

DHRIITI - THE COURAGE WITHIN

10 years of Dhriiti

Report





Organisation at a Glance

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No.000701249196)

Dhriiti Change Story

Inspire entrepreneurship in everyday life

Incubate FSE-ible ideas to become FSE-ible enterprises

Transform individuals and communities to co-create impactful enterprises

Create a FSE (Financial, Social, Ecological) balance

Advisory Board

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Our target group: Marginalised Youth, Across North, East and North-east India

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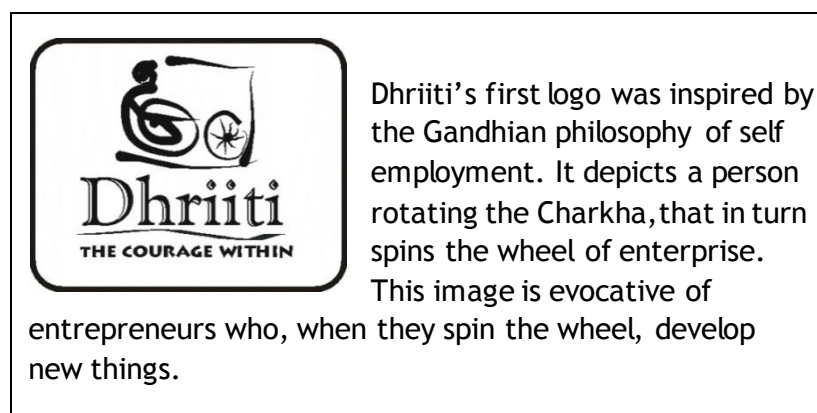
Genesis (0-4 years)

Dhriiti - The Courage Within is an NGO (social enterprise) registered under the Societies Act of 1860. It was founded in December 2004 by three professionals, Anirban Gupta (XIMB), Nidhi Arora (XIMB) and Arindam Dasgupta (IRMA). Dhriiti is an endeavor to promote and protect entrepreneurship in its different forms and to build and create a spirit of entrepreneurship amongst the next generation of Indians.

Frustrated with the problem of unemployment and underemployment in the country at large, the founders contemplated on how these problems could be tackled in the long run as well as in the short run. We inferred that the problem of unemployment, disguised unemployment and underemployment cannot be dealt with, at all levels by creating more jobs in the government and the high investment public/ private sector.

Dhriiti believes that self-employment and entrepreneurship is an important tool to counter the problem of widespread unemployment and underemployment in the country. The core idea behind Dhriiti is the spirit of entrepreneurship that we want to promote, introduce and inculcate. Dhriiti works from the two ends of the continuum to spread a culture of entrepreneurship. On one end of the continuum is the entrepreneur. Dhriiti works on building the entrepreneur in an individual. It works with young adults from across socio economic backgrounds, developing entrepreneurial skills in them so that they can be future entrepreneurs. On the other end of the continuum are the enterprises and their eco system. Dhriiti works on developing the complete value chain to allow small & micro enterprises to grow and flourish.

Dhriiti's main focus in its first few years was to stimulate a culture and attitude of enterprise and entrepreneurship for transformation of thought into action and create a chain of sustainable, efficient and competitive micro enterprises leading towards a better condition of life and living.



In the initial years, Dhriiti's main objectives were to:

- reduce unemployment in the country through self-employment and entrepreneurship promotion
- motivate and build entrepreneurial capacities of young people through specialised workshops and integrated training programmes
- promote entrepreneurship as a respectable career option to the youth of the country
- set up micro enterprises (both manufacturing and services) for generating livelihood for poor and unemployed people
- promote micro-enterprise clusters in different parts of the country
- build a network of grassroots level organisations, government and non-government agencies over India to protect and promote small and medium enterprises (SMEs)
- build a knowledge pool on entrepreneurship and SME sector by conceptualising and undertaking different research activities

To achieve this, Dhriiti designed a multi-dimensional strategy, with the operations being divided into three divisions:

Entrepreneurship Development Cell (EDC)

The EDC works with youth from across socio-economic backgrounds to build their capacity so that they can become future entrepreneurs. Along with being a training ground for future entrepreneurs, EDC also acted as a laboratory where youngsters could experiment with ideas and thoughts.

