
Singh**



Vithal Dhakad faced challenges due to low rainfall, which left his two acres of land fallow. Farmers for Forests assisted him in transitioning to agroforestry. Instead of growing wheat and onions, he now cultivates mangoes, lemons, bamboo, and Indian gooseberries. This change ensures a guaranteed yield and income. On average, farmers see a threefold increase in income after F4F's intervention.

Farmers for Forests (F4F) helps farmers boost India's forest cover to combat climate change and poverty. Using the payment for ecosystem services (PES) approach, F4F offers conditional cash transfers to farmers and landowners to grow or protect forests.

These transfers, monitored via satellite and GIS, have created over 17,000 days of rural employment and restored 6,000 acres in Maharashtra. F4F aims to convert 500,000 acres of degraded land into forests.

We have a 10-20 year window to act on climate change or face a future of fires, floods, and pandemics

"We launched Farmers for Forests in 2019 amid intensifying Australian wildfires, record cyclones in India, and rising infectious diseases like COVID-19, partly due to ecosystem destruction. India's poorest communities, including farmers, faced rising temperatures and depleting groundwater. It became clear that extreme climate events were signals of worsening conditions if climate change was left unchecked. Thus, we committed to mitigating climate change and enhancing community resilience."



**Krutika
Ravishankar**



**Arti
Dhar**



**Jaspreet
Kaur**



ffem is helping people test the quality of soil and water through a mobile app. It has developed easy-to-use kits which help in detecting contaminants and chemicals with the help of an Android mobile application.

The Foundation for Environmental Monitoring (ffem) tackles soil and water contamination. It creates affordable, open-source hardware and software for easy environmental testing. Its smartphone-integrated water testing kits enable field staff to monitor water and soil quality effectively.

Its goal is to make accurate environmental data accessible and to stimulate public discussions on the impact of human activities on the environment.

Making drinking water quality checks easier and accessible

"It all started in 2011 when I was working as a consultant with Srishti School of Art, Design, and Technology in Bengaluru. I came across India Water Portal's hackathon. Lured by the chance to create innovative solutions, I decided to participate along with a few students. One of those students was Saurabh Levin, who is now a Co-founder of ffem. During the hackathon, we designed and demonstrated the first version of the water testing kit, called Caddisfly. This was the beginning of ffem."

- Samuel Rajkumar



**Samuel
Rajkumar**



**Saurabh
Levin**



Gramhal aims to address information asymmetry for over 50 million Indian farmers by connecting them to a vast digital knowledge network, thereby increasing their agency through a technology platform owned and governed by the farmers themselves.

Gramhal is committed to uplifting 100 million smallholder and marginal farmers by democratising access to vital agricultural data. It is building a data cooperative where farmers contribute and access real-time crop price information, enabling them to make better sales decisions.

As of 2024, Gramhal has worked with over a quarter million farmers in Madhya Pradesh, Rajasthan, Maharashtra, and Punjab, addressing over 10 million queries.

Solving problems, learning every day, and evolving with Gramhal

“Gramhal is committed to solving the problem of information asymmetry for farmers at a systems level. This kind of change needs resilience, accepting failure and constant pivoting. In the last five years, I have learned every single day about what will not work. We have also had some silver linings about what can potentially work and we are constantly building on it with humility.”

- Simeen Kaleem



**Simeen
Kaleem**



**Vikas
Birhma**



**Achint
Sanghi**



Chunki Bai and her husband Motil Lal from Suran Village in Udaipur, Rajasthan increased their income to ₹76,290 last year, by switching from chemical to indigenous fertilizers and adopting advanced vegetable cultivation methods. They have used their savings to build a new room and level a fallow field.

Gramshree Foundation Trust boosts economic prospects for tribal families in India's Central Tribal Belt, significantly impacting over 5,000 families in Rajasthan and Chhattisgarh. By enhancing agricultural productivity and establishing market-driven value chains, it has increased family incomes by ₹25,000 annually.

Gramshree's efforts include promoting Farmer Producer Companies, a mini-food processing unit, and creating 8,000 annual workdays, generating over ₹40 lakh yearly. Its goal is to double the income of 1 million tribal families by 2040.

We need bright minds to tackle the challenging task of reducing poverty in our country. It requires persistent effort from each stakeholder in this field, and we are doing our part

"We collaborate with the Grasiya and Bheel tribes in South Rajasthan to transition their income from subsistence to commercial vegetable farming and add value to Non-Timber Forest Products like custard apple, tamarind, and jamun. By incorporating village-level technology, including blasting and cold chains, we've increased tribal family incomes, fostering aspirations for their children's futures and affirming our mission's direction."



**Rakesh
Gupta**



**Namita
Pandey**



Navnirman Mahila Cooperative has established a complete fisheries value chain, including a fish seed hatchery, seed nursery, fish cage culture, feed-making unit, and refrigerated van, and secured lease rights over ponds. They now earn more than ₹30 lakh per annum, which is more than five times their income before the program intervention.



Jaljeevika enhances aquatic food production to boost livelihoods. Over the last decade, it has collaborated with 40,000 small fish farmers and micro-entrepreneurs, enhancing their skills and knowledge. Strategies include setting up AquaSchool, providing credit via AquaFund, and introducing an Aqua-Fellowship to integrate youth and professionals into the industry. Aiming to transform fisheries into aquaculture, its goals are to bring 1 million hectares under fish production, support 1 million fish farmers, and create over 100,000 jobs by 2030.

Empowering communities through sustainable aquatic livelihoods for a prosperous and resilient future

“At Jaljeevika, we have boosted the prosperity of small-scale fish farmers and fishing communities through our ecosystem development model. We have improved waterbody productivity, curbed rural migration, and created sustainable opportunities along the fisheries value chain. Partnering with the National Rural Livelihood Mission, we have expanded to over 10 states, including Karnataka and Maharashtra, supporting the training of Matsya Sakhis and fisheries-based livelihood programs for over 100,000 women Self Help Group members.”



**Neelkanth
Mishra**



Lina Devi earned about ₹14,000 on just 1,742 square feet in the four-month Rabi season of 2024 by adopting multi-cropping based on knowledge obtained from Khetee. She cultivated fruits, vegetables, and Napier grass for silage production.

Khetee promotes agroecological farming through agroforestry, balancing farmer prosperity with environmental health. Its fellowship program supports farmers in building agroecological model farms and provides training in regenerative practices.

Dedicated to transforming agriculture, reshaping market relationships, and influencing policy, Khetee has benefited over 10,000 farmers. It aims to reach 50,000 farmers with sustainable agroforestry practices by 2025.

Empowering communities through Agroforestry

“The moment that solidified our commitment was witnessing a struggling farmer double his income within a year through our agroforestry program, reinforcing the impact of our work.”



**Kumar
Neeraj**



During the Rabi season of 2024, from February to June, Jayanti Sahu earned ₹ 13,90,356 by cultivating maize corn for silage production. This amount is 63 times more than her previous earnings from agriculture.

Sarvodaya Social Development Foundation (SSDF) tackles agrarian distress in the Chhotanagpur plateau by empowering tribal communities, especially women farmers, through a collective entrepreneurship model integrated with the dairy fodder supply chain.

This approach revitalizes agriculture, improves livelihoods, and reduces migration to menial jobs. Supporting over 190 farmers, SSDF has facilitated ₹95 lakhs in payments, significantly enhancing local economic stability.

George Eliot said, 'It is never too late to be what you might have been.' This means there's no age limit to pursuing your dreams. It encourages embracing growth and change, conveying hope and resilience to realise your potential, regardless of how long it takes.

"When I found that tribes in Chhotanagpur, despite their rich agricultural and livestock resources, earned low incomes from menial jobs, I identified the lack of commercialisation in their farming practices as the core issue. In visits to villages in Odisha, Jharkhand, and Chhattisgarh, I saw that cows, though common, were kept more for tradition than for milk or commercial use. By commercialising cattle rearing, we can create substantial livelihoods."

- Bimal Lakra



**Bimal
Lakra**



**Amritlal
Tigga**



Bharati Pawar's life in Majre Jambhulpada has transformed thanks to MGNREGA. Previously earning ₹2,000 a month and migrating for work, she now earns ₹12,500 monthly and can afford to stay in her community. Waatavaran facilitated sanctions for MGNREGA projects, contributing to the region's broader development.

Waatavarar Foundation enhances the socio-economic well-being of indigenous communities in Maharashtra through sustainable development initiatives. By securing technical approvals for MGNREGA projects, it creates employment opportunities while supporting forest conservation. In Sudhagad, the foundation facilitated ₹45 lakhs for MGNREGA work, significantly reducing migration and promoting local stability. It has also secured ₹48 crores for water projects and established Forest Rights Committees. Waatavarar is committed to transforming 340 tribal hamlets to achieve climate-resilient livelihoods.

The heart of Waatavarar beats for the upliftment of indigenous communities, empowering each community to create a future they can be proud of

“When we first stepped into the tribal areas of Sudhagad, we encountered not just hardship but hope. Each story of transformation, whether through enhanced livelihoods or securing land rights, fuels our mission. Our work is a testament to the belief that with the right support and opportunities, every community can rise above their challenges and create a future it can be proud of. Our journey is about enabling this change, one village at a time.”



