



# ANNUAL REPORT 2023-24



**Pushp-kiran Union for Real Enlightenment (PURE)**

Registered office: 106, Asola Ext, Chhattarpur Road, Delhi-110074

Head office: 82-Katewa Nagar, New Sangar Road, Jaipur - 302019

## Message from the Founder & CEO



The year 2023-24 was a period of remarkable milestones, growth, and expansion for PURE India Trust. We achieved significant progress through the launch of new programs and partnerships, expanding our reach to new geographies, including Gujarat, Odisha and Madhya Pradesh. We proudly collaborated with esteemed partners like CAF America, Mahindra World City, Bharat Petroleum, VIVO, TATA Power, RKCL, DuPont, RailTel, and Trend Micro, implementing impactful Corporate Social Responsibility (CSR) initiatives.

Our projects focused on Women Entrepreneurship Development, Skill Development, School Infrastructure Development, Village Development, Environment, Education, and Health & Sanitation across 16 states. New initiatives were launched in locations like Khandwa (MP), Alwar, Phalodi, Dholpur, and Sawai Madhopur (RJ), Angul and Cuttack (OD) furthering our mission to empower women, provide skill development, scholarships, education, and improve healthcare and sanitation.

We also hosted the National PURE Social Impact Award, bringing together over 600 social sector leaders to recognize exceptional work by NGOs, volunteers, and corporates. This initiative fosters collaboration and strengthens the social development ecosystem.

We are grateful to our partners, volunteers, and dedicated staff for their unwavering support. Collectively, we have impacted over 10,000 lives, including 3,600+ womenowned enterprises across 2,400+ villages. PURE India Trust was also honored with the “I am Shakti”, “Great Place To Work” and Registered under “Social Stock Exchange of NSE”. We look forward to another year of meaningful impact and growth.

## Vision & Mission



**PURE India Trust** started in March 2013, with a mission to provide quality Education & Employment opportunities for economically poor families. We focus on below areas:

- Entrepreneurship
- Education
- Model Village



### Vision

To establish ourselves as India's most trusted NGO for implementing sustainable solutions.



### Mission Statements

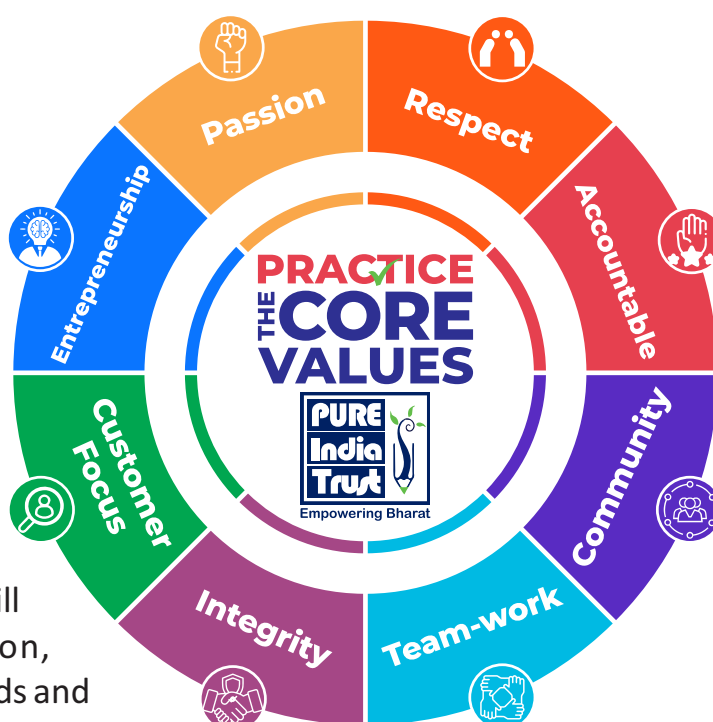
To empower communities through entrepreneurship, skill development, and education, fostering sustainable livelihoods and career growth to build self-reliant India.

