







## KEY FACTS:

Project Location Delhi

Year Founded 2018

Sector Education

Legal Structure Private Ltd

Investment ₹4,20,000

Type(s) of Funds: Investment



# SECOND CHANCE

*Reforming the lives of prison inmates*

**Eleena George**

## ABOUT THE SOCIAL ENTERPRISE

- We envision a criminal justice system that treats incarcerated youth with empathy & understanding, and we are on a mission to reduce the rate of recidivism. With this in mind, we have developed products & services with the goal of enhancing inmates' educational competencies, holistically.
- The 'Second Chance Learning Kit' consists of a specially-created curriculum & learning tools, inspired by real-life incidents of inmates. Our teaching methods are developed to enable them to learn core life and values-based skills, through practical applications about crime and their actions. This will be delivered within a secure and supportive learning environment that encourages inmates to reflect, rethink, and develop the knowledge & skills to handle issues and conflicts in a socially responsible manner. Our aim is to empower inmates to make choices that keep them from committing crimes.

## BUSINESS MODEL & MARKET

- Since the majority of inmates are school dropouts, their interest in any mainstream study material is dismal. The 'Second Chance Learning Kit' has been developed with inmates at the centre, and contains a 30-day curriculum with learning material such as comics; flash cards with stories of reformed prisoners; a board game designed to build math skills and learn about 'consent'; and a Hindi alphabet chart using words common to inmates.
- These kits will be sold to prisons, juvenile homes, state governments, and civil society organisations working on prison reformation. While these will reach existing inmates, we also see a great need for crime prevention by reaching out to high-risk youth. To this end, we see another emerging market in educational institutions situated in communities where the crime rates are significantly high.
- We have recently completed a small-scale pilot for 150 inmates in Tihar Jail with inspiring results. As many of them were involved in creating materials for the products, we noticed a significant improvement in their behaviour and interactions. Few inmates have gained employment within the premises as they had acquired basic literacy skills during the process.

## THE TEAM

- **Eleena George, Founder:** Eleena is a graduate of Delhi University and holds a Masters from Ambedkar University. She finds creative ways to discuss and learn about social issues with peers and students, and has conducted workshops on gender sensitisation with children and youth.
- **Tabish Bilal, Mohit Raj & Saanchi Marwaha** are part of the core team, along with **Anit & Vishal**, who are currently inmates that contribute significantly towards content development.

**THE STORY:** It all started with my curiosity to see what was on the other side of the walls of Tihar Jail. Like any other female, I had my own stereotypes and inhibitions about inmates. I started conducting classes for these inmates in an all-male prison, and over time, I began referring to them as 'my students'.

Through research, we chanced upon 2 key discoveries. One is that 65% of the inmates are school dropouts; the other is that the percentage of repeat crimes (recidivism) amongst persons arrested in Delhi in 2016 was 17.1—a high rate. It was clear that the current system of reform did not satisfy the learning needs of inmates.

Our experience and findings led us to create a contextually-appropriate learning curriculum that emphasises literacy, life and citizenship skills, and social attitude towards crime.

**THE ASK:** We are looking for investment of **Rs. 4,20,000** for creating 600 training kits, to assist in producing 600 trainers who will work with incarcerated youth.





## KEY FACTS:

Project Location NCR,  
Punjab & Haryana  
Year Founded 2017

Sector Agri waste management

Legal Structure Private Ltd

Investment ₹2 Cr

Type(s) of Funds: Equity



# KRIYA LABS

*Creating value from agro-waste*

**Kanika Prajapat**

## ABOUT THE SOCIAL ENTERPRISE

- The main issue with rice straw is that it has no economical or nutritional value due to its high silica content. It can be converted into fuel, but the price fetched often fails to compensate for the high collection and transportation costs.
- Kriya Labs has developed a process to convert rice straw into pulp, which can then be turned into high quality and marketable products, such as tableware, paper, cardboard, and bioethanol. Our strategy is to assign a real commercial value to this agro-residue by developing suitable technologies and creating market opportunities for this by-product. Our patented technology uses innovative green solvents to extract the cellulosic pulp and byproducts. The main advantage of our pulping process is that it is economical to operate at a smaller scale, unlike traditional pulping technology which is viable only at large scales.
- At present, we are focused on using the pulp produced as a raw material for plastic-free, biodegradable tableware. This is a growing market as the demand for such products is increasing, due to plastic bans and increasing health awareness.

