

*Weaving Dreams for a
secure future...*

2009-10

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Dhriiti is an entrepreneurship promotion and enterprise development organisation. We promote young entrepreneurs in urban areas and build rural micro enterprise clusters.

2009-10 has been a year of consolidation for Dhriiti, concentrating on improving the quality of our activities:

1. Strengthening our Entrepreneurs of Tomorrow programme in colleges
2. Strengthening current entrepreneurs from the Arecanut Leaf Plate Manufacturing Cluster Development in Assam
3. Strengthening our organisation systems

Our Achievements in 2009-10:

- Over 1000 young minds ignited to the avenues of entrepreneurship in schools and colleges in Delhi, Assam and Jharkhand.
- Successfully created a strong producer institution in the form of Tambul Plates Marketing Co.
- Reached out to rural women in Jharkhand with the benefits of entrepreneurship.

Our plans for 2010-2011 include:

- *Initiate a comprehensive Bamboo based enterprise cluster development project in Assam*
- *A innovation fund to support new initiatives and action research.*
- *Expand Ek Nava Aasman programme*

Board Members:

*Anirban Gupta
Arindam Dasgupta
Nidhi Arora
Pranay Shah Singh
Anshul Garg
Kanupriya Khaitan
Manish Kumar
Jeevan J Arackal
Vikash Khandelwal
Manabendra Pathak*

87 young women entrepreneurs have emerged through our college programme in 09-10



Graduation Ceremony for 'Entrepreneurs of Tomorrow' batch of 2009-10

Entrepreneurship education activities:

Dhriiti's Entrepreneurship Cell this year worked with school (Building Entrepreneurs), Colleges (Entrepreneurs of Tomorrow) and Civil Society Organisation (Ek Naya Aasman) with a strong focus to build young entrepreneurs /change makers. Dhriiti reached out to around 1500 young people through more than 15 institutions. This year the school programme was taken to Assam and Jharkhand. Dhriiti also organised a seminar at Jamshedpur, Jharkhand to reach out to civil society organisations and educational institutions in Jharkhand to strategise on Dhriiti's initiatives in Jharkhand. Dhriiti also took its Ek Naya Aasman programme to Jharkhand working with rural women in partnership with Tata Steel Rural Development Society (TSRDS).

Dhriiti looks forward to taking the entrepreneurship education initiatives for youth to different regions in the country and spread the culture and attitude of entrepreneurship amongst the youth.

Institutions reached in 2009 - 10

Colleges:

Daulat Ram College
Gargi College
Lady Shri Ram College
Miranda House College

Schools:

Ramjas School, R K Puram
Millenium School, Lucknow
2 Govt. H S Schools, Barpeta
6 Govt. Schools, N Delhi

ENA Partners:

ICDP
Tata Steel Rural Development Society (TSRDS)

1500 rural youth have become part of our Arecanut Leaf Plate Cluster producing around 10 million plates in 09-10

Arecanut Leaf Plate Manufacturing Cluster Development Project:

The Arecanut Leaf Plate Manufacturing Cluster Development Programme of MEDM focused on creating a robust base for effective future expansion of the programme in 2009-10. During the year 180 potential entrepreneurs were trained under the Rural Business Hub initiative of Ministry of Panchayati Raj.



Under SDTT funded project the team worked on improving the infrastructure and systems of the existing production units in Bodoland. These entrepreneurs were also given a refresher training to improve the management of their units which resulted in a 100% increase in productivity. We developed a low cost biomass based dryer that will reduce the dependency of the producers on sun drying of arecanut sheaths which is not feasible in this climate. New dies were also developed which has more demand in the market. A detailed baseline study was also done in 8 clusters of 3 districts in Bodoland for mapping the potential of new units.

Bamboo Mat Weaving Cluster

- Pilot project reaching out to 1000 artisans in Kayakuchi and Koklabari Clusters in Assam
- Set up bamboo processing unit at Koklabari.
- Developed manual bamboo slicing machines for production of standardised slivers.
- Dhriiti's intervention led to increase in average income of artisans from Rs. 30/day to Rs. 60/day



Provided Research and Facilitation Services to Civil Society Organisations working across the country.