To transform students' lives by offering career guidance, scholarships, and mentoring, ensuring equal access to higher education and opportunities for success.



### Goal Statements

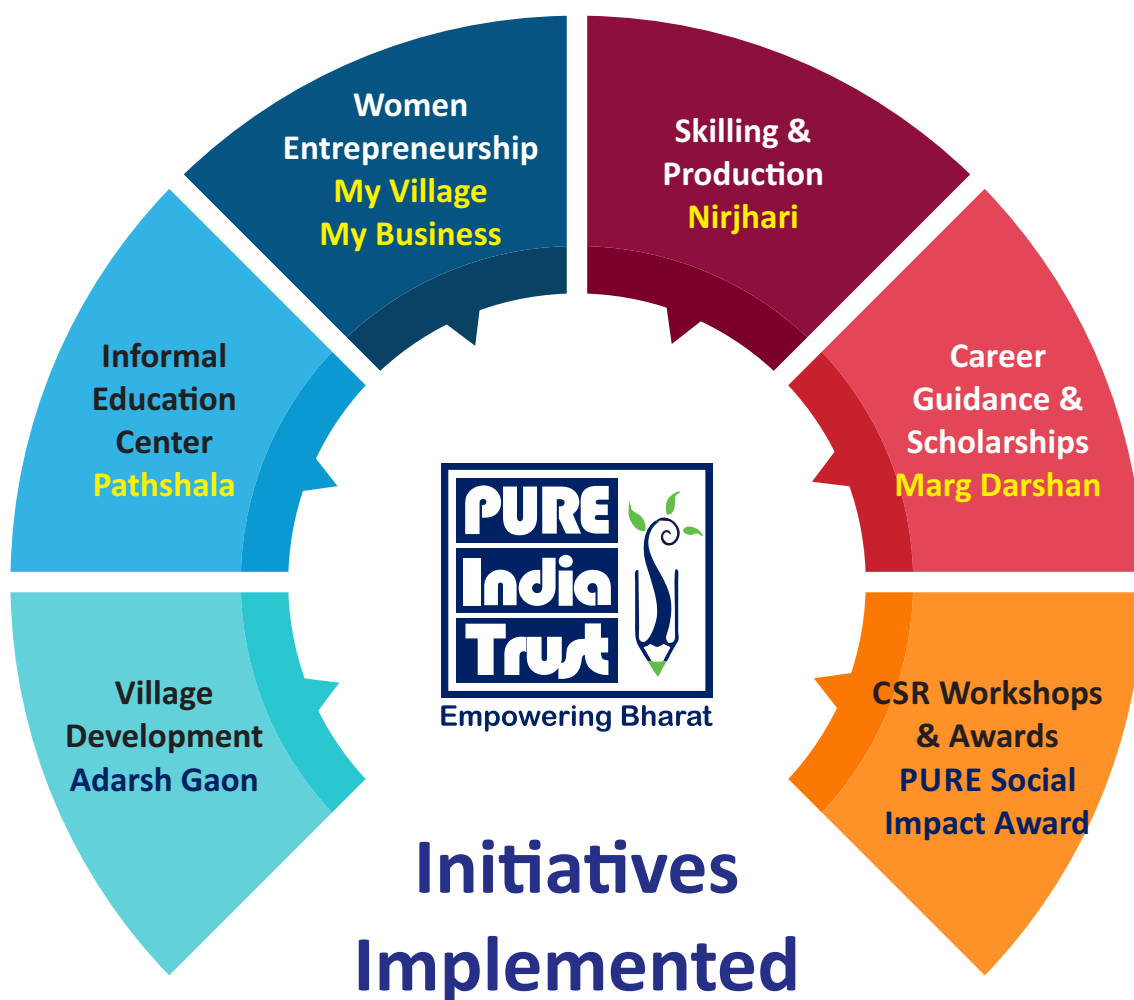
By 2030, our goals are to establish over 25,000 new micro-enterprises and to deliver career guidance to more than 1 million students.



