

Annual Report 2024-25



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Letter from the ED

Dear reader,

We believe that the role of civil society is to equip young minds and hearts with a love for their communities and their people - a love that is under constant siege by modern-day advertising and mainstream trends which continually signal to young people that their way of life is not enough, or good, and to constantly strive for more. Inevitably, this search for “more” leads them away from their homes, their identities, all they’ve ever known. At Dhriiti, we believe our job is to facilitate the development of mindsets and skills in these young people to recognize these patterns, understand these forces, become entrepreneurial and nimble, so that they are able to solve real world problems for themselves and their communities, and find happiness where they are.

In 2023, we had developed our new Entrepreneurship for Resilience framework (E4R) to guide our organization’s work, recognizing the harm that these mainstream trends cause to individuals, societies and the planet, and recognizing that our earlier focus on generating livelihoods through entrepreneurship was not sufficient when dealing with the polycrises that our planet is going through, not only in abstract terms, but in terms of its real impact on real people living in rural, tribal communities.

Since last year we have started integrating E4R’s core tenets, values and principles in our projects. I can proudly say that our efforts have started to bear success. We have seen remarkable changes in young people that we work with in Karbi Anglong district in Assam, for example, when it comes to their ownership of their communities. The women micropreneurs and the women-led aggregator enterprises we work with are being engaged in difficult conversations around gender, climate and livelihoods. Our Changeloomers, already at the forefront of generating climate solutions in India, are deeply immersed in understanding their own selves, while building their organizations in service of the communities they live and work in.

I am immensely proud of the work that we have done so far and of the team here at Dhriiti that works day in and out to manifest good in the world. I would like to thank our board, funders, partners, friends and believers - without whose support and patronage, we would not be able to do what we do. Thank you all very much!

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 - Updates

At its heart, our Entrepreneurship for Resilience (E4R) framework represents a fundamental shift in how we view entrepreneurship's role in development. Rather than treating entrepreneurship merely as a pathway to individual livelihoods, we harness entrepreneurial mindsets as powerful tools to address interconnected vulnerabilities and build genuinely resilient households and communities.

The E4R framework guides us to see each community in its full complexity - mapping not only strengths and assets, but also understanding the specific vulnerabilities that shape daily life. This comprehensive assessment enables us to work alongside young people, equipping them with entrepreneurial thinking that directly addresses their community's most pressing challenges.

Building on our proven methodologies for fostering entrepreneurship, we have added a critical dimension: helping communities understand the long-term ecological, social, and economic ripple effects of their actions. This systems-thinking approach ensures that today's solutions contribute to tomorrow's sustainability and collective wellbeing.

The past year marked a pivotal moment in our organizational evolution. Through countless hours of reflection, debate, and dialogue, we engaged deeply with what this new understanding means for our work. This intensive process led us to articulate organizational values that now anchor every program, project, and internal process.

We recognize that fully integrating these values into our programming requires intentional, sustained effort. Rather than attempting overnight transformation, we have committed to gradually reshaping our organizational culture, program designs, and evaluation frameworks to authentically reflect these principles.

To support this transition, we have initiated several organizational processes: comprehensive staff capacity building on integrating E4R into program design, monthly strategic discussions between program managers and leadership, and reviews of how our values manifest in practice. These changes represent our commitment to embodying the transformation we seek to create in the communities we serve. This journey of organizational evolution reflects our belief that authentic change begins from within. As we deepen our own understanding of entrepreneurship for resilience, we become better equipped to walk alongside communities in their own transformative journeys.

Dhriiti values

1. Ownership and Responsibility: Building Pride in Belonging

At Dhriiti, we believe thriving communities are built on a foundation of pride, shared responsibility, and collective wellbeing. Ownership begins with a sense of belonging (अस्मिता)—a deep connection to one’s community that inspires trust and care. But belonging alone is not enough. True change comes when individuals and communities embrace 100% responsibility - the power to choose how we respond to challenges and create opportunities, even in the face of adversity.

