

Dhriiti's Annual Letter 2016



With the close of another financial year in India, it's time for us at [Dhriiti](#) to reflect and relive some of our best moments from April 2015 - March 2016 that shaped us and helped us grow.

With more opportunities to learn and grow, this year too we will continue to inspire people to do amazing things: believe in themselves, make good life decisions, be intrapreneurs at their workplace, better their personal and social relationships, run enterprises, and build [FSE-ibility](#).

We're grateful for the tremendous support we continue to receive from the corporate, NGO partners, and individuals on our journey. Read on for Dhriiti's highlights from last year.

Project Highlights

Essilor's 2.5 NVG Joins Forces With Dhriiti

In its endeavour to bring vision care closer to rural people through the setting up of local micro-enterprises, Essilor's 2.5 New Vision Generation (NVG) division joined forces with Dhriiti for their "Eye Mitra Optician" programme.



To add to the training in basic vision testing and spectacle dispensing that it provides to the young villagers, [Essilor](#) was on the lookout for a partner that could provide a holistic training in entrepreneurship to these youth. In July 2015, Dhriiti and NVG Essilor collaborated to conduct the Entrepreneurship Development Programme with 40 batches of young people.



GCPL Partnered With Dhriiti To Create "Beauty-preneurs"

[Godrej Consumer Products Ltd.](#) (GCPL) partnered with Dhriiti to create "beauty-preneurs" – aspiring young women who will be trained in beauty and entrepreneurial skills – to use the space of beauty and wellness for personal and financial empowerment.

For this project, Dhriiti identified [Sahyog](#) as a community partner to conduct these trainings with young women in the Mangolpuri community in West Delhi.

Dhriiti has also partnered with [Magic Bus India Foundation](#) for the next batch of trainings.

German Embassy Funds SWED

One of the major highlights of Dhriiti's work from last year was when the [Embassy of Federal Republic of Germany](#) became a funding partner for Dhriiti's project on Slum Women Entrepreneurship Development (SWED).



The project aimed to encourage young women from urban slums to set up and run their own enterprises by training them in entrepreneurship skills including problem solving skills, managing resources, and negotiating skills among other things.

We partnered with [Society for Promotion of Tribal Welfare and Development \(SPTWD\)](#) in the Khajuri Khas community of North-East Delhi to set up Dhriiti's first **entrepreneurship training unit** for women from urban slums. The first

batch attended a three-day MDP at [BULMIM](#) Delhi where they presented their business idea on tailoring and embroidery production unit.

Dhriiti and Farm2Food Create More "Farmpreneurs"



Dhriiti tied up with [Farm2Food](#) for their Farmpreneur programme that focuses on teaching government school children about viable and sustainable farming along with farm-based entrepreneurship education. In 2015, we reached a total of 150 government schools in Assam where the Farmpreneur programme was integrated with the school curriculum and the school students became advocates of sustainable farming practices in their communities. The project is funded by [Sarva Shiksha Abhiyan](#).

Dhriiti hopes to widen the scope of the programme and reach more school students across the country.

Other Projects

In 2015-16, we also collaborated with [Patang](#) (Odisha) to develop a multi-

pronged entrepreneurship programme around eco-tourism for the youth in Sambalpur district.

Last year Dhriiti also celebrated women trailblazers in entrepreneurship. Aditi Rao ([Tasawwur](#)) and Yuveka Singh ([Darwesh](#)) became our newest incubatees taking Dhriiti's incubation cohort to six entrepreneurs. Know more about our Incubate programme [here](#).

Good News From 2015!

We're delighted to share that Dhriiti received national and international recognition through its work and people in 2015-16. Here are just some of the good news that came our way.



Dhriiti's Executive Director Nidhi Arora (third from left in the front second row) at Opportunity Collaboration 2015 held in Mexico.

Dhriiti's Executive Director Nidhi Arora won the [Cordes Fellowship](#) 2015 to attend the [Opportunity Collaboration](#) held in October last year in Mexico. The Cordes Fellowship program provides its fellows participation in Opportunity Collaboration - a global meet for leaders working toward poverty alleviation to share their work and leverage resources for better solutions.

Dhriiti also received a travel grant from [The Global Fund for Children](#) and support from four Dhriiti patrons - Jayesh Jain, Mrintunjay Kumar, Shashank Mishra, and Pravin Mallick.



Dhriiti's Executive Director Nidhi Arora was also invited by [Godrej Consumer Private Limited](#) to participate in [Good Conclave](#) on Skill Development held on January 29, 2016. The conclave highlighted the current challenges in skills development and discussed solutions to achieve a more employable workforce.



[Tamul Plates Marketing Pvt. Ltd. \(TPMPL\)](#), a company created under Arecanut Leaf Plate Initiative of Dhriiti, won the [SEED Special Recognition Award](#) at SEED African Symposium held in Nairobi, Kenya in 2015. The selection process included online voting in which TPMPL received 18,559. TPMPL also won the [SEED Low Carbon Award](#) back in 2013.

Tamul Plates are now being sold in New Delhi through online grocery stores such as [I Say Organic](#) and [Modern Bazaar](#).

Last year, TPMPL also received investments from Upaya Social Ventures and Artha Initiatives (associated with Switzerland-based Rianta Capital). The investments will go into diversifying the product line and expanding distribution networks.



Dhriiti's incubatee and co-founder of Farm2Food Foundation Deepjyoti Sonu Brahma (centre second row from top) as part of the Ashoka Fellow Delegation.

Dhriiti's incubatee and co-founder of [Farm2Food Foundation](#) Deepjyoti Sonu Brahma won the Ashoka Fellowship.

[Farm2Food](#) is working towards reshaping how young people see farming and agriculture. Their program "Farmpreneur" taught in schools in Gawahati,

Assam, focuses on positioning farming as a career and building entrepreneurial skills in school children.



Our incubatee and creator of [Tasawwur](#) Aditi Rao tried online crowdfunding for the first time to fund a Tasawwur's theatre production "Silence, Please!" in February 2016. She raised close to Rs. 2 lakh through the online crowdfunding platform and ran a successful show.

[Tasawwur](#) is a group of educators and artists who come together to empower teenagers from diverse backgrounds to lead change in their lives and in the world.

Dhriiti is open to new opportunities to build impact and create [FSE-ible](#) entrepreneurs. And we look forward to your support in making this happen.

To stay tuned with Dhriiti's work in the world of entrepreneurship, check our new website www.dhriiti.com, our [Facebook](#) page, and [Twitter](#).



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