### Target Group

Women, Persons with Disabilities, LGBTQI+ and Students

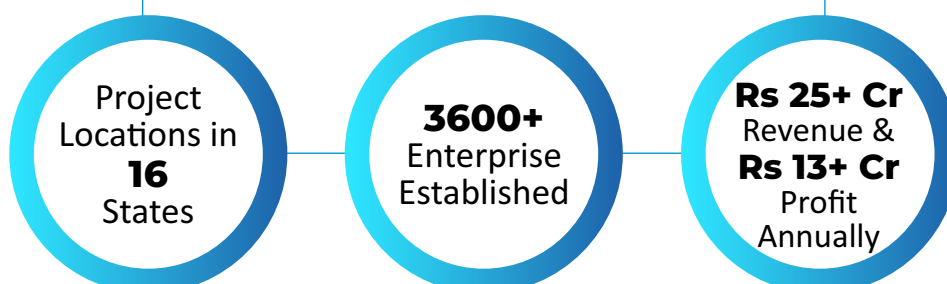




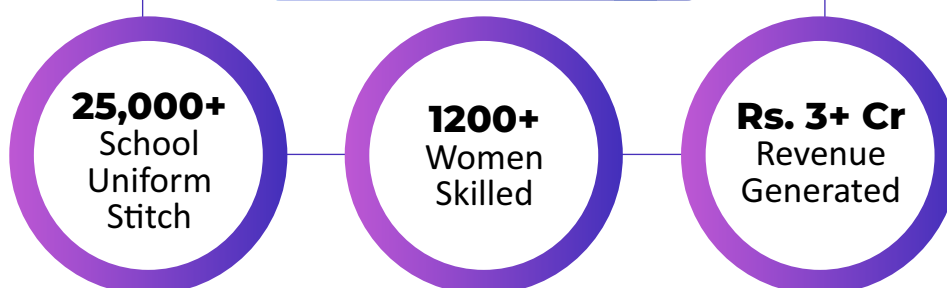


## Impact Highlights

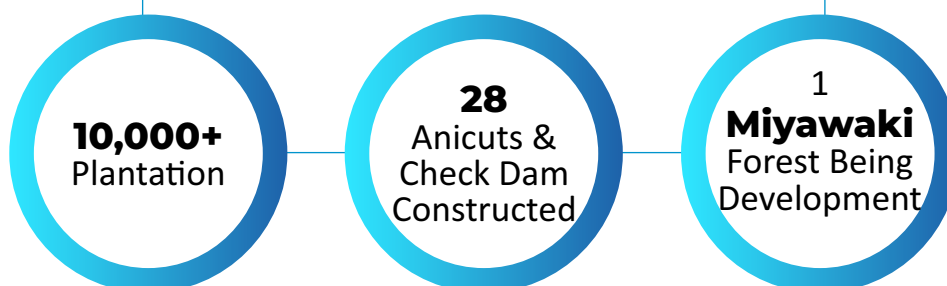
### Entrepreneurship



### Skill Development



### Environment



### Healthcare



## Impact Highlights

### Education

**35,000+**  
Students  
Mentored  
with Career  
Guidance

**Rs 1.8+ Cr**  
Scholarships  
Provided to  
**600+**  
Students

**500+**  
Computers  
Donated to  
Students

**6**  
STEM/Digital  
Lab  
Established

### Infrastructure

**25+**  
Govt. School  
Building  
Renovated

**35+**  
Anganwadi  
Center  
Renovated

**5**  
Govt.  
Hospitals  
Supported

### NGO Capacity Building

**40,000+**  
Subscribers  
of YouTube  
Channel

National  
**'PURE Social  
Impact  
Awards'**  
for NGOs

More Than  
**Rs. 1 Cr**  
Funding to  
Other  
NGOs

**2500+**  
NGO leaders  
Trained on  
Fund  
Raising

## Recognitions

- I am Shakti Award 2023, for Entrepreneurship Development
- Great Place to work Certification
- Registered under Social Stock Exchange of NSE