- **Entrepreneurs of Tomorrow:** This programme was started to make available entrepreneurship training to school and college students. In 2006-06, Dhriiti established entrepreneurship chapters in two schools in Delhi (Ramjas and Mt. Carmel), apart from conducting workshops in various schools.
- **Ek Naya Aasman:** This initiative was started in coordination with Youthreach (a Delhi-based not-for-profit) to teach entrepreneurship to students from the non-formal education sector. The project duration was 3 years and involved developing course modules to reach out to 1850 children with the help of 6 partner NGOs. The first batch was launched in October 2006 with 51 youths from 6 different NGOs, namely Vidya, Salam Baalak Trust, Manzil, Navjyoti, Literacy India and Deepalaya, at 5 different locations in NCR.
- **Workshops:** A series of 4 workshops on different aspects of entrepreneurship was conducted for participants in the age group (12-16 years). IdeaLABS, a 4-day

workshop, was conducted by Dhriiti involving teaching various children about the different aspects of entrepreneurship.

Micro Enterprise Development and Management (MEDM)

This division set up sustainable enterprise value chains in collaboration with grassroots level organisations. It also promoted small and medium enterprises in rural and semi urban areas and provided complete end-to-end solutions for setting up small-scale units at the community level with the help of a vast NGO network.

- **Areca nut Leaf Plate Manufacturing Project:** This project was running in Barpeta District in Assam and aimed to create rural entrepreneurs who earn their own livelihood. Since Areca nut is widely grown in Assam and the leaves are either thrown away or used as fuel for fire, Dhriiti suggested a new method for utilizing these leaves by making them into plates, cups etc. Dhriiti partnered with local NGOs to help influence local people to take up these activities. Dhriiti was able to develop energy efficient machines (which are the best for North East), streamline the production process and minimise risks, and achieve mainstreaming of finance. The project was supported by Friends of Woman's Word Banking (FWWB) under the USAID Innovation Fund.

Research and Facilitation Cell (RFC)

The RFC provided value added services to existing MSMEs and other organisations. This division was a bank of knowledge and information related to entrepreneurship and enterprise development and applicable to various parts of the country. This information bank has been created by conducting various studies, surveys and in depth data analysis for the benefit of all the existing small and medium enterprises and other promoting/enabling organisations.

- Conducted a one-day workshop on Financial Literacy for GE Money.
- Conducted a sub-sector analysis for identifying enterprise & livelihood opportunities for youth and women self help groups in Roorkee district, Uttar Pradesh, under the CSR initiative of Asahi Glass Ltd.
- Various other studies were conducted for organisations such as Wildlife Trust of India (WTI), NASSCOM Foundation, International Water Management Institute, Anand and others.

Usman Gani, 2007

“Dhriiti is a wonderful option for those who have an idea or want to startup their enterprise”, says Usman, an Ek Naya Aasman 2007 alumnus. Growing up in a conservative family with no regular schooling, Usman had doubts - continue in the family business or to enrol himself in a certificate course. Spotting his willingness to do something and his creative inclination, Vidya - Integrated Development for Youth & Adults enrolled him to our program. Naaz Inlay Furniture took a new turn with Usman getting involved in the business. He has brought in new inlay furniture designs according to the demands of the market. Usman has also been taking part in exhibitions organised across the country, adding value to his product. Working on an expansion plan, Usman is impatient and eager to achieve the target that he has set for himself. He plans to train young people enrolled in religious institutions on furniture-making skills for creating a greater impact.

Setting the Goals in Motion (4-8 years)

The next few years were busy and highly productive. Dhriiti's work expanded to other states, and the offices grew in number and size. The next phase was spent consolidating and refining the organisation's goals and objectives. A lot of thought and effort was given to design tools, techniques and systems that resulted in distinct and measurable milestones for each division, and critical strategic goals were identified based on past experience.

The highlights, learnings and significant achievements for this period are:

EDC:

Ran programmes in schools (Building Entrepreneurs), colleges (Entrepreneurs of Tomorrow) and with Civil Society Organisations (Ek Naya Aasman) that were focussed on building young entrepreneurs/change makers.

The Entrepreneurs of Tomorrow programme ran successfully in 4 colleges in Delhi University - Lady Shri Ram, Gargi, Jesus and Mary, and Daulat Ram. The academic year 2010-11, had a record 100 enrolments. Young entrepreneurs also had the opportunity to attend the 7th Yi National Summit 2011 organised by Confederation of Indian Industry (CII).

Reached out to 100 young tribal girls in Jharkhand under Ek Naya Aasman, enhancing their entrepreneurial aptitude and building their entrepreneurial skills to ensure better livelihoods. This initiative was supported by the Global Fund for Children, USA.

Implemented Adobe Youth Voices Programme with young adults in Delhi and Assam, building their capabilities in use of media for expression.

EDC expanded its activities to Jharkhand as well.

MEDM:

HP Life Programme: Dhriiti has been a major partner in India for HP LIFE since 2007 with one of the highest beneficiaries. Dhriiti has successfully trained around 1700 students in Delhi and Assam on the HP LIFE curriculum. Dhriiti is also the master trainer organisation for conducting ToTs for the same.