2. Well-Being: A Foundation for Resilience

What does wellbeing mean to us? For Dhriiti, it’s about balance - financial, mental, and physical. It’s understanding what we need, being aware of our strengths and vulnerabilities, and ensuring access to resources that help us thrive. This value reminds us that holistic wellbeing isn’t just personal; it’s also a collective aspiration, and we are committed to embedding it in our work.

3. Learning and Adaptability: Staying Open to Change

At Dhriiti, we see learning and adaptability as essential tools for staying relevant and resilient in a rapidly changing world. We’re excited to build a culture that encourages curiosity, explores new ideas, and embraces innovation. Embedding this value will challenge us to remain flexible while staying grounded in our mission.

4. Community-Led and Equitable:

How do we ensure that communities and youth are not just recipients but co-creators of change? For Dhriiti, this value means embedding equity and participation into everything we do. From considering community ideas to ensuring fair representation, we’re committed to creating processes that are inclusive, respectful, and just. We know it’s a challenge, but it’s one we welcome.

5. Sustainable Economic Practices: Prioritising Collective Wellbeing

How can we shift economic practices to benefit everyone? For Dhriiti, this means embedding fairness and equity into the way we approach livelihoods, reducing inequalities, and focusing on community wealth building over individual gain. We aim

to adopt models that reflect our belief in sustainable, win-win solutions that prioritise collective wellbeing.

6. Collaboration: Stronger Together

We know that meaningful change doesn't happen in silos. Collaboration lies at the heart of Dhriiti's vision—fostering connections between individuals, communities, and organisations. Embedding this value means recognising our interdependence and working across sectors to create collective impact. It's a shared journey, and we look forward to building it together.

7. Respect for History: Understanding to Move Forward

The past holds valuable lessons for the present and the future. At Dhriiti, embedding this value means respecting the histories of the communities we work with, drawing wisdom from them, and using those insights to shape innovative, forward-looking approaches. Honouring history isn't just about remembering—it's about learning and evolving.

8. Regenerative and Place-Based Work: Replenishing What Sustains Us

For Dhriiti, embedding regeneration means shifting from sustainability to actively replenishing the resources—natural, social, and economic—that sustain us. This value calls for us to think beyond “less harm” and design solutions that create lasting value, grounded in the unique identity of the places we serve. It's a bold shift, and one we're excited to embrace.

Program Highlights

Youth Engagement Towards Self-Actualization and Nation Building, Riso Ejang, in Karbi Anglong, Assam

Nestled in the hills of Assam, Karbi Anglong district embodies both immense potential and profound challenges. The region grapples with ethnic tensions, limited economic opportunities that drive youth migration, restrictive gender norms, and climate impacts threatening traditional agriculture - the backbone of local livelihoods. Yet within these challenges lies an extraordinary opportunity for transformation.

With support from Terre Des Hommes and now Misereor, we have embarked on a journey to unlock the entrepreneurial potential of Karbi Anglong's youth. Our approach centres on building resilient mindsets that can reduce community vulnerabilities - financial, social and ecological - while creating sustainable livelihood pathways.

In our inaugural year, we engaged 50 young people across five villages in an unprecedented exploration of possibility. Through interactive workshops and community activities, these youth - many experiencing such structured development programming for the first time - mapped their villages' hidden assets and untapped resources alongside acknowledged challenges. More importantly, they discovered their own inner strengths and values, translating these insights into strategic career planning and personal vision.

Recognizing that lasting change requires shifting power dynamics, we prioritized elevating youth voices within traditional decision-making structures. Our community gatherings became platforms where young people presented their learnings and future visions directly to village leaders - transforming them from passive recipients to active agents of change.

This grassroots engagement informed our comprehensive 15-Year Vision for Karbi Anglong, encompassing seven critical intervention areas: climate action, cultural preservation, sustainable livelihoods, gender equity, active citizenship, health and wellbeing, and youth leadership. This foundational document now serves as our roadmap, bringing our E4R framework to life in Karbi Anglong's unique context.