## Our Partners



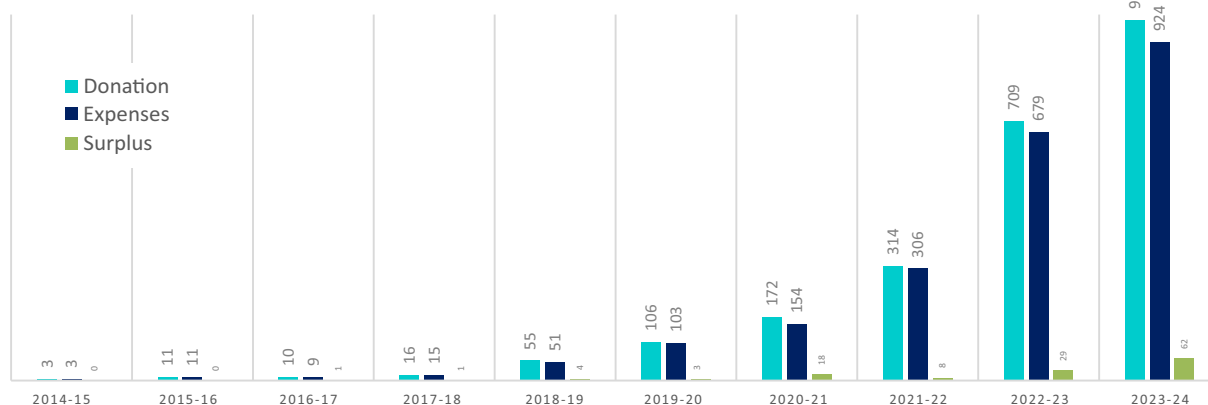


## Locations

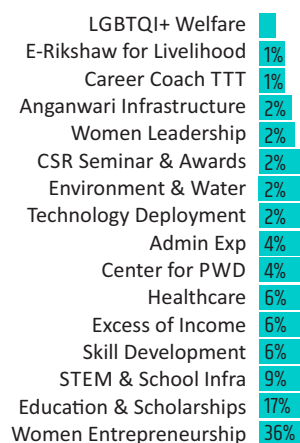


## Financial Journey

### BUDGET UTILIZED FOR SOCIAL DEVELOPMENT (IN LAKHS)



## Budget Distribution 2023-24



### Budget Utilization Vs Domain



# Entrepreneurship Development



The core objective of this program is to make women financially independent because most women are dependent on their father, husband, brother, son, etc. Hence, we encourage women to start their own businesses in their own communities and become self-reliant.

## My Village My Business:

This program supports deserving applicants from poor families in starting their own businesses. We provide Seed funding, Branding, Promotion, Market research, Mentoring, Exposure, Market linkages, Monitoring, Govt scheme Conversion etc.

## Key Process Steps

- Mobilize women who wants to be self-employed
- Background Verification
- Entrepreneurship Development training
- Seed Grant
- Branding, Promotion of Businesses
- Market linkages
- Business Promotion – FL, MHH, Medical camps
- Monitoring & Evaluation
- Exposure & capacity building
- MSME Udyam Registration,
- Geo-tagging,
- Digital Payment adoption





## Entrepreneurship Development



Make a donation   Apply for a grant   Training

Contact Us   Share

Sign In



### Padma

Padma is a disabled woman with cross legs. She is running a small business but they lost their business due to heavy rains last year. Tiffin center in local area.



### Rajkumari Devi

A donation of Rs. 25000 helped her start a small dairy business to support her family and achieve financial freedom.

## Make a donation, change a life.

We focus on women empowerment and helping them become financially independent. You can donate as little as ₹500 and make a big change in someone's life.