HP Learning Initiative for Entrepreneurs - HP LIFE is a global program that helps students, potential entrepreneurs and small business owners establish and grow their businesses by providing online and face-to-face training in IT and business skills.

1500 rural youth become part of the Arecanut Leaf Plate Cluster, producing around 10 million plates in 2009-10.

Aceracanut Leaf Plate Manufacturing Cluster Development Project: During the years 2009-10, 180 potential entrepreneurs were trained under the Rural Business Hub initiative of Ministry of Panchayati Raj. Further, the project was able to reach out to 204 youth who underwent training on entrepreneurship and Arecanut Leaf Plate making. The next couple of years saw 20 new production units being set up. During this year, Tamul Plates Marketing Pvt. Ltd, a marketing company for Arecanut Leaf Plates, was established. Dhriiti and TPMC jointly participated in the India Internal Trade Fair.

Bamboo Mat Weaving Cluster: This was a pilot project reaching out to 1000 artisans in Kayakuchi and Koklabari Clusters in Assam. It involved setting up of a bamboo processing unit at Koklabari, and manual bamboo slicing machines for production of standardised silvers.

RFC:

Worked with Swasthya in developing and in implementing their income generation activity, as well as to develop a roti making micro-enterprise cluster in the urban slum areas of Tigri (Delhi).

Conducted an extensive survey on water and Panchayats in Assam for INERM covering both, the availability and use of irrigation as well as drinking water.

Worked with the ANT STORE (a holding of ANT, Bongaigaon) and AAGOR (a Bodo weavers' organisation) to look into its financial and business performance including production and marketing

Worked with PHFi and NACO to create an accounting and M&E facilitators' manual for NACO partner organisations.

Other Achievements

2009-10:

- Sowed the seeds of entrepreneurship in over 1000 young minds in schools and colleges in the states of 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.

2010-11

- Initiated a comprehensive Bamboo based enterprise cluster development project in Assam
- Started an Innovation Fund to support new initiatives and action research
- Expanded Ek Naya Aasman Programme

Ankita & Lokesh Sabharwal, 2009

Ankita & Lokesh, alumni of Xavier Institute of Management, Bhubaneswar started MotaChashma in 2013. The idea grew after the success of their first start-up where they realised that the lack of awareness about various opportunities is the real stumbling block for aspiring young people. MotaChashma thus, became the one touch point for learners, with the the belief, “Follow your passion, follow your dreams, Everything else is part of the journey.”

Currently, MotaChashma has tied up with MJ Creative Concepts for their upcoming art competition - “MJ Hunt for the next Leonardo da Vinci Content”. Also the “Online Partner”, MotaChashma and MJ Creative Concepts are in an attempt to register the event in the Guinness Book of World Records as the “World’s Biggest Art Contest.” Ankita & Lokesh Sabharwal attended Dhriiti’s Emersion Course on Rural Entrepreneurship in 2009.

Noopur Khandelwal, 2012

The founder of Sandharbh - The Guidance for Reference, Noopur Khandelwal, had always wanted “to start up something of my own.” Sandharbh began in 2012 to provide students with education that brings in an extra dimension of 'knowledge and insight into the future'. According to Noopur, “the future for the students will not be mere blur image but a clear HD image with no flaws.”

Starting with just two students, Sandharbh has now grown and broadened its in terms of their programs and their human resource, providing their expertise to more than 45 students. Currently, Noopur plans to launch their new program 'Career Heights', which aims to target a huge population of students in Kota.

Institutional Strengthening (8-10 years)

The never-ending quest for reform, improving the functioning, management, governance and operations of Dhriiti were the predominant thoughts for this period. Dhriiti and its wellwishers spent time reflection on all of the organisation’s goals, achievements and measurable milestones, resulting in a Strategic Meet.

Highlights of Achievements

EDC

Entrepreneurs of Tomorrow

Dhriiti partnered with VSO, India in June 2013 to conduct the Entrepreneurs of Tomorrow Program with unemployed/underemployed young people with technical skills and those who have dropped out of mainstream education.

The program reached a total number of 253 beneficiaries. There were no national volunteers placed by VSO although the volunteers who were a part of the project were students from the partner institutions/organisations in the community.

Six awareness events were conducted to sensitise community members and opinion leaders about the concept of entrepreneurship.

The training curriculum covered the meaning and scope of entrepreneurship, entrepreneurship as a livelihood option, the rationale of enterprises creating a balanced financial, social and environmental impact and the process of setting up and running an effective enterprise.

The program was supported by a robust monitoring and evaluation system, and the funding partner was VSO, India.