**Bhagwan
Kesbhat**

*" If we are to preserve culture we must continue
to create it."*

Johan Huizinga

Artisans

२०० | MILLION
ARTISANS



एकीटैकी
Crafts. Design. Lives

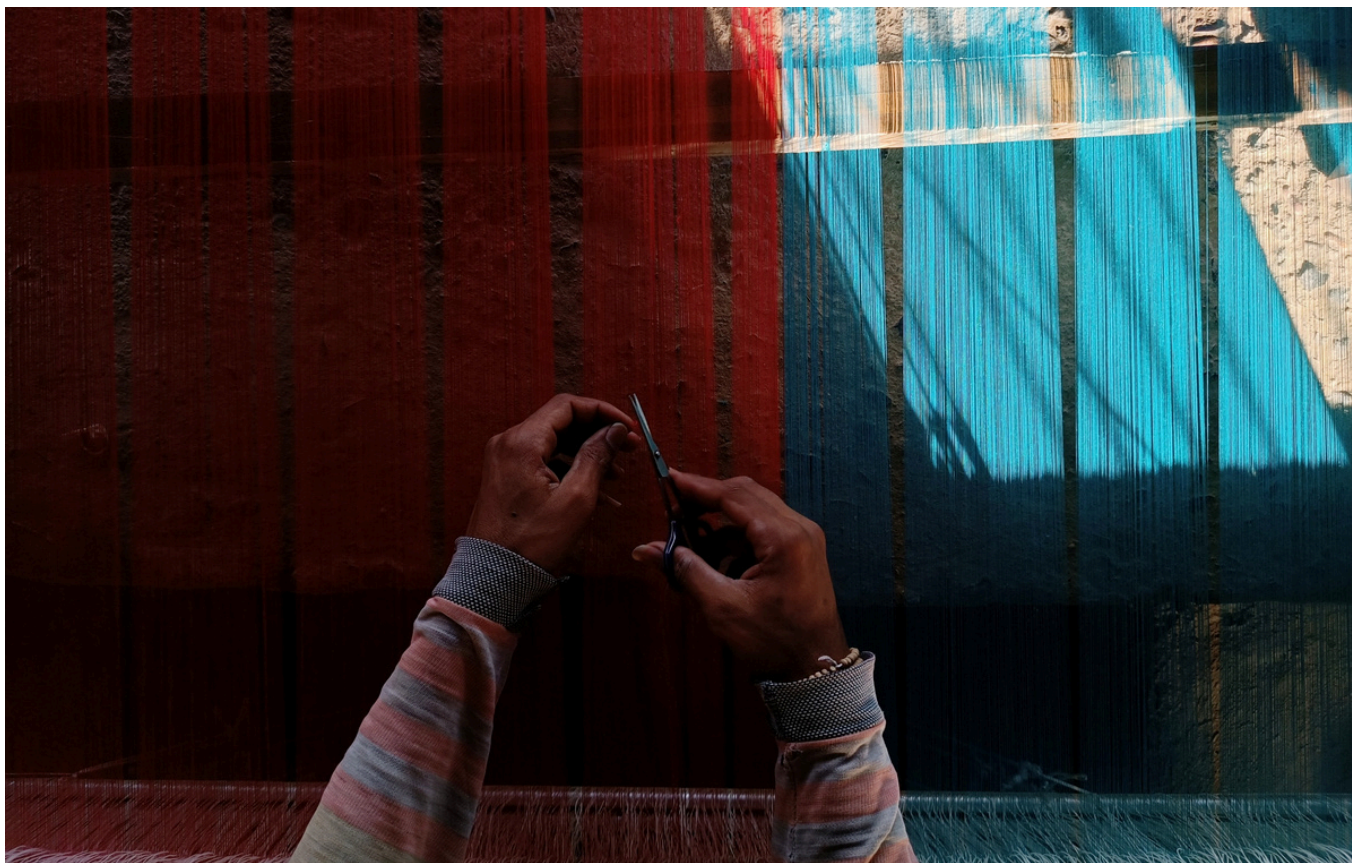


रघेवाले
KARGHEWALE
EMPOWERING MAKERS-SUSTAINING CRAFTS



SVATANYA

Tisser
hand to heart



At Karghewale, products are not only woven by young artisan partners but also designed by them.



Kula Conclave, an initiative by 200 Million Artisans, is a first-of-its-kind networking forum that facilitates dialogue between investors, industry leaders, and passionate innovators building impact-led solutions in India's cultural economy, particularly in the Creative Manufacturing and Handmade (CMH) sector.

200 Million Artisans (200M) accelerates 'Handmade in India' by enabling inclusive entrepreneurship. It bridges gaps in knowledge, networks, and capital for craft-led brands, social businesses, and startups through three platforms: Business of Handmade, Kula Conclave, and Kula Innovate.

The women-led team empowers India's craft enterprises to drive dignified employment, gender inclusion, and positive climate action for an equitable future.

I dream things that never were; and I say 'Why not?' - George Bernard Shaw

"Traditional metrics often miss our true impact as an ecosystem enabler for the cultural economy. The first Kula Conclave in July 2023 changed this. Although a second edition was not planned, overwhelming support after the Kula website launch in August 2023 led us to organise Kula Conclave 2024. Over 20 craft-led founders and sector experts are co-creating it. Our research, "Business of Handmade - 2nd Edition," downloaded over 1,000 times globally, sparks key conversations around craft and capital. These successes reaffirm our commitment to supporting India's creative industries, starting with the handmade ecosystem."



**Priya
Krishnamoorthy**



Jjosna Bibi's husband has an unstable income from his profession as a painter. Since joining AVA Creations and training under the SAMARTH Scheme, she now earns ₹8,000 per month from weaving, which helps cover tuition fees for their two children and daily expenses.

AVACreations Social Impact Foundation empowers Assam's forest-dependent families by providing skills in handloom weaving and sericulture, creating sustainable livelihoods and reducing forest resource dependence.

AVA has transformed the lives of over 250 families, ensuring a monthly income increase of ₹3,500 and generating 51 new jobs. By promoting sustainable practices and economic empowerment, AVA fosters a future where forest communities and the environment thrive together.

Handloom to Hopeloom

"The turning point for us as social entrepreneurs was the birth of our premature baby, who spent 29 days in the neonatal ICU and continues to struggle with breathing issues. During that time, we decided to contribute to environmental conservation in our own way. We started AVACreations with the goal of balancing livelihood and conservation simultaneously."



**Anu
Mandal**



**Arup
Kumar Baishya**



In 2019, Prashant Vaidya from Bhaimala village, Alibag, Maharashtra, stopped copper enameling due to reduced orders. He and his family have been working with EkiBeki since 2022. They now have a team of 15 artisans, including 10 women, and have secured a recurring contract for the Catalyst 2030 Award trophies.

EkiBeki empowers rural and peri-urban artisans, focusing on women and youth, through sustainable handmade products and ownership models. It connects over 500 artisans to consumers, working with 60 crafts and creating 650 new designs, generating ₹17.5 million in direct business.

EkiBeki aims to upskill 50,000 artisans in the next 10 years, transforming traditional crafts into contemporary lifestyle products.

Financial growth, respect, and dignity for our artisans are at the center of everything we do

“The artisans themselves did not believe they could earn a steady livelihood through their craft and skills. The younger generation started migrating to cities after seeing their parents' struggles, doubting they could make a living with the same skills. However, by paying artisans what they deserve and showing that their craft and talent matter, we have changed the minds of the younger generation. In two of our clusters, the children of the artisans have reverse migrated to the village and are able to grow the cluster much faster than their parents.”



**Vishpala
Naik Hundekari**



**Neelesh
Hundekari**



Aslam Khatri a traditional bandhani artisan from Kutch, set up his own business after joining the Kaarigar Clinic business wellness program. Within a year, he has earned revenues of over ₹1 crore, with half of that coming from a 100 km radius.

Kaarigar Clinic, India's first rural business clinic for artisans, mentors local artisans to strategically grow their traditional craft practices into self-sustaining businesses.

It has nurtured over 100 artisan entrepreneurs, creating livelihoods for 30,000 artisans and positively impacting the lives of 300,000 individuals. It envisions developing 1,000 kaarigar entrepreneurs by 2028, positively impacting the lives of 1 million artisans.

Kaarigar Clinic empower artisans to become entrepreneurs by giving them identity, value and recognition

"Kaarigar Clinic began with a vision to empower artisans as self-reliant entrepreneurs, preserving tradition and dignity. After engaging with over 5,000 artisans, we realised that what the artisans truly sought was identity, recognition, and value beyond just financial compensation. Inspired by Gandhiji's village economy, Kaarigar Clinic helps artisans reclaim their identity through financial assistance, market linkages, digital upskilling, and business training, thereby fostering a supportive ecosystem for traditional crafts."



**Dr. Nilesh
Priyadarshi**



**Noopur
Kumari**



Mamta Choudhary, a creative entrepreneur from Maheshwar, Madhya Pradesh, sold about 3,500 meters of self-designed fabrics through Karghewale and other platforms in FY 23-24.

This achievement resulted in an average annual revenue of ₹9.5 lakhs, marking a 300% increase from her baseline revenue before starting her incubation journey with Karghewale.

Karghewale incubates artisan-designer-entrepreneurs (ADEs), benefiting 92 weaving artisans and 95 ancillary workers, impacting 561 households. With 53% female beneficiaries, it facilitates a ₹33,910 monthly income for ADEs, a 350% increase in three years. Indirect beneficiaries experience a 90% income increase, resulting in a total monthly gain of ₹18.76 lakhs.

Its 20-member team, 80% from the artisan community, works across four States, fostering a stable crafts ecosystem since 2020.

Real change takes time. Believe in the vision and work towards it patiently and relentlessly

“After living and working for five years with artisan communities, I realized that despite decades of efforts, artisans' average monthly income remains ₹5,000, and we lose a million artisans every decade. This troubling reality led me to seek an alternative model that offers more than subsistence wages, aiming for an aspirational lifestyle for artisans and their families. This dual perspective drove my search for new solutions.”

- Nivedita Rai



Nivedita
Rai



Sourodip
Ghosh



First-time earner Gauhar Fatma, 28, bought her first piece of land for ₹2.5 lakhs in her name from the income she earned working with Sirohi.

Skilled Samaritan



Skilled Samaritan Foundation (SSF) empowers women from artisan clusters by providing market opportunities, increasing their earnings by up to 40%. SSF's tech-based design training enhances product quality to align with global standards. Additionally, SSF mitigates around 42.5 tones of waste, including textiles and plastic, annually.

It works with 1,500 artisans from 5 States, has handcrafted over 50,000 products, and reduced migration by 70%. SSF aims to create craft-based livelihoods for 10,000 artisans by 2030.

Empower yourself before empowering others around you!

"My mother held a master's degree, but despite her education, she remained financially dependent on my father, which profoundly affected me. I realised that financial dependency was a widespread issue for women in my city, regardless of their education. After earning degrees in Economics and Finance, I volunteered in Peru, where I worked with single mothers and was inspired to pursue a career in development. In 2019, I founded Sirohi to empower women artisans. Today, my 62-year-old mother works with us, no longer financially dependent, and encourages other women to do the same."



**Gauri
Malik**

Year Founded: 2019 | sirohi.org | N/7



Chandu, who has been working with Svatanya for over 8 years, used her earnings to support her daughter's studies in hotel management. Her daughter now works at Radisson Hotel earning five times her father's salary.

Svatanya upskills underprivileged migrant women in urban slums to craft sustainable products for conscious consumers. It aims to create a socially and environmentally responsible society with financially independent women.