Make a donation  
सहयोग करें

Apply for a grant  
आवेदन करें



### Bano Udyami Digital Platform

Digital Bridge Launched to help Women from all over India : [www.pureindia.org/pure](http://www.pureindia.org/pure)

Applicants (Women, People with Disabilities & LGBTQI+) can apply for grant





## Entrepreneurship Development

### Key features

- 98%+ success rate
- 40-60% profit margin
- Break even in 8 month
- Profit growth 70% in 2nd year
- Yearly 10,000+ people impact

### Type of Business supported

- Tailoring & Boutique center
- Beauty Parlor
- Tuition Center
- Sanitary Napkin Making
- Sleeper Making
- Cosmetic & Stationary Shop
- Grocery Shop
- Vegetable Shop
- Flour mill, Spice, Pulse packing etc.
- Bangle Making
- Food Stall
- Pickle (Ker, Chilli, Chutney etc.)
- Disposals - Dona Pattal, Basket etc.
- Other business as per local need





## Skilling & Production : Nirjhari Craft (FPO)

To promote artisans & provide market place, we have established a Hub & Spok model, an independent FPO unit (Nirjhari Craft) in the name of 30 rural women artisans in Jaipur. The Nirjhari has various sub-centers in different parts of Rajasthan (Rawatbhata, Bassi, Chomu etc.) from where we procure products and sell through various offline and online platforms e.g. ONDC, Amazon, NirjhariCraft, Etsy etc.

The core objective of this program is to provide market place to various artisans and provide them respectable remuneration of their work. The Unit is producing various products



### HOME DECOR

Amazing range of cushion covers & lot more...



### FASHION ACCESSORIES

Fall in love with these authentic handmade bags..



### CORPORATE ACCESSORIES & GIFTING

Maintain the essence of corporate with style..



### MACRAME ARTIFACTS

Explore the craft of macrame with us..



### DESIGN & PRINT

A conscious touch of creativity through the art of jewellery making..





# Career Guidance & Scholarships: Margdarshak

## Key Steps of Career Guidance Program



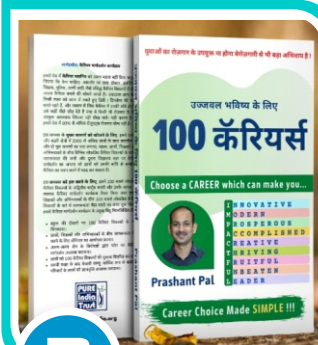
**1**

Display visual charts of 100 career pathways prominently on school premises.



**2**

Host a career awareness workshop to introduce students to diverse career opportunities.



**3**

Distribute a comprehensive guidebook featuring 100 career options to each student.



**4**

Provide personalized, one-on-one career mentoring sessions.



**5**

Facilitate mentorship sessions with industry experts for in-depth guidance.



**6**

Offer scholarships to support students in pursuing higher education.

## Exposure Visits for Domain Knowledge

District Council Office, Police Station, District Court, Hospital, Factory, Organic Farm, Sports Career





## Scholarships for higher Education

Almost 60% of students get dropped out of school after 10th classes and one of the root cause is their families are not able to afford their higher education expenses. To solve this problem we provide Scholarships for higher studies and for regular skill development courses to marginalized talented students who pass 10th class.

Under this program we also provide Career Guidance & mentoring to the Students so that they can get into a career which they really like.

**Primary Beneficiaries:** Students who passed 10th class but not completed graduation.

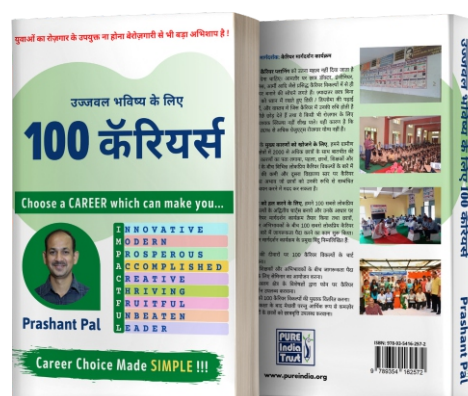
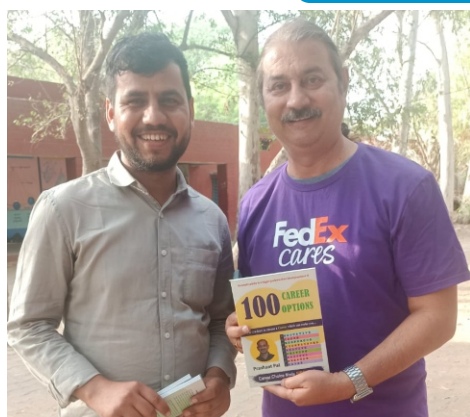
**Secondary Beneficiaries:** Parents, School & Institutions.