Our partnership with Misereor has enabled us to deepen and expand our reach through the innovative "Entre Leaders" model. This year, we have started intensive work with 10 Entre Leaders who successfully mobilized 100 youth across the district. Over the next two years, we will scale to engage 40 more Entre Leaders who will activate a total of another 400 youth - creating ripple effects of positive change throughout the region.

Our Entre Leaders receive comprehensive support through capacity-building workshops, social action projects, community events, and 1:1 enterprise development support - equipping them not just with skills, but with the confidence to lead transformation in their communities.

What began as a project has evolved into a movement. We envision a fundamentally different Karbi Anglong emerging over the next decade - one where youth are recognized

as changemakers, where traditional wisdom meets innovative solutions, and where communities have built the resilience to thrive despite challenges. This is Entrepreneurship for Resilience in action.

VISION ON KARBI ANGLONG



1. By Dhruti, in the year 2030, Most of the youths will have the perfect Mindset of Intreprenuer.
2. There will not be a dropped student if some one provide carrier guidance and train the idea of how to be an entreprenuer.
3. All the natural resources of Karbi Anglong is allowed to sell or use only by the people of Karbi Anglong.
4. All the roads and bridges will be fully constructed by MaMaji.
5. In the institutional entrepreneurship ideas or subject can be added.
6. There will be restaurants, Drawing centre, areacout plat, etc.

Improving connectivity in India
Ministry of Road & Transport
Department of Road Transport

1. Raw Material

2. Labor

3. Technology

4. Skill Development

5. Capital

6. State Policy/Incentive

7. Collaboration

8. Equipment

9. Marketing

10. Innovation

Support of local people

Ability of thought

Need of skills and knowledge

Need of some resources

Financial Support

Infrastructure

Support from the state

Job in and to have

Helping in skill

Supporting in the

Education

SCHOOL

1. Infrastructure

2. Support from the state

3. Job in and to have

4. Helping in skill

5. Supporting in the

6. Education



Women Micropreneurs Programme 2.0

In the bustling low-income settlements of Indian cities, countless women have quietly started their own enterprises - home-based tailoring shops, neighbourhood tutoring centers, local food stalls. Yet despite their entrepreneurial spirit, these women face formidable barriers that extend far beyond business challenges. Social conditioning and entrenched gender roles create an invisible ceiling, making it difficult for many to envision themselves as legitimate entrepreneurs rather than simply women earning supplementary income.

With Vastu Housing Finance's partnership, our Women Micropreneur Program (WMP) has been transforming this narrative since 2022-23. What began with 50 women in Delhi in the first year, expanded to include another 50 in Delhi and 25 micropreneurs in Jaipur to make up the 2.0 cohort, creating a growing network of women who are redefining what's possible.

Our approach goes beyond traditional business training. We support women in constructing new identities as entrepreneurs - separate from, yet integrated with, their roles as caregivers and homemakers. This identity work proves foundational: when women see themselves as business owners, they begin to negotiate differently with their families, invest more strategically, and plan for growth rather than mere survival.

The results speak to the power of identity-centred programming. At baseline, only 20% of participants harboured business growth aspirations. By project completion, this figure jumped to 32% in Delhi and an extraordinary 87.5% in Jaipur. More than numbers, we witnessed fundamental shifts in how women approached their enterprises - upgrading bookkeeping systems, implementing inventory management, and developing marketing strategies with newfound confidence.

The ripple effects extended far beyond business metrics. Participants made substantial investments in business development, acquired assets including land and jewelry, and prioritized their children's education and healthcare. These diverse investment patterns reveal women who had moved from day-to-day survival thinking to long-term wealth building - a profound transformation in both mindset and capability.

Recognizing that sustainable change requires sustained engagement, we established a community centre in Sangam Vihar as our Delhi hub. This space represents more than a training venue - it's becoming a gathering place where women micropreneurs share experiences, solve problems collectively, and support each other's growth. The centre embodies our commitment to building lasting community infrastructure that will outlive any single program cycle.