Svatanya has trained over 1,100 women across 12 States, upcycled 4+ tonnes of material, saved 100+ tonnes of CO2, and gifted 5,000+ toys to underprivileged children, promoting circularity and empowerment through craft.

We embarked on our journey with a bottoms up approach, that led to not only the empowerment of underprivileged communities but also led to their evolution from being beneficiaries to change agents

"When a global multinational entrusted us, for the first time, to design, create, and deliver over 7,000 handcrafted gifts for their female staff on International Women's Day, we knew we were stepping into something far greater than we had imagined. In just 26 days, we successfully delivered to 33 locations across India, all while training 150 marginalized women from Delhi NCR slums. This experience confirmed that we were on a journey of greater impact than we had imagined."



**Deepa
Pant**



**Nimish
Pant**



Jayanti Mahanta earns between ₹3,000-₹4,000 per month through her part-time work, which significantly contributes to her family's financial stability. Despite the modest earnings, her work has brought a sense of self-sufficiency and pride to her household.

Tisser fosters sustainable livelihoods by integrating supply chains, empowering artisans, and enhancing the entrepreneurial ecosystem. Operating in 50+ art forms across 18 Indian states, it supports over 10,000 artisans with 900+ products.

Its expansive network spans South Asia, aiming to empower rural artisans, drive economic growth, and preserve traditional crafts, making a significant impact on both local communities and the broader craft sector.

Empowering rural artisans through innovative, sustainable, and inclusive enterprise models

“In 2014, I recognised the struggles faced by indigenous weavers and artisans who lacked design and marketing support, leaving them vulnerable to exploitative middlemen and unstable livelihoods. To address this, I founded Tisser Artisans Trust. The organisation focuses on modernizing traditional skills, supporting product design, and using IT innovations to enhance artisan connectivity and develop clusters.”



**Dr. Megha
Phansalkar**

"You can't just be inclusive; you have to be intentionally inclusive."

Tim Cook

Inclusive Livelihoods



Uniting trans youth and allies, Mizfyt accelerates socio-economic inclusion for the trans community.



Injmam Ul Haq, a resident of Nuh, an aspirational district in Haryana, has a locomotor disability and worked as a daily wage labourer for a long time. After incubation with IDEA, he has successfully increased his earnings fivefold (from ₹10,000 to ₹50,000 per month) and now employs four people in his electric shop.

Established in April 2019, the Inclusive Divyangjan Entrepreneur Association (IDEA) empowers Persons with Disabilities (PwDs) by promoting entrepreneurship and employment.

IDEA has impacted over 8,000 PwDs, incubated 1,060 Entrepreneurs with Disabilities and placed 2,000 PwDs in companies. It aims to support 5,000 entrepreneurs and create 10,000 jobs for PwDs in the next five years, striving to make India the Inclusive Capital of the World.

Transform shared struggles into strength

"I realised that my own experiences with disability were not isolated but shared by countless others. Witnessing their struggles to find employment and societal acceptance ignited a fire within me.

It was then that I understood my purpose: to create a platform where individuals with disabilities could not just survive but thrive and contribute as valuable members of society."

- Mallikarjuna lytha



**Mallikarjuna
lytha**



**Dr. Sanjaya
Pradhan**



Rishabh, who is blind, was able to access content in an accessible format through I-Stem's technology and ecosystem and connect with inclusive employers and mentors. He currently works at a top tech company in Bengaluru.

Founded by visually impaired entrepreneurs, I-Stem tackles digital accessibility challenges with its AI-powered platform, offering accessible upskilling, career discovery, and job opportunities for people with disabilities.

I-Stem has created over 1 million accessible content pages and upskilled over 12,000 individuals. Supported by Microsoft, UNICEF Innovation Fund, and GSMA, I-Stem aims to build an inclusive world where people with disabilities can learn, work, and lead without barriers.

What is needed to succeed is not vision, but a vision

"I-Stem was founded by and for people with disabilities. In Grade X, Kartik was told he couldn't pursue sciences due to his disability. He challenged this discrimination, securing permission for students with disabilities to study any subject. However, there were no accessible textbooks, mentors, community, or support. I-Stem was created to break these barriers and foster an inclusive ecosystem. Today, I-Stem has helped over 12,000 people with disabilities upskill through accessible content and employment readiness fellowships, partnering with over 100 corporates, educational institutes, and disability nonprofits."

- Shakul Sonker



**Shakul
Sonker**



**Kartik
Sawhney**



Ashish leveraged the Eye-D app to study for his university exams which enabled him to read his sighted classmates' handwriting. This tool saved him hours and eliminated the need for additional assistance.

Founded by the team behind Eye-D, LevelUP Foundation uses technology to uplift disabled individuals. Its app, utilising AI, Machine Learning, and Virtual Reality, aids navigation and movement, making universities accessible and promoting inclusive higher education.

Each month, the app enhances daily activities for 2,500 visually impaired users. LevelUP aims to empower these individuals with advanced tools, fostering independence in daily life.

Build with the community, not just for the community

“The turning point in my journey as a social entrepreneur came during my first visit to a Blind Association 10 years ago. Engaging with the community and experiencing their gratitude inspired me to leave my job and dedicate my efforts to this cause.”



**Gaurav
Mittal**



Samarth Gehlot first experienced career guidance through Misfyt, which connected him with inclusive companies offering supportive policies and growth opportunities. With personalized counseling, Samarth, a trans man separated from his family, is now advancing his career at Varun Beverages.

Misfyt brings trans youth and allies together to accelerate socio-economic inclusion for the trans community. It does this by creating visibility for trans youth, mentoring them, advocating for inclusive policies, and connecting them to economic opportunities.

Partnering with 20 trans entrepreneurs, Misfyt has integrated 250 candidates into corporate communities and sensitized 1,500 corporate employees. It drives significant change toward economic and social inclusion for trans youth.

Embrace the chaos, seek the light, and remember: it's your choices and courage that truly shape your path — Inspired by Game of Thrones and Harry Potter

"My journey as a social entrepreneur is shaped by my life as a transmasculine individual. Facing challenges and invisibility has fueled my determination to create change. From advocating for the Transgender Persons Protection of Rights Act to empowering young trans boys and non-binary youth, my experiences drive Misfyt's mission. Turning personal hardships into collective empowerment, I am motivated by each story of transformation to build a more inclusive world."

- Shaman Gupta



**Shaman
Gupta**



**Satvik
Sharma**



Dakshayani, an employee of Mitti Cafe, earned ₹1,80,000 during FY 2023-24 for her exemplary work. Previously, she had no income.

Mitti Cafe provides training and employment to adults with physical, intellectual, and psychiatric disabilities. Managed by people with disabilities and from vulnerable communities, it operates in over 40 locations across India, employing more than 250 individuals.

The organisation has trained over 4,000 people and served over 11 million meals, raising awareness about inclusion and disability rights. It also conducts over 1,000 sensitization drives annually through the Mitti Mobile Cafe Model.

Empower every individual, create equal opportunities, and ensure dignified livelihoods for all

“My commitment to Mitti Cafe’s mission was solidified in college while studying a case on Nero. I realised that teaching skills means empowering individuals to find their voice and pursue their dreams. This insight transformed my efforts into a mission to change lives and build an inclusive community. Supporting and advocating for persons with disabilities became central to my work from that moment on.”



**Alina
Alam**



Muskan's involvement with PLEQSUS improved both her personal and professional life. The organisation provided her with gainful employment and played a crucial role in changing her family's perspective on her identity and work.

PLEQSUS supports the trans and gender-diverse community through inclusion, empowerment, and dignified labor. It offers a safe residential ecosystem and sustainable income sources, including agriculture.

As a trans-led organisation, PLEQSUS addresses socio-economic exclusion by empowering individuals to lead. It has trained over 40 trans/GSM individuals and connected 500+ with government schemes in West Bengal, aiming to support 100 entrepreneurs by 2025.

Data-driven and evidence-based livelihood solutions for transgender and larger LGBTQIA+ communities

“The transgender and LGBTQIA+ community in India faces a lot of atrocities and violence based on their gender identity, expression, and sexual orientation. PLEQSUS was founded to address the problem of poverty, marginalisation and deprivation faced by these communities and enable them to gain access to education and other basic services, access mainstream professions and build resilient livelihoods.”



**Avinaba
Dutta**



**Sudeb
Suvana**



Jayanti bhai who is now the President of Mujkuva Divyang Producer group has increased his income twofold and is also one of the leaders in the community for rights of PwDs. More than 50% of PWDs who were trained in livelihoods in Mujkuva have shown a 2x-5x increase in their income.

Sol's ARC develops scalable, inclusive solutions for persons with disabilities (PwDs) through educational and livelihood programs. Its rural model empowers PwDs in Gujarat's Mijkuva by providing community mobilization, access to social security schemes, and skill training in organic farming, vermi composting, and sticky strap creation.

Since 2020, it has trained 75 PwDs and signed an MoU with Meghalaya for statewide expansion.

You didn't come this far to only come this far

"I founded Sol's ARC in 2003 to work with children and young adults with disabilities. After a decade, Sanskar, a child with autism we had supported since childhood, was asked what he wanted to be when he grew up. He replied, "I want to grow up, go to office, and get married." While we smiled at his innocent answer, we realised that nothing we did at our centers would allow him to lead a life where he is accepted and given opportunities to learn and work. That was my turning point—I needed to work with the ecosystem to enable those opportunities for Sanskar and millions of children like him."



**Sonali
Saini**

"Providing access is not just about opening doors; it's about ensuring people can walk through them."

Michelle Obama

Improved Access



Rural women are preparing for a pilot cash-transfer program by Project DEEP.



Chalo Network has trained over 50 agents and 2,000 community members in financial well-being and awareness in Bihar's Begusarai district.

Chalo Network improves financial well-being and inclusion for migrants through its 'Pravasi Money' platform, offering loans, savings, insurance, and credit insights.

The Chalo Saathi program has trained 150 field agents who facilitated over 150,000 transactions. Additionally, Pravasi Money has conducted financial well-being sessions with 1,000 international migrant workers. Chalo Network aims to be the leading financial services solution for migrants globally.