**Key outcomes:** we have provided Scholarships to 600+ students of higher studies – BTech, MBBS, BCom, BBA, LLB, etc.

**Duration:** The Scholarship is provided every year based on the quarterly performance report submitted by students.



## Career Guidance – Books





# Village Development : Adarsh Gram

## Govt School Infra Development

Mostly govt schools are neglected by local communities and govt officials because the children attending these schools come from low socio-economic backgrounds.

Hence we decided to adopt Govt schools to strengthen infrastructure and education facilities in Govt schools so that we can increase student enrolment & retention rate, incorporate good teaching and learning techniques and also encourage all families to send their children in govt schools for better education.

Our few activities are: Student Career Guidance, Computer Learning, English learning Labs, Sports facilities, School building Coloring & Repair, Roof Water proofing & civil work, Toilet repair & maintenance, Sanitary napkin disposal Incinerators installation, provide Uniform, School Bags, Furniture, Elmira, Ceiling Fan etc based on need.



## School Integrated Development





# Village Development : Adarsh Gram

## Anganwari Infrastructure Development

The Anganwari centers often face neglect from both local communities and government officials due to the fact that the children and mothers attending these centers hail from low socio-economic backgrounds. Therefore, we have made the decision to adopt several Anganwari centers to enhance their infrastructure and other facilities, aiming to benefit both the children and mothers. Our goal is to increase enrollment and retention rates, implement effective teaching aids and learning techniques, and ultimately encourage all families to send their children to these centers for a better education.





## Village Development : Adarsh Gram

### Water Conservation / Pond repair



### Water Conservation / Anicut Construction



### Health & Sanitation Camps





# CSR Workshops & Awards

## YouTube Channel to Support NGOs

Latest Popular Oldest

**7 Steps to get CSR Funds**  
CSR मैनेजर के ईमेल, फोन नंबर जैसे प्राप्ता करें!  
कोमोनी कंपनी आपको CSR प्रोजेक्ट दे सकती है!  
Health, Education, Agriculture, Skill Development में फंड देने वाली CSR कंपनी जाने!

14:08

How to get CSR Manager Email ID, Phone number, CSR funds for NGO, CSR database...

88K views • 2 years ago

**CSR Project Proposal Writing**  
NGO प्रोजेक्ट प्रपोजल लिखने का तरीका

20:01

CSR Project proposal writing, NGO Project proposal, NGO Funding, Investor Pitch Dec...

63K views • 2 years ago

**NGO कितने प्रकार के होते हैं?**  
NGO रजिस्ट्रेशन कैसे करें?  
सोसाइटी एवं ट्रस्ट में क्या अंतर है?  
सेक्शन 8 कंपनी क्या होती है?  
CSR के लिए किस तरह का NGO चाहिए!

11:50

Types of NGOs, Public & Private Trust, Benefits of Trust, Society, Section 8...

60K views • 2 years ago

**15 सरकारी योजनाएँ**  
जो आपको मालामाल बना सकती है  
Govt Grant for Youth, SHG, NGOs & Startups

20:57

Govt schemes for NGO startup SHG, Govt funding for NGO MSME, Hindi Motivational...