Udaan

Udaan is an enterprise incubator for low income, high risk youth in Delhi/NCR. The programme was initiated in partnership with Generation Enterprise, USA and Vishwa Yuvak Kendra, New Delhi in 2013. The programme is divided into four phases:

- Training
- Enterprise Lab, where participants test their initial business ideas and acumen with a small amount of test money provided.
- Pitch: Here, participants prepare their business plans and pitch them to interested funders and investors.
- Investment: In this phase selected participants are provided an asset to loan to initiate their enterprise.

In the pilot phase, 17 young people from Delhi slums completed the training and enterprise phase, and 4 young people have already started their slum enterprises in Delhi and Mathura.

The funding partners for this project are Youth Innovation Fund-World Bank, International Finance Corporation, Generation Enterprise

Lab Based Entrepreneurship Curriculum

Dhriiti piloted two school based projects to experiment with laboratory based entrepreneurship education in Schools. The project details are as below:

Farm-preneur

The Farm-preneur project was conceptualised and developed in order to laud the role and need of a farmer in the economy. A farmer not only takes initiative but also takes enormous amount of risk to create tangible value in the form of agricultural produce and earn profits from it, just like any other entrepreneur. However, over the years farming and farm related activities have been looked down upon and the youth today do not see Agriculture as a respectable career or livelihood option. This initiative intends to reverse the trend and motivate the rural youth towards farm based enterprises and the concept of farmer as an entrepreneur (Farm-preneur).

Dhriiti, in partnership with Farm2Food Foundation, works with school children to motivate them to be farm-preneurs creating value and wealth for themselves, their families, their communities and the nation state in totality. The programme intends to ignite young impressionable minds so that they look up to Farm-preneurship as a sustainable and respectable career and livelihood option.

Through this intervention, Dhriiti facilitates the development of entrepreneurial attitude and skills among young people. Life skills and entrepreneurship training as well as training on farming is integral part of the workshops. Local farmers are engaged to mentor the group of students, who undergo exposure visits to the various pillars of farm business cycles as well as meet some young and successful farm entrepreneurs. Most important, they get the space and opportunity to experiment with their ideas of agriculture in the ‘farm in the box experience’, where students also set up a vegetable garden in school which is managed like an enterprise. The project intends to influence peer leaders in the schools who would in-turn influence a lot of young people positively towards Farm-preneurship.

Currently 1050 students from 17 government schools in Rural Assam have gone through the program. Students have set up and managed 17 school gardens so far, that grow and supply vegetables to the mid day meal scheme in their schools.

The funding partners are Sarva Siksha Abhiyaan, Government of Assam



Entre-Lab

As a step forward in its school based initiatives, Dhriiti designed a lab based entrepreneurship learning methodology for students. The objective is to combine entrepreneurship learning in the classroom with lab based experiences where the students apply what they learn to real life situations. The curriculum forms a part of the academic curriculum making it more useful and effective.

Dhriiti piloted the program in Jharkhand with tribal students in non formal schools. The funding partners for the program are Global Fund for Children, USA

Adobe Youth Voice

Dhriiti continued the Adobe Youth Voice program into the third year, extending the programme to the tribal girls of Jharkhand. The programme taught them the basics of computing, photography, videography and the skills to use these to express their thoughts through creative ways. They used the tools they learnt to showcase their entrepreneurship ideas that they wanted to implement in their schools and back home in the villages. The funding partner is Adobe Youth Voices, USA

MEDM

Arecanut Leaf Plate Manufacturing Cluster Development Project

This is one of Dhriiti's flagship projects and moved towards self sufficiency, no longer needing grant support. The Project transformed into a for-profit entity, the Tamul Plate Marketing Pvt. Ltd. with ownership from rural producers as well Dhriiti staff.



Fisheries Project

The project focused on understanding in detail the processes followed by the fish farmers right from land preparation for fisheries, procurement of fish seeds to harvest and sale of fish. It identified the kind of costs the farmers are presently incurring, the technology they are engaging, and the productivity they are generating. It looked into the problems they are facing and the kind of support services required by them. The specific objectives are :

- Overall scenario w.r.t Fisheries Industry in Assam specifically the selected districts
- Present practices and technology undertaken by the fish farmers
- Present Cost Benefit analysis of the fish farmers

- Movement of fish seed to fish culture to final edible fish market
- Problems and opportunities in the present system
- Institutional arrangements in the seed supply chain
- Possible models of community linkage

The project is funded by Amalgamated Plantations Pvt. Ltd. (APPL), Guwahati and International Finance Corporation (IFC), Kolkata.

Other Initiatives:

- Started a series of informal discussions called Chai Garam. This is a platform for young entrepreneurs to invite discussions and build capacities on issues relevant to young entrepreneurs.

