

ANNUAL REPORT

2023-24



dhriiti
THE COURAGE
WITHIN



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LETTER FROM THE ED



NIDHI GUPTA

EXECUTIVE DIRECTOR

Dear reader,

Welcome to Dhriiti's Annual Report for 2023-24! It's been quite a ride these past 20 years. We've had our share of bumps in the road, unexpected detours, and those incredible moments that make it all worthwhile. This last year has been especially eventful and we're excited to share our progress with you.

Before we begin the report, we want you to think of those times when you know that you're onto something big, but you just can't quite grasp it. You just know something amazing is about to happen.

Reader, that's exactly how we've been feeling! After the pandemic, it felt like we were surrounded by puzzle pieces, waiting for that "Eureka!" moment.

And guess what? It finally clicked. We've discovered Dhriiti's new direction, its true calling, our North Star: Entrepreneurship for Resilience. This report shares that journey with you. Last year was all about finetuning our vision, backing it up with solid research, and creating a roadmap for Dhriiti's future. We'll dive into our progress, but the adventure is far from over. The next year will be about bringing this vision to life, experimenting, and refining our approach. It's a challenge we're ready to tackle!

Here are some other highlights from our year:

- We continued supporting women micropreneurs in Delhi and, thanks to the generous support of Vastu Housing Finance, expanded our footprint to Jaipur!
- We launched a major nationwide program with social purpose aggregator enterprises, in partnership with the incredible teams at GAME and BMGF.
- We started a transformational multi-year program in Assam's Karbi Anglong district with the wonderful people at TdH, focused on youth empowerment and leadership.

Our goal? A thriving India where everyone has the chance to live with dignity and peace. We're determined to make a real difference in the lives of the lakhs of Indians we work with.

Onwards to a stronger, more resilient India!

Warmly,
Nidhi Gupta



VISION AND MISSION

VISION

Our vision is to build a resilient world capable of coping, adapting and bouncing back from financial, social and ecological vulnerabilities using the tools of enterprise and entrepreneurship.

MISSION

Our mission is:

- To build a cadre of professionals across the globe building resilience in individuals and communities through entrepreneurship.
- To develop entrepreneurship-based models and solutions to reduce vulnerabilities and develop resilience in individuals and communities.



ENTREPRENEURSHIP FOR RESILIENCE

The global landscape is stark, to say the least. It is impossible to look away from everything that is transpiring around us. Unprecedented numbers of armed conflicts raging across continents, climate disasters escalating with alarming frequency, youth facing deepening despair, and women's rights facing mounting threats, among so many other troubling events.

As social sector practitioners committed to positive change, we recognize that conventional entrepreneurship training, which has been our foundation and bedrock for the last 20 years, alone is insufficient in these extraordinary times. Our mission demanded reimagining, a fundamental reassessment of our role and potential impact.

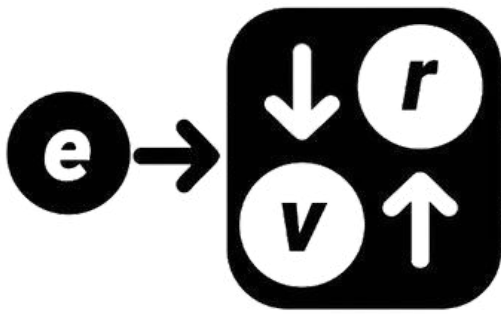
Thus was born our Entrepreneurship for Resilience framework: our new guiding light and North Star.

The simple idea behind the E4R framework is to use entrepreneurship and development of entrepreneurial mindsets as tools to overcome these interconnected challenges and vulnerabilities, which would eventually lead to resilient households and communities; instead of seeing entrepreneurship as a means of creating only livelihood opportunities.

Our work will require unwavering focus as we collaborate closely with young people, equipping them to develop the entrepreneurial mindset and resilience needed to navigate today's challenges and create positive change.

The E4R framework will guide us in assessing each community's unique strengths and assets, while also acknowledging their specific vulnerabilities. This understanding will enable us to equip these young people with the tools they need to address their community's challenges effectively. Building on our proven methods for fostering entrepreneurship, we will incorporate a crucial layer of understanding – helping communities grasp the broader, long-term ecological, social, and economic consequences of their endeavours. We believe that this comprehensive approach will contribute to the sustainable growth and well-being of the communities.





