



PURE India Trust

Pushp-kiran Union For Real Enlightenment

Delhi Center : 106-Asola Ext., Jhanda colony, Chhattarpur Road, Delhi - 110074

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Sub: CSR of women empowerment through **Women Entrepreneurship development** in the rural & semi urban areas

Dear Sir / Madam,
Greetings from PURE India Trust!!!

We have been working for Women Empowerment through **Livelihood promotion** in rural and semi urban areas of **Noida, Delhi, Gurgaon, Jaipur (Raj) & Satara (MH)**. Our **60 women** entrepreneurs from **43 villages** of **Noida & Jaipur** districts have earned net profit of Rs. **15.5 Lakh** in 2019-20 years and we have also benefited more than **8500** people through medical camps and other related workshops organized in the villages to promote businesses of our women entrepreneurs.

We want to restore **livelihood of 100+ poor families** by helping them start own businesses in their own communities so that they run their families sustainably. Please find attached the proposal for your consideration and approval.

Please also note that we have been implementing this program since last 2 years so we can easily implement it anywhere in India.

Thanking you

Regards
Prashant Pal
Founder & CEO
Pushp-kiran Union For Real Enlightenment (PURE India Trust)
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About NGO

Pushp-kiran Union for Real Enlightenment (popularly known as **PURE India Trust**) started in March 2013, with a mission to provide quality Education & Employment opportunities in rural & semi-urban areas of Delhi NCR & Rajasthan. We focus on below areas:

- **Employment**
 - Women Entrepreneurship for sustainable Development
 - Skill Development to make youth employable
- **Education**
 - Informal Education centers for foundation classes
 - Career Guidance & Mentoring to improve youth Employability
 - Scholarships for higher Education & professional trainings
 - Adopt a School for Integrated Development of a Govt School
 - Healthcare Camps to provide basic medical facilities to children & Women

Vision

Our vision is to create an environment which will inspire youth to become an entrepreneur or get skills to be employed

Mission

- Help 2000+ youth to become Entrepreneurs or get employed by 2022
- Provide Career Guidance to 100,000 students from Govt Schools by 2022

Impact (From Apr 2018 to Mar 2020)

- Helped 60 women (housewives) to become entrepreneurs in 43 villages
- Women have earned **15.5** lakh net incomes in year 2019-20 from their businesses.
- Provided Tailoring, Beauty Parlor, Computers & other trainings to **480** youth
- Assisted **150+** youth to get employed in various organization
- Providing employment to **14** women for making vegetable carry bags to reduce use of plastic bags.
- Provided higher education scholarships to **500+** students
- Providing education classes to **450+** poor children
- **12000+** people benefited from Medical camps & other relevant workshops in villages

Trust Legal Status summary:

Name of Organization	Pushp-kiran Union for Real Enlightenment PURE
Delhi Registered address	106, Asola, Chhattarpur Road, Delhi 110074
Other Locations	Noida, Gurgaon, Jaipur, Karauli, Satara
Telephone	(+91) 9212102580, 8376884522
Contact person	Prashant Pal / Medha naruka
Registration No.	353/4/10876
Registered on	30 'March 2013, New Delhi
12A certificate no.	DEL – PR24513 – 05082015 / 4891
80G certificate no.	DEL – PE26181 – 05082015 / 6670
FCRA Certificate no.	231661705
FCRA Certificate issue date	17-Aug-17
PAN Number	AACTP3367R
Niti Ayog Darpan registration no.	DL/2017/0115061
Website	https://www.pureindia.org/
Facebook	https://www.facebook.com/pureindiustrust/
Twitter	https://twitter.com/PUREIndiaTrust
Youtube	https://www.youtube.com/channel/UCJZrrP-inAgOtvXO9WcoYfA

Restoring Livelihood of poor families (Post Covid-19)

Problem Statement:

With over 12 million people infected by COVID-19 globally, this pandemic has created enormous pressure on healthcare systems, livelihoods, and has even brought major economies to an almost standstill. Although India fared better than other countries in the initial stages, India is now ranked third globally in official cases and experiencing new daily case peaks as the virus spreads and continues to grow on a daily basis.

Due to Covid 19 lockdown, Most of the daily wagers have lost their livelihood and they have reached at a level where they are finding it difficult to survive. Now they are dependent on Govt, NGOs or other donors to help them with grocery items, kid's education, medicine and other necessary needs. But it is difficult for Govt, NGO and other local donors to help so many poor families to continue supporting for a long time and same time it is also not good for our country's economy to have millions of people without any employment. Many of them were earlier employed in various Construction sites, factories, retail market, farm house, security guard, Gardner, Housekeeping, catering, taxi, auto driver etc.