## BUSINESS MODEL & MARKET

- The processing units using our technology can be set up by local entrepreneurs, NGOs, or Government, thereby creating local employment opportunities. A unit capable of producing 2 tons per day is sufficient to tackle the residue generated by 400 acres every harvest season. In addition, the pulp produced has a lower volume as compared to agro-residue, driving down transportation costs. Kriya Labs will then buy back the pulp from these units, channeling them to the tableware manufacturers.
- As a result, farmers will increase their revenue from selling this agri-waste, which is an excellent incentive to drive its collection locally and reduce the burning of this potentially valuable resource. By decentralising the process plants, we will be able to efficiently transform the 20 million tons of rice straw Punjab produces every year. The volume of resulting pulp produced is equivalent to the pulp from 4 lakh trees, thereby preserving natural resources. From this, around 2 million pieces of biodegradable tableware can be produced, kicking out the harmful plastic-coated ones that are dumped in landfills.
- We are currently incubated at IIT Delhi, and have raised approximately 40 lakhs through grants and soft loans. We have also constructed a demo unit at IIT Delhi through which we are improving our technology and conducting market validation studies.

## THE TEAM

- **Ankur Kumar, CEO:** B.Tech in Engineering Physics from IIT Delhi; takes care of external collaborations & investment opportunities.
- **Kanika Prajapat, CTO:** B.Tech. in Textile Technology from IIT Delhi; leads technology & product development.
- **Pracheer Dutta, COO:** B.Tech. in Textile Technology from IIT Delhi; responsible for operations & finance.

**THE STORY:** Every year during winter, the National Capital Region of India is no less than a gas chamber. Air quality index can go up to a catastrophic 1000, the equivalent of smoking 50 cigarettes a day. No wonder it leaves citizens with burning eyes and severe respiratory infections.

One of the reasons behind this hazardous situation is a due to farmers in Punjab and Haryana burning rice straw in open fields after harvesting. Around 12 million tons of stubble is burnt annually, releasing voluminous amount of ash and gases.

We believe that this agro residue is a valuable resource for our economy, but it is currently being wasted because of no market opportunities and a high cost of collection. Farmers are left with no option but to destroy it by burning—losing out on potential revenue and creating many more health and environmental problems.

**THE ASK:** We are seeking equity funding of **Rs. 2 Cr.** to set up a commercial unit; generate technical expertise; manufacture machinery; satisfy licensing, certification & regulatory requirements; and market the pulp produced.





## KEY FACTS:

### Project Location

Chandigarh & Panchkula

Year Founded 2018

Sector Personal Care, Environment

Legal Structure Private Ltd

Investment ₹20 lakhs

Type(s) of Funds: Equity/Debt

# PANCHKOSHA

*Personal care the earth-friendly way*

**Kashish Aggarwal**

## ABOUT THE SOCIAL ENTERPRISE

- Panchkosha is a handcrafted, natural, and earth-friendly body care product line. The word 'panchkosha' itself refers to the five elements of nature; likewise, we create all our products using pure, indigenous resources which are responsibly sourced.
- Our line, derived from natural and organic ingredients, currently carries cold-pressed soap, shampoo, body butter, lip balm, and hair oil.
- Priority emphasis is also placed on packaging these in a biodegradable and environmentally friendly manner.
- We aim to inspire people to make a lifestyle change by opting for natural alternatives.