THEORY OF CHANGE

Enterprise and entrepreneurship will enable reduction of vulnerabilities of targeted communities in crises leading to increase in resilience.

FOCUS AREAS

VISION 2030

Under the E4R framework, the following are our focus areas for the next 6 years:

CLIMATE ACTION



Our focus will be on protecting biocultural diversity of the communities we work with. The concept of biocultural diversity emphasises the dynamic interplay between nature and humans in a specific region. It differs from the concept of biodiversity with its species conservation-oriented approach in that it includes local people and their interrelationship with nature.

Our interventions in this focus area will align with the principles of sustainable development, and respect the rights and knowledge of indigenous communities, while appreciating the gendered impacts of climate change and loss of biocultural diversity.

HEALTH AND WELL-BEING



A crucial aspect of biocultural diversity lies in the intricate and intimate relationship between what is cultivated in a particular region and how it is consumed. This connection directly impacts the health and well-being of the community.

We believe that agroecology, a holistic approach that integrates ecological principles into agricultural practices, offers solutions. By examining local food systems through an agroecological lens, we can identify opportunities to enhance health outcomes, preserve cultural traditions, and promote environmental sustainability simultaneously.

SUSTAINABLE LIVELIHOODS

Sustainable livelihoods encompass a holistic approach to economic empowerment, focusing on the well-being of individuals and their communities while respecting environmental boundaries. They are non-extractive, they do not deplete or degrade natural resources, ensuring the long-term viability of the livelihoods themselves and the ecosystems they depend upon. Beyond mere survival, sustainable livelihoods strive to fulfil the deeper human needs of dignity and self-actualization.

As part of this focus area, we will work with Aggregator Enterprises (AEs) that have emerged as a transformative force in fostering sustainable livelihoods for urban poor women entrepreneurs. These enterprises act as crucial intermediaries, linking small-scale women producers to wider markets, often through fair trade channels and both online and offline platforms. Beyond economic benefits, AEs have the potential to act as catalysts for social change within their communities.



GENDER EQUITY

The economic empowerment of women in India faces significant challenges, which are deeply rooted in societal norms and cultural practices. Deeply entrenched gender stereotypes and biases often limit women's access to education, skill development, and employment opportunities.

A critical gap persists in the support system for urban poor women operating as micro or nano-entrepreneurs outside the structured framework of SHGs or JLGs. This segment of women entrepreneurs, often overlooked by traditional financial institutions due to perceived low market credibility, represents a significant untapped potential within the entrepreneurial landscape. Dhriiti, with over a decade of experience working in the urban slums of New Delhi, has intimately observed the unique challenges faced by these women. These women will continue to be the focus of Dhriiti's work under this focus area.



YOUTH-LED DEVELOPMENT

We believe that a key component of fostering resilience in communities through entrepreneurship and entrepreneurial thinking is the development of a cadre of young thinkers and leaders. We will intervene in this focal area by cultivating "entre-professionals", youth who possess not only the skills to establish and manage enterprises but also the ability to instil entrepreneurial mindsets and models within communities. The creation of this cadre will be integrated into every project, ensuring a consistent focus on nurturing young talent and leadership.

Ultimately, we believe that empowering young people to organise themselves to address their own challenges and aspirations is key to their ability to support others in doing the same.



NEXT UP



In the coming year:

- We will map our current values framework to the new E4R framework and determine what new values need to be adopted and implemented to bring the organization in complete alignment with E4R.
- We will discuss and demystify concepts of entrepreneurial and resilience mindsets, and update program designs and curricula accordingly.
- The M&E frameworks will be updated to capture resilience data.
- We will attempt to integrate all five focus areas into our new programs, ensuring a holistic approach that strengthens the overall resilience of the communities we work with.
- In our program planning, we will consider the impact of any program on all five areas, even if the program has one primary focus.



PROGRAM HIGHLIGHTS



5 VILLAGES
50 YOUTH



YOUTH ENGAGEMENT TOWARDS SELF- ACTUALIZATION AND NATION BUILDING - KARBI ANGLONG, ASSAM

We believe that the youth of a community are the ultimate change agents and innovators, and they will play an essential role in reducing their communities' vulnerabilities. As future leaders and decision-makers, their energy and contribution to the resilience project is vital.

The Karbi Anglong district in Assam faces multiple challenges - rife ethnic and inter-tribal conflict, extremely low per capita income, high out-migration of youth in search of decent income, strict gender roles, and changing weather patterns affecting agriculture, which is the primary livelihood of people in the district.