59K views • 1 year ago

**10 काम जो NGO को नहीं करने चाहिए**  
डोनेशन चाहिए तो NGO में भ्रष्टाचार न होने दें!

Prashant 14:26

10 Things NGO Should not do, NGO Funding, New Rules for NGO, CSR funds

53K views • 1 year ago

**50+ CSR प्रोजेक्ट आइडियाज**  
जल्दी फंड दिलाने वाले CSR प्रोजेक्ट कोमोनी है!  
बोरो NGO क्या होलैन्ड बना सकती है!  
कितनी तरह के CSR प्रोजेक्ट हो सकते हैं!  
बोरो NGO कैसे अपनी अलग पहचान बना सकती है!

Prashi 19:16

CSR Project Ideas, NGO Project ideas, New CSR Project Idea, NGO funding, How to...

43K views • 2 years ago

**NGO के लिए पैसा चाहिए. जानिए आसान तरीका!**

19:48

How to raise funds for NGO | Tips for NGO | Fund raising Tips

33K views • 4 years ago

**सबसे ज्यादा CSR फंड देने वाली 30 कंपनियों के ईमेल IDs**  
क्या एक ही कंपनी के अलग-अलग ऑफिस से CSR फंड मिल सकता है?

Prashant 27:12

CSR company email ID, CSR company phone, NGO funding, How to get Email ID of CSR...

30K views • 1 year ago

**ऐसे बनाये आदर्श ग्राम CSR प्रोजेक्ट**

16:18

Adarsh gaon scheme, Model Village CSR Project, Funds, CSR funds for village...

30K views • 1 year ago

**20+ कार्यक्रम जो NGOs बिना फंडिंग के कर सकते हैं**  
20+ THINGS NGOs CAN DO WITHOUT FUNDING

11:00

20 things new NGO can do, CSR Project Ideas, Volunteering Activities, Fund for Ne...

28K views • 8 months ago

**Crowdfunding for NGO, Start-up**

Prashant 12:55

Crowdfunding for NGO, Crowd Funding platform in India, What is crowdfunding, Ho...

28K views • 1 year ago

**NGO के लिए खजाना है National CSR EXCHANGE Portal**

Prashant 9:45

National CSR Exchange Portal, How to register in CSR Exchange Portal, NGO ke liy...

27K views • 1 year ago

## PURE Social Impact Awards





## CSR Fund Raising Workshops



## 3600+ Success Stories

### Saritha (Deaf & Mute) Tailoring Center, Bangalore

Saritha is a Deaf and mute woman however she learnt tailoring skill from her mother and wanted to be self reliant as she get opportunity. She can do all household work very well and make other understand. Her economical condition was not good and was not able to buy a tailoring machine. Her husband is also deaf and dumb. He is a painter and not having regular work. Her mother in law is doing house maid work in other houses. So total income of family is around less than Rs. 8000 monthly. She has a boy of 1 year old. She couldn't work outside due to her disability.

PURE India Team met Saritha during our mobilization and came to know about her family condition. We helped her with new tailoring machine and now she is a earning livelihood on her own and supporting the family. With her work from home job, she is able to take care of her baby and her mother in law did promotion among local residence to get regular business. Now she is very happy and earning Rs 7500 per month.





## Krishna Education Center, Karauli, Rajasthan

Krishna Chaturvedi is a 27 year old young positive mind set boy. He lives in a very small village near Karauli district in Rajasthan. He lost his both hands when he was of 6 years old due to an accident in his farms' engine. His both hands stuck in the wheel of the engine and removed completely from the body. After his treatment he studied and did his MA, B Ed education using his legs.

He was job less after the studies however he started providing education classes during covid for the benefits of children but no one paid him fees so he had to stopped teaching after covid so he was really sad as he was of no use. One of the media person inform PURE India Trust's founder about him and immediately was supported to started his Tuition classes again and trust pay him Rs. 100 per student per month now. Now he earn USD 90 per month and also become a coordinator for all other Pathashala centers in Karauli districts.



## Padma Tiffin Centre, Hyderabad

Padma is a disabled women with cross legs. She lives in Uppal area and running a small food stall with her husband but they lost their pushcart due to heavy rains last year as it got broken completely. She didn't have enough money to purchase a new one so they lost their daily livelihood also.