ELIM

INCUBATEE

Sem Haokip

“My heart runs faster than my mind,” says the man who envisioned ELIM, an organisation that enables the materially poor to generate sustainable income by linking their indigenous skills and local resources to markets. Sem sees in ELIM a means to restore self dignity and community life by connecting the existing market channels with the vibrant culture, handicrafts and cultivation in rural Manipur. His inner compass moves him towards creating an impact that positively effects change in the lives of others.

Dhriiti’s Role

We are working with Sem to transform his vision into a financially viable, ecologically sustainable and socially impactful enterprise. The incubation process will develop a FSE-ible model with systems for implementation, organization development, and a robust value chain.

FSE Indicators

- Proposed zero-waste multi-purpose food processing units
- Build peace among conflict-ridden communities through promotion of culture & crafts
- Promoting employment amongst materially poor tribal communities

FARM2FOOD FOUNDATION

Gaurav Gogoi

Deepjyoti Sonu Brahma

Co-founders Deepjyoti and Gaurav believed in their vision to “*enable unemployed youth to become farm & food entrepreneurs and build a peaceful and prosperous North East*”, when they started the journey to transform farming into a viable and sustainable livelihood in North East India.

Farm2Food began with a team of committed individuals and experts coming together to set up a model that could offer organic farming training, marketing linkages, and community development in the rural Assam.

Dhriiti's Role

We work closely with our incubatees to re-model their business, organisational and market models, and set up systems and processes for an effective operational strategy. The resulting FSE-ible model will enable the organisation to promote entrepreneurship in farming amongst farmers, women and young people on a large scale.

Steps towards FSE-ibility

- School nutrition gardens linked to Mid-Day Meal Program
- Agro-preneurship to enhance employment opportunities
- Build positive attitude towards farming as a livelihood option
- Reuse of thermocol fish boxes for box farming
-

ROSE ACADEMY PRIVATE LIMITED

Amit Kataria

Growing up in Old Gurgaon, a semi-rural area with limited access to computer education, Amit carried a dream of bridging the gap in computer education and changing the rural populace's mindset.

He began his journey to bring low-cost computer education to his village by setting up ROSE Academy Private Limited. According to Amit, “*Rural Organisation for Social Empowerment (ROSE), run by villagers, provides computer skills to rural population to enable them to get employment, access better opportunities and use technology to save money and time.*”

Dhriiti's Role

We are working with Amit on organisation development and preparing ROSE for its expansion. Our key work areas include systems development, consolidation of each of the 6 centers, development of promotion and marketing strategy, and a clear human resource management. The resulting model will have a striking balance in its financial, social, and ecological impact allowing ROSE to achieve its vision of providing computer education in all villages in rural Haryana.

Steps towards FSE-ibility

- Using NComputing device in centers for saving energy
- Bridging the gender gap in computer education with an enrolment of 80% girl students
- Train individuals in rural areas on the use of internet technology to save time and energy

RFC

Dhriiti was set up a decade ago to inspire and build entrepreneurs who identify and convert opportunity into sustainable enterprises to enhance access (security) and quality (passion + potential) of livelihood. In other words, Dhriiti seeded, nurtured, incubated and supported potential entrepreneurs through an innovative and professional approach.

This workshop was focused on Dhriiti's mission, how much we had accomplished, our learnings along the way, and what we could do to improve dramatically.

Insights:

Dhriiti's work with entrepreneurs had the following learnings:

- **Status at the beginning of program:** Restless youth with a drive to make things better
- **Status in end:** Entrepreneur leading a certified Dhriiti Enterprise with financial, social & environmental sustainability!
- **Inherent principles across engagement process:** innovation, professionalism, win-win relationship with stakeholders

STAGES	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5	Stage 6	Stage 7	Stage 8	Stage 9
MILESTONES IN CHANGE STORY	<i>Plant the seed of entrepreneurship and the Dhriiti Journey towards it</i>	<i>Applies to the Dhriiti Fellowship (stage 3,4,5)</i>	<i>Decides on enterprise idea</i>	<i>Creates the enterprise model & plan which realize financial, social, envt impact</i>	<i>Launches/ Registers an enterprise</i>	<i>Financial, Social and Environmental Breakeven</i>	<i>Financial, social and environmental sustainability</i>	<i>Expands + spread the spirit (practice + preach)</i>	<i>Certifies as a Dhriiti Enterprise</i>
INPUTS/ ACTIVITIES	Orientati on on entrepreneurial competencies and the Dhriiti journey to build it	Sign off /Application form filled	Capacity building to decide an idea (identify need gaps, match passion with need gaps)	Capacity building on entrepreneurial and managerial competencies	Start up realize (legal , financial)	Incubati on (coaching, mentoring, space etc)	Mentoring and coaching	Follo w up and monitoring	Dhriiti enterprise audit after two years of existence as an enterprise