## BUSINESS MODEL & MARKET

- We aspire to create impact in a variety of ways: better health for consumers by using chemical-free, nourishing body care products; improved livelihood for women and families from employment; and a cleaner and safer earth by reducing plastic waste.
- Our activities include developing natural and earth-friendly body care products by employing women from low-income communities, e.g. SHGs.
- Our product packaging is made from agri-waste such as stubble, coconut shells, and watergrass. In the short term, we also plan to conduct a sustainable lifestyle talk series to increase awareness about sustainable lifestyle.
- Through our pilot, we have conducted significant market research and have served three institutional and 60 individual customers in the past three months.

## THE TEAM

- **Kashish Aggarwal, Co-founder & CEO:** Rich experience in development sector with organisations like Teach For India. Responsible for operations, business development, and marketing.
- **Pramila Jindal, Co-founder & Director:** M.Sc in Botany from Punjab University with experience of 25+ years in the education sector. Currently handles quality control and product development.

**THE STORY:** I had always been conscious about living a low-waste lifestyle, but my journey took a turning point when a waste management company refused to take my empty cosmetic packaging for recycling.

Curious to know why, I found out that only 12% of the plastic packaging of cosmetics is recycled. This is because of specific shapes and designs of the packaging. The rest ends up in landfills, making up almost half of the trash stored there. On the other hand, 98% of cosmetic, body care products which we get in the market are harmful for our bodies and the environment.

There were few to no options for cosmetics packaged in biodegradable material, so I went a step further and began experimenting with making my own body care products. This marked the birth of Panchkosha, and its natural body care zero-waste product range.

**THE ASK:** We intend to raise **Rs. 20 lakhs** via equity/debt financing for R&D; product development; marketing; operations; skill-training of women; and events such as the Sustainable Talk Series.



## KEY FACTS:

Project Location Bihar

Year Founded 2017

Sector Agriculture

Legal Structure Private Ltd

Investment ₹50,50,000

Type(s) of Funds:

Investment/Debt



# VISHVAKSENAH AGRO & DAIRY

*Growing with Values*

**Krishna Gopal Singh**

## ABOUT THE SOCIAL ENTERPRISE

- With a goal to enhance farmers' commercial success and future economic security, I started my enterprise, Vishvaksenah, to provide a comprehensive range of support services to farmers in Bihar.
- We work with farmers in the flood and drought-affected regions of Bihar by promoting the cultivation of medicinal and aromatic plants, because of these crops' inherent capacity to deal with floods, droughts, and animal menace. We provide a complete ecosystem to farmers for cultivation of these crops, along with technical, agronomic, marketing, and business training.
- We aspire to create impact for farmers—landless, tribal, and those operating at various scales—by increasing their income and enabling them to utilise agricultural wasteland effectively.

## BUSINESS MODEL & MARKET

- In every cluster, we are establishing Kisan Haat centres where farmers can access the know-how, agriculture inputs, better seeds, and consulting services. Currently, our Kisan Haat centres help more than 200 farmers and cover over 500 acres of agriculture land in each cluster.
- Kisaan Haat processing plants have been installed with a (distillation unit) capacity to process 1000 kg produce per day. This has enabled the farmers to create an additional income of ₹50,000 per family per annum.
- With the establishment of a processing facility within each cluster, farmers can produce high-end value primary products for the industry.
- We organise the secondary processing of the medicinal and aromatic crops and market the end-product directly to buyers, generating maximum returns for farmers.
- We plan to utilise the surplus generated from our processing facilities towards creating community assets and further enhancing the agricultural production in the cluster.

## THE TEAM

- **Krishna Gopal Singh, Founder:** Master's in social entrepreneurship; 5+ years experience with grassroots organisations and rural development initiatives.

**THE STORY:** I have spent several years of my life in other parts of the country for my university education and corporate jobs. In these states, like Karnataka, Punjab, and Delhi, I witnessed a large number of people from Bihar migrating there for petty jobs & small business opportunities, leaving behind their agriculture land to turn into wasteland.

I was repeatedly told that they were unable to manage the problems of frequent floods, periodic droughts, and persistent attacks by animals. This results in the loss of agriculture produce, reducing the major share of farmers' incomes. Farmers in Bihar face a lack of access to high-quality agricultural inputs, quality seeds, improved farming techniques & processing capabilities to enable better market outreach. Further, resilience among these farmers is poor due to their lack of awareness of better agricultural practices.

