

THE/NUDGE INSTITUTE | Accelerator

Supporting the scale journey of organisations which have demonstrated impact

COHORT A/7

July 2025

Our journey so far...

6

Cohorts
graduated

32

Seed orgs
incubated

61

Founders
supported

Overview: Cohort A/7

3

Seed orgs

2

Scale orgs

8

Thematic areas

5

Women Led
organisations

COHORT A/7: A snapshot of the organisations

Seed Cohort



LAUNCH
GIRLS



Scale Cohort

Bæru
Collective



COHORT A/7: A snapshot of our founders



Thematic areas



Entrepreneurship



Rural
Development



Youth
Skilling



Blue
Economy



Inclusive
Livelihoods



Financial
Inclusion



Climate Action and
Livelihoods



Women
Empowerment



Ayang Trust nurtures women's leadership and entrepreneurship in rural and tribal communities by building collective enterprises rooted in local knowledge and resilience.

FOUNDERS:



Aswathy Jayakumar



Bipin Dhane



Dharamjeet Kumar



Website: <https://www.ayang.org.in/>

The Problem:

Rural communities in Assam and Arunachal Pradesh face severe livelihood insecurity due to geographic isolation, unorganised production, and poor market access. Despite rich skills and resources, women—who sustain agriculture and traditional crafts—remain underpaid, and excluded from economic opportunities due to structural barriers, climate risks, and exploitative value chains.

The Solution:

Ayang Trust integrates capacity building, collectivisation, and market linkages to empower tribal and rural women as entrepreneurs. By organising women into producer collectives, strengthening traditional skills, building local production infrastructure, and creating access to markets, their model enables dignified, sustainable livelihoods rooted in community ownership, cultural resilience, and economic inclusion.

The Impact:

In 2024, 1200+ rural entrepreneurs were supported with capacity through structured capacity-building programs, one-on-one guidance to strengthen their enterprises and livelihood activities. Over 70% of the entrepreneurs were able to increase their income by around ₹80,000 per annum. In 2024, 4000 women were collectivised under women led enterprises.

Accolades:

- Dharamjeet Kumar | Acumen India Fellowship | 2023
- Aswathy Jayakumar | GP Birla Fellowship | 2023
- HDFC Parivartan Award | 2022
- Convenor, North East Development Conclave | 2024

LAUNCH
GIRLS



Launch Girls prepares adolescent girls for the world of work

FOUNDERS:



Averil Spencer



Neha Sahu



Website: <https://www.launchgirls.org/>

The Problem:

India is home to over 120 million adolescent girls and young women, many of whom are excluded from economic opportunity and decision-making due to a lack of job readiness, in addition to the existing deeply entrenched gender norms. They are three times more likely than young men to be out of education, employment, or training.

The Solution:

Launch Girls uses entrepreneurial education to translate girls' education into economic mobility and build more inclusive economies. Their Girl Boss program, adapted from MIT Sloan classes and research by the World Bank and World Economic Forum, equips girls with transferable skills, agency, and support systems. This enables young women to own their futures through employment, entrepreneurship, or higher education.

The Impact:

- Reached 15,040 girls in India
- 683 teachers, mentors, and community members, trained as Girl Boss Advisors
- 100 Girl Boss alumni supporting the facilitating with the advisors
- 6 Lead Trainers trained
- MoU signed for state level partnerships with departments of higher education and government colleges in Telangana, and Karnataka.

Accolades:

- Member | Harvard Innovation Labs | 2024-25
- Neha Sahu | Acumen Angels | 2024
- Member | Catalyst 2030 Network
- Averil Spencer | Speaker, Global Youth Opportunities Summit | 2024



Project Deep accelerates inclusive growth through
unconditional cash transfers

FOUNDERS:



Muzamil Baig



Pankhuri Shah

The Problem:

More than INR 2.8 lakh crore is being spent on unconditional direct cash transfers by State and Central government in India. The effectiveness of this large outlay is limited by design challenges and fiscal management, resulting in fragmented efforts that make it difficult for vulnerable citizens to break the intergenerational poverty trap.