40% of the youth we surveyed from the district as part of a research study said that they had “no idea” about their plans for their futures, and approximately 60% of them stated that they will have to migrate out of Karbi Anglong for better opportunities. An overwhelming ~90% of respondents believed that men and women should stick to their traditional gender roles.

Along with Terre Des Hommes, we have initiated a project in the district through which we will intensely engage with 50 youth from 5 districts over the next one year in order to stimulate their entrepreneurial and resilience mindsets, build their capacities and inspire them to think creatively about their career options, while serving to reduce the vulnerabilities that surround Karbi Anglong. The project also includes gender components, for which workshops will be held not only with the youth but also with members of the community.

The initial months of the project were spent in conducting detailed primary and secondary research on the district and its youth in order to understand the socio-economic and ecological realities of the district, and perceptions and beliefs of the youth. We also engaged with the communities in order to spread the word about the project, inviting feedback and suggestions on program design, mobilizing youth to join in, and preparing the project team to deliver the programming.





2 CITIES

125 WOMEN
MICROPRENEURS



WOMEN MICROPRENEURS PROGRAMME 2.0

In low income settlements of Indian cities, a significant number of women, especially those who are married and have grown up children, have ventured into micro-level entrepreneurial activities, such as starting a home based tailoring shop, small-scale tutoring centres for children in the neighbourhood or food stalls. However, there are innumerable challenges that restrict women from low income communities to sustain and scale their business enterprises. Social conditioning and traditional gender roles make it difficult for many women to imagine themselves in a new identity of an entrepreneur. This also hampers their ability to negotiate with their own selves and their families and balance their dual roles of homemakers/ caregivers and entrepreneurs.

With Vastu Housing Finance's support, we have been working with women micropreneurs in Delhi since 2022-23. Our WMP project seeks to support these women micropreneurs build their individual identities as entrepreneurs separate from their traditional gender roles and develop a business view towards their work while honing business skills and entrepreneurship competencies.

This year, we have initiated the second cohort of the WMP project, expanding to 25 women micropreneurs from Jaipur in addition to 50 from Delhi. We are also able to regroup and bring together the 50 participants from the first cohort of the project for further capacity building activities.