In February, we launched WMP 3.0 which will work with 75 new participants across Delhi and Jaipur. This expansion reflects our deepening understanding of how to support women in claiming their rightful place as drivers of economic and social change in their communities.

The program demonstrates that when we address the intersection of gender, identity, and entrepreneurship, we unlock potential that transforms not just individual businesses, but entire communities.



"I started from a really small space. In one place I had my products and in another place I had my child. I didn't know whether I would be able to achieve anything in my life or not. Today I learned that I did a lot and am doing a lot too. You kept listening to us and we kept moving forward."

- Shama, WMP 2.0 participant



Marketing Accelerator for Aggregator Enterprises

In India's vast rural and semi-urban landscapes, countless women artisans and producers create extraordinary products - intricate handicrafts, organic agricultural produce, and traditional goods that embody generations of indigenous knowledge. Yet these nanopreneurs often struggle to access markets beyond their immediate communities. This is where Aggregator Enterprises (AEs) become transformative forces. AEs serve as vital bridges, sourcing products from marginalized women producers and connecting them to national and international markets. These organizations fulfill a triple purpose: driving economic inclusion, facilitating social upliftment, and preserving India's rich cultural heritage. However, despite their profound impact on thousands of women's livelihoods, many AEs remain largely invisible in development conversations.

With support from GAME (Global Alliance for Mass Entrepreneurship), our MAAE program addresses a critical gap: helping women-focused AEs harness e-commerce technology to expand their reach and impact. While these organizations excel at grassroots mobilization and quality production, many lack the digital capabilities needed to compete in today's marketplace.

Our project selected 10 AEs for intensive market acceleration support, combining group workshops with tailored mentoring. We guided participants through the complex journey of digital market readiness - from Amazon onboarding to developing sophisticated pricing strategies that balance market competitiveness with fair producer compensation.

The transformation involved multiple dimensions: professional packaging design that honoured traditional aesthetics while meeting modern retail standards, product photography that captured the authentic stories behind each item, and content creation that communicated both quality and social impact to conscious consumers.

Beyond the digital storefront, we supported AEs in building robust backend systems - inventory management, accurate costing models, and compliance documentation for essential certifications like GST and FSSAI.

When AEs succeed in expanding their market reach, the benefits cascade directly to the women nanopreneurs in their value chains. Enhanced market access translates to more consistent orders, better pricing, and dignified work for rural women who might otherwise struggle to find economic opportunities. The MAAE program demonstrates how strategic technology adoption can amplify the impact of organizations already doing vital work at the intersection of economic empowerment, cultural preservation, and women's leadership.



Changelooms - Youth Leaders in Climate Action

Changelooms – Youth Leaders in Climate Action (CL:YLCA) nurtures a dynamic network of young social entrepreneurs to drive impactful climate action and foster resilient communities. Through a youth-driven and climate-positive approach, the programme supports emerging leaders in deepening self-awareness, strengthening their organizations, and engaging their communities for lasting impact.

Dhriiti and Jhini, in partnership with Pravah, ComMutiny – The Youth Collective (CYC), and a broader ecosystem of collaborators, are advancing youth leadership in climate resilience through a three-year journey (2023–2026) that builds critical skills like self-awareness, systems thinking, and empathy, while strengthening participants' initiatives. A hallmark of the program is the vibrant Changeloomers community, which fosters peer-to-peer learning, collaboration, and mutual support, ensuring leaders have not just the skills but also the ongoing networks to thrive.

This year, the journeys of two new cohorts were initiated, bringing together 48 youth leaders from 17 states across India. Nearly two-thirds come from rural and semi-urban areas, and over half are women or gender-diverse leaders working directly with marginalized communities. Their initiatives span climate-resilient livelihoods, sustainable tourism, biodiversity conservation, renewable energy, and community-based adaptation.