Above mentioned situation have arisen post Covid-19 but our society has another traditional problem that women in our society are mostly dependent on male members of their families for their any financial or non financial needs. Typically male member of the family goes out for work but women are not allowed to go out for work and do not get equal chance to grow or earn livelihood.

Solutions: My Village My Business

Under this program we encourage women from villages to start own business in their village and earn livelihood & due respect in the society. **We provide seed funding, Skill training, Business mentoring, market Linkages, research, product selection, Training, Exposure visits & other related business support to make the selected women a successful entrepreneur in villages.**

Following are the key steps of this program:

A. Mobilization: We launch the program by finalizing the list of villages where we need to start the "My village My Business" initiative and we initiate mobilization in the villages to identify the women who are poorest of poor and have basic skills to run a business. Below are few examples of businesses can be started by women in their own villages / communities.

- Tailoring Business
- Beauty Parlor Shops
- Computer training center
- Cosmetic & Grocery Shop
- Tuition center
- Stationary Shop
- Mobile repair shop
- Vegetable Shop
- Tiffin Center etc
- Bakery shop
- Bags Manufacturing
- Pickle production

- B. **Selection process:** After mobilization the women undergo a selection process of personal interviews, group meetings, family background check, domicile status, physical verification, market accessibility, ability to maintain books of account, nominal investment capability and most important family support to understand success in her business
- C. **Financial Support:** The amounts we provide to every woman vary from INR 10,000 to 15,000 per women based on type of business and her current capability to invest for her own business.
- D. **Business Launch support:** Our volunteer team makes sure there is enough buzz in the village to make local people aware and increase her client base as soon as business is launched.
- E. **Business promotional activities:** Below are some of the activities we have been organizing in different villages to increase footfall at women's shop and the respective women get chance to build relationship with customers and lead the activities in her village so that she get respect in the village as a change leader.
 - Medical Camp with free medicines
 - Seminar on Financial Literacy in each village
 - Self Help Group Awareness Workshop
- F. **Local Skill Development:** Under this initiative, we also encourage our women entrepreneurs to provide vocational skill (Tailoring, Beauty Parlor, Computer, Cooking etc.) training as per this business to local youth
 - **SHG formation:** Encourage women to build a network within a village so that women can start production of some items and provide employment to few women locally. **Start production** of Frocks, Salwar-Kurta, Uniform, Bangle, Handicraft items, Pickle, Papad and other products
- G. **Monthly Business Mentoring support:** This is a unique feature of this project as many of the people can provide business equipments e.g. Tailoring machine, Beauty Parlor set up etc. but rarely anyone partner with the women to make sure they are successful in the respective business.

Offline Market place – Network on Women Entrepreneurs

As the women's businesses are growing few of the women have started production of some products e.g. Clothes, Bags, School uniform, Women wear, Dairy products, Pickle, Papad etc. hence they need a market place to sell these products and get regular orders. Hence we have connected all the women through a whatsapp group so that they can buy; sell and show case their products to other women. A offline market place of women's network for buying and selling their products is created. For the same our NGO team is providing a supply chain support to the women and now women are able to increase their income buy selling products outside their shops too.

Online Market place – E-commerce Platform (Technology inclusion)

We have decided to build an online portal / Mobile app which can be used by all women to buy and sell the products and we provide supply chain support to the women so that women are able to increase their income further. Currently Women are placing their order using the whatsapp group and we are supplying the products in other shops as per demand.

Common Facility Center (CFC)

Our women can make the products but it is not possible for all of them to have machines for packaging, Price Tagging, Branding, sealing etc. So we recommend that we should set up a CFC (Common Facility Center) in a village where we shall bring the finished products from women for storing, packaging, price

tagging, branding, sealing etc. This will be a common center for all the women and proper packaging will be done from here so that our products are considered as equal best quality. Products will be supplied to local market from this center.