**THE ASK:** We are seeking investment/debt financing of **Rs. 50,50,000** to establish a processing plant; set up a retail store; fund operational expenditure; and conduct research and marketing activities.



## KEY FACTS:

### Project Location

Gadchiroli, Maharashtra

### Year Founded

2018

### Sector

Agriculture

### Legal Structure

Society

### Investment

₹35 lakhs

### Type(s) of Funds:

Grant/Debt



# HAPPY FARM FOUNDATION

*Reaching the unreached*

**Pabbathi Deepak Reddy**

## ABOUT THE SOCIAL ENTERPRISE

- Our main motto is to effectively use under-utilised resources to create sustainable livelihoods. We at Happy Farm Foundation are working towards the socio-economic development of tribals through Integrated Dairy Farming to produce quality and unadulterated milk and ghee. We aim to increase the revenue of tribal farmers through the proper utilisation of existing animal resources for dairy farming, and for creating alternative employment.
- Firstly, we are creating groups of women at the village level and conducting workshops about the benefits of dairy farming, effective dairy practices, and guiding them towards producing milk and ghee, marketing the latter as 'Happy Farms Ghee'. These activities will create employment for more than 1,00,000 farmers and enable them to earn a monthly income of Rs. 10,000. In the next year, we aim to set up milk collection and vending units in and around the Gadchiroli district.

## BUSINESS MODEL & MARKET

- There are rich animal resources in communities, and a high demand for milk and milk products in the Indian market. For our pilot, we have purchased an indigenous cow (through crowdfunding) and formed a group of four farmers from one community; while in another we have been collecting ghee from individual farmers. We are able to produce nearly 23 litres of milk per day, sell 11 litres to a hotel for Rs. 43/litre. The remainder we use to prepare ghee, and sell 20 litres per month for Rs. 480/litre.
- We have also conducted awareness sessions on dairy farming and milk consumption for four villages covering 67 families. Malnutrition is a problem there, but people do not milk cows for several reasons. Our intervention helped almost 30 parents realise the benefits of consuming milk, and they have started feeding cow and buffalo milk to their children.
- In the next phase, we plan to conduct awareness and expert sessions in 30 villages covering more than 5000 farmers; set up ghee processing units to generate employment for more than 200 farmers; and set up milk collection and vending units in Gadchiroli. We expect this project to become self-sustainable in two years' time.

## THE TEAM

- **Pabbathi Deepak Reddy, Founder:** Gandhi fellow who has worked for quality education of tribals in Gadchiroli, Maharashtra; currently working with a Member of Parliament.
- **Nanda Nandan Sarangi, Co-founder:** Bachelor's in Engineering and Master's in Economics from Symbiosis International University, Pune; heads Operations and Technology of Happy Farm Foundation.

**THE STORY:** I struggled with many health problems about 10 years ago, because I had unknowingly been consuming synthetic milk. More than 30 people in my community suffered due to the same problem. We discovered that the milk we were drinking was adulterated with caustic soda, refined oil & urea, just to name a few.

I began researching about the process of dairy farming and the current market scenario of synthetic milk, and found out that milk sellers would adulterate the milk due to low production and to earn extra profits.

However, there are many opportunities to increase milk production naturally, by better cattle management, breed identification, and using existing dairy schemes. I also worked for some time in a tribal belt where there was no dairy industry, despite having a high proportion of cattle. This prompted me to work with them with a goal of more effective utilisation of animal resources, from which they could earn their livelihood.

**THE ASK:** We require grant or debt funding of **Rs. 35 lakhs** for setting up ghee processing units and milk collection and vending units; office set-up; marketing and media; and conducting awareness & expert sessions in villages. We are also seeking a mentor with sound experience in the dairy industry.



