



# UDYOGINI

**27 years of empowering rural tribal women to become Entrepreneurs and Leaders**

## Impact

- Benefitted 1 million rural women since 1992
- Trained 200 + nonprofit organizations
- 54,500 women producers impacted directly



*"We need to reshape our own perception of how we view ourselves. We have to step up as women and take the lead."*

**Lalita Devi, Farmer and Grocery Store owner from Gumla District, Jharkand**



*"My mother has worked very hard in the fields. She has raised us and taught us to work hard and walk on the path of truth. I am proud of my mother."*

**Motilal, Son of Varju Bai, a farmer and village leader from Udaipur district**



*"Pehle toh lakdi bhechnei aur sabji bechenei bhi jana padta tha, joh kaam kabhi sochei nahi thei ki karenge woh karkei bhi khaanei ke liye kuch bachta nahi tha...Dono bachhi aaj school mei hai, yeh television set aur mera aaj ka zindagi...peeche dekhne ka jarurat nai pada jab se lac ka kaam shuru kiya hai."*

Earlier we would go for selling wood, vegetables and all odd jobs but still could not save anything. Since we began with the lac work we have not turned back, now my children go to school and we bought a TV set recently.

**Ghasni Devi, Lac farmer and village leader from Angara Block, Jharkand**



With the help of Udyogini, my family was able to start cultivating kapoorkachri and Tulsi on wasteland. We are able to cultivate longer term crops, it's free from animal attacks, less labour intensive, the production is good and there is always market demand. So these crops helped us increase our income and improve the way we work the land.

**Neema Devi 'Medicinal Aromatic Plants' producer of Chamoli district; Uttarakhand.**



**Udyogini**

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Follow us on



**Udyogini means woman entrepreneur. Our mission is to provide customized quality business development services to enable women to enhance their income, access better education and health services for their children with a special focus on girls.**

**Udyogini was established in 1992 to implement the Women's Enterprise Management Training Outreach Program (WEMTOP), a project of the Economic Development Institute of World Bank. We have 27 years of experience creating employment opportunities for rural women through entrepreneurship in farm and non-farm based livelihoods, enterprise development and Natural Resource Management. We aim to reach 100,000 poor women directly by 2020!**

## Vision

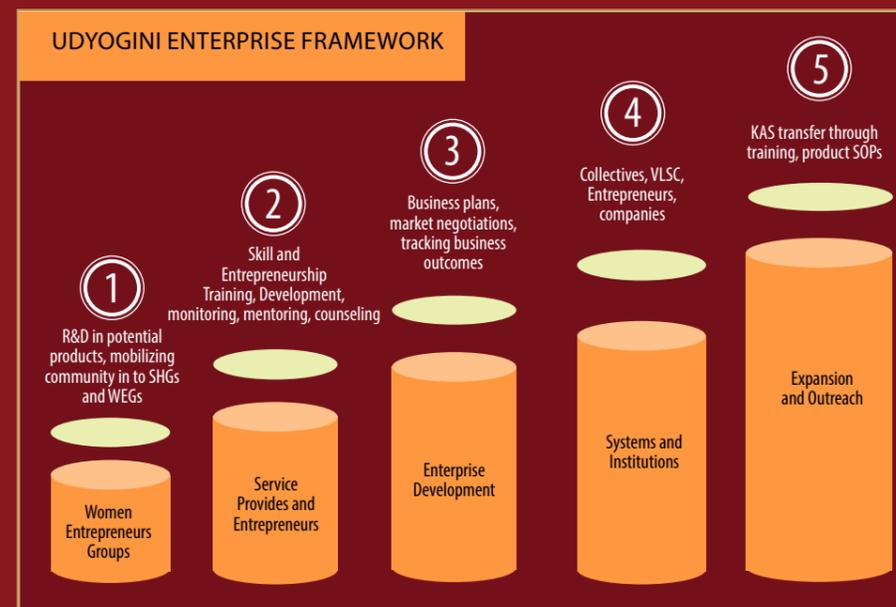
Foster gender equality by improving socio economic status of women to fully participate in decision making in domestic and public spheres

## Mission

Provide customized quality business development services to enable women to enhance their income, access better education and health services for their children with a special focus on girls.

## How we work

Udyogini strives to help rural women entrepreneurs at every level. When we move into a new area, we do extensive research into business ideas and interventions that are likely to be effective in the local context, organizing women in SHGs and WEGs. From here, we train and mentor interested women in entrepreneurship and skills necessary to take up their new or improved livelihood, handholding them while they set up their enterprises. Once the intervention is in place, we continue to help with business plans and performance tracking. As micro-enterprises get bigger, we organize producers into larger collectives and companies to create market and financial linkages and increase leverage. Finally, we help successful women entrepreneurs expand their businesses to become even more successful..



## Theory of Change

If poor, marginalized and vulnerable women are provided customized business services (skill, entrepreneurship training, financial and market linkages) then their income significantly increases due to increase in production and quality of product and services. The increase in economic status enables women to participate in decision making in domestic and public sphere.

## Aligning with SDG's

Udyogini believes its work is part of greater challenges to achieve a better world for all. With that in mind, we consider the Sustainable Development Goals established by the United Nation as parameters to guide our work.

**First, Goal 1** supports the fight to **End Poverty** and it is central to the work of Udyogini when it tackles the economic aspects which put families below the poverty line. By making markets work for the poor, we propose

to create livelihood opportunities and to increase income generating capacity of the women it works with.

Secondly, by working with **Goal 5** to promote **Gender Equality**, Udyogini opposes any form of socioeconomic injustice inflicted on women on the basis of sex. It contributes to achieve targets on the grounds of attaining basic rights and equal opportunities for women through women empowerment initiatives.

Thirdly, Udyogini works on **Goal 8** to ensure **Decent Work and Economic Growth**, trusting in better work opportunities and higher levels of economic productivity by women as a result. By engaging in capacity building and income generating initiatives, we aim at a more inclusive and equal employment status for women. In this sense entrepreneurship and technological innovation are central strategies, touching upon key measures to assure targets.

Udyogini works in different fronts to achieve **Goal 2: Zero hunger** by fostering better health and nutritious habits among producers. Through agricultural projects, we aim at developing advanced practices to increase production and generate more income, allowing families to buy supplements for subsistence.

While looking at **Goal 15: Life on land**, Udyogini focuses on sustainable practices in the use of land in its agricultural projects. We work closely with methods of cultivation that are good both for the land and the producers. Some of them include innovative techniques to use wastelands, such as alternation of crops and wild-life resistant methods, and the development of chains of products suitable for each environment, such as medicinal and aromatic plants in remote mountain villages.