Keep at it. We know there is a problem to be solved; we just need to push ourselves and the ecosystem to keep moving and improve financial services for migrant communities

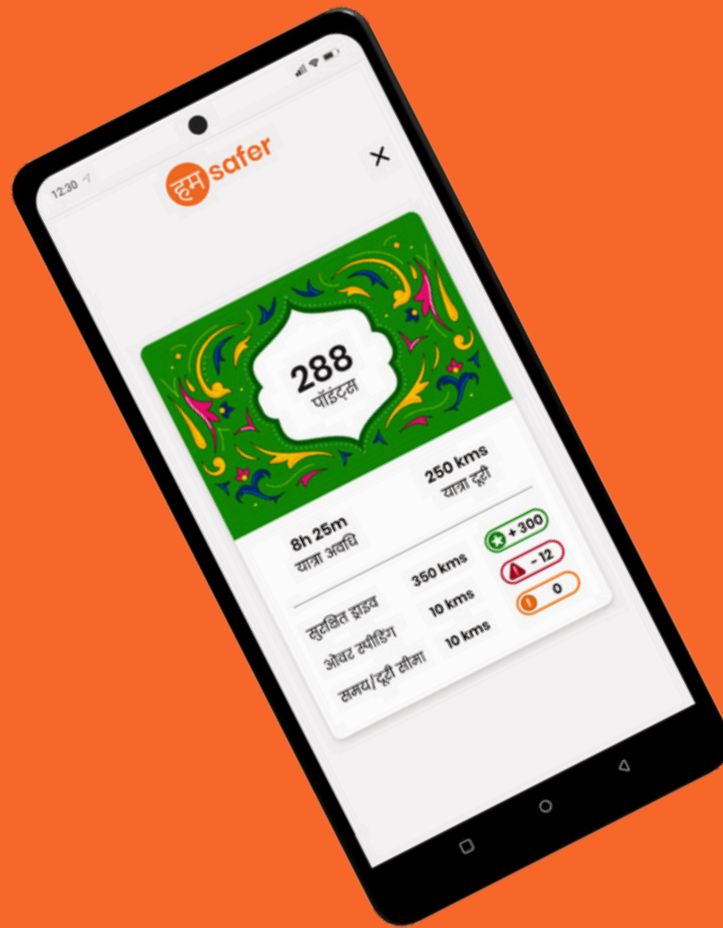
"In 2020, when we witnessed firsthand the gaps identified through our research manifesting in real-world scenarios, it solidified our commitment. That moment drove us to transition from research to actionable interventions, laying the foundation for the Chalo Network."



**Priyansha
Singh**



**Varun
Aggarwal**



HumSafer is working towards building solutions for the 8 million strong truck driver community. Its HumSafer App incentivises truck drivers to drive safely.

HumSafer Driver Safety Foundation, in partnership with Good Mind Pvt. Ltd., aims to improve road safety for Indian truck drivers through an AI-powered app. With 22,000 downloads and a 21% monthly active user rate, the app helps prevent accidents and benefits over 20,000 drivers.

Its community welfare initiatives have impacted 30,000 drivers and families, including 3,430 drivers who attended health camps.

Create solutions for social impact at a high level of pace, scale and impact

"My father started out with 10 trucks. At the time, our trucks would experience at least two or three accidents each year. By the time we reached 110 trucks, I was able to reduce accidents to just about one a year with the help of technology. That's when I opened the app to everyone. Now, there are 22,000 truckers associated with us."

- Jehaan Kotwal



**Jehaan
Kotwal**



**Sumedh
Mane**



Ganesh Aidi has increased his income multifold through Online Saathi and has also become a trusted resource in his community, helping other informal workers access essential services and support.

Online Saathi connects informal workers with social schemes, job opportunities, and on-demand services through a technology-driven marketplace. It relies on 1,200 trained community leaders, or Saathis, who operate in 15 States.

Online Saathi has facilitated over 500 million transactions, enhancing the livelihoods and inclusion of informal workers while providing employment for Saathis and supporting community development.

Let the problem drive you, not the solution

"There wasn't a specific incident that defined my path. Instead, it was a deep sense of empathy and understanding of the struggles faced by my people that inspired me to take action. Having lived the life of an informal worker, I felt their pain firsthand, and that became my driving force to work towards improving their lives."



**Naresh
Sijapati**



Ramabai from Krishnapur, Maharashtra, invested in a motor pump and irrigation pipe, leading to improved water access and a better harvest. This has allowed her family to grow vegetables year-round, increasing their income by 11%. She plans to expand by leasing additional land for agriculture next year.

Project DEEP aims to empower individuals by directly transferring money for their prosperity. It is establishing a center of excellence to drive innovation and improve cash transfer policies.

Since 2023, it has disbursed ₹1.7 crore to 264 households in Maharashtra and Rajasthan via women's bank accounts. It also fosters a community of practice to encourage experimentation and envisions a future where all Indians can meet their needs through their chosen means.

Choice is empowering

“Just two days after the cash transfer, we saw someone take down their mud house and put in place cement and steel pillars for a new one, whereas yet another had already taken land on rent to be self employed for the first time. Not only is the tangible impact visible immediately, but so is the joy and dignity of being able to fulfil latent aspirations. That was when we knew how important it was to carry on this task of breaking the power dynamic of the giver and receiver, and truly seeing the participants as rational beings best placed to make their own choices towards a better life.”



**Pankhuri
Shah**



**Muzamil
Baig**



Anjana Kwahar, a domestic worker, was thrilled when her older daughter scored 71.60% in the 10th-grade exam. With guidance from Tapasya Sakhi, she applied for the Maulana Abdul Kalam Azad Scholarship, which provided ₹15,000 to support her daughter's further education.

Tapasya bridges the gap in implementing various welfare schemes (central, state, or local) to help socio-economically disadvantaged families break the cycle of poverty. It has supported 40,000 families in accessing multiple social welfare schemes.

Tapasya's vision is to empower one million vulnerable families with the knowledge and tools to harness the power of social welfare programs by 2030. The three key drivers for this change are 'Tapasya Seva Kendra,' 'Tapasya Sakhis,' and Tapasya's partnerships with government departments.

It's like a jigsaw puzzle, each piece is a part of something beautiful

"We started Tapasya in 2018. Over the past six years, we've seen significant positive changes: a domestic worker's daughter pursuing education with a scholarship, a grandmother relieved to receive a monthly pension, an autorickshaw driver registering with OLA/UBER using an e-shram card, and a family covered by the Ayushman Bharat card for health insurance. These stories give us a profound sense of satisfaction. The work we are doing brings about change, provides social security, and helps people live a quality life, ultimately breaking the cycle of poverty."



**Tapas
Sutradhar**



**Mrinal
Rao**



Through Uplift Mutuals, 10,000 truck drivers at JNPT Mumbai have comprehensive health protection coverage of ₹1 lakh each and access to primary health care at their business location.

Uplift Mutuals builds solutions to protect people from falling into poverty due to health expenses. It pioneers mutual health microinsurance in India, with communities running their own health insurance. Its women-led model of health risk sharing and protection uses community governance and technology.

Uplift has reached 70,000+ low-income households, providing meaningful health protection and primary care services. Its aim is to achieve comprehensive health protection for all and reduce out-of-pocket expenses on health by 50% by 2030.

Listen to People, Build with Them, Make Viability Your Focus

"In 2004, a question about the value of health insurance solidified my commitment to social entrepreneurship. Between 2004-2006, simple navigation support cut out-of-pocket health expenses for poor households by 70%. Although prioritizing viability over scale initially cost us funding, diversifying our product addressed demand. Our efforts now reduce health expenses by 60-70%, offering high ROI through improved access to primary care and navigation support."



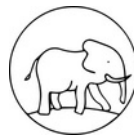
**Kumar
Shailabh**

Year Founded: 2017 | upliftmutuals.org | N/T2

"Create the highest, grandest vision possible for your life, because you become what you believe."

Oprah Winfrey

Career Awareness & Development



Access to high-quality entrance exam coaching for underprivileged youth is provided by Opengrad through a community-driven tech platform.



Nishita, an alumna of Alohomora, shared how the program boosted her confidence and guided her career choices since joining in Class XI. Initially lacking self-assurance, she now confidently pursues a diploma in Computer Hardware and Network Maintenance at an ITI, choosing this path over her parents' preference for stenography.

Alohomora Education Foundation (AEF) enhances government schooling with CareerShala, a career-focused curriculum for grades 9 to 12. This includes specialized content, teacher manuals, and student worksheets, along with training and alumni guidance. In 2023, AEF trained over 500 teachers and reached 40,000 students in 350+ schools.

It aims to influence career choices for 300,000 students across four States this year, and impact 1 million students annually by 2025.

Dedicating our life towards the mission of enabling thriving careers for young people from underserved communities

“Every student deserves the opportunity to understand themselves and connect with the world of opportunities available today. By enabling the government education delivery system to provide this critical experience for students, we can facilitate an informed choice and a meaningful transition from school to the workplace, on a large scale. Through experiential learning and a supportive local network, we nurture the uniqueness in every student and enable them to thrive.”



**Divakar
Sankhla**



**Parinita
Jain**



Monamma, a 9th-grade student from Raichur, turned to Anahata United Efforts Foundation's career planning program after her father ceased support. Motivated to pursue healthcare, she plans to use scholarships to advance her education to secure a better future for her family.

Anahata United Efforts Foundation (UE) provides high school students from economically weaker sections with essential 21st-century skills through a STEAM Career Planning Curriculum. Reaching over 11,000 students in seven states and across four languages, it helps 70% of its participants.

By 2030, UE aims to empower 20 million students, enhancing their potential for success and informed career decisions and enabling them to make informed decisions.

Today's students are tomorrow's talent

"A 13-year-old boy named Lakesh profoundly impacted my life. In 2018, while I was volunteering to teach Math and English to 8th and 9th graders, Lakesh told me, 'Don't work so hard for us; we have no future.' He went on to say, 'My father is gone, and my mother struggles to support my sister and me. After 10th grade, who will guide me on which course to pursue or which college to attend?' Lakesh's story was representative of many high school students from under-resourced backgrounds with parents working as municipal employees or daily wage earners. This experience motivated me to establish the Anahata United Efforts Foundation."



**Meenakshi
Gairola**



Sangeeta Chauhan, a teacher, notes that the class sessions arranged by Asude's North Star program have significantly improved students' understanding of their career options and enhanced their aspirations.



Asude transforms adolescent lives by providing comprehensive support with a research-based curriculum.

It fosters self-awareness, experiential career exploration, and actively involves teachers and parents, ensuring smooth transitions from learning to livelihood. Asude has reached 72 schools, 16,000+ students, and 465 teachers.

Asude is a Marathi word that means 'Acceptance.' It is our guiding principle, which challenges us to 'accept the things you cannot change and have the courage to change the things you can.'