In the coming year, Changelooms will deepen its investment in young social entrepreneurs, supporting Cohorts 2 and 3 while bringing in new cohorts from underserved regions. The focus will be on building resilient and sustainable change agents, strengthening climate-positive organizations, and fostering collaboration across the network. By foregrounding youth-led, hopeful narratives over fear-driven visions, the program aims to inspire actionable climate leadership and create financially, socially, and ecologically resilient communities.



Other Highlights - Building for the Future

A digital home for our vision

Our new website at www.dhriiti.org now reflects who we have become and where we are heading. Working with our longtime partners at Kemp Designs, we have created a digital space that embodies our evolved identity - from updated logos and brand colours to content that clearly communicates our Entrepreneurship for Resilience framework. The site serves as a comprehensive resource for stakeholders and supporters to understand our work and impact. We invite you to explore and discover the stories of transformation happening across our programs!

Amplifying our voice through strategic communication

Partnering with Social Sikka has elevated our presence across Instagram and LinkedIn, enabling us to connect more meaningfully with our diverse community. Their deep investment in understanding our priorities and vision has resulted in social media strategies that effectively communicate our impact while building authentic relationships with supporters, partners, and the communities we serve. We are grateful to the team for their good work!

Expanding our reach in North East India

The opening of our satellite office in Jorhat, Assam marks a significant milestone in our commitment to North East India. This hub supports our growing portfolio of work in the region, providing our project managers and field teams with a collaborative base. As our presence in the North East expands, this office will serve as both an operational centre and a symbol of our long-term commitment to the region's transformation.

These developments reflect our belief that sustainable impact requires strong foundations - organizationally, digitally, and geographically. Each initiative strengthens our capacity to walk alongside communities in their journeys toward resilience and self-determination.

The Road Ahead

As we look toward the future, our commitment extends far beyond expanding our reach - we are focused on deepening the quality and sustainability of our engagement with communities nationwide. The coming years will see us fully integrating the multifaceted dimensions of our Entrepreneurship for Resilience framework across all programming, moving from theory to lived practice in every community we serve.

A critical priority involves developing sophisticated monitoring and evaluation systems that capture genuine resilience building - not just economic indicators, but the complex, interconnected changes that signal a community's growing capacity to adapt, innovate, and thrive. These new frameworks will help us understand how entrepreneurial mindsets translate into collective resilience, enabling us to refine our approaches and demonstrate impact in ways that honour the full spectrum of transformation we witness.

We are also exploring how emerging technologies, including artificial intelligence, can enhance our programming without replacing the human-centered approaches that define our work. Whether through improved data analysis that reveals community patterns, or personalized learning systems that adapt to individual entrepreneurial journeys, we believe that technology will serve as a tool for amplifying human potential rather than substituting for authentic relationship building.

Ultimately, our road ahead is being co-created with the communities themselves. As we deepen our presence in places like Karbi Anglong and expand our understanding of what Entrepreneurship for Resilience looks like across India's diverse contexts, we remain committed to the principle that lasting change emerges from within communities, not from external intervention.

The next chapter of Dhriiti's story will be written in partnership with the young leaders, women entrepreneurs, and community changemakers who are already transforming their worlds. Our role is to walk alongside them, providing tools, frameworks, and support as they build the resilient future they envision for themselves and their communities.

Financials

DHRIITI-THE COURAGE WITHIN**Balance sheet as at 31 March 2025**

(all amounts are in Indian Rupees)

