



annual REPORT 2010-2011

FROM THE EXECUTIVE DIRECTOR

Dear Friends and well wishers,

It's a great pleasure for me to celebrate yet another milestone in this journey called Dhriiti and share with you our bittersweet memories.

The year that went by brought with it many firsts. It was a great year for our flagship EoT programme with a record 100 enrolments! The year also witnessed some wonderful live projects (from penning scripts to making customized hair accessories to bringing markets to rural weavers). And then we had two great entrepreneurs, Mr. Vikas Rajput and Ms. Manisha Gupta, sharing their stories.

Entrepreneurship workshops did another round in Assam with a very encouraging response from the schools. This only goes a step forward to strengthen our belief that the right place to begin entrepreneurship education is in schools!

Rural Jharkhand was another way of venturing out. Entrepreneurship training with rural women was not just exciting but inspiring and full of learning. What they already know from their experiences in life, no business school can ever teach.

The micro enterprise clusters in Assam witnessed some great breakthroughs. Tamul Plate Marketing Pvt. Ltd. was established to take charge of all commercial activities in the Arecanut Project. When we say we are in the business of development, this is what we really mean!

Technological progress also marked a new phase in the Bamboo initiative in Assam.

Dhriiti is now ready to launch a new phase of innovations in the entrepreneurship education space. The journey is becoming more exciting by the day. We hope that the coming year will be more adventurous and rich.

Inviting everyone to join the trip!

Anirban Gupta

ACTIVITIES AT A GLANCE

Entrepreneurship Development Cell

The activities of the Cell were full of new and exciting journeys. Continuing with the tradition of the previous years, the Cell worked with yet another vibrant group of young entrepreneurs in the making.

Entrepreneurs of Tomorrow (EoT) programme ran successfully in four colleges of Delhi University - Lady Shri Ram College, Gargi College, Jesus & Mary College and Daulat Ram College. Gargi College chapter also invited students from Kamla Nehru College, Amity University and Delhi School of Music. Jesus & Mary College Chapter also invited students from Maitreyi College and IILM. Daulat Ram College Chapter group also had students from Shri Ram College of Commerce. Lady Shri Ram College hosted its own EoT Chapter and the membership was restricted to LSR students only.

This year EoT had a record 100 enrollments!

EoT team conducted Launch Events as a tool to promote its programme across the Delhi University. EoT team put up information desk in the colleges to disseminate the information regarding its programme. We played picture quizzes, jumbled up quizzes with the students present out there. EoT introduced its prospectus for the first time since its inception which includes the programme structure, benefits and other relative important information. Application form was attached with the prospectus so that interested student can fill up the form and submit it with the course fees.

Every year, the team captures the expectations and feedback at the end of the programme. So, with our previous learnings we incorporated new sessions, exercises, case studies, modified the methodology of conducting a session. Henceforth, we revised our EoT manual for 2010-11 training programme.

The manual is divided into four modules i.e., Knowing the self, Building skills for entrepreneurial traits, Management skills and Building just enterprises. These four modules are further divided into 20 basic sessions.

These modules covered various topics such as locating dreams, aspirations and self motivation, communication, negotiation, resource management and finance. In addition to these regular sessions, each student also had many hours of consultation and mentorship in the form of live project discussions and off-site meetings in the Dhriiti office or in an appropriate location for the student.

73 participants registered their live project ideas and started working on it during the EoT training. The best part about live project is that there is no time limit; students can continue their passion after completion of the programme. Instead of reaching the final stage of launching their respective enterprises in the market before the completion of EoT, the

participants have been motivated to chalk out, if possible, a long term strategy for their Live Projects.