"The breakthrough in our journey came with the success of our pilot project during the COVID-19 pandemic. Despite significant challenges, the program proved its potential for sustainable change in government schools. Teachers advocated for scaling the program across the municipal district, solidifying our commitment to collaborating with stakeholders and aligning our initiatives with educational policies for larger-scale implementation."



**Alria Monteiro
Kharage**



**Vyankatesh
Kharage**



Shruti, the first woman from Yavatmal village to graduate from Fergusson College, recently earned a full scholarship to the Young India Fellowship at Ashoka University. She now inspires other women in her community to pursue education and career goals.

Eklavya India Foundation



Eklavya India Foundation supports first-generation learners from marginalised communities, including Dalit, Adivasi, and nomadic tribes, in achieving successful careers through higher education. Since 2017, it has trained over 2,000 students, with more than 1,200 admitted to top-tier institutions. Over 400 alumni have secured white-collar jobs, boosting family incomes.

By 2030, Eklavya aims to support 20,000 students, building grassroots leadership and enhancing representation.

Breaking Barriers, Creating Opportunities for All

“During my master’s at Tata Institute of Social Sciences (2015-17), I gained insight into the issues I had faced, particularly the underrepresentation of rural and marginalised students in top universities. Motivated by my privilege and inspired by Raju Kendre, who shared similar goals, we collaborated to help these students gain admission. By 2019, we saw the need to formalise our initiative and in 2021, transitioned to full-time work, aiming to impact thousands of underrepresented students.”

- Prashant Chavhan



**Raju
Kendre**



**Prashant
Chavhan**



**Smita
Tatewar**



**Akash
Modak**

Year Founded: 2017 | eklavayaindia.org | N/8 & A/6 (Ongoing)



After her father's demise, Rachna Vuthunur from Nizamabad, Telangana, supported herself and her ailing mother by tutoring children while pursuing an undergraduate degree. The Esther Foundation's fellowship provided job readiness training, which helped her secure a role at Accenture as an Application Development Associate.

Esther empowers young women from marginalised communities by bridging education and career readiness through life skills, career preparation, mentoring, and on-the-job experience. Its program has seen 98% of participants gain confidence, 100 women create LinkedIn profiles, and 50% secure job interviews.

Focusing on tier 2 and tier 3 towns in Telangana, Andhra Pradesh, Tamil Nadu, and Karnataka, it plans to expand its reach in the coming years.

We want women to have more voice and choice in their lives

"We aim to amplify the voices and choices of women, enabling them to make informed career decisions and transform their aspirations into reality. Our focus is on women from marginalised backgrounds in South Indian towns and villages. While we initially began in Tamil Nadu, our primary efforts are concentrated on college students in Telangana, many of whom are first-generation college-goers from farming or daily wage working families."



**Ravali
Pidaparthi**



**Agneta
Venkatraman**



Kajal Kumari, a 17-year-old from Kasturba Gandhi Balika Vidyalaya in Ramgarh, Jharkhand, joined the Girl Boss Rise program in 2023. The program gave her the confidence to discuss her career goals with her family, helping them shift away from traditional expectations of early marriage. Her efforts won their support, demonstrating the transformative power of self-advocacy.

Launch Girls empowers adolescent girls with 21st-century skills, entrepreneurial mindsets, and agency to transition successfully from school to work, breaking cycles of poverty and inequality. Its Girl Boss program, adapted from MIT Sloan classes and research by the World Bank and World Economic Forum, helps underserved girls across India gain income-generation skills.

Reaching 15 States and training over 81,000 girls, Girl Boss significantly impacts their futures.

Stronger Together

“Early in my career, designing a life skills program for girls revealed the critical need for menstrual and reproductive health education. Encounters with uninformed girls, like Ayesha who feared puberty, motivated me to ensure Indian girls have the support they need during adolescence to shape their futures.”

“Starting in urban low-income areas and moving to rural regions, I was shocked by severe gender inequity, including child marriages. This experience reinforced my commitment to helping rural girls envision and achieve a better future.”

- Neha Sahu



**Neha
Sahu**



**Averil
Spencer**



Simran Padhan, a High School student in Bargarh, Odisha, found her learning unengaging until MakerGhat's hands-on sessions. The Spark Circuitry activity sparked her interest in Science, leading her and her friends to create "Litchu Lightings"—DIY decorative lights using LEDs, wires, and batteries.

MakerGhat equips youth for the workforce through hands-on maker education, focusing on building, creating, and learning with practical projects. It establishes low-cost makerspaces in schools and communities, using an evidence-based curriculum and extensive teacher training. These spaces foster critical 21st-century skills like problem-solving and collaboration in children (Grades 6-12) and college students.

MakerGhat has reached 1.1 million youth across 7 states and aims to boost employability for 5 million by 2026.

Empower and appreciate your team, always!

"We recently launched our incubator for young rural entrepreneurs in Tamil Nadu, and were absolutely blown away by their ideas and energy. We had projects ranging from biodegradable pads to innovative solar solutions to IoT in farming. Seeing the results of hands-on making at the school and college level was an incredibly motivating experience! This was a truly ground-up effort led by our team of makers, entrepreneurs, and educators, and we are excited to further expand MakerGhat's network of entrepreneurs over the next year."



**Azra
Ismail**



**Aditya
Vishwanath**



Nagesh Tiwari joined Manzil Mystics in 2018, starting with guitar classes and advancing to vocal, audio production, and music business courses. Now an independent musician, he earns over ₹25,000 monthly, has founded his own music company, and secured a ₹1,18,000 contract with The Leela Ambience Gurugram. He also creates opportunities for other musicians.

Manzil Mystics empowers low-income families through music, focusing on education, gender, and livelihood. Over seven years, it has taught government school children singing, writing, composing, and performing, boosting their confidence and skills. Its SEEKho Music program upskills budding musicians for careers in music.

With 7,800 trained musicians, it aims to provide high-quality music education to 1 million children in government and low-income schools by 2026, helping them realize their potential through music.

I believe there's never a 'no,' only a 'not now.' What I do today to turn it into a 'yes' tomorrow, defines me as a leader

"Launching India's first Mobile Music Classroom and Recording Studio revolutionized my journey as a social entrepreneur. This initiative integrated technology, increased performances, and delivered music classes in low-income communities. The Music Bus has built a vibrant ecosystem of musicians and music lovers, enhancing access to music education and opportunities for young musicians in underserved areas. This innovative platform has been crucial in expanding our reach and impact."

- Anurag Hoon



**Anurag
Hoon**



**Preeti
Arya**



**Manik
Kaushik**



**Reshma
Arya**



Around 50 of Opengrad's students gained admission to top-tier colleges in its first year of operations, boosting their potential earnings by six times. This program has created relatable role models.

Opengrad's free and open-source coaching ed-tech platform is democratizing the coaching landscape, making it possible for students from marginalized and rural communities to access elite education. In addition to high-quality content and mock exams, the platform also offers personalized goal-setting, mentorship, and college counseling.

With 500 hours of video content, 300+ volunteers, and over 700 students mentored, Opengrad partners with 8 nonprofits across 9 States.

The butterfly effect: the idea that small steps can have large and lasting impacts on a complex system

"Once we completed the first cohort, all the students joined back as mentors for the upcoming batches. They were ready to do more for the community by attracting their peers and starting chapters in their colleges. This has been a testament to the fact that the model works at scale and validates our efforts to bring community interventions in access to higher education."



**Sahil
Sameer**



**Mohammed
Shahid C O**



**Amith
Tony Joseph**



Rumi from Kishanganj District started as a Project Potential student and progressed to volunteer, fellow, and employee. She was awarded a fellowship by Uninhibited for menstrual awareness and hygiene and founded 'Sapnon ki Pahal,' which recently won an award from the Confederation of Indian Industry.

Project Potential



Project Potential fosters self-empowered community leaders for sustainable rural development through art (eArth Kala Manch), construction (eArth Nirmaan), education (eArth Paathshala), and healthcare (eArth Swasthya).

By training 614 youths, the project has reached 915 villages and over 750,000 people, enhancing economic stability and community growth through skill development and entrepreneurship.

There are talented rural youth capable of solving local problems

“Our collaboration with NavGurukul is a significant milestone. As former members of N/1, we’ve now joined forces to bring their NavGurukul campus to Bihar. This is the first time a high-quality software engineering program has been introduced to rural women in the region—a major achievement. This partnership would not have been possible without Abhishek (co-founder of NavGurukul) and my meeting in the cohort, making this a win for us all.”

- Zubin Sharma



**Zubin
Sharma**



**Abodh
Kumar**



Motivated by his father's struggles, Ishwas Pandey from Prayagraj completed ITI training but faced job rejections. With RightWalk's support, he secured a cashier position at City Kart, and now aims to become a senior manager. He credits RightWalk for reigniting his belief in his potential.

RightWalk aims for an inclusive society by focusing on education, livelihoods, and health. It has catalysed key policy reforms relating to Right To Education Act and Apprenticeship Act in Uttar Pradesh, Gujarat, Maharashtra, and Kerala granting 600,000 disadvantaged children access to quality education and facilitating 90,000 apprenticeship opportunities.

It leverages each philanthropic rupee into ₹100 of public funds, and has unlocked about ₹1000 crores of public funds. With 68 team members, it seeks to uplift 50 million people by 2030.

My dream is to help create a world that is more equal, just, and happy, when everyone's needs are met

“RightWalk strongly believes that a level playing field which ensures equal access to the opportunities to everyone brings in the maximum benefits for the people, and hence, forms the basis of an equitable, inclusive, and socially just society.”

- Samina Bano



**Samina
Bano**



**Shipra
Srivastava**



Deepak, a 14-year-old from Khanpur village, Punjab, is passionate about environmental conservation. His standout performance at Slam Out Loud's program earned him a chance to perform at the Kala Ghoda Art Festival 2024, Asia's largest art and culture event.

Slam Out Loud



Slam Out Loud (SOL) enhances arts education and socio-emotional learning in underserved communities through poetry, storytelling, visual arts, and theatre. Its Jijivisha Fellowship places artists in classrooms across Delhi, Pune, Mumbai, and Bangalore.

The 'Arts for All' program, in partnership with state governments, has reached 17,000 children in person and 5 million online, with 75% showing growth in socio-emotional competencies. SOL aims to reach 25 million children by 2030.