Key steps to implement the program

- Finalize cluster of 30-40 villages / Communities within 10-20 KM radius
- Initiate mobilization in the villages to identify women who wants start a businesses
- Conduct interview and select 1-2 women from each village
- NGO team do physical, Domicile & family verification in the villages
- Provide basic business & customer handling trainings to selected women
- Conduct survey (if needed) before launching businesses to ensure demand of business
- Procure required machine and material for the business
- Create a buzz in the village before launch so that people know about it
- Visits to women's businesses periodically and review the progress
- Provide access of each other's shops to all the women to buy and sell their products
- Encourage women start providing skill trainings to local women as per their businesses
- Monitor the performance
- Organize business promotional activities in the villages
- Recognize best performing entrepreneurs and other stakeholders of the project



Outcomes

Following are some of the expected outcome of the program if we launch it for 100 women:

- 100 house wives would become successful women entrepreneurs in own villages and their earnings would improve quality of life of more than 500+ family members
- Every women would earn 4000-20000 monthly from their own businesses in 1st year
- 10,000+ local people get benefits from businesses promotional & public welfare activities organized in villages: medical camps, Women health, financial literacy workshops etc.
- 40% women would work as a local skill development center and provide skill trainings to other 500+ women locally e.g. Tailoring, Parlor, Computer center, Bakery, Pickle etc.
- Minimum 30% women would become manufacturer and supply products manufactured at their businesses and sell at other women's shop
- More than 250 volunteers will be engaged in various activities under this program
- 30+ products types will be manufactured / supplied in market place to increase revenue

- 50+ self help groups of 500+ women will be formed to developed savings habits
- 50+ camps / workshops to promote women’s businesses in the villages

Successful Women Entrepreneurs



Monthly Income earned by our women Entrepreneurs

SN	Women Entrepreneurs	Village	Business Type	Opening Date	Fund Provided	Avg Monthly Income
1	Savita	Jhatta	Beauty Parlor	20-Aug-18	14700	16056
2	Kiran Devi	Raipur	Tailoring	30-Aug-18	14700	5460
3	Kusum Gurjar	Kambakshpur	Tailoring	30-Aug-18	14700	2500
4	Nisha Devi	Vajidpur	Beauty Parlor	17-Sep-18	5000	6908
5	Reeta Devi	Bakhtawarpur	Grocery Shop	25-Oct-18	14700	5430
6	Pooja Chauhan	Mangaruli	Beauty Parlor	29-Oct-18	5000	3305
7	Reena	Kambakshpur	Stationary & General Store	25-Oct-18	14700	7650
8	Asha	Asgarpur	Tailoring	29-Nov-18	14700	5500
9	Babli	Bakhtawarpur	Beauty Parlor	29-Nov-18	14700	4320
10	Ragini	Vajidpur	Tiffin Center	21-Dec-18	14700	6500
11	Anupama	Mangaruli	Tailoring	21-Dec-18	14700	6830
12	Preeti Parashar	Vajidpur	Tailoring	18-Jan-19	14700	2670
13	Lalita	Vajidpur	Food Stall	18-Jan-19	14700	3209
14	Poonam	Bans Village	Stationary & General Store	19-Jan-19	14700	4300
15	Meena	Chhapruoli	Tailoring	5/Feb/18	14700	4000
16	Sunita	Dera	Stationary & General Store	6/Feb/19	14700	3776
17	Afroj Khan	Mangroli	Handi Craft	12-Sep-19	10000	5000
18	Sangita Nagar	Badouli	Cosmetic Shop	5-Sep-19	11000	4990
19	Rekha	Jhatta	Tailoring	5-Sep-19	11000	4350
20	Munni devi	Jhatta	Vegetable shop	5-Sep-19	10000	3560
21	Shabana Khan	Bakhtawarpur	Food Stall	12-Sep-19	10000	9787
22	Sanju	Bakhtawarpur	Cloth Store	12-Sep-19	10000	7650
23	Sanyogita Sharma	Asgarpur	Cosmetic Shop	10-Oct-19	12000	5768
24	Suman Devi	Yakutpur	Beauty Parlor	10-Oct-19	10000	7895
25	Manisha Chouhan	Shahpur	Stationary & General Store	10-Oct-19	10000	6425
26	Pinki	Yakutpur	Tailoring	10-Oct-19	12000	7356