10
AGGREGATOR
ENTERPRISES

~71000 WOMEN
IMPACTED



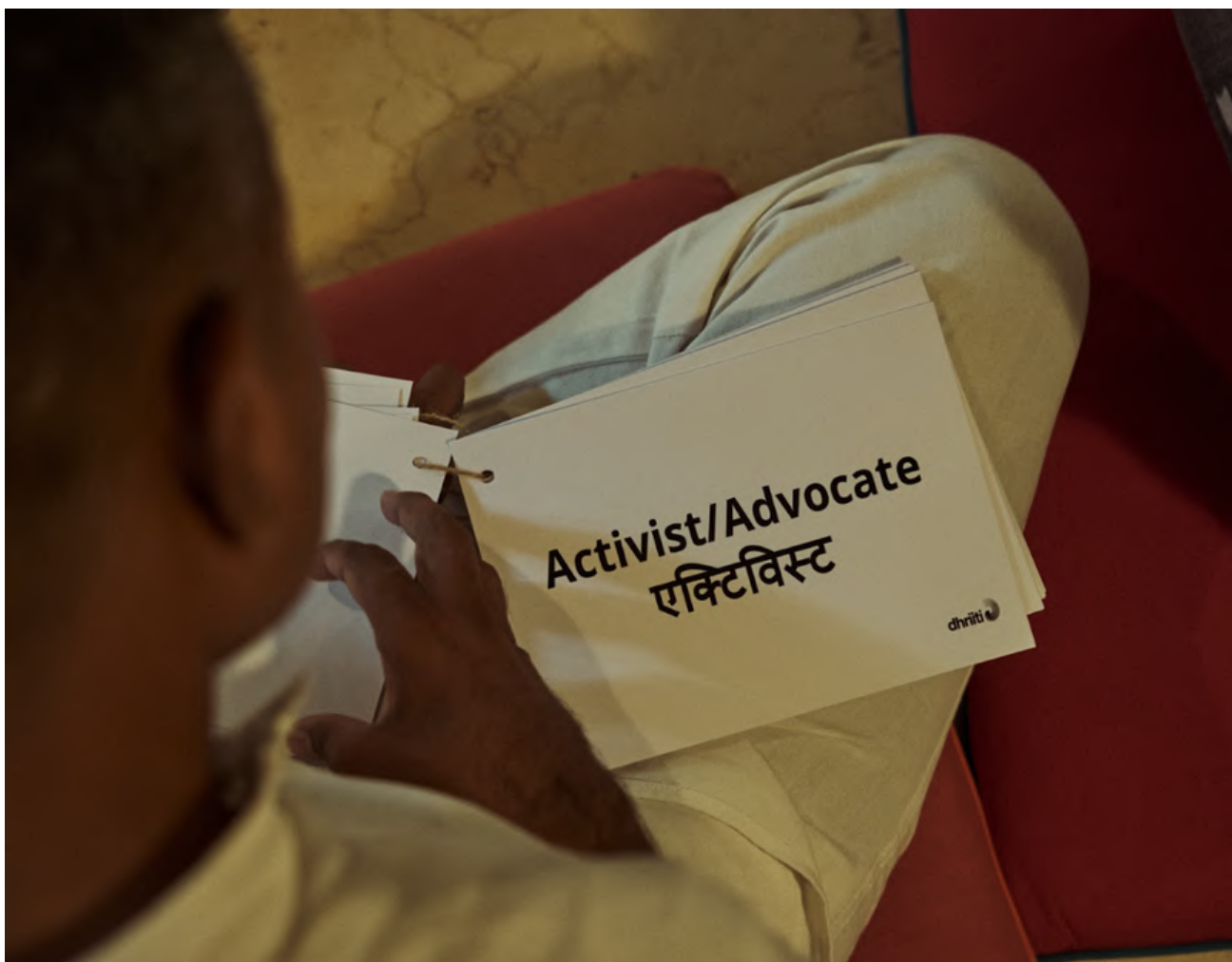
MARKETING ACCELERATOR FOR AGGREGATOR ENTERPRISES

Aggregator enterprises (AEs) act as vital conduits, sourcing products such as handicrafts and agricultural produce from rural and semi-urban nanopreneurs and connecting them to broader national and international markets. However, they serve a multifaceted purpose which goes beyond mere market linkage. By working closely with marginalized populations in India, these enterprises play a crucial role in their social upliftment and economic inclusion.

Perhaps most uniquely, these organizations serve as key links in preserving India's rich tapestry of age-old traditions and indigenous knowledge. They work with communities still engaged in sustainable and inherently climate-resilient traditional agriculture, crafts and other practices, ensuring the continuity of India's diverse cultural heritage and safeguarding of traditional know-how.

With support from GAME, the MAAE program focuses on those AEs which are dedicated to collectivizing and empowering women nanopreneurs in marginalized communities to maximize social impact. Despite their immense potential to bring lasting, transformative change to women nanopreneurs in their value chains, these triple-purpose organizations remain largely unrecognized. Among their many challenges lies one regarding their ability and capacity to leverage technology to reach a wider market across the country and even globally. The MAAE program recognizes the transformative potential of e-commerce platforms in strengthening economic opportunities for larger AEs and consequently, for the thousands of women nanopreneurs in their value chain.

We commissioned a landscape study to understand the various categories of AEs in India working with women producers. This included identifying key services and support they offer, challenges they face, and opportunities the aggregator model presents for strengthening women's economic and social empowerment. In the upcoming year, we will mobilize and select 10 AEs for the market acceleration program which will be delivered through group workshops and tailored mentoring support.



OTHER ACTIVITIES

MACQUARIE FOUNDATION WEEK

We collaborated with the Macquarie Group Foundation for their annual fundraising initiative in October 2023. We set up stalls in the Macquarie office in Gurugram featuring products from women entrepreneurs we have worked with in our past projects.

The opportunity offered the entrepreneurs a platform to showcase and sell their products, gain market insights, and connect with potential customers - Macquarie employees. Macquarie generously matched all sale proceeds. We are grateful to Macquarie for their continued support.

INTERGLOBE FOUNDATION PHOTO EXHIBITION

We partnered with our past funder the Interglobe Foundation for a photo exhibition at the India International Centre, New Delhi showcasing the impact of our Pragati project in Assam.

The exhibition featured high-quality photographs and stories from the project, which helped raise awareness about our work. We are grateful to the Interglobe Foundation for their continued belief in our work.

YMCA EXHIBITION

Our team participated in the annual YMCA NGO Mela in October 2023 and set up stalls featuring products made by our project participants.