Following are some of the noteworthy live project initiatives taken up during this year:

1. SPARKELS – Homemade Decorative Candles
2. Bumper Stickers
3. Confectionary Items
4. Customized Wooden Hair Brushes
5. Writing scripts
6. Homemade desserts
7. Handmade Greeting cards
8. Glass painting
9. Jewellery for youth
10. Vellapanti.com – self designed bags in all shapes for all purposes
11. Urban Junkie – an apparel store for young women
12. Weaver’s Hut – bridging the gap between weavers and the market
13. Rajasthali – bringing Rajasthan handicrafts to Delhi
14. Jute Bags, bookmarks, mobile covers
15. Greeting Albums

The EoT 2010-11 batch visited National Small Industries Commission(NSIC) for a one day workshop on “Today’s Youths Tomorrow’s Entrepreneurs”. The group was also introduced to the NSIC Incubation model and various other projects run by NSIC.

This year, our young entrepreneurs also had the opportunity of attending the at **7th Yi National Summit 2011**. The event was organized by Confederation of Indian Industry (CII). The group was privileged to interact with former President of India Dr. A.P.J Abdul Kalam at the event. The agenda of the summit was to discuss how inclusive growth can help India to grow and become a developed nation and how professionals like scientists, lawyers, doctors and Entrepreneurs can help in such inclusive growth.

This year, two guest lectures were also organized for our young participants. Both the lectures were by eminent figures from entrepreneurship world. Mr. Vikas Rajput, from Parallel Living spoke on Networking and social networking sites as a promotional tool. “A social entrepreneur recognizes a social problem and uses entrepreneurial principles to organize, create and manage a venture to achieve social change”, was shared by our next guest speaker Ms. Manisha Gupta, Founder Director of Start Up!.

GET-IT training was conducted to offer simple technology solutions to young entrepreneurs in the making. In collaboration with Hewlett Packard, this training has been a new step towards making our entrepreneurs ready to face the future.

This year, EDC team also spanned its activities to Jharkhand. Entrepreneurship training was conducted for a group of rural women from Pipla and surrounding villages of Jharkhand. In

collaboration with Tata Steel Rural Development Society, the training was provided with the objective of providing participants a new livelihood option i.e. starting their own enterprise.

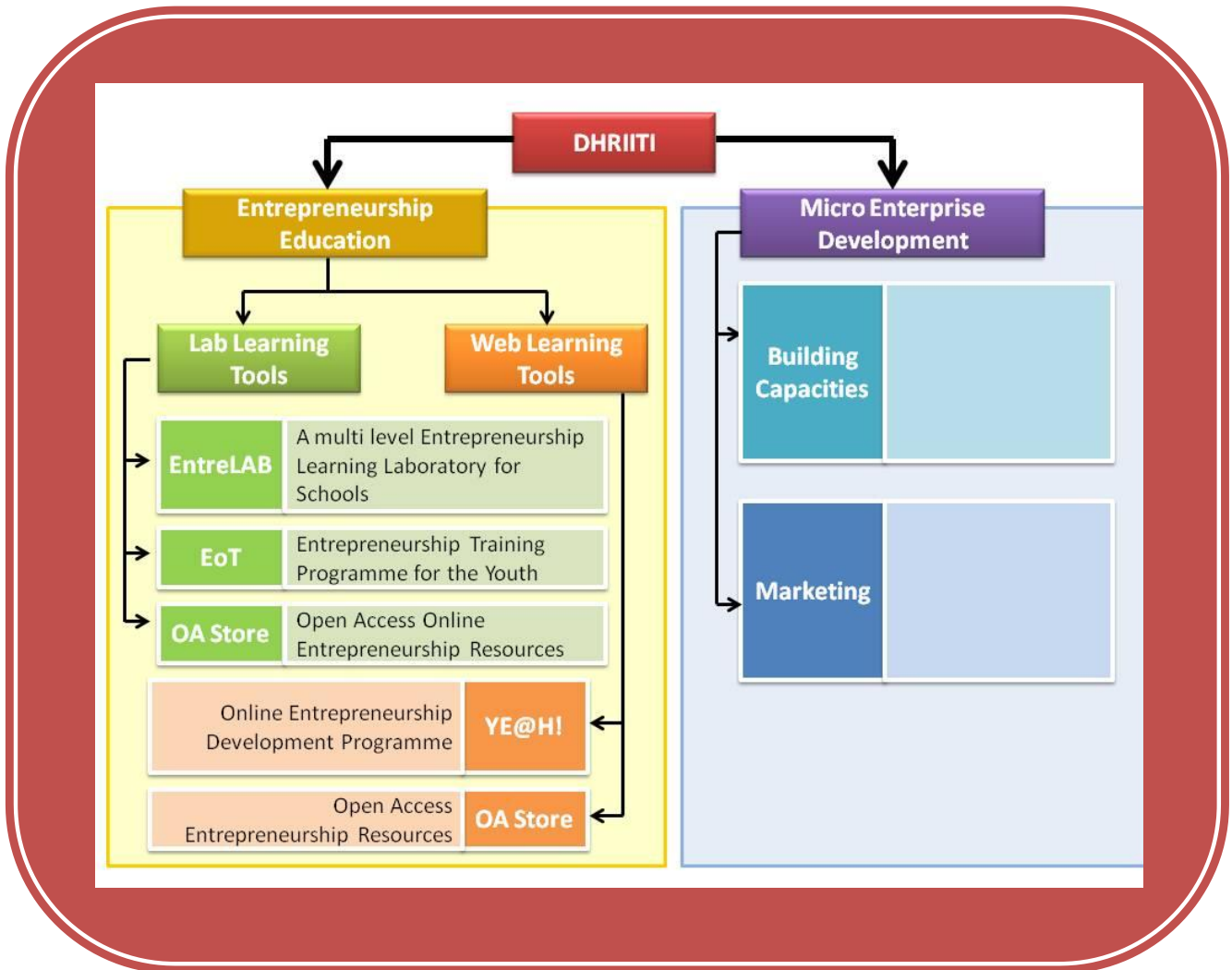
There were total 21 participants enrolled for this programme. Out of these, 11 participants have already started their own enterprises and 1 participant is all set to start her own enterprise. Some of the enterprises that were started by the participants are Poultry Farming, Vermi Composting, vegetable cultivation, goat farming etc. An interesting case is of a first woman photographer who has emerged out of this training.