METHODS	Awareness events, programs Emagazine Online presence Workshops	Post Awareness event/workshop/program, online	Workshops One on one discussions	Workshops One on one discussions	Workshops/one on one Foster linkages (entrepreneurs) for legal/financial	Incubation centre One on one Linkages	One on one Workshops	Tracking Troubleshooting	Audit
UNIQUE PRODUCTS	Entrepreneurship Education		Fellowship			Incubation			Audit

This resulted in giving Dhriiti an understanding of the gaps in the existing model as well as its biggest accomplishments. We realized that our big successes were that our entrepreneurs and enterprises passed the litmus test of Financial, Social and Ecological sustainability. This also led us to clearly define our work into 3 key areas:

- Inspire
- Incubate
- Transform

The next financial year will see all of Dhriiti's projects and programs fall into these three areas.

We were also able to carve the consulting Business Unit of Dhriiti as a separate for-profit company, and hive off two enterprises incubated by Dhriiti as separate entities.

	Dhriiti NGO	Dhriiti Professional Services (DPS)	Enterprises incubated by Dhriiti
Core purpose	Promote individual entrepreneurs and community enterprises	Support enterprises	Promotion of products successfully (for eg: TPMPL; Rose Academy)
Target group	<ul style="list-style-type: none"> • High school students (13-18 years) in rural and urban (individual enterprises) • Undergraduate college students and out of college youth in rural and urban (individual enterprises) • Low income urban and rural communities (community enterprises) 	<ul style="list-style-type: none"> • Institutions (corporate, funding agencies, research agencies, NGOs) • Individual entrepreneurs and microenterprises (urban) 	
Branding	Dhriiti the NGO and enterprises associated with and incubated by Dhriiti	A Dhriiti Enterprise	A Dhriiti Enterprise
Linkages	Incubation of DPS and enterprises	<ul style="list-style-type: none"> • Profits donated to Dhriiti • Offer services to Dhriiti • Training ground/mentorship support to Dhriiti 	<ul style="list-style-type: none"> • Offer services to Dhriiti, DPS • Profits donated to Dhriiti • Training ground, case study, mentorship to Dhriiti

Rebranding and repositioning the organization



that Dhriiti enterprises work towards!

Our Logo has also evolved over the last decade to represent the FSE approach of Dhriiti. The wheels in the logo are a legacy from the previous one, representing the wheel of enterprise and change. The 3 wheels in the new logo represent the financial, social and ecological transformation

Dhriiti believes that all of us have an impact. We create an impact through whatever we do in our daily lives. We change economics, we change society and we change ecology; Sometimes for the better while some other times for the worse. Sometimes the impact is big and sometimes small. All of our work at Dhriiti begins at building this realization that we are all creating an impact. This realization, is the trigger to explore the quality and degree of our impact. With this awareness that each of our action impacts many things in many ways, we can then minimize the negative impact and maximize the positive. We can then strive to create what Dhriiti calls the FSE (Financial, Social, Ecological) balance.

An enterprise is an extension of the entrepreneur. It is largely governed by the value systems and beliefs of the entrepreneur. The FSE approach extends, thus, from an individual to an entire enterprise.

Our change story

BEFORE: Restless youth with a drive to make things better

AFTER = Entrepreneur leading a certified Dhriiti Enterprise with financial, social & environmental sustainability!