The exhibition provided us and the women entrepreneurs valuable insights into market trends and customer preferences.

WOMEN'S ENTREPRENEURSHIP CLUB

The Women's Entrepreneurship Club is run in order to maintain engagement with a wider community of women entrepreneurs beyond our cohort-based programs, while providing periodic opportunities for them to learn new skills.

The club also fosters a sense of community, facilitates knowledge sharing among the entrepreneurs, and creates a pipeline for our future programs.


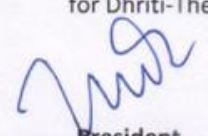
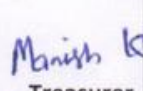

This year, several workshops were conducted - ranging from business documentation to maintaining safety and hygiene.

FINANCIALS

DHRIITI - THE COURAGE WITHIN			
BALANCE SHEET	Note No.	AS at MARCH 31, 2024	AS at MARCH 31, 2023
SOURCES OF FUNDS:			
CORPUS FUND		295,483.00	295,483
CAPITAL ASSETS FUND		3,848,757.00	4,456,831
RESTRICTED FUND	1	-508,521.05	-923,325
GENERAL RESERVE FUND			
Opening Balance		2,190,481.92	
Add: Addition during the year		<u>-1,558,035.91</u>	
		632,446.01	2,190,482
UNSECURED LOANS			
CURRENT LIABILITIES & PROVISIONS			
Sundry Creditors	2	845,753.00	832,943
Statutory Liabilities	3	20,000.00	5,650
Advance Monies Received for Projects		0.00	0
TOTAL		5,133,917.96	6,858,064
ASSETS:			
PROJECT FIXED ASSETS	4	3,848,757.00	4,456,831
CURRENT ASSETS, LOANS AND ADVANCES			
CASH AND CASH EQUIVALENTS			
Cash in Hand		10,384.00	15,300
Cash at Bank	5	1,055,278.96	512,914
Interest Accrued		0.00	16,045
Fixed Deposits	6	0.00	1,674,646
LOAN AND ADVANCES			
Advances and Recoverable	7	37,170.00	0
Security Deposits	8	115,000.00	115,000
TDS Receivables	9	67,328.00	67,328
TOTAL		5,133,917.96	6,858,064
Accounting Policies and Notes to Accounts			
<p>As per our report of even date for NSB & ASSOCIATES Chartered Accountants</p> <p>Place: New Delhi Date: 21-09-2024</p> <p>Jiwan Singh Mehta Partner M. No: 530567 FRN: 023043N</p> <p>for Dhriiti- The Courage within</p> <p>Manish Kumar President Treasurer</p>			

Audited Financial Statement for the current period 1.4.23 to 31.03.2024

FINANCIALS

DHRIITI - THE COURAGE WITHIN		
consolidated Income and Expenditure Account	March 31, 2024	March 31, 2023
INCOME:		
GRANTS & CONTRIBUTIONS		
Grants Availed for Utilisation	767,410.59	9,217,431.00
OTHER PROJECT RECEIPTS		
Other Project Receipts	-	862,625.00
OTHER INCOME		
Interest Income	48,654.43	155,621.00
Deferred Revenue	738,074.00	2,204,280.00
Donation	953,418.65	-
Misc Income	12,544.00	18,435.00
Total (A)	2,520,101.67	12,458,392.00
EXPENDITURE:		
Training, Dissemination, Awareness Creation	62,047.00	3,028,637.00
Consultancy Expenditure	171,000.00	2,383,291.00
Personnel	1,974,768.00	8,498,900.00
Establishment Expenses	962,009.59	935,276.00
Travel	69,211.50	432,084.00
Communication	101,027.49	64,053.00
Depreciation	738,074.00	825,016.00
Total (B)	4,078,137.58	16,167,257.00
Excess of Expenditure over Income (A-B)	(1,558,035.91)	(3,708,864.00)
APPROPRIATION		
Transfer to Unrestricted Funds	(1,558,035.91)	(3,708,864.00)
Accounting Policies and Notes to Accounts As per our report of even date		
Place: New Delhi Date: 21.09.2024	for NSB & ASSOCIATES Chartered Accountants  Jiwan Singh Mehta Partner M. No: 530567 FRN: 023043N	for Dhriti-The Courage within  President  Treasurer 

Audited Financial Statement for the current period 1.4.23 to 31.03.2024

OUR PARTNERS



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