	Schedule No.	As at 31 March 2025	As at 31 March 2024
SOURCES OF FUNDS			
NPO funds			
Corpus fund	3	295,483	295,483
General fund	4	1,329,993	632,446
Restricted fund	5	188,154	(508,521)
		<u>1,813,630</u>	<u>419,408</u>
Property, Plant and Equipment fund	7	3,473,654	3,848,757
Current liabilities	6	<u>956,124</u>	<u>865,753</u>
		-	-
TOTAL		<u>6,243,408</u>	<u>5,133,918</u>
APPLICATION OF FUNDS			
Property, plant and equipment	7	3,473,654	3,848,757
		<u>3,473,654</u>	<u>3,848,757</u>
Current assets, loans and advances			
Current investments	8	-	-
Receivables			
Cash and bank balance	9	2,605,704	1,065,663
Short-term loans and advances	10	164,050	219,498
Other current assets	11	-	-
		<u>2,769,754</u>	<u>1,285,161</u>
TOTAL		<u>6,243,408</u>	<u>5,133,918</u>
Significant accounting policies	2		

The schedules referred to above form an integral part of the financial statements

As per our report of even date attached

For SPRM & CO LLP
Chartered Accountants
Firm Registration Number: E300278

M. Mohan Manikantam
Mohan Manikantam M.

Partner
Membership No.: 314216

Place: New Delhi
Date:



For and on behalf of
DHRIITI-THE COURAGE WITHIN



Manish Kumar
President

Manish Kumar
Treasurer

Place: New Delhi
Date: 19.09.2025

DHRITI-THE COURAGE WITHIN
Income and Expenditure Account for the year ended 31 March 2025
 (all amounts are in Indian Rupees)

Schedule No.	Unrestricted For the year ended 31 March 2025		Restricted For the year ended 31 March 2025		Total For the year ended 31 March 2025		Unrestricted For the year ended 31 March 2024		Restricted For the year ended 31 March 2024		Total For the year ended 31 March 2024	
	Income											
12	Grants and donations:	685,875	10,879,661	11,565,536	953,419	1,720,829						
13	Other Income	871,541	12,322	883,864	799,272	799,272						
	Total	1,557,416	10,891,984	12,449,400	1,752,691	2,520,102						
	Expenditure											
	Employee benefit expenses											
	Program Personnel Costs:	18,000	3,914,319	4,032,319	839,000	4,871,319						
	Fund Raising and Administrative Personnel Costs		656,000	656,000	680,000	1,336,000						
	Total	18,000	4,570,319	4,588,319	1,519,000	1,974,768						
	Other expenses											
	Programmatic Implementation Expenditure											
	Training, Dissemination, Awareness Creation	-	1,935,789	1,935,789	-	1,935,789						
	Consultancy Expenditure	-	1,495,740	1,495,740	-	1,495,740						
	Travel Expenses	-	661,258	661,258	49,020	710,278						
	Communication	337	150,900	151,237	98,123	2,904						
	Fund raising and Administrative costs											
		157,839	2,077,979	2,235,818	906,510	3,142,328						
	Total	158,176	6,321,665	6,479,841	1,083,653	1,365,296						
	Depreciation	683,693	-	683,693	738,074	1,421,766						
	Total Expenses	859,869	10,891,984	11,751,853	3,310,727	4,078,138						
	Excess of Income over Expenditure/(Excess of Expenditure over Income)	697,547	-	697,547	(1,558,036)	(860,489)						
	Transferred to Restricted Fund	-	-	-	(0)	(0)						
	Transferred to General Fund	697,547	-	697,547	(1,558,036)	(860,489)						
	Significant accounting policies											

The schedules referred to above form an integral part of the financial statements As per our report of even date attached

For **SPRM & CO LLP**
 Chartered Accountants
 Firm Registration Number: E300278



N. Mahan Nanda
 Mohan Manikantam M.
 Partner
 Membership No.: 314216

Place: New Delhi
 Date:

For and on behalf of
DHRITI-THE COURAGE WITHIN

(Signature)
 President

(Signature)
 Treasurer

Place: New Delhi
 Date: 19.09.2025



Our Partners



Contact us

Head Office: E-189, Lower Ground Floor, East Of Kailash,
New Delhi - 110065

Phone: 011 26235549

Branch office: C-11, at Bosco Institute, Near
Baghchung, Jorhat, Assam - 785001

Phone: 08486594898

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