## KEY FACTS:

Project Location NCR

Year Founded 2008

Sector Education

Legal Structure Trust

Investment ₹16 lakhs

Type(s) of Funds: Grant



# SWAMITRA

*Collaborative & transformative learning for all*

**Pradeep Kumar**

## ABOUT THE SOCIAL ENTERPRISE

- During our pilot, we understood the major challenges faced by budget schools in Gurugram, Haryana. Most of them were located in rented buildings near urban slums, and lacking in proper facilities and teaching aids. The teachers are also not adequately trained and guided, resulting in students' poor performance and learning outcomes. We believe that these gaps should urgently be filled by interventions.
- To serve this need, we have created a team of young and dynamic individuals to provide a strong and high-quality support system to these schools. Our aims are to help budget schools to better utilise their resources; promote the school social work concept and practice among teachers; and provide on-demand training sessions and workshops with the help of a 'Learning on Wheels' mobile van.

## BUSINESS MODEL & MARKET

- Swamitra strives to create a fulfilling and enjoyable school environment for students, by providing customised services to schools, on-demand.
- We will deploy an Assistant School Project Coordinator to work within the school, home, and community—providing extensive support in implementing experiential, project-based, and blended learning. This Coordinator will conduct needs assessments for schools and utilise testing tools to measure the language, math and EVS competency of students.
- Swamitra will also implement a School Social Worker programme, in which teachers are trained in practicing social work within their school, with the aim of supporting children psychologically and socially. Based on key findings, Swamitra will connect the school with specialists, such as behavior therapists and psychologists, to further support students.
- As and when they need, schools will also be able to avail themselves of the 'Learning on Wheels' mobile van to access training, aids such as technology tools, books, teaching/learning materials, and sports items.
- We are currently working with the primary section of 25 budget schools in Nathupur, Chakkarpur, and Sarhol districts of Gurugram, reaching a total of more than 3000 children. We charge a nominal amount for services, and an additional cost for tailor-made programs.

## THE TEAM

- **Pradeep Kumar, Founder & Director of Swamitra:** B.Ed, MSW & LLB; has worked on various development projects in education, health, community development, skill development and poverty alleviation, including those supported by UNDP, ITC, American Indian Foundation, MHRD, Directorate of Elementary education and other organisations. Pradeep is the state head of Delhi and Haryana at Pratham Infotech Foundation, which aims to provide e-education for all.

**THE STORY:** Of all children enrolled in Std 5, about half cannot read and write at even a Std 2 level. This is an obvious indication that children's most basic education needs are not being met at school.

Schools are the lighthouses of society, where knowledge is shared and valued.

Unfortunately, due to lack of resources, many private budget schools in our country find it difficult to provide basic quality education to students. On the other hand, we know that psycho, social, behavioural, and cultural problems among children have significant effects on their learning capacity.

Having these in mind, Swamitra has begun a journey of supporting private budget schools in Delhi NCR.

**THE ASK:** Swamitra seeks a grant of **Rs. 16 lakhs** for establishing operations in 20 schools in Delhi NCR. Funds will also be utilised for expansion, procurement of additional workforce, and creation of digital tools such as a mobile app for data collection.



## KEY FACTS:

Project Location

Indore, Delhi

Year Founded 2016

Sector Healthcare

Legal Structure Section 8

Investment ₹ 7,15,000

Type(s) of Funds: Grant



# AATMA PRAKASH HEALTH CARE

*Understanding self to cope better together*

**Prarthana Sharma**

## ABOUT THE SOCIAL ENTERPRISE

- Aatma Prakash endeavours to offer emotional support to every individual in distress with acceptance, respect, and empathy. Our services address the key gaps that contribute to these emotional problems: awareness about mental health; a sufficient number of trained professionals; and timely intervention.
- By the end of 2025, we aspire to impact 50,000 adolescents by delivering psychology-based modules and interventions to students in Delhi, Mumbai, and Indore. Within the same period, we aim to produce 2,500 psychology practitioners who are well-equipped to deliver these interventions in need-based communities.
- The key activities of Aatma Prakash include a **LINK Fellowship** for aspiring psychologists; **LINK Intervention** for students (13-19 years) to help them deal with issues such as stress, anxiety, bullying & addiction; **Community Outreach** workshops to spread awareness and reduce stigma about mental health; and **Community Storytelling** focused on enabling empowerment & bonding among individuals in communities.