Research and Facilitation Activities:

Swasthya: Dhriiti has worked with Swasthya in developing and in implementing their income generation activity with its beneficiaries. Dhriiti is working to develop a Roti making micro enterprise cluster in the urban slum areas of Tigri.

INREM: Dhriiti has conducted an extensive survey on water and panchayats in Assam for INREM. The study covered irrigation as well as drinking water availability and use.

ANT: Dhriiti worked with the ANT STORE (a holding of ANT, Bongaigaon) and AAGOR (a bodo weavers organisation) to look into its financial and business performance and suggest changes in production as well as marketing strategies to make the entities profitable.

PHFI-NACO: Dhriiti worked with PHFI and NACO to create an accounting and M&E facilitators' manual for NACO partner organisations.



Organisation Development:

- **Governance Policy** developed by *Aarti Madhusudan* of Governance counts
- Introduced new accounting software **VOLAC** specifically designed for multi project accounting for NGOs.
- Developed a comprehensive Operations and HR manual **DHRIITI CHANAKYA**.

Our Supporters:

Donors:

Sir Dorabji Tata Trust

Sir Ratan Tata Trust

NABARD

Global Fund for Children, USA

CEE-GEF

Corporates:

Hewlett Packard

Individuals:

Mr. Prateek Chandra

Objectives:

- Promoting a culture and attitude of entrepreneurship amongst youth in India.
- Promote micro enterprise clusters utilising local resources.

Our Financials:

Balance Sheet

as on 31st March 2010

Liabilities	Amount (₹)	Assets	Amount (₹)
Corpus Fund	-		
Capital Assets Fund	7,05,835	Fixed Assets	10,70,990
Projects Fund	12,18,484	Investment	-
Loans	-	Loan & Advances	1,87,532
Current Liabilities	1,21,995	Cash & Bank	7,87,792
Total	20,46,314	Total	20,46,314

Bankers:

Axis Bank
ICICI Bank
State Bank of India

Chartered Accountant:

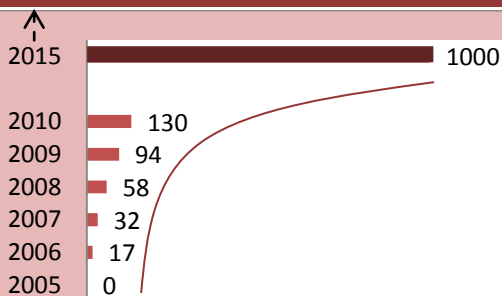
V. Nagarajan and Co.

Income and Expenditure

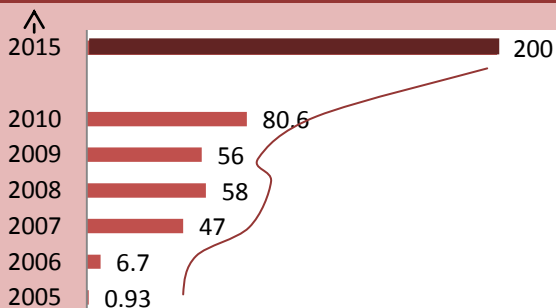
for the year ended 31st March 2010

Income	Amount(₹)
Grant	75,26,110
Project Income	3,36,925
Interest & Other Income	63,113
Deficit	1,35,790
Total	80,61,938
Expenditure	
Programme Exp.	55,40,179
Programme Support Exp.	20,17,157
Administrative Exp.	5,04,602
Total	80,61,938

No. of Entrepreneurs: Achieved and Targeted



Budgeted Expenditure (₹ Lakhs): Achieved and Targeted



Dhriiti – The Courage Within

57A, Upper Ground Floor, Khizrabad,
New Friends Colony, New Delhi – 110065

Phone: 91-11-65963639

Email: info@dhriiti.org

Website: www.dhriiti.org