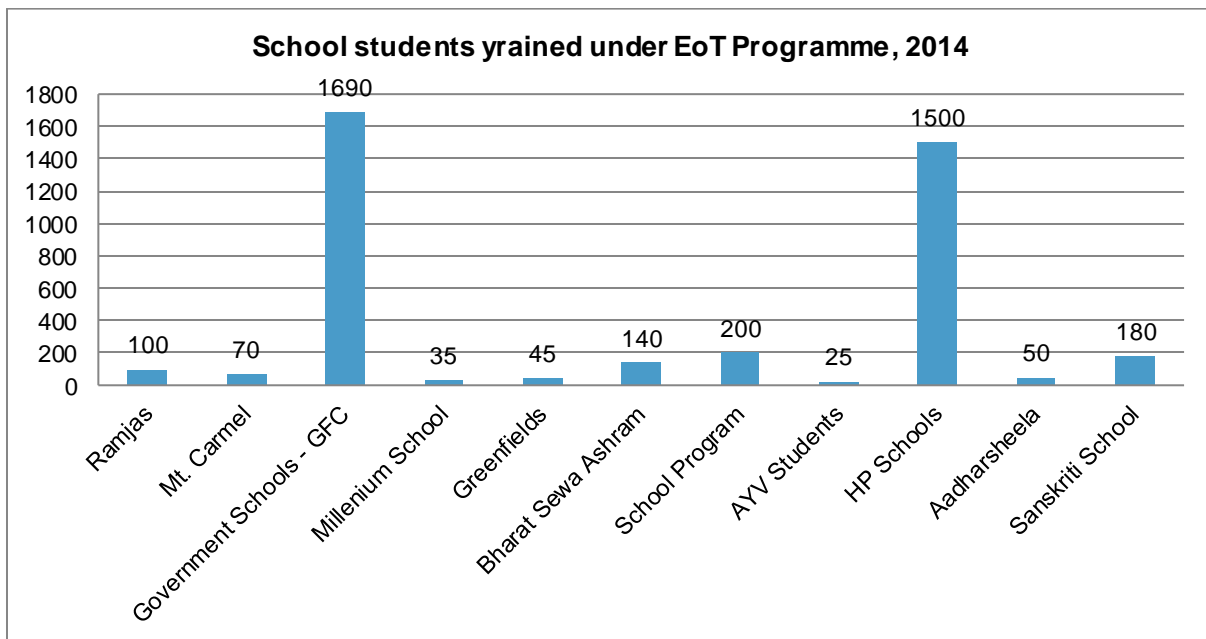
A mindful individual can become an FSE impactful entrepreneur and can run a FSE-ible enterprise. At Dhriiti, we invest in building FSE-ibility...in individuals and hence in enterprises!



- Operations divided into inspire, incubate, transform

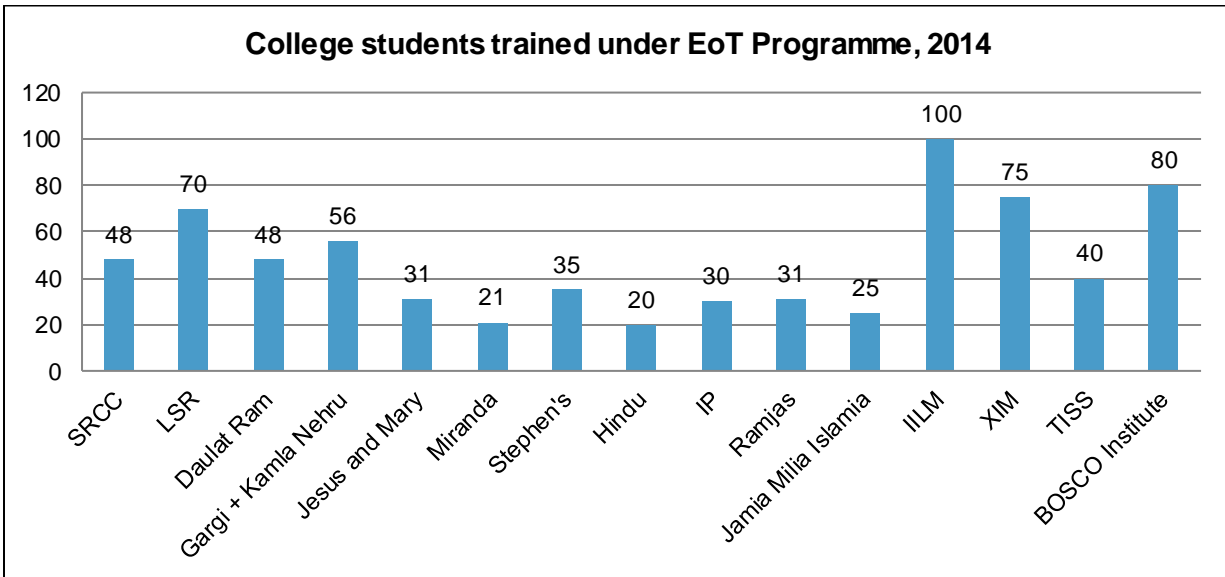
Inspire: We define entrepreneurship as work approached with responsibility and a sense of hope. By opening oneself to opportunities and being aware of the impact that one creates, one is an entrepreneur in any occupation. We offer 40-hour intensive trainings on entrepreneurship skills in schools, colleges, organizations and via the internet.

- Schools: We collaborate with private and government run schools in urban and rural areas to instil entrepreneurship in students enabling wider career choices. Dhriiti uses project based learning methodologies. Regular trainings are conducted in Entrepreneurship Clubs set up by Dhriiti where students build and manage live enterprise projects to enhance learning.