## BUSINESS MODEL & MARKET

- There is a growing need for structured mental health interventions, as the government has been mandated to increase the number of educational programmes (Mental Health Act 2018). It is also compulsory for each school to employ a counsellor to address students' mental health issues. Hence, our primary customers are secondary schools with an identified need for supporting students to develop emotional wellbeing. At present, we have signed letters of intent with five such government schools. Our revenue model is achieved through school contracts and fees from individual therapy and interventions.
- From October 2016 to now, our range of activities have impacted 1450 students, 85 teachers, and 28 organisations. We have also created a base of 55 trained volunteers and interns. In October 2018, we conducted a field study with 20 adolescents in Indore, delivered over 12 sessions. This resulted in the students' ability to: chart their current mental health; explore and express individual perspectives on 'peace'; and develop skills in the areas of positive self-talk, effective communication, healthy relationships & emotional resilience.

## THE TEAM

- **Prarthana Sharma, Founder and Counselling Psychologist:** Freelancer Counsellor at TISS- SVE hub, ex-counsellor at IIM, Indore and MSc Counselling psychologist from Christ University, Bangalore.
- **Mekhala Vadadkar, Organizational Psychologist and Facilitator:** Teach for India fellow with experience in psychological testing and assessment; HRDM (Psychology), Christ University, Bangalore.
- **Advisors:** Mr Darpan Mehta (Partner, PwC India); Dr Mansharamani (Psychiatrist); Dr Anshu Deshmukh (School Principal & Psychologist).

**THE STORY:** I truly believe that every life matters. A psychologist myself, I have lost numerous clients to suicide, violence, and abuse. Nearly 50 million people in India people reportedly suffer from common mental disorders such as depression and anxiety. At the stage of adolescence, the figures are even more alarming: one in six suffer from a mental health issue and one in four suffer from depression.

Despite 15 suicides occurring every hour, India is desperately short of mental health professionals. Research states that there are 2 professionals to every 100 patients. But, our work on the ground has revealed a much lower ratio of 1 professional to approximately 200 patients.

Aatma Prakash is an attempt to address both sides of the problem: the need for more psychologists as well as interventions to address the issues of stress, anxiety, and depression.

**THE ASK:** We seek to raise **Rs. 7,15,000** over the next 12 months. Activities will include piloting our LINK Intervention with five government schools; and conducting our LINK Fellowship for 4 aspiring psychology practitioners.

We intend to focus on the research and development of measuring impact of key activities while co-creating an ecosystem for psychologists to develop an emotionally healthy society.







## KEY FACTS:

Project Location Delhi

Year Founded 2017

Sector Disability

Legal Structure Private Ltd

Investment ₹10,00,000

Type(s) of Funds: Equity



# WEARABILITY

*Bridging inequalities, one stitch at a time*

Rhea Pandey

## ABOUT THE SOCIAL ENTERPRISE

- Wearability's vision is to fuse adaptivity and inclusivity with mainstream fashion. We believe in caring for others, and translate this into action by knitting together everyday disparities through our innovative designs. *Inclusivity through accessibility* is our primary motto, and our clothes, just like our vision, are human-centric. We achieve this by designing fashionable, hassle-free, and adaptive apparels for people with special needs—be it those with injuries, disabilities, or the elderly.
- Currently, we are working on three products- wheelchair pants, adaptive tops and adaptive undergarments. Our products are easy to use, require minimal assistance, and are fashionable. To give our users this empowering clothing experience, we fasteners such as magnets, buttons, and Velcro. to give our users a painless and hassle-free clothing experience.