During mobilization we met her and she requested for a pushcart so that they can re-start their businesses. PURE India Trust supported her with a pushcart and now she is running food business successfully and earning more than 12000 per month. She is very thankful for the supported provided.



## Renuka, Beauty Parlor, Bangalore



Renuka was working in a beauty parlor, while her husband, a driver, was unable to work due to health issues. With an 8-year-old daughter to care for, Renuka struggled to manage all the expenses on her own. The family lived in the beauty parlor shop where she worked, allowed to stay there by the shop owner for a partial rent payment. All the materials in the shop belonged to the owner, leaving Renuka vulnerable; if asked to leave, she would lose her sole source of income. During our mobilization efforts, we learned about her challenging situation.

After conducting a background check, we assisted Renuka in setting up her own beauty parlor with her own materials. She received essential items like a chair and kit materials, which gave her the confidence to manage her expenses independently. Previously reliant on the shop owner's help, Renuka has become self-reliant and now earns 10-12k per month thanks to our support. She has now rented a house and move her family there. Renuka is very happy with the positive change in her life.

## Poonam Beauty Parlour, Bilaspur, Gurgaon

I am Poonam, residing in Bilaspur village with my two daughters. Tragically, my husband was killed by some villagers. Despite my expertise in parlor work, I lacked the funds to start my own business. With his absence, managing expenses and providing education for my daughters became arduous.

Attending a meeting at Anganwari, I learned about PURE India Trust's aid for impoverished women. After filling out the form, I received their assistance. Initially immobile due to lack of work, the Trust enabled me to kickstart my parlor business. Now, with my parlor earnings, I effectively manage household expenses, earning 8000+ rupees monthly while staying at home. Grateful for PURE India Trust and Colt Company's support, I am empowered to provide for my family independently.



## Saroj Kirana & Gift Centre – Sindhrawali

I am Saroj, residing in Sindhrawali village, and I am differently-abled. Our household faces severe financial hardships, as my husband's income as a laborer is insufficient to support our family of six. Despite my willingness to contribute, my disability prevents me from finding employment. However, through a village meeting, I discovered that PURE India Trust extends support to widows and disabled women. Upon filling out the necessary forms, I received groceries assistance. With this aid, I established my own shop, bringing immense joy and relief. Now, I comfortably manage our household expenses, earning between Rs 10000+ monthly. Thanks to PURE India Trust and Colt Company, my family enjoys a better quality of life. We express our heartfelt gratitude for their unwavering support.



## Pushpalatha, Grinding, Bangalore

Pusphalatha, a single parent, worked in housekeeping, earning 2.5k monthly, while her son, employed in a laptop shop, earned 8k. Facing health issues, she couldn't sustain her job, nor could her ailing mother. Struggling with expenses, she aimed to start a grinding business, given the lack of such services nearby. Learning of her plight during mobilization, we aided her in purchasing a grinding machine. Now earning 8-9k monthly, she's self-sufficient, covering both living and medical expenses. Grateful for the support, Pusphalatha finds immense happiness in her newfound independence and stability.



## Ayush Ray, IT Branch 2nd year, Global Institute of Technology, Jaipur

My name is Ayush Ray, hailing from a lower middle-class family in Bihar. I excel in my studies, having secured 88% in class 10 and 86% in class 12. Despite our financial constraints, my family managed to enroll me in a reputable engineering college. However, the timely payment of fees poses a significant challenge for my parents, who are daily wage workers. With an annual college fee of approximately Rs. 70,000, the burden was substantial. Thanks to the COLT PURE India Btech Scholarships support, this burden has been significantly alleviated. Now, I can focus on my studies without the constant worry about finances. In my first-semester examinations, I achieved an 8 CGPA, demonstrating my dedication and determination to succeed.







Empowering Bharat

Mobile : + 91 92121 02580

Email : prashant.pal@pureindia.org

Website : www.pureindia.org

Facebook : www.facebook.com/pureindiustrust