- Colleges: We create experiential learning opportunities to build entrepreneurship skills and attitude. Our programs focus on the financial,

social and ecological (FSE) impact of the individual and enterprise. Dhriiti sets up Entrepreneurship Chapters in partner colleges. Member students undergo training and set up prototypes parallel to the course. Students confident about setting up their own enterprises, then move on to our INCUBATE program designed to support FSE-ible enterprises.



- o Organizations: We enhance the employability of socio-economically marginalized youth through capacity building and up-skilling programs. Youth entrepreneurs are supported through our INCUBATE program to build FSE-ible enterprises. We partner with youth-oriented implementing agencies to develop FSE-ible entrepreneurs and enterprises through capacity building and skills training. Dhriiti also partners with corporate to enhance entrepreneurial skills in small business operators to create a robust value chain.

Impact



- **Status in beginning:** Restless youth with a drive to make things better
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UNIQUE PRODUCTS	Entrepreneurship Education		Fellowship			Incubation			Audit

Red line: Stage 1 is where we build awareness, orientation about the Dhriiti concept of entrepreneurship and the realization that I subscribe to (conscious choice) to balanced approach of entrepreneurship where financial gains do not happen at the cost of social and environmental gains

Outreach

Marginalized Youth reached out to through various initiatives	60000+ Youth
Direct beneficiaries of various Dhriiti initiatives	35000+ Youth
Micro-enterprises initiated by marginalized youth	300+
Micro-enterprises initiated by girls from marginalized youth community	100+
Direct employment created through enterprises initiated	2500+
Ancillary micro-enterprises/indirect employment created	10000+
Average increase in income per micro-entrepreneur	40%

Partners



Alcatel-Lucent



SIR DORABJI TATA TRUST



Institutional Partners (in alphabetical order)	Organisation Partners (in alphabetical order)
Acharya Narendra Dev College, New Delhi	Amalgamated Plantations Pvt. Ltd.
Bosco Institute, Jorhat, Assam	ANT, Bongaigaon
Daulat Ram College, New Delhi	Bal Sahyog, New Delhi
Don Bosco Training Institute, New Delhi	Center for Environment Education, New Delhi
Gargi College, New Delhi	Deepalaya, New Delhi
Government High School, Barpeta, New Delhi	DORD, Bihar
Government School , Ali Ganj, New Delhi	Entrepreneurship Development Centre, USA
Government School , Maharani Bagh	Farm2Food Foundation, Jorhat, Assam
Government School, Barpeta, Assam	Generation Enterprise, USA
Government School, Kashmiri Gate	ICDP, New Delhi
Government School, Nizamuddin, New Delhi	IDF, Bihar
Hindu College, New Delhi	Indian Institute of Technology, Guwahati
Indraprastha College for Women, New Delhi	Lachen Zumsa, Sikkim
Jamia tourism	Literacy India, New Delhi
Jesus and Mary College, New Delhi	Manzil, New Delhi
Lady Shri Ram College, New Delhi	Micro finance organisations, Barpeta, Assam
MC College, Barpeta, Assam	NABARD, Guwahati
Miranda House College, New Delhi	Navjyoti, New Delhi
Mount Carmel School, New Delhi	PRAVAH, New Delhi
Ramjas College, New Delhi	Rhino Club, Barpeta, Assam
Ramjas School, New Delhi	Salaam Balak Trust, New Delhi
Rashtriya Pratibha Vikas Vidyalaya, Civil Lines, New Delhi	SARD, New Delhi
Shri Ram College of Commerce, New Delhi	Tata Steel Rural Development Society, Jamshedpur
St. Stephen's College, New Delhi	Vidya, New Delhi
Swami Parmanand Tribal Girls School, Jamshedpur	Vishwa Yuvak Kendra, New Delhi
	Womens Interlink Foundation, West Bengal
	Youthreach , New Delhi

Awards and recognition

- **Changelooms Award** jointly constituted by Pravah and Ashoka - Innovators for Change(2006)
Paragon fellowship for Asia's 100 Social Entrepreneurs
One of the project sites recognized as **Rural Business Hub** in Assam by **Ministry of Panchayati Raj and Confederation of Indian Industry**
HP Award for Entrepreneurship Education through technology
- Incubated in Dhriiti, Tamul Plates Marketing Private Limited is a **SEEDS Low Carbon Awards Winner**.
Incubated in Dhriiti, Tamul Plates Marketing Private Limited is a **Finalist in the Artha Venture Challenge 2013**
- Incubated in Dhriiti, Tambul Plates was one of the finalists for the **Changing Markets Awards 2013** at the 16th International Business Forum
- Fatima Bano, a Dhriiti beneficiary wins **the HP LIFE Entrepreneurship Award** at New York's Global Citizen Festival