## BUSINESS MODEL & MARKET

- India currently has over 1,60,000 wheelchair users. The market for wheelchairs is estimated to be 120,000 units worth USD 15 million, growing at rate of 10% over the last three years. India is expected to become the 'arthritis capital of the world' by 2020, making it a promising market for adaptive tops/shirts for arthritis patients. Wheelchair users, people with spinal injuries and osteoarthritis patients can use adaptive undergarments for a pain-free and secure way of dressing.
- In our pilot, we developed adaptive underwear, adaptive shirts, and zipper pants, and refined designs based on recommendations from our sample group. These were tested by our friends and families and we reiterated the designs. With functionality in place, we have entered the phase of mastering the comfort and aesthetic elements. We plan to launch sales in metropolitan cities, offering a range of products that cater to a broad spectrum of disabilities. This will be more cost effective than individual customizations.

## THE TEAM

- **Rhea Pandey, Founder and CMO:** Rhea is in charge of managing communications and public relations, and is responsible for the company's marketing strategy.
- **Bhavna Pandey, Co-founder and Head of Business Development:** Bhavna has undertaken many initiatives in the development sector over the past few years, and also has a strong background in sales.

**THE STORY:** When I was just one year old, I was diagnosed with pseudo-arthritis of the tibia, requiring years of treatment. Eventually it healed, but I had to wear a bulky leg brace. This restricted me from wearing most of the of clothes I wanted to as most garments could not accommodate my needs. I also feared a re-fracture, as most apparels were painful and risky to wear in my condition.

An accidental course in Entrepreneurship led me to think critically about the core of the problem, and compelled me to come up with a solution for others with special needs. With that vision in mind, I began innovating hacks and designs for everyday challenges that people encounter when getting dressed.

**THE ASK:** We require approximately **Rs. 10 lakhs** to hire a full-time designer and interns to prototype and get our initial product offering ready for market.

Financing will also fulfill the sourcing and inventory of high-quality materials and fasteners.



## KEY FACTS:

Project Location Jaipur

Year Founded 2018

Sector Food, Nutrition

Legal Structure Partnership

Investment ₹53,000,00

Type(s) of Funds: Investment



# SWAZEN

*Rediscovering the roots of health*

**Shalu Nathani**

## ABOUT THE SOCIAL ENTERPRISE

- Our mission is to encourage healthy lifestyle changes while enabling economic security for rural communities. Swazen is a combination of two words: Swa (swasthaya & swad) and Zen (ultimate satisfaction). Our line of nutritious confectionary items carries jam, jelly, salsa, and candies made from beetroot, karandas, and other local indigenous crops. Crops are responsibly sourced, and processed using a chemical-free production system. By bringing back traditional crops in a tasty form into consumers' regular diets, Swazen products provide a healthy alternative for reversing nutrition imbalances.
- As an organisation, Swazen aims to create livelihood opportunities for rural communities by providing training and enabling the development of agricultural processing skills.

## BUSINESS MODEL & MARKET

- Swazen currently generates products through a contract manufacturing model with Morarka Foundation, Jaipur. We aim to set up our own food processing unit within the next one year.
- At present, we sell products through a B2B model using various channels, such as online platforms, store collaborations, exhibition stalls, and direct sales to specific customers, e.g. hostels, hotels, and catering companies.
- After setting up our own plant, we will also expand into the B2C market, which is highly scalable both locally and internationally.
- In the short term, we plan to use our surplus funds to expand operations and serve five more cities in Rajasthan.
- We have received incubation support from Atal Incubation Centre, Banasthali Vidyapith, which provides us seed fund and mentoring.

## THE TEAM

- **Shalu Nathani, Founder:** Shalu is an MBA student of Banasthali Vidyapith. Her responsibilities include product development, marketing and sales, and business development.
- **Diksha Saxena, Co-founder:** Diksha is also an MBA student from Banasthali Vidyapith, with a Bachelor's in Computer Applications. She handles production, quality control, and technology.
- **Abhishek Pareek, Advisor & Mentor:** CEO, Atal Incubation Centre, Banasthali Vidyapith.

**THE STORY:** Recently, my mother was diagnosed with a haemoglobin deficiency, caused by a nutritional imbalance. Her doctor prescribed an intake of iron supplements as well as nutritious food, such as beetroot. To my surprise, even though the benefits were well-known, my mother was unwilling to consume the beetroot due to its earthy taste.