Micro Enterprise Development & Management

The Micro Enterprise Development and Management (MEDM) cell of Dhriiti has been working extensively in Assam, India for promotion of micro-enterprise. These micro-enterprises are promoted as alternative livelihood options to agriculture which is the major source of livelihood in the region. In the past, MEDM has successfully initiated two enterprise clusters in the state of Assam - Arecanut Leaf Plate Manufacturing Cluster and Bamboo based industrial mat weaving and incense sticks manufacturing collective.

The major achievements of the Arecanut Leaf Plate project we were able to reach out to around 124 youth. Who underwent training on entrepreneurship and Arecanut Leaf Plate making. During this year 16 new production units came up. During this year the Tamul Plates Marketing Pvt. Ltd. a marketing company for Arecanut Leaf Plates was established.

Under our bamboo initiative we have worked on bamboo stick making for incense stick industry under this program a production unit was established at Koklabari. There were 23 women who were trained in manufacturing raw bamboo sticks for the incense stick manufacturing. Manual machines were developed so as to de-skill the activity and increase efficiency and productivity of the women producers. A central processing unit for polishing and quality control was also established in Koklabari.



FINANCIALS

Balance Sheet As on 31st March 2011

Particulars	Amount (Rs.)
Liabilities:	
Capital Assets Fund	840,421
Restricted Fund	1,045,636
Unrestricted Fund	1,517,844
Current liabilities & provision	101,127
Total	3,505,027
Assets:	
Fixed Assets	1,205,573
Cash & Bank Balances	2,122,288
Loan & Advances	177,166
Total	3,505,027

Income & Expenditure Statement for the year ending 31st March 2011

Particulars	Amount (Rs.)
Income:	
Grants & Contributions	8,970,879
Other Income	553,991
Total	9,524,870
Expenditure:	
Programme Expenditure	4,924,655
Programme Support Expenditure	2,221,310
Administrative Expenditure	899,324
Total	8,045,289
Surplus	1,479,581

Bankers:

Axis Bank
ICICI Bank
State Bank of India

Chartered Accountant:

V. Nagarajan & Co.



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