SN	Women Entrepreneurs	Village	Business Type	Opening Date	Fund Provided	Avg Monthly Income
27	Baby	Bakhtawarpur	Stationary & General Store	20-Oct-19	12000	3980
28	Santosh devi	Nangla Sector 81	Tailoring	10-Nov-19	12000	5679
29	Savita	Nangla Charandas	Stationary & General Store	20-Oct-19	11000	4230
30	Mithlesh	Nangla Charandas	Stationary & General Store	10-Oct-19	11000	4535
31	Kavita	Shahdra	Beauty Parlor	20-Oct-19	11000	4130
32	Payal Sharma	Gulavali	Tailoring	20-Oct-19	10000	810
33	Moni Rani	Tugalpur	Tailoring	19-Nov-19	12000	2580
34	Kusum	Shahpur	Tailoring	10-Nov-19	12000	3790
35	Babita	Yakutpur	Stationary & General Store	11-Dec-19	10000	4304
36	Aarti Chouhan	Nangli Vajidpur	Food Stall	11-Dec-19	12000	3290
37	Mohar Shree	Asgarpur	Stationary & General Store	19-Nov-19	11000	12300
38	Lalita	Hazipur	Tailoring	11-Dec-19	13000	6460
39	Reena	gadhi-Shahadra	Cosmetic Shop	11-Dec-19	10000	3470
40	Santara	Ilayahbas	Grocery Shop	11-Dec-19	12000	4670
41	Meenu	Gadhi-Govardhan	Tailoring	11-Dec-19	11000	5380
42	Anjali Sharma	Bhambhoria	Beauty Parlor	22-Aug	10000	3231
43	Chandrakanta Bunkar	Bhambhoria	Tailoring	22-Aug	10000	3276
44	Suryabala Prajapat	Prempura	Stationary & General Store	5-Sep	12500	4147
45	Mamtesh Devi	Jhai	Tailoring	27-Nov	12500	3342
46	Mamta Sharma	Bhambhoria	Tailoring	27-Nov	10000	4610
47	Mamta Chaudhary	Nevta	Beauty Parlor	27-Nov	10000	4220
48	Shobha Sharma	Mahapura	Beauty Parlor	27-Nov	12500	3648
49	Pinki	Chirota	Tailoring	6-Dec	12500	4128
50	Mamta Bunkar	Kalwara	Tailoring	6-Dec	12500	3825
51	Sita Devi	Lalya ka vaas	Vegetable shop	6-Dec	13500	7250

Target Beneficiaries

For Women Entrepreneurship, we identify poorest of poor Women (preferably housewives) from a villages or semi urban areas, who are interested to start their own businesses and preferably they do not need any skill trainings to start a business. Women's must be capable of running businesses successfully.

Replicability

This is a replicable model and can be implement it easily anywhere in India hence we are looking forward for your CSR support to sponsor this program wherever you have your office and jointly we can benefits thousands of poor people in communities.

Timelines

For this project, we shall focus in the areas where daily wage labours are mostly affected by Covid-19 and we want to empower minimum 100 women within 1 years of time and following is the high level road map of the same

- Mobilize & Identify Women : First 3-4 months
- Selection, Training & ready for launch : Next 2-8 months
- Business Opening of women : Next 3 months
- Business mentoring & Promotional activities : Next 3-6 Months
- Monitoring, controlling & Reporting : Throughout project durations
- Reporting – Income, Result & Outcome : Throughout project durations
- Project completion : Last 2 months

Risk management and monitoring

This program's success depends on regular monitoring, controlling and reporting of progress to various stakeholders. Hence monitoring & controlling has built as an integral part of this project so we have design an reporting and alert system to show in risk and failure mode effect analysis is done of the same. Following are probable risk factors and monitoring plans

- Reporting of number of applications received, Number of villages covered under mobilization, selection of right candidate so that there is no drop out at later stage, family support system, women's financial conditions, availability of existing businesses in the villages etc.
- We ensure only deserving women get selected and for that we follow multiple round of selection process and take couple of weeks to finally announce women candidates, do physical verifications, check skill capability, meeting family members, market accessibility, Product demand in villages etc.

Following are the details of this program where you can get more details:

- YouTube Video about program <https://www.youtube.com/watch?v=1CF7y4EIA1Q&t=26s>
- Voice of the Customer <https://www.youtube.com/watch?v=wWhMyYHqkgg>
- Website: <https://www.pureindia.org/>
- Facebook page - <https://www.facebook.com/pureindiatrust/?ref=bookmarks>
- Skill Development <https://www.youtube.com/watch?v=iSLFqwtl3fY&t=50s>

Women - Change Leader

As mentioned earlier we organize various camps, seminars, workshops etc. in the villages to promote their businesses and we encourage women to play a role of local Mobilizer and organize of all these activities (medical camps, govt policy awareness workshops etc.) for the benefits of local people and same time promote her own business, take required permission from school, village Sarpanch and also invite local people to take advantages of camps & workshops organize in the villages. These program help women to earn respect as a change leader in the village and also she get change to develop her leadership skills.