Out of curiosity, I did some initial research and found out that 80% of the Indian population has an iron deficiency, according to WHO. But, most people are unaware of the nutritional benefits they get by consuming traditional crops, and often opt for medication to treat their nutritional imbalances.

This inspired me to undertake an initiative to encourage people to add more natural foods to their diet. I developed the Swazen range of innovative food products to provide a new alternative and fuel people's passion for a healthy lifestyle.

**THE ASK:** We seek to raise **Rs. 53,000,00** for establishing a manufacturing unit, conducting research into indigenous crops, product development, training rural communities, and branding and marketing the product line.





## KEY FACTS:

Project Location Delhi  
Year Founded 2018  
Sector Sports, Life Skills  
Development  
Legal Structure Section 8  
Investment ₹35 lakhs  
Type(s) of Funds: Grant



# YELLOW STREETS

*Pause. Restart. Reform*

**Yusra Khan**

## ABOUT THE SOCIAL ENTERPRISE

- Aspirations can transform the world. Yellow Streets focuses on strengthening emotional intelligence and building aspirations to lead children and young people towards a sustained future.
- Using Sports as the medium for change and inculcating critical 21st century skills development in this mixture, Yellow Streets aims at identifying the underserved children located in the streets, shelters and juvenile homes and involves them in an experiential growth process.
- We co-create safe and nurturing play spaces for children to use their vigor in sports and experience its benefits, rather than spending their time in deviant and unethical practices. We intend to take these children and young people on an intensive learning journey where they are equipped with the essential skills to lead a healthy, fulfilling, and joyous life.

## BUSINESS MODEL & MARKET

- Our offering blends the usage of two distinct disciplines: sports and cognitive development, into a productive mix. This combination empowers children in a versatile manner, enhancing their physical, psycho-social and economic competencies and outcomes. Currently we are directly working with 70 street children and 250 juvenile delinquents through a researched and validated module consisting of game training, workshops, and leadership camps to impart key learning skills and instill entrepreneurial competencies. Selected adolescent leaders from this group also head initiatives to closely work with the community and solve grassroots issues.
- We recently formalised a Rugby Club with 70 registered street children and 2 reformed juveniles, of which selected children will be advancing to national qualifiers this year. We have partnered with Rugby India and Delhi Child Protection Unit (a unit of Child Welfare Committee) to support our on-the-ground work.
- By the end of our first pilot we intend to create a pipeline of skilled leaders who are equipped with the skills of sportsmanship, leadership, and entrepreneurial competencies.

## THE TEAM

- **Yusra Khan, Co-founder & Convener:** Social entrepreneur with 4+ years professional experience working with children and youth.
- **Saif Ullah Khan, Co-founder & CEO:** National level rugby player and Level 2 professional rugby coach.
- **Rohan Chandra, Co-founder & Director:** Currently interning as an opinion columnist at Millenniumpost, with a background in Science & Management.

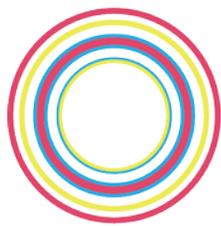
**THE STORY:** Ever since I began working with low income communities, I have reflected deeply on the contrasting realities of a privileged lifestyle vs. those on the other side of the spectrum. In the midst of solving community problems, particularly related to children, my focus organically shifted to the skills and potential that each child had inherited or had developed with time.

After working for three years on the ground with street children, I found sports as one of the most engaging activities with exceptional results. Critical life skills such as discipline, teamwork, respect, solidarity & punctuality can be easily learnt and applied through playing sports. But, children who cannot afford the luxury of receiving professional sports coaching are deprived of its life-changing benefits. My team and I had often thought about the realities of these street children, and eventually decided to work with an aim to get them off the streets onto the playing field.

**THE ASK:** We require **Rs. 35 lakhs** to establish and operationalise the enterprise's activities for the coming year.

This includes children's training cost, infrastructure cost, workshops, camps, tournaments and providing dietary support and health care services.





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