Every child will have a voice that enables them to change lives

My journey began in 2016 in a conflict area in Kashmir, where I introduced a poetry exercise to my class of 60 girls. Their responses of pain, anger, and sadness made me realise the importance of creating safe spaces for children and the need to scale this effort. This experience shaped my mission to help every child find and use their voice. Since then, I've dedicated myself to building this future through Slam Out Loud. My motivation comes from seeing our children's growth and knowing millions still lack these opportunities.

- Jigyasa Labroo



**Jigyasa
Labroo**



**Gaurav
Singh**

Year Founded: 2017 | slamoutloud.org | N/2



VigyanShaala trains 6,000 fellows across India in career development, STEM skills, and networking—key factors for thriving in the future STEM workforce. Approximately 20% of these fellows gain admission to top national and global universities or secure positions in leading tech companies.

VigyanShaala makes STEM education accessible to marginalised youth in India through training, mentoring, and hands-on projects. It has provided over 200,000 mentoring hours to 6,200+ mentees across 22 states and established three community innovation spaces in Uttarakhand.

VigyanShaala has engaged over 15,000 youth in STEM workshops and is now partnering with Uttarakhand and Telangana to integrate STEM skills for girls into the curriculum. Next in line are Maharashtra, Tamil Nadu, and Andhra Pradesh.

Building Communities at Scale for Closing the Gender Gap in STEM

“While pursuing our PhDs, Vijay and I started VigyanShaala as a volunteer movement to bring frontier science to Indian classrooms. Within three years, we engaged over 10,000 students in STEM workshops. Recognising the need for systemic change, we decided to transform VigyanShaala into an organisation dedicated to creating STEM career opportunities for marginalised youth.”

- Dr. Darshana Joshi



**Dr. Darshana
Joshi**



**Dr. Vijay
Venugopalan**



**Dr. Anushila
Chatterjee**

*"I am no longer accepting the things I cannot
change. I am changing the things I cannot
accept."*

Angela Davis

Ecosystem Development



Respondents sharing feedback on their use of the Civis platform.



Acting Chief Justice Manmohan of the High Court of Delhi stated, “As the Chief Justice, the biggest problem I face is the shortage of stenographers despite high demand from judges. Speech-to-text technology, especially for recording evidence by joint registrars and district judiciary, will free up a significant number of stenographers for other tasks..... This is the right application of technology, aligning perfectly with our needs. It will be a great game-changer.”

Adalat AI harnesses the power of AI and Large Language Model technologies to offer innovative, tailored, and trained solutions in Indian languages and pronunciations for India's courts and judicial systems. This approach addresses the pressing issue of extensive backlogs and the social injustices caused by delays.

Adalat AI has established partnerships with 5 high courts and has achieved a 30% reduction in average case resolution time.

We like to listen to the voices of stakeholders in the field—they hold invaluable wisdom that transforms our understanding of the problems and the effectiveness of our solutions

"As a young trial court lawyer, I witnessed firsthand the inefficiencies and systemic delays within India's judicial system. Overcrowded court record rooms and a shortage of skilled staff, such as stenographers, highlighted the challenges faced by our courts. These experiences made it clear that there was a pressing need for reform. Driven by these observations, I began exploring technological solutions to streamline legal processes and improve access to justice, ultimately leading to the development of Adalat AI."

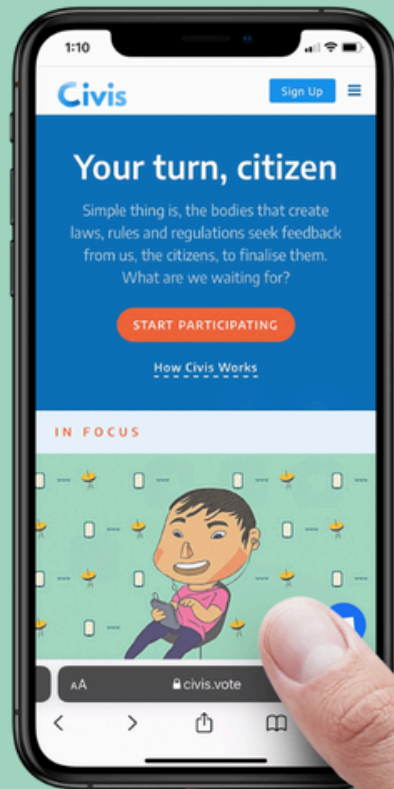
- Utkarsh Saxena



**Utkarsh
Saxena**



**Arghya
Bhattacharya**



Civis seeks to increase citizen participation in the lawmaking process, to generate public awareness and provide education on issues of civic importance.

Civis ensures that laws made for citizens are made with citizens. It believes that communities should have a say in the laws that affect them. Civis gathers public feedback on draft laws and policies, sharing this feedback with the government to create better laws that meet citizens' needs.

Civis has gathered public feedback on over 680 laws from 720 cities and towns across India, with an acceptance rate for feedback ranging from 29% to 72%.

Follow your curiosities

"In 2014, the 'Pre Legislative Consultation Policy' mandated public feedback on new laws and policies, potentially transforming governance. For instance, India's transgender rules initially required mental health certificates and physical verification. In 2020, Civis simplified the draft law, translated it into Hindi, collected feedback from transgender persons, and shared it with the government. Within two months, 52% of the feedback was accepted, benefiting 400,000 transgender individuals by removing these requirements. This success fuels our passion for our work."



**Antaraa
Vasudev**



Green Communities Foundation builds village-level waste collection programs employing individuals to collect and sort waste, leading to both awareness and efficiency in waste management.

Green Communities Foundation (GCF) partners with housing societies, corporate offices, and villages to implement waste management practices such as source segregation, composting, and recycling. This approach prevents over 80% of waste from reaching dumping grounds.

GCF has diverted over 6,000 tonnes of waste in Mumbai and rural Maharashtra from disposal, supported 50+ waste workers, and aims to make 10,000 villages plastic-free by 2027.

If there is a large enough problem worth solving, if you have some ideas how to solve it and not too many people seem to be interested in solving it, then go after it with all your strength.

"Plastic waste in rural areas is a major issue due to the lack of waste collection systems. In Raigad, Maharashtra, we began by educating villagers on segregation and waste management and building a collection and logistics system from scratch. After much effort, we now work with over 325 villages and have prevented hundreds of tonnes of waste from being burned or littered, reducing pollution."



**Kedar
Sohoni**



Prosperiti is on a mission to systemically remove regulatory barriers that prevent entrepreneurs and workers from achieving prosperity.

Prosperiti enhances State capacity to boost economic freedom in India by providing insights on regulations, identifying reform opportunities, and supporting policy implementation. It releases State of Regulation reports and bi-weekly analyses to guide State decisions.

Prosperiti assists in designing and executing regulatory reforms, aiming to improve labour and land use in five Indian States by 2027, helping ordinary Indians transition from poverty to prosperity.

***You may never know what results come of your action,
but if you do nothing, there will be no result.***

- Mahatma Gandhi

"We have supported the Government of Uttar Pradesh, India's most populous state, in removing regulatory restrictions to growth. Millions of women workers in UP now have greater freedom to work night shifts and in four previously prohibited industries: pottery, brassware, carpet and woolen drugget making, and lock and hardware making. Millions of factory workers can earn higher wages, and entrepreneurs can create more jobs due to increased flexibility in working hours. A medium factory can now increase its workforce by nearly three times."



**Bhuvana
Anand**



**Baishali
Bomjan**



N/10 Soirée (above), N/9 & A/4 Bootcamp (below).

Other Alumni Achievements

- **Cheng Fellowship HKS** | Alria Kharage | Asude | 2024
- **German Chancellor Fellowship** | Raju Kendre | Eklavya | 2024
- **GP Birla Fellowship- Women's Leadership** | Surabhi Yadav | Sajhe Sapne | 2024
- **HGSE Entrepreneurship Fellowship** | Alria Kharage | Asude | 2024
- **Social Innovation Fellowship Fund - Harvard Innovation Labs** | Vyankatesh Kharage | Asude | 2024
- **Social Innovator Fellowship - Schaeffler India** | Siddhesh Sakore | Agro Rangers | 2023
- **Swedish Institute Leader Lab Fellow** | Kanksshi Agarwal | NETRI | 2023
- **Skoll Scholar** | Simeen Kaleem | Gramhal | 2023
- **Salzburg Global Fellow** | Gautam Prakash | Reap Benefit | 2023*
- **GLG - Social Impact** | Dilip Pattubala | Uninhibited | 2022*
- **WISE Fellow** | Baidurya Sen | Alokit | 2021*
- **Dasra Social Impact Leadership Fellow** | Zubin Sharma | Project Potential | 2020

- **Social Impact Strategy Fellow (U-Penn)** | Zubin Sharma | Project Potential | 2018
- **Unreasonable Institute Fellow** | Kuldeep Dantewadia | Reap Benefit | 2015*
- **MIT GSW Fellow** | Kuldeep Dantewadia | Reap Benefit | 2013*

Distinguished Alumni Awards

- **Surabhi Yadav** | Sajhe Sapne | UC Berkeley | April 2024
- **Samina Bano** | RightWalk | IIMB's | 2023
- **Bhagwan Kesbhat** | Waatavaran | NMIMS | 2020
- **Reinu Shah** | STEP | Scindia Kanya Vidyala | 2015



- **Baidurya Sen** | Alokit | 2023*
- **Pankaj Sharma** | Transform Schools | 2023*



- **Samina Bano** | RightWalk | 2023 (Gurukul fellow)
- **Raju Kendre** | Eklavya | 2021 (Scholar)

Including achievements prior to joining The/Nudge programs (Not an exhaustive list)

*Non-livelihood organisations

Other Alumni Achievements

- **UNCCD Land Heroes** | Siddhesh Sakore | Agro Rangers | 2024
- **Nina Sibal Memorial Award** | Alina Alam | Mitti Cafe | 2024
- **UN Women India- contribution to women in STEM education** | Sandhya Gupta | Aavishkaar | 2024
- **Bombay Stock Exchange Women Director Recognition** | Anisha Sharma | CLiC | 2024
- **Social Impact Award** | Dr. Nilesh Priyadarshi | Kaarigar Clinic | 2024
- **Global Ambassadors Program Virtual Summit - Vital Voices** | Vishpala Naik | EkiBeki | 2023
- **Red X Cartier Young Leader Award** | Neha Verma | Intelehealth | 2023*
- **NEST's Artisan Sustainability Accelerator** | Vishpala Naik | EkiBeki | 2023
- **MBillionth Award for Tech Innovations** | Dr. Megha Phansalkar | Tisser | 2023
- **Ek Nari Sab Pe Bhari Award** | Dr. Megha Phansalkar | Tisser | 2023
- **Social Impact Awards India** | Gauri Malik | Skilled Samaritan | 2021
- **Visa Grant** | Jai Bharathi | MOWO | 2021