The Solution:

Project DEEP combines cutting-edge research with actionable solutions to maximise the impact of cash based policies. For this, they consolidate evidence and strengthens state capacities to deliver intentional and sustainable welfare programs, through its Centre of Excellence. At the heart of their mission, Project DEEP aims to enable inclusive growth through direct cash transfers, envisioning a future where all Indians have the means to meet their needs and make empowered choices.

The Impact:

- INR 3.75cr disbursed, with 80% invested in asset creation and livelihood enhancement
- The results of Project Deep's early pilots show a 50% increase in land cultivation and hence a 22% increase in income after a year.
- In other communities, 70% of the funds were invested to create long term generational assets.

Accolades:

- Member, Change Accelerator Engine | 2024
- Member, Catalyst Network, 2030
- Speaker at Basic Income Earth Network Conference
Co-leading 'India Basic Income Coalition' (IBIC), for ecosystem building

Baeru
Collective



FOUNDERS:



Divya Hegde

Baeru Collective drives community-led climate action through education, coastal livelihood enhancement, and government partnerships

The Problem:

In India's coastal communities, waste management is not just a crisis but a reflection of deeper socio-economic fissures. An overwhelming 420 million people bear the brunt of environmental crises, with women constituting 48% of the population. Additionally, 61% of the fishing community in India live below the poverty line. Existing solutions lack gender-sensitive responses, cultural context, and vernacular technological interventions.

The Solution:

Baeru drives community-led climate action through education, coastal livelihood enhancement, and government partnerships. With support from the Government of Karnataka, Baeru pioneered an innovation motivating fishermen to collect ocean plastics. Once cleaned, these plastics are processed, providing compensation to fishermen and employment for local women. This initiative engages communities, empowers women, and uses local resources for waste management, addressing local concerns and making climate action practical and relatable.

The Impact:

- 2,000 fisherfolk impacted
- 1,200+ coastal livelihoods created
- 35,000 metric tonnes of waste diverted

Accolades:

- Speaker and Women for Change Cohort | 2025
- Divya Hegde | Acumen Fellow | 2024
- Women Climate Collective | L'Oreal Foundation | 2024
- UNESCO Green Citizen | 2022, UN Leadership in Climate & Gender Justice | 2020, 2021



FOUNDERS:



Sonali Saini

Sol's Arc works towards the socio-economic empowerment of Persons with Disabilities through mobilisation, livelihood training and support, and enabling market linkages

The Problem:

Persons with Disabilities (PwDs) face systemic exclusion from education and employment due to inaccessible infrastructure, urban-centric solutions, and lack of holistic approaches, leading to poverty and economic marginalisation.

The Solution:

Sol's Arc's intervention follows 5 major objectives:
Identification of Persons with Disabilities, and enabling access to social security schemes.
Mobilization of PwDs into self-help groups.
Livelihood training and support, and income generation through market linkages.
Sol's ARC has piloted this model in Mujkuva, Gujarat, and is partnering with the Government of Meghalaya to scale the solution systemically by diversifying livelihood offerings, forming producer groups, and establishing market linkages.

The Impact:

In Mujkuva, Gujarat, Sol's Arc has enrolled 80 PwDs in their livelihoods program, with 47 engaged in livelihood activities. They've enabled access to government schemes like Pradhan Mantri Suraksha Bheema Yojana, Jeevan Jyoti Bheema Yojana, health insurance, and marriage incentives for disabilities. Sol's Arc has also partnered with the State Rural Livelihoods Society, Meghalaya, to support 14,000 PwDs by 2029 through inclusive livelihood initiatives.

Accolades:

- Data for Good Exchange India Empowerment Challenge | 2023
- Nexus of Good Annual Award | 2023

10 YEARS OF
THE/NUDGE
INSTITUTE