- **Harvard President's Innovation Winner** | Anand Gopakumar | TEA | 2021*
- **Commonwealth Youth Awardee** | Alina Alam | Mitti Cafe | 2021
- **Intercultural Innovation Awardee** | Alina Alam | Mitti Cafe | 2021
- **SoCap Entrepreneurship Scholarship** | Priya Krishnamoorthy | 200 Million Artisans | 2021
- **South Asia IT Innovation Award** | Dr. Megha Phansalkar | Tisser | 2020
- **Rex Karamveer Chakra (UN)** | Kanksshi Agarwal | NETRI | 2019
- **Swiss Re Foundation Award** | Samuel Rajkumar | ffem | 2019
- **Hellen Keller Awardee** | Alina Alam | Mitti Cafe | 2019
- **51 Most Impactful Social Innovators (Globally) by World CSR Day** | Jyotika Sehra & Vaishali Gandhi | Srujna | 2019
- **Rhodes Youth Time International Forum** | Prakhar Bhartiya | ISD | 2014*
- **Changemakers of India Award** | Dr. Nilesh Priyadarshi | Kaarigar Clinic | 2023
- **UN Women Generation Equality Award** | Gauri Malik | Skilled Samaritan | 2021

Including achievements prior to joining The/Nudge programs (Not an exhaustive list)

*Non-livelihood organisations

Other Alumni Achievements

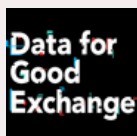
- **Commonwealth Education Award for Rethinking Education for Innovation** | Kruti Bharucha | Peepul | 2022*
- **F5 STEM Award** | VigyanShaala | 2024
- **Build for Billions - RBIH and DLabs** | Chalo Network | 2023
- **Good Governance Award** | Alohomora | 2023

SCOCHAWARD

- **Madhukar Banuri** | LFE | Award of Merit*
- **NavGurukul** in partnership with Amravati District - Order of Merit



- **Nidhi Anarkat** | NavGurukul | 2023
- **Merlia Shaukath** | Madhi | 2023*



- **Waatavarani** | 2023
- **Civis** | 2023
- **Sol's ARC** | 2023
- **Karya** | 2022
- **Where Are India's Children** | 2022*
- **FMCH** | 2022*
- **Uninhibited** | 2021*



- **Slam Out Loud** | 2023
- **Manzil Mystics** | 2023 & 2022
- **MakerGhat** | 2023
- **Labhya** | 2023*
- **Involve Education** | 2022*
- **Rocket Learning** | 2022*
- **Saturday Art Class** | 2022*
- **Slam Out Loud** | 2020, 2021, & 2022
- **Reap Benefit** | 2021, 2020*



- **IDR** | 2023*
- **Khushi Baby** | 2023*

Including achievements prior to joining The/Nudge programs (Not an exhaustive list)

*Non-livelihood organisations



N/11 & A/6 Bootcamp (above), N/8 Bootcamp (below).

Social Entrepreneurship Partners



Gopichand Katragadda | Founder and CEO, Myelin Foundry

Dr. Gopichand Katragadda is the Founder and CEO of Myelin Foundry and an Independent Director of Bosch India, Asian Paints, and ICICI Securities. He is the President of the IET Board of Trustees, UK, and has served as the Group CTO and Innovation Head for Tata Group. Previously, he chaired GE India Technology Centre, growing GE's largest R&D centre – the John F. Welch Technology Centre.



Jagdeesh Puppala | CEO, Living Landscapes

Jagdeesh Puppala has led efforts at the intersection of ecology, society, and economy for 35 years. He was the CEO of the Foundation for Ecological Security (FES) from 2001 to 2020. Currently, he is the Chief Executive of Living Landscapes. Jagdeesh received the Skoll Award for Social Entrepreneurship in 2015 and is a Henry Arnhold Conservation Fellow and Senior Ashoka Fellow.



Jugal Mohapatra | Non-Executive Chairman, IIBX & FDRVC

Jugal Mohapatra joined the Indian Administrative Service (Odisha Cadre) in 1979. Over his 37-year career, he served as Secretary to the Chief Minister, Principal Secretary (Finance), and Chief Secretary in the Odisha Government. He is currently the non-executive chairman of the India International Bullion Exchange and the Foundation for Development of Rural Value Chains.



Kamakshi Rao | Senior Investment Partner, Ankur Capital

Kamakshi Rao has two decades of experience investing in listed equities. She was a Senior Vice President at Capital International and has served on the board of Larsen and Toubro Financial Holdings. Since 2013, Kamakshi has been affiliated with Ankur Capital, a venture capital fund for social enterprises. She is an alumna of Harvard University and the University of Pennsylvania.

Social Entrepreneurship Partners



K R Lakshminarayana (Lan) | Chief Endowment Officer, Azim Premji Foundation

Lan set up one of India's first endowment funds at the Azim Premji Foundation to sponsor various philanthropic activities in primary education and related development. He currently manages investments worth approximately \$29 billion. Lan holds an MBA from IIM Lucknow and has previously served as Chief Strategy Officer and Head of M&A for Wipro Technologies



Maneesh Dhir | Former Managing Director, Apple India

Maneesh Dhir is a board member of The/Nudge Institute. He is the former CEO of Pepperdata and former Managing Director of Apple in India, where he was responsible for growing their business to a billion dollars. He holds an MBA from Stanford University and is an alumnus of the University of California, Los Angeles, and IIT Delhi.



Nikunj Jhaveri | Chairman & Founder, Systems Plus Group of Companies

Nikunj Jhaveri, founder and Chairman of Systems Plus Group, has led the company since 1987, drawing on his CIO experience from PepsiCo Asia. His businesses allocate profits to health, education, and marginalised communities. Nikunj also supports nonprofits like Pride India and Involve Learning Solutions and leads Rotary service efforts in Mumbai. He holds a B.Tech from IIT Bombay.



Paresh Parasnis | Former CEO, Piramal Foundation

Paresh Parasnis, former CEO of Piramal Foundation, has developed solutions for key issues impacting India's economic potential. Previously, he was Executive Director & COO at HDFC Standard Life Insurance. He also serves on the boards of Collective Good Foundation, Piramal Swasthya, and Leadership for Equity. Paresh holds a B.Com from the University of Mumbai and is a FCA from the Institute of Chartered Accountants of India.

Social Entrepreneurship Partners



P.V.S Suryakumar | Former Deputy Managing Director, NABARD

P.V.S. Suryakumar, joined NABARD in 1986 and has managed projects in agriculture, rural livelihoods, infrastructure, and natural resource management. He focuses on capacity building and serves on the Grameen Foundation board. An Associate of the Indian Institute of Banking & Finance, he has authored two books and contributed to business opinion pages. He holds master's degrees from the Indian Agricultural Research Institute and Staffordshire University.



Raj Gilda | Co-founder, Lend A Hand India

Raj Gilda, a banker-turned-social entrepreneur, is the Co-Founder of Lend A Hand India (LAHI), an NGO that provides vocational education in secondary schools and supports state governments in scaling these programs. LAHI partners with over 10,000 schools and 1 million students across 25 states. Raj has experience in education, banking, insurance, and IT across Asia, Europe, and North America. He also serves on the Regional Advisory Board of Teach for India in Pune and the IC3 Institute.



Rekha Koita | Co-Founder, Koita Foundation

Rekha Koita is the Director and Co-Founder of Koita Foundation, a non-profit focused on digital health adoption in India and transforming NGOs. With experience at Accenture and Mind Matters, Rekha leads efforts to optimise NGO processes and implement technology. She received the IIT Bombay's Distinguished Services Award in 2019 and serves on the Board of IIT Bombay Research Park, promoting collaboration between IIT Bombay and corporate organisations.



Samit Ghosh | Founder, Ujjivan Small Finance Bank

Samit Ghosh is the Founder of Ujjivan Small Finance Bank and served as its Managing Director and CEO until his retirement on November 30, 2019. With over 30 years in banking, he began his career at Citibank in 1975 and later led retail banking launches for Standard Chartered Bank and HDFC Bank in the Middle East, South Asia, and India. He also serves on the board of the Parinaam Foundation.

Social Entrepreneurship Partners



Dr. Sekhar Bonu | Ex- DG DMEQ, NITI

Dr. Sekhar Bonu served as the Director General of the Development Monitoring and Evaluation Office (DMEQ), NITI Aayog from April 2019 to June 2022. Prior to that, Dr. Bonu worked with the Asian Development Bank (ADB) in Manila for 15 years. He also served in the Indian Administrative Service in Rajasthan from 1987 to 2003. Dr. Bonu serves on the boards of Schoolnet India Limited, Udaiti Foundation, 3ie, and the Gandhi Institute of Technology and Management, Andhra Pradesh.



SK Jain | Founder, RatnaTraya Capital & Westbridge Capital

Surendra (SK) is the Founder and Managing Partner of RatnaTraya Capital. He was the co-founder and former Managing Director for Westbridge Capital. Prior to Westbridge, SK was with Sequoia Capital. Earlier, he was co-founder and CEO of MeraNet, and worked at Intel, Motorola and Booz-Allen & Hamilton. SK is an alumnus of IIM Ahmedabad, IIT Delhi and the University of Minnesota.



Sushant Dash | CEO, Tata Starbucks

Sushant Dash, CEO of Tata Starbucks Pvt. Ltd., has 28 years in consumer and retail businesses. He led the India launch for Tata Starbucks in 2012 and previously managed Tata Consumer Products with a \$750 million turnover and 1,500 employees. With degrees from MICA and Ravenshaw University, Sushant has been recognised as Asian Business Leader of the Year (ET, 2023 & Times Now, 2024) and one of the Top 3 Marketing Leaders in India (World Marketing Congress).



Sushma Rajagopalan | Partner, Rittenhouse Ventures

Sushma Rajagopalan is a Global IT Leader and Venture Capitalist with over 25 years of experience. She is a Partner at Rittenhouse Ventures and serves on the boards of WISH Foundation and Ben Franklin Technology Partners. Sushma mentors startups with the Harvard Innovation Lab and PACT. She was formerly MD and CEO of ITC Infotech, and has also been a partner at LiquidHub (acquired by Capgemini) and Chief Strategy Officer at Larsen & Toubro Infotech.

Social Entrepreneurship Partners



Ujwal Thakar | Former CEO, Pratham India

Ujwal Thakar, a banker with 30+ years of experience, has held key senior management positions at leading banks, including Standard Chartered Bank, BNP Paribas, and Times Bank. He has also served as CEO of Pratham and GiveIndia. Currently, Ujwal is an advisor to PricewaterhouseCoopers in their BFSI practice and serves on the boards of Educate Girls, Lighthouse Communities Foundation, and several other nonprofits.



Umakant Soni | Chairman, AI Foundry

Umakant Soni is a leading AI strategist and entrepreneur from India with over 15 years of experience. He co-founded ARTPARK, AI Foundry, and pi Ventures, and advises Fortune 500 firms on AI strategy. He developed the “AI for 6bn” model for the developing world and served as a nominated expert for GPAI (Global Partnership on AI) from India. His background includes founding India’s first AI chatbot startup, Vimagino, and holding leadership roles in Wipro’s Innovation arm. He is an alumnus of IIT Kanpur.



Vivek Mathur | Operating Partner, Elevation Capital

Vivek is an Operating Partner at Elevation Capital. He helps portfolio companies scale by addressing issues related to finance, operations, compliance, and structuring. With over 20 years of deep operational experience in finance, banking, and strategy, he has previously worked at Standard Chartered and headed Dell’s Global Contact Centres in India. He has a BE from BITS Pilani & an MBA from the University of Iowa.



Ziaa Lalkaka | CEO, HT Parekh Foundation

Ziaa Lalkaka is the CEO of the H T Parekh Foundation. With over 18 years in audit, advisory, and investor relations, she transitioned to the development sector in 2014 to lead the Foundation, focusing on health equity, educational interventions, inclusive communities for people with disabilities (PwD), and sustainable practices. She also serves on the leadership team of Ashoka University.

Ecosystem Supporters

- Aakash Sethi | QUEST Alliance
- Abhishek Jain | Swasth
- Aditya Natraj | Kaivalya
- Aditya Tyagi | i-Saksham
- Ajay Nair | Swasth
- Akhila Somanath | Tech4Good
- Akila Krishnakumar | SVP
- Alok Goel | SAIF
- Aloka Majumdar | HSBC
- Amarendra Sahu | Nestaway
- Ameen Haque | Storywallahs
- Amit Chandra | Bain Capital
- Amit Gupta | Yulu Bikes, InMobi
- Amit Narayan | Control Risks
- Anand Mahurkar | Findability Sciences
- Aniket Deogar | Haqdarshak
- Anil Swarup | IAS (Retd)
- Ankit Arora | Saarthi
- Anoj Vishwanathan | Milaap
- Anshu Gupta | Goonj
- Anusha Bhargava | Tech4Good
- Apurva Srivastav | Emerging Tech
- Arshad Sayeed | VEARC
- Arya Tripathy | PSA Legal
- Ashok Alexander | Antara
- Ashok Kamath | Akshara
- Asma Kathiwala | RoundGlass
- Atul Gandhi - EdelGive
- Avantika Sinha | Leadership Trainer
- Balasubramanya R | CEGIS
- Bela Shah | Wisdom Leadership
- Bhairavi M Shibulal | Solis Health
- Bharath Visweswariah | BAT
- Bikash Chowdhury | Intuit India
- C V Madhukar | Omidyar
- Chetana Sinha | Mann Deshi Bank
- Chitresh Sinha | The Plated Project
- D. Pashupati | Sapiens
- Debleena Majumdar | Kahaniyah
- Deepa Nagraj | Mphasis
- Devanshi Vaid | IDR
- Dhawal Udani | Danamojo
- Dilip Pattubala | Uninhibited
- Dr. Archana Pillai | 86B
- Dr. Debashish Mitter | MSDF
- Dr. Gopichand Katragadda | Myelin
- Dr. Manjunatha A. V | GoK
- Dr. Meenu Bhambani | Mphasis
- Dr. Nidhi Pundhir | IHCL Foundation
- Dr. Sekhar Bonu | NITI Aayog
- Dr. Shalini Rajneesh | ACS, GoK
- Gautam John | RNP
- Gayathri Vasudevan | LabourNet
- Geetha Manjunathan | Niramai Health
- Hanisha Vaswani | Maturity Fund
- Harish Hande | Selco
- Indrani Handa | The Bridgespan Group
- Jagdeesh Puppala | Living Landscapes
- Jayashree Braganza | Chrysalyst
- Jonnathan Mendonca | Shikha Institute
- Jyotika Sehra | Srujana
- Kailash Nadh | Zerodha
- Kamakshi Rao | Ankur Capital
- Kaoshal Kumar | NSE
- Krishna Sundaresan | IBNG India
- Krishnakumar | GreenPepper
- Kruti Bharucha | Peepul
- Krutika Ravishankar | F4F
- Kshitija Krishnaswami | Accenture
- Lakshmi Pattabhiraman | Omidyar
- Luis Miranda | Centre for Civil Society
- Madhav Chavan | Pratham
- Maharshi Vaishnav | Educate Girls
- Mahi Titus | Dream A Dream
- Malavika R Harita | Brand Circle
- Mallika Patil | Painted Sky
- Maneesh Dhir | Ex-Apple India MD
- Manish Dugar | Practo
- Manoj Kumar | Social Alpha
- Manu Chopra | Karya
- Matthew Spacie | Magic Bus
- Meenu Bambhani | State Street
- Megha Phansalkar | Tisser
- Mekin Maheshwari | Udhyam
- Mohit Bhatnagar | Sequoia
- Mukesh Bansal | Cure Fit
- Murugan Vasudevan | Veddis
- Nachiket Mor | Banyan Academy
- Naveen Tewari | InMobi
- Neelay Patil | Bridgespan
- Neha Verma | Intelehealth
- Nipun Mehrotra | Agricolab
- Nirbhay Lumde | CGI
- Nita Tyagi | iSPIRT
- Nivedita Krishna | Azim Premji
- Osama Manzar | Digital Empowerment
- P R Ganapathy | Stanford Seeds
- Paresch Parasnis | Piramal
- Phagun Dhakka | Dhakka and Bhagat
- Phanindra Sama | Redbus
- Pooja Taparia | Arpan
- Pradeep Nair | Ford
- Prakriti Panwar Massey | Wells Fargo
- Prathibha A N | Titan
- Priti Agarwal | Azim Premji
- Raj Gilda | LAHI
- Raj Kondur | Nirvana Business Solutions
- Rajesh Balpande | Book My Show
- Rajesh Tandon | PRIA
- Rajpal | Jan Sahas
- Ramachandran Narayanaswamy | CEGIS

Organisations mentioned above were at the time of engagement

Ecosystem Supporters & Team

- Ramanand NK | Rang De
- Ramji Raghavan | Agastya
- Ramkumar K | Leadership Centre
- Rashmi | Alt Story
- Rathish Balakrishnan | Sattva
- Ravi Bagaria | ARIA
- Ravi Narayan | Microsoft for Startups
- Ravi Sreedharan | ISDM
- Ravi Venkatesan | GAME
- Richa Bajpai | Goodera
- Rinju Rajan | Tech4Good
- Rishabh Lalani | Fundraising
- Ritu Halder | Samhita
- Ritu Jain | ARIA
- RK Misra | YULU
- Rohan Vyavaharkar | Omidyar
- Rohini Kamath | CISCO
- Rohini Nilekani | RNP
- Roopa Kudva | Omidyar
- Roshan Paul | Amani
- Rostow Ravanar | Alfahive
- Rukmini Banerjee | Pratham
- Safeena Husain | Educate Girls
- Sahil Sameer | Opengrad
- Sajith Pai | Blume Ventures
- Sameer Ghosh | Orijin Finance
- Samina Bano | RightWalk
- Samit Ghosh | Ujjivan
- Sandeep Farias | Elevar Equity
- Sanjana Manaktala | Rocket Learning
- Sanjay Anandram | TiE
- Sanjay Dalmia | OpenLinks
- Sanjay Jain | CIIE
- Shalini Rajneesh | GoK
- Vishal Gupta | Pravis
- Vivek Mathur | Elevation Capital
- Vivek Seshadri | Karya

The/Nudge Speakers

- Akash Raman*
- Akshay Soni
- Alison Wynn*
- Amit Varshney*
- Ashish Karamchandani*
- Ashish Shetty
- Atul Mishra*
- Atul Satija
- Bhargavi Ramachandran*
- Gurkaram Singh
- Jerold Pereira
- John Paul
- Manoj Joshi
- Nappina Sampath
- Priya Ajmera*
- Priya Sunil*
- Saikrishna V
- Santosh Charan*
- Saurabh Nigam
- Saurabh Jain
- Sayi Pavithrasagar
- Shefali Bajpai
- Sindhuja Kumar
- Srikanta Routa
- Sriram V
- Subhashree Dutta
- Sudha Srinivasan*
- Swapnil Chaturvedi*
- Tanu Mittal*
- Vaibhav Budhraj

T/NI SocEnt Team

- Anvitha Padurthi
- Chinmayi Kulkarni
- Dr. Gayathri Swahar
- Kritika Sridharan
- Nitin Malik
- Parna Paul
- Preethika Sabu
- Subhashree Dutta

Ex - Team Members

- Akash Raman
- Akshay Soni#
- Ayushi Bhati
- Bhargavi Ramachandran
- Khusboo Maheshwari
- Lakshmi Pattabiraman
- Manoj Joshi#
- Naman Arora
- Namratha Dasulakanthe
- Priya Ajmera
- Rashi Rathi
- Rini Channakeshava
- Santosh Charan
- Shivani Jain

Visit us at socent.thenudge.org.

For any queries, reach out to us at socent@thenudge.org.

Organisations mentioned above were at the time of engagement

*Previously part of The/Nudge Institute

#Part of other The/Nudge Team

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The grant multiplier for the incubator organisations presented in this book is calculated based on the average of the total funds raised by each organisation within twelve months after graduation, divided by the funds disbursed to the organisations. A simple average is then applied across cohorts. The data used to calculate the grant multiplier has been self-reported by the organisations.

The increase in funds raised by the accelerator organisations featured in this book is determined by comparing the total funds raised by each organisation within twelve months after graduation to the amount raised in the year before they entered the program. A simple average is then calculated across all organisations. The data has been self-reported by the organisations.

While we have made every effort to acknowledge all ecosystem supporters, some may have been inadvertently omitted. We deeply appreciate your commitment to our programs and sincerely apologise for any oversights.



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